

# **Why and when consumers indulge in smartphones: the mental association between smartphones and fun**

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Cyberpsychology, behavior and social networking

2019; 22(6):381-387

## **ARTICLE IDENTIFIERS**

DOI: 10.1089/cyber.2018.0646

PMID: 31188685

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: 2009208160

pISSN: 2152-2715

eISSN: 2152-2723

OCLC ID: 477405630

CONS ID: not available

US National Library of Medicine ID: 101528721

This article was identified from a query of the SafetyLit database.