

100/100

As you do team assignment I.4,
you may choose either SRS
without replacement, or stratified
SRS without replacement (if you
think piracy varies among
fr/so/jr/sr for example, or
male/female, etc.)

Group_B_1.3

by Benjamin Gorman

WORD COUNT	1498
CHARACTER COUNT	7859

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		Project Proposal: Online Piracy	
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I. Music/movie Internet piracy

A)

- Why is this topic interesting?/Why does it need to be now?

Recently, the SOPA/PIPA bills proposed in Congress have received a lot of exposure in the media. Protests led by Google and Wikipedia amplified the publicity of this issue. To make the matter even more discussed, the U.S. government shut down one of the main hubs for pirated media, Megaupload. In light of these recent developments we would like to investigate the gravity of Internet piracy. We understand that not everyone will have heard about SOPA and PIPA, however, we would still like to inquire about their attitudes toward downloading media illegally and whether they have done it themselves.

This survey could also offer us insight into other possible ways of legally acquiring music. For example, if sites like Megaupload offered free downloadable content and then shared their huge revenues from advertising with the artists themselves, a compromise would be achieved that is beneficial for everyone.

- Is there a client?

District representatives will be interested in knowing how a segment of their constituents feel about the proposed SOPA/PIPA policies. With the provided insight they will have something to base their decisions on and, thus, be better informed to make policy decisions.

Also, the results will be interesting for record labels, movie studios or agencies like the MPAA. They will have better understanding of how much revenue they are losing to piracy and how much funds they should allocate for anti-piracy campaigns and other measures for tackling this issue.

B)

- What questions do you propose to study?

We could start off by asking if a respondent is aware of the recent developments in anti-piracy policies. If they have, we can ask additional questions about their opinion of these bills and maybe their suggestions for more effective measures. Then, we will ask if they have downloaded pirated media and if so, how often. To avoid ambiguity it might be necessary to give a brief definition of "pirated content". Next, we would like to learn more about which sites are the most popular for downloading/streaming content and what types of content are the most downloaded (respondents will be advised to skip these questions if they do not engage in piracy). At the end there will be some demographic questions, including one about the respondent's annual income.

Questions for the survey to find out about major issues:

SOPA/PIPA Awareness and opinions

- 1) Are you familiar with (have you heard of) the recently proposed SOPA/PIPA bills?
- 2) Do you support these policies? (Scale ranging from 'strongly oppose' to 'strongly support')

Learning about their piracy behavior

- 3) Have you ever downloaded pirated content? (definition of pirated content will be provided, with examples)

- 4) If yes, how often do you download pirated content? (daily, weekly, biweekly, monthly, once a year, only once)
- 5) What type of content do you download most frequently? (music, movies, TV shows, books etc.)
- 6) Do you use streaming sites/torrent trackers/direct download sites? (check all that apply)
- 7) What sites do you use? (There will be a few popular sites under each of the three categories listed in the previous question, again check all that apply)
- 8) Do you view/use unlicensed content from streaming sites without downloading anything? (provide definition, examples)
- 9) Do you usually know whether the content you are viewing/using/listening to is being reproduced illegally or not? Do you consider it illegal for you view/use/listen to unlicensed content that someone else has posted to the internet?

Demographic questions in the end

/ C) Research done on the topic (each group member finds one article):

George Volichenko: Copyright infringement and enforcement in the US

<http://piracy.ssrc.org/wp-content/uploads/2011/11/AA-Research-Note-Infringement-and-Enforcement-November-2011.pdf>

Written by Joe Karaganis of The American Assembly, Columbia University

This research paper includes a very similar study to the one we proposed. Joe Karaganis investigates how prominent piracy is in American culture and what the attitudes toward piracy and anti-piracy policies are. His findings suggest that almost a half of US adults have acquired pirated content at least once.

Cam Bogie: Lines Drawn on Antipiracy Bills

<http://www.nytimes.com/2011/12/15/technology/lines-are-drawn-on-legislation-against-internet-piracy.html?pagewanted=all>

Written by Edward Wyatt

This article discusses the issue of internet pirating and how it is very difficult for the United States to catch pirating as most of the sites are abroad. The US is trying to create solutions to piracy as it is viewed as a crime, but the solutions are creating even more problems in other places and even fails to correct some of the original concerns.

George Nardi:

<http://theithacan.org/20835>

"Content Blocked: Students Combat Anti-piracy Bills". Elma Gonzalez.

This is an article from Ithaca College's newspaper; it demonstrates the extent to which this issue matters to college students. This seems to strengthen our assumption that student populations are more concerned about the proposed legislature.

Chelsea Grindle:

http://www.riaa.com/physicalpiracy.php?content_selector=What-is-Online-Piracy

RIAA, 2012, Piracy Online, RIAA

The webpage is all about online piracy and what it is and why it hurts the music community. It also explains why paid pages are created.

Ben Gorman

https://www.cdt.org/files/pdfs/SOPA_House_letter_with_PROTECT_IP_letter_FINAL.pdf

This is a letter sponsored by the Center for Technology and Democracy that outlines some of the grave

concerns about SOPA/PIPA held by some prominent law professors. The letter explores the disconnect between statements of elected/appointed officials and the principles supported by the bill and offers criticisms of its structure. The letter gathered 110 signatures of law professors around the country.

Jongwoo Lee

<http://joi.ito.com/weblog/2012/01/15/why-we-need-to.html>

An article on why SOPA/PIPA has to be stopped and deeming the new act as unconstitutional, harmful to globalization/world wide web.

✓ D. We are planning to use the Carnegie Mellon C-Book as the sampling frame. We can use R to create a random sample from the set of page numbers of the C-Book. Then, all the student names on those pages will be included in our sample. We plan to sample from Carnegie Mellon undergraduate students.

✓ E. The target population for our survey is students at Carnegie Mellon (Pittsburgh, Pennsylvania). The only difference between the target population and the sampling frame may occur as a result of the continued inclusion of students in the C-book who have dropped out, transferred, or taken a leave of absence. If we only sent out survey invitations via Facebook, we would have a sampling error, as not every student has a Facebook profile. To tackle that issue, we will also send out surveys via e-mail if a person in our sample does not have a Facebook profile available for us to "message". We anticipate a large nonresponse error because a lot of people who receive a message asking them to take a survey decide not to. We intend to ask enough people to take the survey that we will get a proper number of responses to compensate for that effect. There is also some potential for measurement error, as someone may misread a question and then answer inappropriately without us knowing how they interpreted the question. We plan on making the language clear enough and providing clarifying definitions where appropriate so that our questions are easy to understand and measurement error is minimized.

F. What is the mode of data collection? How do you plan to carry out the survey (e.g., by telephone, e-mail) and why?

- ✓
- Self-administered web-based survey administered via Facebook and e-mail.
 - (Degree of Interviewer Involvement) No interviewer interaction.
 - (Degree of Interaction with the Respondent) Small Degree of interaction with respondent (initial email/facebook message).
 - (Degree of Privacy) High Degree of Privacy; no interviewer or presence of other person will affect answers/behavior and no chance of overhearing answers. The survey is anonymous.
 - (Channels of Communication) Visual, text-only survey (no audio).
 - (Technology Use) The respondent interacts with the survey via the internet on their own computer and software (Programming error).
 - Reduced cost, increased timeliness, improvements in measurements.

G. What variables do you propose to measure?

✓ We want to measure the extent of Internet users' piracy engagement (what proportion have done it at least once, regularity of piracy acts for those who have). Also, we want to measure the awareness of the proposed government policies SOPA and PIPA (proportion of people who are aware of it and of those who feel positively about it). Finally, we want to know more about the respondents' preferences in terms of the sources of pirated content (usage rates for popular websites that are notorious for piracy) as well as for each content type what proportion of those who engage in piracy download that content (music, movies, TV shows etc.)