

# **Digital Piracy: Legal Consumption vs. Illegal Media Downloading, Selling, and Sharing**

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# Introduction

## Why Digital Piracy?

Digital piracy, including media downloading, selling, and sharing, continues to grow in the United States. It is a serious social issue that need to be addressed.

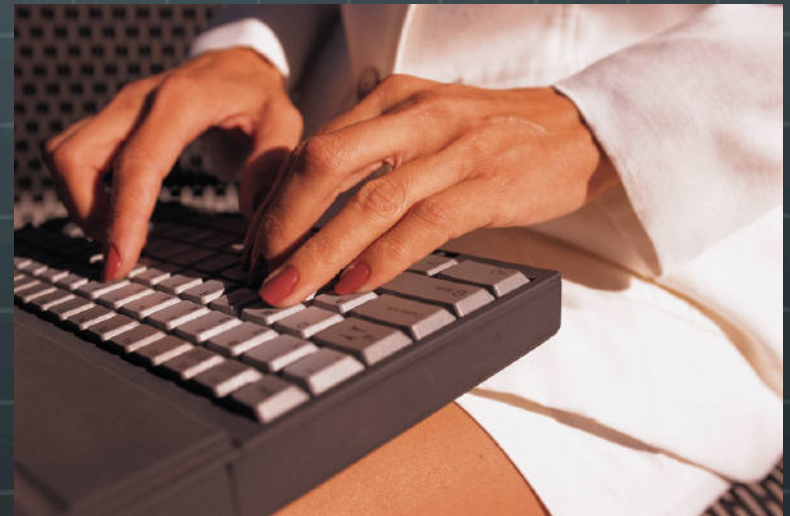
## Purpose:

1. To gain the knowledge of the current tendency of digital piracy among college students
2. To make college students aware the concept of digital piracy and its seriousness

# Hypothesis

There is a strong correlation between students' demographical factors and engagement in digital piracy.

1. Religion and activity in a religion (Less Active)
2. Year of Schooling (Freshman)
3. Major (Computer Science)
4. Income (Lower Average)
5. Age (Young Adult)
6. Gender (Men)

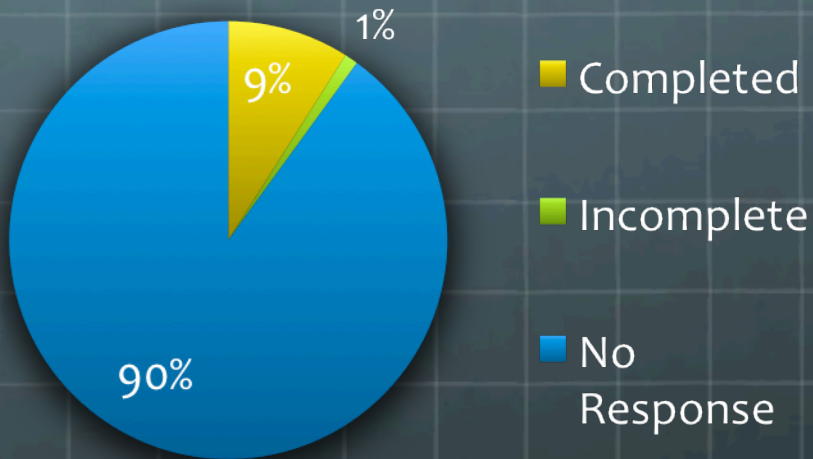


# Methods

- 🌐 **Web-Based Survey to 500 randomly chosen UVU students who are currently enrolled**
- 🌐 **Sent out through Email with the informed consent (Qualtrics)**
- 🌐 **Self-report, 61 close-ended questions**
- 🌐 **Some are exploratory (Race and Solutions)**

# Results

## Response



## Participants' Statistics

Men: 58%      Women: 39%      Other: 3%

White: 89%      Hispanic: 3%  
Pacific Islander: 3%      Mixed Race: 5%

Single: 84%      Married: 14%      Divorced: 2%

Latter Day Saints: 73%  
Other Christianity: 8%  
Agnostic: 3%  
Does not belong to any religion: 16%

Freshman :73%      Sophomore: 22%  
Junior: 3%      Senior: 3%

\*Age, annual income, academic majors were all random

# Results

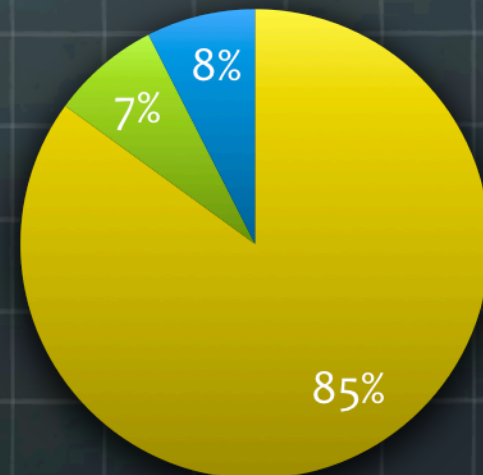
## Definition

Digital Piracy: An act of downloading, selling, or sharing of copyrighted medias available in electronic form, readable and able to manipulate by a computer without permission of copyright holders. (86%)

## Awareness

Q. Were you aware that downloading, selling, and sharing of copyrighted media without permission of the copyright holder is against law?

■ Yes ■ Somewhat ■ No



# Results



## Seriousness

Q. Do you consider digital piracy to be a serious issue in the United States?



## Victimless Crime?

\*41% think that digital piracy is NOT a victimless crime.

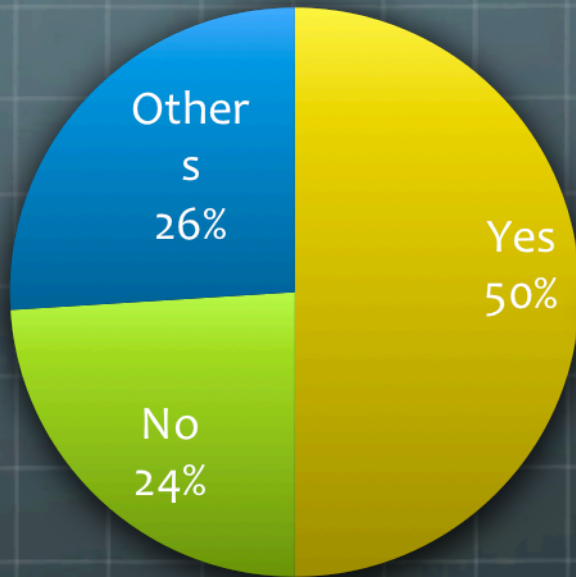


## Should it be legalized?

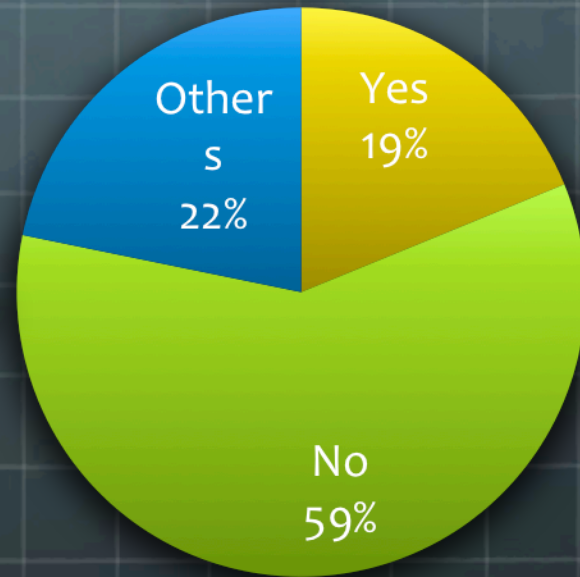
\*Opinion splits into half.

# Results

Illegal downloading BEFORE  
accepted into UVU



Illegal downloading while enrolled at  
UVU





# Results

## When?

Junior High > High School > Elementary > College

## Information Source

Main sources are from Friends > Family, Web

## Where?

Home

 Bit Torrent and The Pirate Bay are among the top Web sites visited.

# Results



## Amounts:

11~20: 25% **More than 30: 75%**

## Frequency:

Daily: 25% Weekly: 25% **Monthly: 37%** Yearly: 13%

## Main Device:

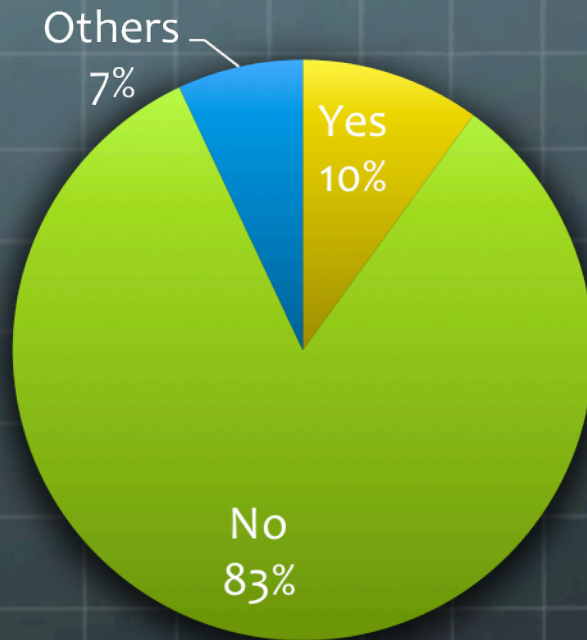
**Laptop: 63%** Desktop: 38%

## Company?

**Alone: 63%** Family: 25% Friends: 13%

# Results

## 🌐 Sharing of any illegally copied media while enrolled at UVU



### Method:

- \* Uploading Media Online
- \* Lending Media in Person

### Share with Who?

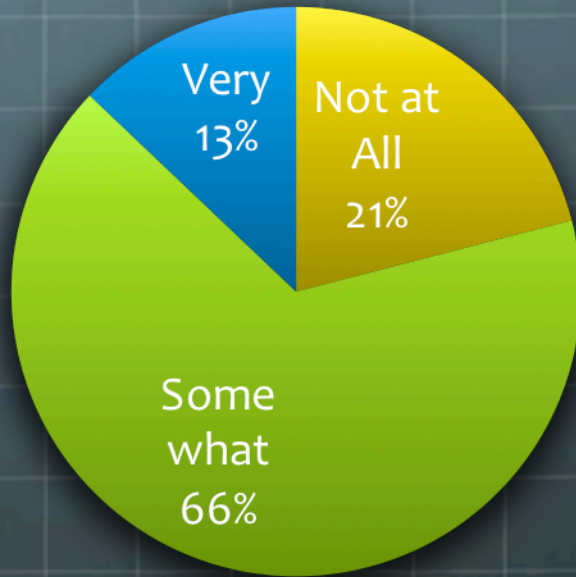
- \* Family
- \* Friends

### Frequency?

- \* Weekly (25%)
- \* **Monthly (75%)**
- \* Yearly (25%)

# Results

## Guiltiness?



## Fear?



# Results

## Students' Demographical Factors Who Have Engaged in Digital Piracy

Gender: **Men: 75%** Women: 25%

School: **Freshman: 38%** **Sophomore: 38%** Junior: 12% Senior: 12%

Marital Status: **Single: 88%** Married: 12%

Religion: **Latter Day Saints: 88%** Christianity: 12%

Religious Commitment: **Very Active: 88%** Somewhat Active: 12%

Race: **White/Caucasian: 75%** Mixed Race: 25%

Age: **20s: 88%** 18: 12%

Annual Income: Less than \$10,000 (12%)  
\$10,001~30,000 (37%)  
\$ 75,001 ~ \$99,999 (12%)  
**\$More than 100,000 (39%)**



Majors: Dance, Digital Media, University Studies, Exercise Science, Physics, Criminal Justice, Undecided

# Findings

- 🌐 **Anti-Piracy Advertisement**
  - 57% of students claimed that the advertisement does not deter them from participating in digital piracy.
- 🌐 **Future Engagement**
  - 21 % of students claimed that they are likely to engage in digital piracy in the future.



The unauthorized reproduction or distribution of this copyrighted work is illegal. Criminal copyright infringement is investigated by federal law enforcement agencies and is punishable by up to 5 years in prison and a fine of \$250,000.



**Piracy is not a victimless crime.**

For more information on how digital theft harms the economy, please visit

[www.iprcenter.gov](http://www.iprcenter.gov)

# Findings

- 🌐 Many students seem to be aware that the concept of digital piracy and its seriousness, as well as the idea that digital piracy is not a victimless crime. However, when it comes to legalizing matters, opinions split exactly in half.
- 🌐 Those who engage in digital piracy feel little or no fear or guilt when illegally downloading or sharing digital media.
- 🌐 Academic majors are random, but most of them are science related majors.
- 🌐 Students who engage in digital piracy have above average annual income.

# Conclusion

There is some correlation between students' demographical factors and engagement in digital piracy.

1. The more religious/spiritual commitment they have, the more likely to engage in digital piracy.
2. Freshman tend to engage in digital piracy more than any other students.
3. Students with science-related majors tend to engage in digital piracy more than any other majors.
4. The more annual income they have, the more likely to engage in digital piracy.
5. Young adults (18 to 23) have a tendency to engage in digital piracy more than any other ages.
6. Men tend to engage in digital piracy more than other genders.



# Possible Solutions

- 🌐 Make media cheaper than it is today
- 🌐 Banning media from portraying digital piracy acts such as hacking, downloading, selling, or sharing of copyrighted media
- 🌐 “ Promoting online streaming sites such as Netflix and Hulu, a flat monthly rate to stream a certain type of media makes people easy to access. ”
- 🌐 “ Make all downloading sites illegal, and have law enforcement track people who visits the site often.”

# What Needs to Be Done

- 🌐 More samples to obtain larger responses.
- 🌐 Repetitive study to analyze tendency over time.
- 🌐 Conduct the same survey at other universities to measure if our results and conclusions at UVU are the same at other universities.

**Thank You**