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Survey Scheme: We plan on using an SRS without replacement. We are going to generate random numbers corresponding to the number of pages in the C-Book. For every number we will go to that page and contact every Undergraduate on that page. If possible, we will contact those people via Facebook. If they do not have a Facebook, we will use the email address provided in the C-Book.

K. is fine. please see handout on Tues for a better method of sampling from C-Book.

see my general
comments
on the
last page.

Questions:

I will be curious whether first contacts using facebook or using email generates more responses.

- 1) Have you heard of the recently proposed SOPA/PIPA bills? Explain what these are.
 - 2) Do you support these policies? (Scale ranging from 'strongly oppose' to 'strongly support')
- Learning about their piracy behavior*
- 3) Have you ever downloaded/streamed pirated content? (definition of pirated content will be provided, with examples: Downloading copyrighted material without paying for it.)
If the answer is no, skip to the demographic section.
 - 4) How often do you download pirated content? (daily, weekly, biweekly, monthly, once a year, few times 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 (e.g. sidereel.com)/torrent trackers (thepiratebay.org)/Peer-to-peer file-sharing clients (e.g. Dtella, LimeWire)/direct download sites (e.g. rapidshare.com)? (check all that apply)
 - 7) Do you usually know whether the content you are viewing/using/listening to is being reproduced illegally or not?
 - 8) Do you consider downloading pirated content to be...?
 - illegal
 - unethical
 - I've never thought about it/don't have an opinion
 - 9) Do you consider viewing/using/listening to unlicensed content that someone else has posted.. (check all that apply)
 - illegal
 - unethical
 - I've never thought about it/don't have an opinion
 - 10) Do you consider viewing/listening to music on YouTube that has NOT been posted by the original artist (i.e. via a VEVO or official artist account) to be illegal?
 - 11) Do you think the frequency with which you download/use pirated content would change if the behavior was considered less socially acceptable?
 - 12) Have you ever been banned from the CMU network for downloading?
Yes or No
Gender: Male or Female?

What ethnicity are you?

White/Caucasian, African American, Asian/Pacific Islander, Native American Indian

What year are you?

Freshman, Sophomore, Junior, Senior

Do you live on-campus or off-campus?

On or Off

What is your political affiliation?

Republican, Democrat, Independent, Other, None, Do not wish you share information.

What school are you in?

CFA, MCS, CIT, HSS, Tepper, SCS

If you are from the United States, what region are you from?

Northeast, Mid-west, West, South, not from the US

M)

To estimate the gravity of the piracy issue on campus we are going to ask our respondents an important question:

3) Have you ever downloaded/streamed pirated content?

Start by trying a very small margin of error for the proportion p like 0.01:

Then $n_0 = (z(0.0025) * \sqrt{p(1-p)}) / 0.01)^2 = (1.96 * \sqrt{0.5 * 0.5}) / 0.01)^2 = 9,604$

Above I picked the “most conservative” value for p , the one that results in the highest SD.

if N = number of undergrads at CMU = 6,178

$n = N * n_0 / (N + n_0) = (9604 * 6178) / (9604 + 6178) = 3,760$ so we would need an SRS without replacement of at least 3,760.

agreed

This is not a feasible sample size for our purposes.

If we set our desired margin of error a little higher, at 0.05 (95% CI):

great

Then $n_0 = (z(0.0025) * \sqrt{p(1-p)}) / 0.05)^2 = (1.96 * \sqrt{0.5 * 0.5}) / 0.05)^2 = 384.2$

$n = N * n_0 / (N + n_0) = (384.2 * 6178) / (384.2 + 6178) = 361.7$ so we would need an SRS without replacement of at least 362.

$n = 362$ seems much more reasonable and we will aim for this sample size.

Comments on questionnaire

A. This is a very sketchy and incomplete questionnaire. It is very surprising considering that you have the biggest team (6 people!) and the most hands to do a good job. Moreover, because it is so sketchy, I cannot give you detailed feedback to make a better questionnaire. This affects your grade, because in the end you will not be able to produce an interesting or valid set of results if you still have a faulty questionnaire.

B. Your questionnaire has 3 blocks:

- * General

 - SOPA/PIPA stuff

- * Piracy behavior

- * Demographic [incl political views]

Most of the "meat" of your survey is in the "Piracy behavior" section. But that also means that you will have very few responses on most of these questions. My guess is that less than 30% will agree that they pirate, which means that even if you get 300 responses, you only have 100 responses on most of the questions for the survey. This will lead to wide CI's and poor inferences.

I suggest you find some questions in the "piracy behavior" section that you can ask in the "general" section. For example, questions 5, 8, 9, and 10 (and probably 6 and 7) can be asked of anybody, whether they pirate or not. You will probably want to add some more questions about attitudes toward piracy and pirated content to the general section as well.

You will still have some questions that can only be answered by people who say "yes" to "I pirate" but at least you will have several other questions about piracy that your full sample can answer.

C. The SOPA/PIPA acts will need to be defined rather carefully. They are not general knowledge items.

D. Many of your demographic/political questions also need much more thought. For example:

- can I only mark one race/ethnicity for myself? what if my race/ethnicity is not listed?
- what if my year is not listed (e.g. 5th yr senior)? [similarly for several other q's]
- does country of origin not matter if respondent is not "from US"?
- What does "From US" mean? How about a naturalized citizen? A US citizen by birth who spends most of his life overseas? A non-citizen who grew up here (eg. child of a diplomat or engineer)? etc.

Since I cannot give you much feedback, testing a ***FULL COMPLETE*** version of this questionnaire with several people, and getting them to talk with you honestly about what is clear or confusing, and about whether the sensitive piracy-related questions here will get honest answers (or need to be re-worked to get honest answers) is **ESPECIALLY** important.