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**ПОРТРЕТ АБИТУРИЕНТА МГУ ИМЕНИ М. В. ЛОМОНОСОВА В 2013 г.:  
ФАКТОРЫ И МОТИВЫ ВЫБОРА ФАКУЛЬТЕТОВ И ВУЗА**

Московский государственный университет имени М. В. Ломоносова, 119991, РФ,  
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В статье на основании социологических опросов выявляются мотивация и факторы, способствующие поступлению абитуриентов на различные факультеты МГУ имени М. В. Ломоносова. Библиогр. 9 назв., Табл. 4., Рис. 9.

*Ключевые слова:* образование, студенты, вуз, факультет.

**MAIN TENDENCIES OF EDUCATIONAL STRATEGY OF THE MODERN STUDENT  
SOCIOLOGIST**

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This article deals with external factors and internal motives of applicants in the selection of the university in which they want to pass the exams. This article is based on the results of a sociological survey conducted in 2013 among high school seniors and their parents, who accompanied them during the delivery of documents to enter. An analysis is based on the differences observed in the responses of applicants and their parents, also provides an analysis of the survey data separately for the humanities and the natural faculties. An analysis of the differences between the motives of learning among Russian and American students. The article presents an analysis of the sources of information on higher education institutions, as well as data about the effect of the succession of generations and friends who graduated from a specific department, on specialty choice. Refs 9. Tables 4. Figs 9.

*Keywords:* education, students, university, motive.

Контактная информация

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