FORECASTING THE BEHAVIOR OF THE INFORMATION PRODUCT

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In today world, information that is the part of information product is considered as an important factor of qualitative changes in society life and is such an influential part, as material or energy resources.

However, not all information products have a chance to be successful. In a fast changing market situations, the making of well-grounded decisions regarding the prediction of information product behavior is possible on the basis of analysis of key indicators and trends of development of information product, consumer demand for it etc.

Therefore it is necessary to forecast the possible changes that will affect information products. The need to predict is also caused by the fact that the behavior of product information may change in the process of new information occurrence that requires a new assessment of possible ways of information product behavior.

At the end of 2010, the European researchers concluded that the conceptual definition of "information product" concept is unclear. This is evident in practical work: not harmonized data formats, different number and range of indicators, different methodological approaches for data collection. Therefore, the concept of "information product" and the conception should be clarified.

The study contains the choice analysis of method and means for predicting the information product behavior as well as the forecast using a combination of two different methods for scenario of behavior "Seasonality".

1. The substantial review of the literature on this subject is made.
2. The definition of the main concepts is given
3. The set of factors is formulated
4. Their numeric values are identified
5. The mathematical dependence in the form of corresponding graphs is built.

This study gives a possibility to identify the ease of use of models and analyze the behavior of an information product. By studying the given results can be concluded that the obtained prediction of the behavior is really truthful and satisfies us. It's also worth to notice that the means of Statistica program much facilitate the fulfillment of this task in comparison with other means of such type data processing.

The article presents the classification of forecasting methods. The tentative model of prediction calculation is done. The forecast of the development of information product based on mathematical software "Statistica" is made.

Keywords - information product, forecasting, information society, information technologies.