A RESEARCH TO DETERMINE THE CHARACTERISTICS OF THE MODERN
INTERNET PIRATE

A dissertation submitted in partial fulfilment of the requirements for the degree of
Bachelor of Science (honours) in Computing

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Declaration

I, John Davis, declare that this dissertation is my own work, with help from my supervisor.
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Abstract
This research was created in order to determine the characteristics of the modern internet pirate. The information that was desired included the participants’ age group, their gender and their locale within the UK, which will be compared to their involvement in internet piracy.

This topic was chosen due to the relevance it has in society today. Internet piracy (IP) is an increasing problem due to technological advancements, making it quicker and easier to download illegal content online. According to Kelly (2017), it is estimated that 18,000 jobs in the industry in Ireland are at risk due to IP. Already it has been estimated to cost over €320 million and the loss of over 500 jobs. Determining the characteristics of internet pirates is significant in the prevention of IP. Identifying the characteristics of those who practice IP will aid in preventing IP becoming a more serious issue and will help in solving the issue.

Chapter 1 began by introducing the topic and describing what will be done throughout the project. It then describes the background in relation to IP, including how IP became a major issue worldwide and some research which shows the effect IP has on certain industries. It also details the aims and objectives of the research. The literature review, in Chapter 2, critically analyses different literatures in relation to IP. Project planning and methodology follow in Chapter 3. This includes the Gantt chart representing the time frame, the methodology, the ethics statement and analyses the questionnaire that will be used in this project. Chapter 4 includes the results and discussion, which lists the results from the questionnaire, followed by an analysis of each. Chapter 5 involves the conclusion, recommendations and future research.

This research started with 925 participants. Through the use of a filter question and because of the sensitive nature of the topic, 167 participants answered the 5th and final question, meaning 18% of the total participants. Question 1 was a test question and proved the accuracy of this questionnaire.

Question 2 directly asked if the participant has accessed licensed or copyrighted products for free. 25.1% of the total participants admitted to being involved in IP. It determined, through the use of filters, that 41.1% of males aged 18 – 24 are involved in IP, making this demographic the most involved in IP. It found that within the UK, those from Northern Ireland are most likely to be involved in IP with 28.8% admitting to it.
Following on, Question 3 found that 58.3% of the participants pirated music making it the most common form of pirated content. It was followed by movies with 44.4% and by television shows with 43.6%.

Next, Question 4 shows the frequency of pirate related activity. 10% admitted to pirating daily, 19.4% admitted to weekly, 24.8% monthly with 45.8% stating it was less than 5 times in total.

Finally Question 5 was created to ascertain the key rationale behind the phenomenon that is IP. It found that 42.8% of respondents claimed that they also use paid services such as Netflix, 22.2% claim the products are too expensive with 14.5% claiming that everybody does it.

The conclusion states whether the aims and objectives have been met. This research concluded through this questionnaire and the literature by Udris (2016), Hinduja and Higgins (2011) and Phau et al (2016), that IP is most common among young males aged 18 – 24. This research is different from the other literatures in confirming that IP is still established in all age groups, meaning that if the issue is to be tackled, targeting just young males aged 18 – 24 would not be enough, people of all age groups must be targeted.
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Chapter 1 – Introduction, Background, Aims and Objectives

1.1 Introduction

This dissertation will involve internet piracy (IP) and the different trends and characteristics associated with internet pirates. This is important as determining the characteristics and locale of internet pirates will help in the prevention of IP as determining what demographics are involved will aid copyright owners to provide information to those involved in IP, showing the consequences of IP in the different industries. Most research focuses on young adults, so this research aims to find out what percentage of the UK public aged 18 and over are involved in IP as focussing on one age group would represent the public poorly.

To begin with, Chapter 1 will discuss the background of internet piracy, in particular, when it became established in society, what led to it and what enabled it to become dominant over large sectors of the population. This section will also discuss recent articles to highlight the importance of this issue. This paper will then discuss the aims and objectives of this dissertation project. The aims will be clearly laid out, determining what is intended to be achieved by the completion of this project. The objectives will clearly lay out the different goals, through the completion of which will ensure the aims will be met (Denscombe, 2014).

Chapter 2 will begin with the literature review. This section critically reviews different literatures from around the globe, concerning different age groups. It will analyse the findings of the researches and compare them to each other, finding common trends that may prove to be useful for this dissertation. This information may support or oppose the findings in this project.

Succeeding that, Chapter 3 begins with the Gantt chart. The Gantt chart shows where the researcher should be in the project at a certain time. It clearly lays out the tasks in order of when they need to be completed (Lock, 2013). Following the Gantt chart is the methodology. This will describe in detail the theory behind how and why this research will be conducted. It describes how the research onion theory will be used to determine the research philosophy and the research approach of this dissertation. It details how the data will be collected and will provide information on the software that will be used. A paragraph regarding ethics will also be included to clarify that the process will be legal and ethical. The questionnaire will be
described in detail next. It will detail what each question will entail, defining why it was chosen and other details such as the use of filter questions.

Chapter 4 will present the findings and discussion. This section will begin by listing the results as statistics followed by an analysis of each question. Filters will be applied concerning different age groups, gender, and location within the UK in order to discover trends and patterns, and the results of which will also be analysed.

Lastly, Chapter 5 will include the conclusion which will be derived from the findings and discussion, being critically compared to the researches in the literature review.

1.2 Background
Internet piracy is becoming more prevalent in today’s society. It has been present since the emergence of the modern internet in 1990, with users illegally downloading or sharing copyrighted material such as music, movies, television shows and games among anything else of interest. With the advancement of technology, particularly with progressions of storage facilities, the developments of peer to peer (P2P) networks and technological advances in connection with higher speed internet connections and faster computers means that it is quicker and easier than ever before (Khang et al. 2012).

During the 1990’s, the development of the MP3 format for audio files was key in the thriving of internet piracy. MP3 is a form of audio compression, i.e. making the file smaller or compressing it, which allows for the file to be over 10 times smaller than that of a CD. This in turn allows for individuals to store more files on the computers and makes it easier to transfer online (LOC, 2017). With internet speeds becoming faster and file sizes becoming smaller, and the popularity of writable CD drives, this further enables internet pirates with ease of access. A simple P2P network can be created by allowing 2 or more computers to be connected and enabling them to share data independently, without going through a separate or main computer (Dong et al. 2002).

Napster, at one stage, was the most popular file sharing network worldwide. This is an example of how the introduction of peer to peer networks made ‘sharing’ files online mainstream. In the book, ‘Piracy – Leakages from Modernity’, by Fredriksson and Arvanitakis (2014), the authors understood that the internet can be seen as a huge distribution system, with the ability to share any file or software instantly, worldwide. The authors state that this
distribution system (i.e. the internet), has evolved into a ‘constellation’ with the introduction of peer to peer networks, meaning the connections are not always visible and may be impossible to trace. This, and the fact that most people can do it in the comfort of their own home are major reasons why internet piracy is a significant problem today (Fredriksson and Arvanitakis, 2014).

Wall (2005) states that the internet is a sanctuary for piracy related issues, due to the anonymity, globalism, speed in both transferring and copying of data. He also suggests that the mind-set is different in terms of ownership, stating that internet pirates perceive that anything online is free to download with immunity and without payment.

Although efforts have been made and resulted in a decrease in internet piracy in certain countries, the majority of countries have seen a growth of 41% to 43%, such as in developing countries for example China and India (Xanthidis and Aleisa, 2012). A study by MarkMonitor (2011), found that 43 sites classed under ‘digital piracy’ had over 146 million visits each day, totalling more than 53 billion each year. It specified that the 3 most popular (rapidshare, megavideo and megaupload), had over 21 billion visits alone.

Internet piracy has evolved to more than P2P networks. In Spain’s La Liga, the highest football division, studies indicate that they may be losing up to $186 million per season as a result of online streaming. The league has attempted different antipiracy campaigns but have been mainly unsuccessful in clamping down on the issue. La Liga has since allied with other sporting organisations and leagues, along with the US government to attempt to fight the issue (The Associated Press, 2017).

In Ireland, internet piracy is threatening up to 18,000 jobs according to Irish filmmakers. This has prompted 6 major film and television studios to secure a high court injunction to force internet service providers to block access to illegal websites. The studios estimate that 1.3 million people in Ireland are involved in illegally accessing their content, resulting in a loss of over €320 million in revenue. 1.3 million Individuals may not seem like a significant amount, but in a country with 4.5 million people, that works out to be over 28% of the entire country (Kelly, 2017).
1.3 Aims
The aim of this research is to determine the characteristics of the modern internet pirate. These characteristics include age, gender and locality in the UK. Other information will be researched, such as the type of data being pirated, i.e. music, movies, etc. This research will also aim to determine the frequency in which the participants are involved in internet piracy. Finally, there will be a focus on why the participants engage in IP. Set out below are the research objectives that will enable this to be achieved.

1.4 Objectives
- Conduct a review of the relevant literature to identify the current status of internet piracy
- Test accuracy of results
- Identify participant characteristics and locale of internet piracy across the UK
- Determine the frequency of which internet pirates access illegal data
- Establish the types of data that are most frequently pirated
- Ascertain the key rationale behind the phenomenon
Chapter 2 - Literature Review

Due to the sensitive nature of this research topic, there was a limited amount of published materials available compared to that of other research topics. Another limitation included that there was even less information to do with adults over 25 years old, as most of the research found focused on university students and high school students. It is also worth noting that there was a lack of research conducted in the UK concerning internet piracy, however, a number of studies have concluded that geographical location has minimal effect on IP (Udris, 2016; Bohannon, 2016). This will be further explored in the results and discussion chapter of this dissertation.

According to Craig (2005), piracy is an infringement of a copyright, which is robbery. He suggests that anything that is copyrighted, is able to be pirated, continuing to explain that anything worth copyrighting is worth pirating. This is a major issue in society with copyright owners believing if their data or software is copied, then it is stealing. Alternatively, Craig (2005) interviewed an internet pirate who claimed that pirates do not believe it is theft, as the owner is not deprived of their property. They claim they are only depriving the owner of potential revenue which they say is debatable as they would never pay for some of the data or software that they pirated, meaning the copyright owner is not at a loss. This provides an insight as to why an internet pirate participates in such activities which is one of the objectives of this research.

The next point of context is ‘Determinants of Digital Piracy among Youth in South Africa’. This study by Van Belle et al. (2007) was conducted on 17-25 year olds in South Africa, and aimed to find out the determining factor of piracy attitude, intention and behaviour. This study found that over 45% of the survey response believed piracy to be completely acceptable. In direct contrast, only 30% of the participants thought that piracy was unacceptable. This literature did not only focus on piracy in general, it focused on the different forms of piracy which makes it useful to this dissertation. This research found that music piracy was the most acceptable form of internet piracy, with 58% of those involved believing it is acceptable and only 28% believing it to be totally unacceptable. In the same research, the results found that over 40% of the respondents believed that both Video and Software piracy is acceptable, in contrast to just over 30% with opposed opinions (Van Belle et al. 2007).
This literature is an appropriate representation of how internet piracy, across many different forms, is established in society. Although it does not compare different age groups, which is a major part of this dissertation, it does show that over half the respondents illegally download music and believe it to be acceptable. The fact that this research was conducted in South Africa could be seen as a downfall in terms of similarity to this dissertation, however, the opposite could be the case as this report could find that even more people of a certain age group, could be involved in internet piracy (Van Belle et al. 2007).

This leads to a study by Udris (2016), titled, ‘Cyber Deviance among Adolescents and the Role of Family, School and Neighbourhood’, 68,507 high school students from 30 countries participated in the research which was designed to see the effect one’s family, school and neighbourhood had on their likelihood to be a cyber delinquent. The research found that over 47.47% of the participants had been involved in internet piracy. The findings in this article suggest males are more likely to be involved in IP. An important finding was that country of origin did not make a significant difference with only an 8% variance in illegal downloads. This finding supports the literatures that were chosen to be reviewed in this chapter as they are not from the UK but are still relevant to this dissertation.

Although the age group in ‘Cyber Deviance among Adolescents and the Role of Family, School and Neighbourhood’ is below what this dissertation can ethically include and the age group discussed in the literature by Van Bell et al. (2007), the study by Udris (2016) still shows high results of internet piracy related activities. The results are lower than that of the previous study however, considering the group is younger, this could suggest that the age group most involved in IP is over high school age, i.e. over 18.

Phau et al. (2016) did a research into factors influencing digital movie piracy. A study of 201 mostly university students completed a survey to indicate if they were involved with the downloading of pirated movies. Their gender, age group, household income and education was taken into account for the survey. The results found that out 95 male students, 75 were involved with illegally downloading pirated movies, which is over 78%. Out of 106 females, 69 were involved, which is 65%. This is supported by Udris (2016) who had similar findings.

The research found that based on age, the older an individual is, the less likely they will be involved in IP, as 128 individuals out of 170 people aged 18 – 25 were involved in IP, which is
75%. This is in contrast to only 1 out of 9 people aged 36 or over who participated in IP. This supports the theory from the previous reviewed literature that internet piracy is more common for those over 18, and presents the suggestion that younger adults (18 – 25) are most likely to be involved in IP as opposed to older adults. This highlights a gap in the research by Phau et al. (2016) concerning older adults’ involvement in internet piracy as even though this research claims to take older adults into consideration, there was only 9 participants who were over 36 compared to 170 participants who were aged 18 – 25.

Continuing with university students, the next research to be reviewed is a study by Hinduja and Higgins (2011) who used a random selection of 2000 university students to determine who is most likely to engage in online music piracy. 56.7% of the participants were female and 7.8% had downloaded over 2001 songs illegally. 31.3% admitted to downloading between 501 – 2000 songs illegally, 30.2% illegally downloaded between 101 – 500 songs, 14.6% pirated between 1 – 100 songs while just 16.1% stated they were not involved in IP. In contrast with the females, 22.8% of males admitted to downloading over 2001 songs illegally. 38.5% admitted to downloading between 501 – 2000, 22.6% admitted to illegally downloading between 101 – 500 songs, 9% pirated between 1 – 100 songs and 7.2% stated they have not downloaded any music illegally.

In terms of age, 57.6% of participants were aged 19 or younger. 11.5% of people in this age group admitted to downloading more than 2000 songs illegally. It continued at 33.8% for between 501 – 2000 songs, 30% for between 101 – 500 songs, 14.3% for between 1 – 100 songs and 10.4% for those who claim to have never downloaded illegally. For those aged 20 and over, 18.1% admitted to downloading over 2001 songs. 35.2% admitted to downloading between 501 – 2000 songs, 22.7% for between 101 – 500 songs, 9.3% for between 1 – 100 songs and 14.7% stated they were not involved in IP (Hinduja and Higgins, 2011).

This literature presents the suggestion that males are more likely to be involved in internet piracy. It supports the suggestion that young adults are more likely to be involve in IP as 10.4% of university students aged 19 and under and 14.7% of university students aged 20 and over were not involved in IP. These numbers imply that 89.6% of university students aged 19 and under and 85.3% of those aged 20 and over are involved directly in IP (Hinduja and Higgins, 2011). This supports the theory that young adults are most likely to be involved in internet piracy, but has also presented that males are more likely than females to be involved. This
statement is supported by the articles by Udris (2016) and Phau et al (2016) who had similar findings.

A research by Gopal et al. (2004) in which 133 undergraduate students answered questionnaires supports this claim. This report concludes that the group most likely to participate in internet piracy is young males. This article supports the suggestions from the previous literature reviews, that younger people are more likely to be involved in internet piracy and it supports the theory that males are more likely than females to participate in IP. Although ethnicity has not been viewed as a factor in this research previously until now, this study suggests specifically young white males are most likely to be involved in internet piracy. Further reading was done to determine if this should be a factor in this dissertation. A study by Donner et al. (2014) disputes the research by Gopal et al. (2004). The research conducted by Donner et al. (2014) involving undergraduate university students was presented to 809 students with 488 student responding, a 60% response rate. It was younger males who were found to be involved in internet piracy however it was suggested that younger males who are not white are more likely to be involved in IP. The lack in significant difference ethnicity plays on IP has confirmed it will not be a factor in this dissertation. The common theme that young males are most associated with IP is also supported by the studies by Udris (2016), Phau et al. (2016) and Hinduja and Higgins (2011).

Miegel and Olsson (2012) describes how each generation, past and future has and will grow up with different technological advances. Their study, based in Sweden, states that with an increasing amount of children growing up with access to the internet and new technologies, this presents the possibility of each generation acting in unprecedented ways towards the internet. This journal article poses the question, if people are desensitised to digital theft from an early age, will it have consequences on their desensitisation in the future? Further research was done into this question however it was limited as there were no research available.
Chapter 3 – Project Planning and Methodology

3.1 Gantt Chart of Project Timeframes

Fig. 3.1. – Gantt Chart
When planning the research, ‘Bottom-Up’ task led planning will be used. This involves the planner developing the timescale of the project internally, determining what can be achieved in the timeframe. Skills, performance and the work involved are used to estimate accurately the completion date of the project (Lock, 2013).

Fig. 3.1 displays a Gantt chart which illustrates the timeframe of the project, including the start and completion dates of each task, and the project as a whole. Advantages of using this method are that the chart is very useful to display each task clearly, and compare them to the timeframe to ensure the researcher completes the project on time (Lock, 2013).

The Gantt chart clearly displays each task in the project in relation to a certain time period. The development of the research question should take approximately 3 weeks so the Gantt chart allows 4 weeks to ensure it will be completed in time. The literature review begins after the research question has been chosen. After some research and literature has been obtained, the selection of the specific methodology follows, using what was observed from the literature review as guidance. As this process will involve performing the literature review along with the methodology, a time frame of a month has been allowed for its achievement. The data collection follows which allows time for participants to respond to the chosen research method of around 2 weeks. Once the data has been collected, almost a month has been allowed for the analysis of data, which will form the basis of the conclusion and the project. Over a month has been provided to write up the information already worked on into the final dissertation. This leaves a month to get it proof read printed and bound, allowing almost a month to re-check it and get it corrected and rebound if necessary. There is no reason as to the shades of blue as this was done by the software when creating the diagram.

Allowing tasks such as the literature review to extend throughout the writing of the dissertation is important as research will still need to be done during this phase. The proof reading slot and the extended time left to reprint and bound are important as this will allow time for corrections if mistakes are found (Lock, 2013).

3.2 Methodology
Using the research onion theory developed by Saunders et al. (2007), which describes how a project will be completed, represented through layers of an onion. In regards to the first layer, the research philosophy, this project will be concerned with the “constructionism”
philosophy. This means that each participant interprets what is observed differently, allowing the researcher to examine the differences in the participants’ opinions.

The 2nd layer defines what research approach this project will follow (Saunders et al. 2007). This dissertation will involve inductive research. Crowther and Lancaster (2008) explain that the data is accumulated and hypotheses and theories are derived from the data with no restrictions prior to data collection and analysis. This is as opposed to deductive research which creates the hypotheses or theory and prove or disprove it with tests. Advantages of using an inductive approach include flexibility and the chance to develop new meaningful theories and hypotheses.

Primary research will be used. Primary research involves gathering new information, as opposed to secondary research which uses data that is already available (Denscombe, 2014). Advantages include ability to control the design to fit the needs of the research, as specific questions can be asked, that may not have been taken into consideration in other researches. Disadvantages include cost and time, as it can be expensive to create and supply surveys or questionnaires, as well as time consuming, for example, waiting on participants to respond, with the possibility of many participants not responding at all (Lock, 2013).

The strategy to be used in this research will involve quantitative research that uses percentages and statistics, which is necessary for this research, which will enable the researcher to draw charts and graphs to represent the data within the dissertation (Robson, 2002). The research will be based on a questionnaire. Questionnaires are used to collect information, which can be processed as data and statistics to be analysed by a researcher (Denscombe, 2014). Questionnaires are useful as they can prevent interviewer bias as there are no visual or verbal hints to influence the participant (Robson, 2002). Robson (2002), states that it is also a benefit that questionnaires can be sent to people from different geographical locations.

The questionnaire will be created on Google Surveys, which is a service that allows the user to create a survey, selecting the desired age, gender and location of the participants, as well as the ability to target specifically ‘Android’ smartphone users, desktop users or both. Google Survey allows the user to create either single answer, multiple answer or rating list questions.
The different answer types is useful for questions that require multiple answers which allows the user to generate more data (Google Surveys, 2017).

Google Survey allows the user to target a specific number of respondents, so this eliminates the chances of getting a low response and waiting on results, which are both disadvantages of primary research. Another advantage includes the ability to randomise the order of the answers for certain questions to maximise the accuracy of the results (Google Surveys, 2017).

Other advantages include the anonymity of the participant, in accordance with this subject area. As the area will include people admitting to illegal behaviour, anonymity is important in order to get accurate information, it also, from an ethical perspective, protects the privacy and confidentiality of the participants. Disadvantages include the possibility of participants not answering truthfully, given that the topic is an illegal act (Kumar, 2011).

The main advantage with Google Survey (2017), is that the volume of responses relies on what was paid for as it is not a free service. A large volume of responses is necessary for this research in order to get accurate data. It is estimated that there will be at least 900 participants. This is also the main disadvantage as each question must also be paid for so less questions were chosen in favour of more respondents.

Google Survey also allows the user to use filters when the data is complete to determine the age, gender and location of the participants. This is a useful tool when it comes to analysing the results and comparing the statistics for different age groups or gender. This could lead to the emergence of new and different trends and patterns which could result in the discovery of new findings that address the gaps in the research regarding IP, which could add to the strength of this research (Google Survey, 2017).

The questionnaire will consist of short closed questions to obtain only needed information in order to analyse and process into statistics. Given the serious nature of the topic, the language used in the questionnaire must not intimidate the participants, as this could negatively influence the result (Lund Research, 2012).

It will be distributed to a random sample of participants via a random self-selecting method. Self-selecting means the individual volunteers to be a participant, meaning they will be more likely to answer honestly. As the information obtained in the literature review focused on
young adults and children, with little focus on those over 25, this research will ensure that an evenly distributed amount of participants in all age groups from 18 and above will be represented. For this dissertation, the research will only have to adhere to certain criteria such as, be based in the UK and be over 18 years old.

In order to ensure the accuracy of the data, a test question was introduced for the opening question. The question involves the participant selecting the age group they belong to. This information will be already available when filtering the results (as age filters can be applied to the results which will be discussed in more details in this chapter in section 3.4). The accuracy of this question will be compared to what the filters confirm the participants’ age to be. This will either aid or hinder the reliability of the remainder of the data (Lavrakas, 2008).

In order to assure that useable information is obtained, a filter or contingency question will be applied to filter out those who are not involved in internet piracy. Questions which are restricted to respondents for whom they are relevant are known as contingency questions while a question that regulates if a contingency questions is asked is known as a filter question (Lavrakas, 2008).

This dissertation will aim at utilising thematic analysis to examine the data, attempting to record patterns which are known as themes. These patterns will be important to determine the specific characteristics associated with internet pirates (Braun and Clarke, 2008).

3.3 Ethics
For this research study, confidentiality issues are crucial both of the data source and the identities of the participants. Thus participants were informed that all data would remain confidential and be stored securely in a password protected computer system. Equally all participants will remain anonymous; any data provided will not be traceable back to specific people. Moreover this survey was not available to anyone under 18 years old as they are not considered adults and different consents must be obtained (Petrova et al. 2016).

3.4 Questionnaire
This section will discuss each of the questions that are used in this project.

The first question is designed to be the test question as mentioned previously (Lavrakas, 2008). The chosen test question was which age group the participant belongs to. The results of the participants’ answers will be compared to the age filter that is available with the Google
Survey software. This will help to determine the accuracy of the results that follow, meaning if the data suggests people are not answering honestly for the first question, then the results of the following questions may also be unreliable. The fact that there is a lack of data in the area of internet piracy and adults over 25 makes this research different from those in the literature review as they focused on children or university students mainly.

The settings for this question will keep the answers in the correct order so the age groups are in order. There is an option of ‘I prefer not to say’ because some individuals may not wish to supply this information, although the wide age groups are designed with the participants’ anonymity in mind, given the topic being discussed. This will support one of the main objectives in this project in helping to test the accuracy and reliability of the results. The design of which can be seen in Fig. 3.2 in appendix.

The second question is the filter question as mentioned previously (Lavrakas, 2008). This question asks if the participant has accessed licensed or copyrighted products for free. This will determine what participants are able to complete the rest of the questions as those who have selected that they have not been involved in IP will have completed the survey, and only those who admitted to being involved in IP may answer the following questions. This means that the following questions are contingency questions (Lavrakas, 2008).

This question is risky, as it may intimidate the participants, who may provide false data as a result. It was formed using basic language, while also avoiding the label of internet piracy in order to achieve the best results without intimidating the participants into submitting a wrong answer. This question was formed to fulfil the objective of filtering the internet pirates from the other participants. This will ensure there are enough respondents to draw an accurate conclusion. The question design can be seen in Fig. 3.3 in appendix.

The third question asks the participant to select what copyrighted/licensed products they access online for free. The available answers are some of the most pirated forms of media online. They include:

- Music
- Movies
- Games
- Software
There is also the option of none of the above, however, as this question can only be reached through a screening question, the ‘none of the above’ answer should have minimum effect and could include activities such as hacking. More than one option can be selected as some participants will be involved in more than one form of internet piracy. This will help with the accuracy of the results. This question specifically addresses the objective to find out what content internet pirates download illegally. The layout can be seen in Fig. 3.4 in appendix.

The fourth question asks for the frequency in which the participant is involved in internet piracy. The options give a spread of frequencies. They range from ‘Daily’ to ‘Less 5 times in total.’ One answer may be selected. This data was hard to come by during the literature review, which means that it could address some of the aspects that have not been discussed in previous studies regarding IP, which could strengthen this research and add to its uniqueness and originality. The question can be seen in Fig. 3.5 in appendix.

The last question asks the participant why they get involved in this behaviour. This was a difficult question to create suitable answers for due to the method of this research being closed questions. These answers were formed using phrases involved with internet piracy, mentioned in the researches explored in the literature review (Phau et al., 2016; Craig, 2005; Udris, 2016). There is a ‘None of the above’ option but it is anticipated this will be used to a minimum. This however does not mean they did not partake in internet piracy, this means they were involved in other forms of IP, possibly such as hacking. Multiple answers can be selected here also. This answer reflects the objective to find out why internet pirates are involved in such activity. A representation of which can be seen in Fig. 3.6 in appendix.
Chapter 4 - Results and Discussion

Fig. 4.1. – Question Response Drop-off

Above is a graph that represents the amount of people who began taking the questionnaire, showing how the response rate decreased after each question. It started with 925 respondents, with the response rate dropping to 873 for the second question. The response rate dropped by over 75% to 210 respondents for the 3rd question. On the fourth question the respondents dropped to 191 with it dropping further to 167 respondents for the 5th and final question. As can be seen above in Fig. 4.1, there is an asterix beside question 2 declaring it to be a screening (filter) question. 18% of the total participants answered the final question.

When analysing the response drop-off rate, there is a significant drop in participants, particularly after question 2. The reason behind the drop after question 2 is that this was the filter question mentioned previously, meaning only people who answered yes to it were able to proceed with the survey. There is no clear answer to why the people dropped out of the questionnaire for the other questions, however the subject area may have been a factor in people not wanting to give this information considering it involves illegal activity.
Question 1 was the test question and asks the participant what age group they belong to. 19.6% answered 18 – 29 years old, 32.7% stated 30 – 49 years old, 30.1% chose 50+ years old while 17.7% preferred not to say. Further research was done through the Google Survey software that allows the researcher to filter the results into different categories and one of the filters is different age ranges. Figures 4.2 – 4.7 in the appendix represent the accuracy of the results for this question.

The first age filter to be applied is 18 – 24 year olds in Fig. 4.3 in appendix. 83.5% were either in the correct age group or preferred not to say which supports the data. The second filter was for 25 – 34 year olds as can be seen in Fig. 4.3 in appendix. 7.2% of participants chose over 50 years old which was technically the only unreliable answer for this question. The next age filter is for 35 – 44 year olds in Fig. 4.4 in appendix and it resulted in 92% of participants choosing 30 – 49 years old or preferred not to answer meaning this is reliable. For the filter in Fig. 4.5 in appendix for ages 45 – 54, only 6.8% chose 18 – 29 which was the only unreliable answer for this question. Fig. 4.6 in appendix shows the 55 – 64 year old filter, 87.3% chose 50+ years old or not to answer which again is accurate. Finally for the 65+ year old filter, in Fig. 4.7 in appendix, 88.9% chose 50+ years old or not to answer which completes the reliability test.

This test will help prove the reliability of the results. As can be seen in the results section and Figs. 4.2 – 4.7 in appendix, this information was convincingly accurate and will support the following data.
The 2nd question, as can be seen above in Fig. 4.43, was intended to filter out the respondents to only those who participated in internet piracy. Over 873 people were asked and only 25.1% (219 people) said they participated in IP.

Figures 4.8 – 4.13 in appendix show what each age group answered for this question. Fig. 4.8 shows the filter for the 18 – 24 year old age group and shows that 36.1% admit to being involved in internet piracy. 131 people answered from this age group. This turned out to be the biggest significant difference for all the age groups. Fig. 4.9 shows the 25 – 34 year old age category and shows that 27.6% of participants admitted to being involved in IP. There were 138 respondents from this age group. Fig. 4.10 shows that 28.9% of 35 – 44 year olds admitted to being involved in IP out of 169 respondents. Fig. 4.11 shows that out of 169 respondents in the 45 – 54 year old category, 24.7% of participants admitted to being involved in IP. Fig. 4.12 shows the 55 – 64 year old category. Out of 153 responses, only 14% of participants admitted to being involved in IP. For Fig. 4.13, the 65+ category, out of 113 responses, 13.8% of respondents admitted to being involved in IP.

The gender filter was also applied to the results of this question as can be seen in figures 4.35 and 4.36. The results found that 29.1% of males admitted to being involved in internet piracy as opposed to females, of which only 21.2% admitted to being involved in IP. These results
support the works by Hinduja and Higgins (2011), Phau et al. (2016) and Udris (2016) in determining that males are more likely to be involved in IP.

Next will be different filters applied to determine the group with the highest ratio of involvement in internet piracy. To begin with, the male filter will be applied in conjunction with the 18 – 24 year old age category as can be seen in Fig. 4.37 in the appendix. This result shows a significant difference to that of the average result for this question. This result shows 41.1% of males aged 18 – 24 year olds have been involved in IP. Fig. 4.38 shows the male filter applied with the 25 – 34 year old category. The results show that 34.3% of this demographic have been involved in IP. Next, Fig. 4.39 shows the males aged 35 – 44 and shows that this group answered that 34.9% of them had been involved in IP. The next 3 figures will analyse the specific age groups for females. Fig. 4.40 in appendix showed that 31.9% of females aged 18 – 24 were involved in IP. This number dropped to 22.2% for females aged 25 – 34 as can be seen in Fig. 4.41 in appendix. Finally, for females aged 35 – 44, 23% of them admitted to being involved in IP as can be seen in Fig. 4.42 in appendix.

The results provided in Fig. 4.37 in appendix for males aged 18 – 24 years old supports the research of other papers in the literature review, such as Van Belle et al. (2007) who found that 45% of 17 – 25 year olds found piracy to be acceptable. It also supports the studies by Hinduja and Higgins (2011) and Udris (2016) who also found that young males are most likely to be involved in IP.

Another filter that be applied to this question will be the locality feature, which filters the results to different areas of the UK as can be seen in figures 4.43 – 4.46 in the appendix. The percentage that admitted to being involve in IP in Wales was 21.1%, in England 25.2% admitted to being involved in IP, 28.8% of participants from Northern Ireland admitted to being involved in IP while 25.5% of respondents from Scotland admitted to it also. This implies that people from Northern Ireland are most likely to be involved in IP.
Fig. 4.14. Question 3 Overview.

3. If ‘Yes’, what content does this include? If ‘No’, please select none of the above.

<table>
<thead>
<tr>
<th>Content</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>58.3%</td>
</tr>
<tr>
<td>Movies</td>
<td>44.4%</td>
</tr>
<tr>
<td>Television Shows</td>
<td>43.6%</td>
</tr>
<tr>
<td>Software</td>
<td>20.5%</td>
</tr>
<tr>
<td>Literature</td>
<td>23.8%</td>
</tr>
<tr>
<td>Games</td>
<td>24.3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12.8%</td>
</tr>
</tbody>
</table>

Question 3 asks what forms of IP the participant has been involved in. Music was the most common form of IP with 58.3%. 44.4% of respondents choose movies, 43.6% selected television shows, 24.3% answered games, 23.8% chose literature, 20.5% accessing software and 12.8% who chose none of the above.

For this question, 2 filters were applied as can be seen in figures 4.15 and 4.16 in appendix. First was gender, second was age (to continue the theme throughout). The gender filter shows that 55.3% of males chose music, 42.6% admitted to pirating television shows and 41.2% admitted to downloading movies as the most popular answers. When compared to the results of the female filter, it shows 62.5% admitted to pirating music, 48.8% admitted to illegally downloading movies while 45% admitted to downloading television shows as the most common answers. This result shows females download the most common forms of pirated products more than males, whereas males are more commonly involved in other forms of IP such as software piracy or downloading games illegally.

In the age filter, results show 14.9% of those aged 18 – 24 chose to answer none of the above, however, some of the respondents answered multiple times, as can be seen in Fig. 4.17 in appendix, there were 120 answers from 43 respondents in this age category. Using the 25 –
34 year old filter, Fig. 4.18 in appendix shows that 15.9% chose none of the above. It also shows that there are 89 answers from 38 respondents showing some answered more than once again, although not to the same extent as the previous age group. The next age group, 35 – 44 year olds, Fig. 4.19 shows 11.5% of respondents choosing none of the above, however, the rate at which the participants are answering multiple questions is dropping as there are 114 answers from 50 respondents. Fig. 4.20 in appendix shows how those aged 45 – 54 responded. 12.1% chose none of the above while there were just 72 answers from 42 respondents meaning less than half answered multiple times. The next age group, 55 – 64, shows that only 2.6% of respondents answered none of the above, as can be seen in Fig. 4.21. Other notable statistics include the 70.8% for music and the 52.7% for games. For the over 65 category, 14.3% selected none of the above while less than half answered twice with 19 answers from 14 respondents as can be seen in Fig. 4.22 in appendix.

Music was the most common choice with 58.3%, possibly due to the small file size and time taken to download (LOC, 2017). The next most common answer was movies with 44.4%. The popularity of illegally downloading movies can also be seen in the study by Phau et al. (2016) who found over 78% of male students and over 65% of female students were involved in IP in relation to movies. The reason the results are not as high as the study may again be because that research is based on university students as opposed to this study which involves random participants.

When the gender filter was applied, as can be seen in figures 4.15 and 4.16, 16.1% of males chose none of the above while 8.3% of females chose the same. As opposed to the previous studies such as Hinduja and Higgins (2011) and Phau et al. (2016) which suggests males who attend university are more involved in IP than females who attend university, this study suggests non-university attending females may be involved in IP as much as, if not more than, non-university attending males. This is one area that more research needs to be conducted in.

The age results in figures 4.17 – 4.22 are all consistent. One factor that did influence the results is that the 18 – 24 year old category answered the most per participant. Almost all provided on average 3 answers. Again with the age group 18 – 24, the highest votes of music (62.1%) and movies (61.4%) is supported by the articles by Hinduja and Higgins (2011) and Phau et al. (2016) which suggests younger people are involved in IP, particularly music and
movies. The highest answer for none of the above was the 25 – 34 year old age category. This could mean they are involved in more serious forms of internet piracy such as hacking.

Fig. 4.23. – Question 4 Overview.

4. Also, if ‘Yes’, how often does this occur?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>10.0%</td>
</tr>
<tr>
<td>Weekly</td>
<td>19.4%</td>
</tr>
<tr>
<td>Monthly</td>
<td>24.8%</td>
</tr>
<tr>
<td>Less than 5 times in total</td>
<td>45.8%</td>
</tr>
</tbody>
</table>

Question 4 is aimed at finding out the frequency in which the participants have participated in internet piracy. “Less than 5 times in total” was the most common answer with 45.8% with daily being the least common. 191 people answered this question in total.

The age filters were applied and can be seen in figures 4.24 – 4.29 in appendix. When the 18 – 24 year old filter is applied in Fig. 4.24, the daily rate drops to 6.4%, the weekly rate is 15.4%, the monthly rate is 24.8% while less than 5 times in total got 47.1%. 41 respondents answered from this age group. Fig. 4.25 shows the 25 – 34 year old age category. It shows that 9.3% of 35 respondents answered daily for this question, 20.2% for weekly, 16.8% for monthly and 53.8% for less than 5 times in total. 49 people answered from this age category.

Fig. 4.26 shows the 35 – 44 year old age group. 10% chose daily, 18.9% chose weekly, 22.7% selected monthly while 48.5% chose less than 5 times in total. 49 people answered from this age category. The 45 – 54 year old category is next as can be seen in Fig. 4.27 and shows it had 34 respondents. 13.3% admitted to being involved in IP daily, 16.7% selected weekly, 27.4% chose monthly while 42.6% selected less than 5 times in total. The 55 – 64 year old category as can be seen in Fig. 4.28 showed that 23.6% of 20 respondents chose daily, 26.5% weekly, 29.3% monthly and 20.6% for less than 5 times in total. Finally Fig. 4.29 shows the 65+ year old age category. Nobody selected daily, 33.4%
chose weekly, 25% chose monthly while 41.6% selected less than 5 times in total. 12 people answered from this age category.

When analysing the different age group results, one significant different involves the 55 – 64 year old age group. The daily option was selected by 23.6%, more than double that of the average. Another significant difference involves the same age group but with the ‘Less than 5 times in total’ answer, which was selected by just 20.6% of that group, less than half of the average for this question. This could be new information that may require more research and backs up the statement that more research needs to be done in relation to internet piracy and those above the average university age considering a gap in the literature.

Fig. 4.30. – Question 5 Overview.

The last question was designed to find out the motivation behind involvement with internet piracy. The most popular answer, as can be seen in Fig. 4.30 above, was ‘I also use paid services (such as Netflix)’ with 42.8% of the responses. None of the above was the 2nd highest answer with 27.7%, while the products being too expensive is the third most common answer with 22.2% of participants selecting it.

Figures 4.30 – 4.34 in appendix show the age filters applied to the results. Considering it allows multiple answers, the age group with the most answers per person is the 18 – 24 year olds, who submitted 67 answers from 38 respondents, as can be seen in Fig. 4.30a. The most popular answer for this age category was ‘also using paid services’ at 55.3%. The next most popular answer was the products being too expensive at 45.7% while the third most popular was saying everybody does it with 22.2%. Fig. 4.30b shows the 25 – 34 year old filter applied.
The most popular answer with the most votes was also using paid services with 48.9%, the next was none of the above with 25.7% and the third highest selected was that the products are too expensive. There were 47 answers from 32 respondents. The next filter is for the 35 – 44 year olds as can be seen in Fig. 4.31. The most popular answer is using paid services at 44.7%, next is none of the above at 30.3% and the third most popular is everybody does it with 12.4%. 50 answers were received from 43 respondents. Fig. 4.32 shows the 45 – 54 year old category. It shows 37.3% for none of the above for the most popular, using paid services also at 26.6% for the 2nd most popular and the products being too expensive at 14.6% for the 3rd most selected. There were 32 answers from 29 respondents. The 55 – 64 year old filter, as can be seen in Fig. 4.33, shows using services as the most popular answer with 40.7% of the votes. None of the above was next with 29.7% everybody doing it being the third most popular reason. There were 16 answers from 16 respondents. Fig. 4.34 shows the 65+year old age filter. Only 3 answers were selected in total with 55.5% selecting none of the above as the most selected, next was everybody does it at 33.3% while 11.1% selected that they would pay for it eventually. 9 people responded to this question in this age category.

When analysing the results, the answer for the products being too expensive is going to be analysed, followed by those who claimed they will pay for it eventually. Figures 4.30 – 4.34 in appendix show the results of the different age groups. Beginning with those aged 18 – 24, 45.7% said the products were too expensive, compared to 12.4% claiming they would pay for it eventually. Similarly, 22.8% of 25 – 34 year olds claim the products are too expensive with just 6.8% stating that they will pay for it eventually. The 35 – 44 year old age groups’ results are closer, with 11.2% saying the products are expensive while 9.6% claim they will pay for it eventually. 14.6% of 45 – 54 year olds claim they are expensive while 8.7% stated they would pay for them eventually. Interestingly, for the 55 – 64 year old group, 7.4% claimed the products are too expensive while no one stated they would pay for it eventually. In total contrast, the results for those aged 65+ showed that no participants thought the products were too expensive while 11.1% stated that they would pay for it eventually. There is a significant difference in the results when comparing these statistics. All but one age group considers the price of the products to be too expensive, but in all but 2 age groups, the ratio of those that pirate products with no intention to pay in relation to those who pirate and claimed they will pay eventually are completely outnumbered, in that most have no intention
to pay for the products, which shows the lack of remorsefulness in the participants in relation to IP. This analysis proved that the significant majority of participants have no intentions in paying for the products and services being pirated. This could highlight that individuals who practice internet piracy lack knowledge in regards to the negative effect of internet piracy worldwide. More efforts in regards to the awareness of the implications of IP could be suggested. This alone would not completely prevent internet piracy, however, it could convince people to buy the products eventually, which could contribute towards cutting the losses that resulted from IP.

Similarly to the study by Craig (2005), 7.1% of responses were that internet piracy is not the same as stealing which proves that this is a motivation behind why pirates engage in such acts. In terms of the age categories and this specific answer, 11% of those aged 18 – 24 year olds, 6.8% of 25 – 34 year olds, 2.7% of 35 – 44 year olds, 9.8% of 45 – 54 year olds, 7.4% of 55 – 64 year olds and nobody over 65 chose that it was not the same as stealing. This confirms that there is a segment of people who believe internet piracy is not stealing. It could be suggested that as these products are digital, meaning they are not physical, people do not think of it the same as stealing (Andrews, R, 2005).
Chapter 5 - Conclusion, Recommendations and Future Research

5.1 Conclusion
This section will involve analysing if the objectives set out in the beginning of this dissertation have been achieved and determining through this research and others, the most likely characteristics of an internet pirate. It will begin by confirming the relevancy of the literature review in regards to internet piracy.

In the first chosen literature by Craig (2005), the claim that anything worth copyrighting is worth pirating seems legitimate. This is supported by this research, specifically Fig. 4.14 which shows that 12.8% of participants selected none of the above in declaring what content is being downloaded illegally in question 3. This 12.8% represents what else is being pirated outside the main list, this includes hacking.

In the same research, Craig (2005) interviewed an internet pirate who declared that IP is not the same as stealing. This statement is supported by this dissertation as can also be seen in Fig. 4.30 as 7.1% of participants chose the option that it is not the same as stealing. These results confirm that certain members of the UK public believe that internet piracy is not the same as stealing.

The 2nd literature that was reviewed (Van Belle et al. 2007), a study involving 17 – 25 year olds in South Africa, found that only 30% of the participants thought internet piracy was unacceptable as opposed to 45% who found it completely acceptable. These results are completely supported by this research as can be seen in Fig. 4.8 in the appendix. The age groups are virtually identical with the 18 – 24 year old filter applied in the sample from this dissertation and 17 – 25 year olds in the literature. This dissertation supports the statistics in the Van Belle et al. (2007) literature where they found 45% of participants believed IP to be acceptable, this questionnaire found that 36.1% of respondents aged between 18 – 24 years old have participated in IP.

Following this, the 3rd literature to be reviewed was by Udris (2016) and suggested that males are more likely than females to be involved in internet piracy. This evidence is supported by the results of this dissertation. Figure 4.35 in the appendix shows that 29.1% of males compared to 21.2% of females (as can be seen in Fig. 4.36 in appendix) admitted they were
involved in internet piracy. This correlation increases the reliability of both papers. This is supported also by the articles by Phau et al. (2016) and Hinduja and Higgins (2011).

The research by Phau et al. (2016) followed, which found again that males were more likely than females to be associated with internet piracy. It found 78% of male university students as opposed to 65% of female university students participated in IP. This research is again supported by this dissertation as can be seen in Figs. 44 and 45 in appendix. These graphs show that 29.1% of males as opposed to 21.2% of females were involved in IP. This is supported also by the article by Udris (2016) and Hinduja and Higgins (2011).

The next point of context was the research by Hinduja and Higgins (2011) who found that only 7.2% of males and 16.1% of females were not involved in internet piracy. This data suggests that males are more likely than females to be involved in IP and this statement is supported by the results in this dissertation, as can be seen in Figs. 4.35 and 4.36, along with the articles by Udris (2016) and Phau et al (2016).

The same research focuses on age also. It found out of university students aged 19 or younger, 10.4% claimed never to have downloaded illegally while 14.7% of age 20 and over claimed never to have been involved in internet piracy. This is supported by the results of this dissertation as can be seen in Figs. 4.8 – 4.13 in appendix. Fig. 4.8 shows the 18 – 24 year old age filter applied to question 2 which asks if the participant was involved in internet piracy. 36.1% of participants in this age group admitted to being involved in IP. This is significantly higher than the average of 25.1%. For the rest of the age groups there is a steady decline in those who admitted involvement in IP.

The 5th literature to be reviewed was “A behavioural model of digital music piracy” by Gopal et al. (2004). This research, involving undergraduate students, suggests again that males are more likely than females to participate in internet piracy. This reaffirms the stance, which is also supported by Udris (2016), Hinduja and Higgins (2011) and Phau et al (2016), as well as this dissertation.

The next objective in this dissertation was to test the accuracy of the results. In order to ensure that the results of the questionnaire were reliable, a test had to be carried out to ensure the honesty of the participants. Google survey allows the user to filter the results into
different categories including age groups. The lowest result was 83.5% accurate with the highest being 92%. These results should ensure the validity of this dissertation.

Another objective included determining the characteristics and locale of internet piracy within the UK. This report proves the research by Udris (2016), Hinduja and Higgins (2011) and Phau et al (2016) in that IP is more common in males than females. Although these researches make the assumption that it is more common among younger people than older people without justification, this project takes the next logical step and includes all age groups into the statistics in order to compare the results. Through the analysis of question 2, regarding if the participant was involved in IP, Fig. 4.43 shows that on average, 25.1% of participants admitted to being involved in IP. This result was analysed further in figures 4.8 – 4.13 showing the results for the different age groups. The highest percentage admitting to being involved in IP was 18 – 24 year old with 36.1%. When this was analysed further with the gender filter, as can be seen in figures 4.37 – 4.42, it can be seen that the group most involved in IP is 18 – 24 year old males, of which 41.1% admitted to being involved in IP.

In terms of determining the locale of internet pirates within the UK, the results are distributed almost evenly throughout the UK as can be seen in figures 4.43 – 4.46. The results show that Northern Ireland had the highest percentage of participants admitting to being involved in internet piracy with 28.8%. This was followed by Scotland of which 25.5% were involved in IP, then England with 25.2% and lastly Wales with 21.1% of participants admitting to involvement in IP.

The following objective concerns determining the frequency at which internet pirates access illegal data. Question 4 in the questionnaire for this dissertation asks that question. The results show that 10% access illegal content daily, but the most significant factor is that 54.2% of internet pirates access illegal content more than once a month, with 29.4% accessing it at least weekly. This can be seen in Fig. 4.23 in results and discussion.

Establishing the types of data that are most frequently pirated was the next objective. This dissertation included a question specifically asking what content internet pirates illegally downloaded. This research found that music was the most pirated data with 58.3% followed by movies with 44.4% of votes. These results follow the trends found in Hinduja and Higgins (2011) for music being a popular target of internet pirates and Phau et al. (2016) for movies
being the target. There was a wide range of content that was admitted to being stolen, such as television shows, software, literature and games, and there was little literature available on these topics. More research could be done into this field as it primarily involves music and movie piracy which underestimates the scope of internet piracy.

The final objective involved ascertaining the key rationale behind the phenomenon. Again, this dissertation posed a question specifically for this purpose. It provided the participant with 6 possible answers as to why they are involved in internet piracy with an added option of none of the above. This was chosen as there was no clear literature in regards to motivations behind IP, particularly in people over 25 years old. The results of this question show a variety of different reasons as to why they are involved in IP, from 42.8% of participants selecting that they also use paid services, 22.2% of respondents saying the products are too expensive, 14.5% claiming everybody does it, 12.2% asking if it is really an issue, 9% stating that they will pay for it eventually with 7.1% claiming it is not the same as stealing. This is a varied response and shows that people have different mind-sets when it comes to morality, ethics and even the law. When analysing the age of respondents and comparing them to the literature reviews, Fig. 4.30a shows when the 18 – 24 year old age filter is applied, 45.7% of participants claimed that the products are too expensive. This may support the precedence set out by Phau et al. (2016), Hinduja and Higgins (2011) and Gopal et al. (2004) who determined university students are most likely to be internet pirates, as this dissertation suggests that a main reason behind IP for this age group is purely monetary issues, and they may not pirate the content if they had more money. Another point of interest in regards to the reasoning behind IP, is the research by Craig (2005) who interviewed an internet pirate who claimed that IP is not stealing because not everything that is pirated was going to be bought, meaning it cannot be counted as loss. This makes for bold reading considering it clearly violates the law, however, this dissertation does back this up as 7.1% of respondents thought similarly to the pirate who was interviewed.

To conclude, this research, in association with other researched literature, aimed at determining the characteristics of the modern internet pirate. It concluded that an internet pirate is more likely to be male and between 18 – 24 years old, although it is worth mentioning that it is common among all age groups among both genders, so singling out this demographic would be a mistake when trying to tackle the issue.
5.2 Originality of research

The originality of this dissertation can be seen when comparing the participants’ ages against the average age of the studies found in the literature review and even others online (Hinduja and Higgins. 2011; Phau et al. 2016; Udris 2016). Most literature found focused on young adults, with a concentration on university students in particular. This may be due to convenience as they were generally written in universities so getting the information from students would be easiest to achieve and using software such as Google Survey can be expensive depending on the range of detail needed. The fact that this research uses all age groups with a significant response from each, enables it to be used as a basis for other research. Although it was researched in the literature review and found in this project that internet piracy is more common in younger adults, it is still practiced by individuals of all ages. 27.6% of those aged 25 – 34, 28.9% of those aged 35 – 44, 24.7% of participants aged 45 – 54, 14% of respondents aged 55 – 64 and 13.8% of those aged 65+ all admitted to being involved in IP.

5.3 Recommendations

It could be recommended that more research should be carried out in regards to adults over 25 years old in relation to internet piracy. There was a significant gap in the research in relation to this. Most of the information was based on young adults aged 24 and younger (Hinduja and Higgins. 2011; Phau et al. 2016; Udris 2016). Older age groups still play an important factor when trying to determine the characteristics of an internet pirate.

In terms of dealing with internet pirates, this researcher would use a report by McDonald (2013) concerning the case of the case of FA v British Sky Broadcasting Ltd and others (2013) as an example of how businesses can take back control of their copyrighted assets. This report describes how the Football Association (FA) Premier League has taken action to prevent the live streaming of its live matches. The FA took the internet service providers (ISP) to court as the ISPs allowed for internet pirates to be browsed on their service without any tests or precautions. The court ruled that the ISPs must block illegal websites once they become known. If this becomes common with large amounts of businesses following suit and taking legal action, ISPs will have no choice but to regulate the traffic of their customers to ensure they do not have access to illegal websites. Currently, this has not happened since the case of
FA v British Sky Broadcasting Ltd and others (2013) as there has been no major changes in the service provide by the ISPs.

Another recommendation could include that governments and the different institutions should make an effort in educating people in the damage that internet piracy has on the different industries involved. This in accordance with making cheaper alternatives to their products, such as Netflix, which is cheaper than a home television package without the sports and movie package, would aid in reducing IP due to people knowing that piracy is illegal and that they would be able to afford cheaper alternatives than what they were previously accessing illegally. This theory is supported by Phau et al. (2016) who developed a similar recommendation, however he also suggests that “harsher measures” need to be introduced against illegal downloaders, however this researcher disagrees with that statement as it should be the pirates that make this content available that should be given the harsher sentences, as this would be estimated to have a more significant effect on what illegal content becomes available online, as opposed to punishing those who merely browse it.

Other researches had predicted that younger adults are more likely to engage in internet piracy, and proved that they are heavily involved in the practice, however this research found that IP is common among all age groups, and singling out one demographic as a “scapegoat” would not result in changes being made in this area. This study found that in order for the public to understand the effects of IP on the different industries and to prevent it becoming a more serious issue, people of all ages must be targeted with this information.

5.4 Limitations, Areas of improvement and Future Research

This research had narrow limitations as it was designed early in the research process however, one limitation was that more questions could not have been included for the questionnaire, purely due to costs, nevertheless all the core information that was needed for this research was obtained.

As this research was relevant to the UK, this may be a limitation in comparison to global studies. This presents an area of improvement or future research however as extending this study globally could greater define the characteristics of the internet pirate as piracy is a world-wide issue and pirates access content worldwide.
References


Appendix

Fig. 3.2. – Question 1.

Question 1 of 5 or fewer:

In which age group do you belong?

- 18 - 29
- 30 - 49
- 50+
- I prefer not to say

Fig. 3.3. – Question 2.

Question 2 of 5 or fewer:

Have you ever used the internet to access licensed/copyrighted products for free? (Including music, movies and television shows)

- Yes
- No
Fig. 3.4. – Question 3.

Question 3 of 5 or fewer.

If 'Yes', what content does this include? If 'No', please select none of the above.

Check all answers that apply

☐ Software

☐ Music

☐ Games

☐ Literature

☐ Movies

☐ Television Shows

☐ None of the above

Fig. 3.5. – Question 4.

Question 4 of 5 or fewer.

Also, if 'Yes', how often does this occur?

☐ Daily

☐ Weekly

☐ Monthly

☐ Less than 5 times in total
Fig. 3.6. – Question 5.

Question 5 of 5:

Also, if yes, why did you/do you get involved in this behaviour?

Check all answers that apply

☐ Is this really an issue?

☐ The products are too expensive

☐ I also use paid services (such as Netflix)

☐ Everybody does it

☐ I will pay for it eventually

☐ It is not the same as stealing

☐ None of the above

Fig. 4.2. Question 1 Backup 1.
Fig. 4.3. Question 1 Backup 2.

Fig. 4.4. Question 1 Backup 3.

Fig. 4.5. Question 1 Backup 4.
Fig. 4.6. Question 1 Backup 5.

Fig. 4.7. Question 1 Backup 6.

Fig. 4.8. Question 2 Backup 1.
Fig. 4.9. Question 2 Backup 2.

Fig. 4.10. Question 2 Backup 3.

Fig. 4.11. Question 2 Backup 4.
Fig. 4.12. Question 2 Backup 5.

Fig. 4.13. Question 2 Backup 6.

Fig. 4.15. Question 3 Gender Backup 1.
Fig. 4.16. Question 3 Gender Backup 2.

Fig. 4.17. Question 3 Age Backup 1.
Fig. 4.18. Question 3 Age Backup 2.

Fig. 4.19. Question 3 Age Backup 3.
Fig. 4.20. Question 3 Age Backup 4.

Fig. 4.21. Question 3 Age Backup 5.

Fig. 4.22. Question 3 Age Backup 6.
Fig. 4.24. Question 4 Backup 1.

Fig. 4.25. Question 4 Backup 2.

Fig. 4.26. Question 4 Backup 3.
Fig. 4.27. Question 4 Backup 4.

Fig. 4.28. Question 4 Backup 5.

Fig. 4.29. Question 4 Backup 6.
Fig. 4.30a. – Question 5 Backup 1.

Fig. 4.30b. – Question 5 Backup 2.

Fig. 4.31. – Question 5 Backup 3.
Fig. 4.32. – Question 5 Backup 4.

Fig. 4.33. – Question 5 Backup 5.

Fig. 4.34. – Question 5 Backup 6.
Fig. 4.35. – Question 2 Gender Backup 1

Fig. 4.36. – Question 2 Gender Backup 2

Fig. 4.37. – Question 2 Age/Gender 1
Fig. 4.38. – Question 2 Age/Gender 2

Fig. 4.39. – Question 2 Age/Gender 3

Fig. 4.40. – Question 2 Age/Gender 4
Fig. 4.41. – Question 2 Age/Gender 5

Fig. 4.42. – Question 2 Age/Gender 6

Fig. 4.43 – Question 2 Locality 1 Wales
Fig. 4.46 – Question 2 Locality 4 Scotland
When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

**If the project requires ethics approval from an external agency (e.g., NHS),** you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document *Ethics application guidance notes* will help you complete this form. It is available from the [Cardiff Met website](http://www.cardiffmet.ac.uk). The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

**PLEASE NOTE:**

Participant recruitment or data collection **MUST NOT** commence until ethics approval has been obtained.

**PART ONE**

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>John Davis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Dr Hilary Berger</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>20025217</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BSc (Hons) Computing</td>
</tr>
<tr>
<td>Project Title:</td>
<td>Internet Piracy (Music, TV, Film) – Identification and Extent of Internet Piracy Among Users – With a Focus on Young Adults and Piracy</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>16/01/2017</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve taking samples of human origin from participants?</td>
<td>No</td>
</tr>
<tr>
<td>Does your project fall entirely within one of the following categories:</td>
<td></td>
</tr>
<tr>
<td>Paper based, involving only documents in the public domain</td>
<td>No</td>
</tr>
<tr>
<td>Laboratory based, not involving human participants or human tissue samples</td>
<td>No</td>
</tr>
<tr>
<td>Practice based not involving human participants (eg curatorial, practice audit)</td>
<td>No</td>
</tr>
<tr>
<td>Compulsory projects in professional practice (eg Initial Teacher Education)</td>
<td>No</td>
</tr>
</tbody>
</table>
A project for which external approval has been obtained (e.g., NHS) | No
---|---
If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form.
In no more than 150 words, give a non-technical summary of the project.

This research study involves an interpretive aim and purpose of this dissertation is to find out who is most likely to be involved in internet piracy. The factors that will be researched in relation to this are age, socio-economic background, gender, technology and the country they live in. This information should determine the likelihood of participating in internet piracy. The methodology will consist of a questionnaire and will not involve any participants under the age of 18. Personal identifiable information will not be required so confidentiality will not be an issue. No harm or misuse will fall upon the participants or their data. The questionnaires will involve open and closed questions to provide both qualitative and quantitative data to be assessed. The questionnaire will be created on an approved Cardiff Metropolitan software service called Qualtrix.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework.
I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

Signature of the applicant: John Davis  Date: 16/11/2016

FOR STUDENT PROJECTS ONLY
Name of supervisor: Dr Hilary Berger  Date: 16/11/2016

Signature of supervisor: Dr Hilary Berger

Research Ethics Committee use only
Decision reached: Project approved ✓
                                      Project approved in principle
                                      Decision deferred
                                      Project not approved
                                      Project rejected

Project reference number: TBA
Name: Dr Hilary Berger  Date: 11/12/2016

Signature: Dr Hilary Berger

Details of any conditions upon which approval is dependant: None

PART TWO
A RESEARCH DESIGN
A1 Will you be using an approved protocol in your project? | No
---|---
A2 If yes, please state the name and code of the approved protocol to be used\(^1\) | N/A
A3 Describe the research design to be used in your project
For this study an interpretative research philosophy will be adopted involving an inductive research strategy to gather both quantitative and qualitative data utilizing semi-structured questionnaires involving open and closed questions. Using both convenience and purposeful sampling 30 – 50 individuals over the age of 18 will be recruited from personal contacts and people connected using social media.

Thematic analysis will be used when analysing the empirical data gathered from the questionnaire responses. The questionnaire will be created on an approved Cardiff Metropolitan software service called Qualtrix, so if need be, help will be available from the IT department.

All data will remain confidential and will be stored securely in a password protected computer system. Only the researcher and the supervisor will have access to the data. All participants will remain anonymous; any data provided will not be traceable back to specific people.

A4 Will the project involve deceptive or covert research? | No
---|---
A5 If yes, give a rationale for the use of deceptive or covert research | N/A
A6 Will the project have security sensitive implications? | No
---|---
A7 If yes, please explain what they are and the measures that are proposed to address them | N/A

B PREVIOUS EXPERIENCE
B1 What previous experience of research involving human participants relevant to this project do you have? | None
---|---
B2 Student project only
What previous experience of research involving human participants relevant to this project does your supervisor have? | Dr Hilary Berger has over 14 years of experience of research involving human participants relevant to this project.

C POTENTIAL RISKS
C1 What potential risks do you foresee?
1. Participants may have fears about data confidentiality
2. Not meeting the deadline
3. Participants may have concerns about being anonymous
C2 How will you deal with the potential risks?

\(^1\) An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here.
Reassure all participants that all data will remain confidential and not available to third parties.

1. A GANTT chart has been drawn up for help with time constraints.
2. Confirm that all participants will remain anonymous.

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)
Pilot Questionnaire on Internet Piracy, Dissertation
Submission of a completed questionnaire is taken as informed consent.

<table>
<thead>
<tr>
<th>In which age group do you belong?</th>
<th>18-29 [ ] 30-49 [ ] 50+ [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male [ ] Female [ ]</td>
</tr>
<tr>
<td>Have you ever used the internet to stream or download unlicensed content for free?</td>
<td>Yes [ ] No [ ]</td>
</tr>
<tr>
<td>If yes, how often?</td>
<td>Once [ ] Less than 10 times [ ] Once a month [ ] Once a week [ ] Almost every day [ ]</td>
</tr>
<tr>
<td>Also, if yes, what content does this include?</td>
<td>TV shows [ ] Movies [ ] Games [ ] Software [ ] Literature [ ] or .................................................................</td>
</tr>
<tr>
<td>Also, if yes, why did you/do you get involved in Internet piracy?</td>
<td>Is it really an issue? [ ] I will pay for it eventually [ ] The products are too expensive [ ] Everybody does it [ ] It is not the same as stealing [ ]</td>
</tr>
</tbody>
</table>

DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: John Davis Student Number: St20025217
Module Name: Bsc (Hons) Computing Dissertation Project Module Number: BCO6022
Programme Name: BSc (Hons) Computing Supervisor Name: Dr Hilary Berger
To be completed by student and supervisor before submission to Ethics Approval Panel

| Application for ethics approval | Yes | N/A | Yes | N/A |
| Participant information sheet | [x] | [ ] | [x]  | [ ] |
| Participant consent form       | [ ] | [x] | [ ]  | [x] |
| Pilot interview/s              | [ ] | [x] | [ ]  | [x] |
| Pilot questionnaire/s          | [x] | [ ] | [x]  | [ ] |
| Letter/s to participating organisation/s | [ ] | [x] | [ ]  | [x] |
| Confirmation of interviewee participation | [ ] | [x] | [ ]  | [x] |

First Submission [x]  Resubmission [ ]
Date: 05/12/2016

For use by the devolved ethics approval panel:

Panel Members  Name  Signature
Module Leader, Chair: Dr Jason Williams  
Supervisor: Dr Hilary Berger  
CSM Ethics Committee Rep: Prof Tom Crick  

Date: 07/12/2016  Date of Reassessment: 11/12/2016

Outcome:
Project Approved [x]  Reference number issued: TBA
Chair’s Action [ ]
Application Not Approved [ ]
Comments for projects not fully approved:

None

The original to be retained by the module leader and a copy given to the student

PARTICIPANT INFORMATION SHEET

Internet Piracy (Music, TV, Film) – Identification and Extent of Internet Piracy Among Users – With a Focus on Young Adults and Piracy

Project summary
The purpose of this research project is to explore Internet Piracy (Music, TV, Film) – an Identification and the Extent of Internet Piracy Among Users – With a Focus on Young Adults and Piracy which will form part of a study being undertaken at Cardiff Metropolitan University.

**Why have you been asked to participate?**

You have been asked to participate because you fit the profile of the population being studied; that is, you are over 18 years of age. Your participation is entirely voluntary and you may withdraw at any time without penalty.

**Project risks**

We are not seeking to collect any sensitive data on you; this study is only concerned with the identification and extent of internet piracy. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – we will completely respect your decision.

**How we protect your privacy**

All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the information given by you. Your personal details (e.g. signature on the consent form) will be kept in a secure location by the researcher. When the study and analysis have finished, all the information, the documentation used to gather the raw data will be destroyed.

**YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP**

If you require any further information about this project, then please contact:

John Davis, CSM, Cardiff Metropolitan University : st20044336@cardiffmet.ac.uk

Dr Hilary Berger [Supervisor] Hberger@cardiffmet.ac.uk