



Music Piracy and Illegal Downloading - A survey of Chinese students in The Netherlands

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Chapter 1 Introduction

1.1. The research topic

As a result of the recent growth in the use of the Internet and the continued progress of digital technology, these have made the exchange of digital contents between users much easier. However, this has led to current problems in that many cultural industries such as software, music, and film, face the serious problem of piracy through illegal copying on a global scale.

The issue of piracy has received a lot of attention from researchers with many studies that have examined software piracy focusing on the associated morality, attitudes, and its causes (e.g. Christensen and Eining 1991 and Husted 2000). This research has been motivated by the fact that piracy has had both a social and financial impact particularly in the software industry and especially in the U.S. Nowadays, with the widespread availability of piracy software, there are now other forms of piracy, such as audio and music piracy, which have also become common global phenomena.

Many previous studies that have considered music piracy have focused on the impact of file sharing on market and music consumption, and these have shown that music piracy has become a major concern and threat to the recording industry. It has been considered that young university students are always the pioneers when it comes to adapting to new technology, and this has been the case with peer to peer (P2P) technology, and nowadays P2P music file sharing has become indispensable in the lives of many university students.

As a Chinese student, the author noticed that many fellow Chinese students, in the Netherlands, download music from the Internet and copy music from each other. It is therefore interesting to consider why music file sharing has become so prevalent, and why millions of people undertake this illegal practice, in spite of the legal

consequences. It has been speculated that, they simply do not want to pay or possibly other factors may have a role.

The aim of this research is to investigate the factors that influence Chinese students to engage in music piracy. Most previous studies that have considered music piracy have only been conducted among western people, however, this research is novel in that only Chinese students in the Netherlands will be considered here, and this will provide an insight into the attitudes and behaviour of this particular group. It will be of value to investigate whether cost, attitudes, legal awareness, morality, the length of time the students are in the Netherlands and other related factors play a role in their music piracy behaviour.

1.2. The statement of problem

1.2.1. Free riding and digital music piracy

'Music exchanged over the Internet is a pure information product' (Dolfsma, 2007:65), and as such the consumption of these information goods by one does not prevent others from consuming it at the same time. In economic terms, information goods are public goods, they are non-excludable, compared with the physical goods (Dolfsma,2007:65-67), although many people consider that information should be offered for free and rebuff any limitation to their activity of copying and distributing files over the internet (Mawhood & Tysver:98). Gopal and Sanders (2006) have supported the argument that music as an information good has the characteristics of a quasi-public good, i.e. it is difficult to exclude other people from enjoying the music while the music is listened by someone. When people consume music without paying for it, this so-called free-riding, and is a problem which may undermine market efficiencies.

Digital music and the MP3 format used for compressing the size of digital music files

has made file transformation easier and has helped music sharing activity and encouraged file sharing programs(Hill 2003:102). Consequently, this has resulted in piracy problems that are now having a greater impact on the music industry. Moreover, the rapid development of the Internet has enabled the wider and easier distribution of music over the network (Weckert 2000: 58). Subsequently, legal online music has appeared because of its easy reproducibility and electronic distribution. Since the appearance of this online music, it is now no longer necessary to buy CDs or records. People can now simply download the music; store it on any device such as a portable MP3 player, and share with each other. The MP3 formats are consumer-friendly and can easily be copied and retransmitted on the Internet. However this ease of reproducibility is a main factor in promoting music piracy. Downloading and swapping music files has become one of the most popular P2P applications around the world (Chase et al, 2006:84).

The first file-sharing program Napster made music sharing immensely popular. Napster provided free music files that could be downloaded directly from its system and that of millions of other users. By early 2001 Napster had over 38 million users swapping music files and the number of music files that had been downloaded peaked at over 2.5 billion later that year. Napster was especially welcomed by college students, who grasped the opportunity to download their favourite music for free (Spinello 2005: 31). This P2P file sharing service essentially provided a platform for music lovers to locate and download MP3 file onto their systems or from other people's commercial CDs, and this has consequently lead to file sharing being undertaken on an unprecedented scale (Spinello 2005: 36).

The Recording Industry Association of America (RIAA) alleged that Napster users were involved in direct copyright infringement and was worried about the proliferation of Napster and many similar online music file sharing services, since these facilitated music file sharing and induced copyright infringement (Spinello 2005: 31). In 2005, the International Federation of the Phonographic Industry (IFPI) reported that about 20

billion songs were exchanged or downloaded illegally around the world in that year. Moreover, in the 3 years to 2008, the IFPI (2009) estimated that in the sixteen countries included in their study, the music piracy rate reached 95% with more than 40 billions unlicensed music files having being shared.

1.2.2. Why music downloading is a copyright violation

Music downloading is related to the issue of copyright violation. From the moment a song or music track is first recorded on to a disc or cassette tape, it is under the protection of the copyright, and as such the copying of any video or music track without permission of the copyright owner is unlawful. The illegal download and file sharing of music is one of the most common acts that infringe copyright law on the Internet. In the case of the law of copyright, this gives protection against the unauthorized copying of documents, images, and sounds on the Internet (Mawhood & Tysver 2000:98) however, the current copyright law is lacking and ineffective for digital works. This law does not protect digital works satisfactorily while additionally it is very difficult to enforce the legislation on copying and distribution of any digital work over the Internet (Weckert 2000: 60), particularly given how difficult it would be to catch and punish every single person who copies and shares music files on the internet. However it should be remembered that it is legal to copy a CD that has been purchased for personal use and this is protected by American copyright law (Hill, 2003:23), but it becomes illegal when the copy is given to some else (Hill, 2003:230). In legal terms, this means that any act of copying of authorized content not for personal use is seen as illegal.

1.2.3. The problem of music piracy by students

It is in the countries with greater Internet capacities and higher Internet penetration facilitates where the majority of sharing activities are undertaken. In the case of China, the development of the internet has grown particularly fast. The number of Internet users in China has increased rapidly and there are now 87 million Chinese that have

access to the Internet (Harwit et al, 2006). Through the development of the Internet, the use of broadband has also grown significantly in China, and with its increased download speeds has led to a situation in which P2P uploading and downloading services have become more popular.

P2P services are utilised by many Internet users in China, who use it for entertainment and it has become a fashionable and hot issue amongst Internet users. Survey data in China reports that many Chinese Internet users are enjoying the advantages of P2P service to download and share MP3 music. Indeed a survey investigating Internet usage conducted in 2001 by the Chinese Academy of Social Sciences (CASS) found that over 54% of respondents had downloaded entertainment files and over 45% of the respondents had downloaded music or enjoyed music online, although 42.6% of the respondents in this case were students. In another survey of teenager Internet users in a few major cities conducted by CASS, this provided further evidence that MP3 use and downloading had become extremely popular among users who access fast Internet connections at work and for students who have access to the Internet in schools (Chase et al, 2006:84).

Music piracy in China has long been considered as a serious problem. The music industry has had to endure the fear of piracy and fight an ongoing battle to protect its business and legal rights. However many college students both in China and in the west confirm that the sharing of music files is a common way for them to obtain and listen to music, while many previous studies have indicated that there has been serious piracy of music, movies, and software among college students (Spinello 2005:30). Even when universities have attempted to tackle the issue through blocking or limiting access to file sharing facilities by students on campus, this has not stopped or controlled students who engage in illegal file sharing activity away from the campus (Duckworth: 2005:137). Although as has already been shown, file sharing has won the hearts of both students and music fans, and students generally see nothing wrong with their file sharing activity with a number of studies showing that students view

piracy as both socially and ethically acceptable (e.g. Christensen and Eining 1991). Chiang and Assane (2007) examined the behaviour of college students at two large US universities regarding their music consumption and piracy. Their results showed that 58% of the students admitted to file-sharing, while only 2.5% of music collections were obtained through payment from fee-based online music services.

Consequently, the copying of digital music particularly as an infringement of copyright may no longer be ignored and this is the motivation for this research to investigate why free music is so attractive among students and why the copying of music files has become so rampant also among students. The target group of the study is focused only on Chinese students in The Netherlands; this offers the additional possibility of learning how the length of their stay in The Netherlands plays a role in influencing their digital music piracy behaviour and on other factors.

The central research question has been formulated as follows:

1.3. Central research question

What factors influence the behaviour of Chinese students in Holland regarding their participation in digital music piracy?

(The factors referred to in this study are the cost, their attitudes and morality, their legal awareness, and their years of stay in The Netherlands).

1.4. Specific Research Objectives

The specific research objectives of this study are to:

- Examine the incentives which attract Chinese students to undertake in illegal music downloading and file sharing.
- Study the attitudes of Chinese students towards music piracy and how their attitudes influence their piracy behaviour.

- Study Chinese students' awareness of copyright law, in order to reveal whether the lack of copyright knowledge is a reason causing the rampant growth of music piracy among Chinese students.
- Examine whether the length of their stay in The Netherlands is related to piracy behaviour and also identify the other factors that may lead to music piracy (e.g. attitudes, morality and law awareness).

1.5. Study hypotheses

- H1. The Cost is the major reason for Chinese students to illegally download music.
- H2. Most Chinese students will buy less CDs after starting to illegally download.
- H3. The length of time that Chinese students spend in Holland is negatively associated with their piracy behaviour and attitudes.
- H4. The length of time that Chinese students spend in Holland is positively associated with their increased knowledge of copyright law.
- H5. Chinese students' music piracy behaviour and attitudes are negatively associated with their knowledge of copyright law.
- H6. Chinese students are likely to have high tolerance and acceptable attitudes towards music piracy.
- H7. Chinese students' music piracy behaviour is positively associated with their attitudes towards music piracy.

1.6. Outline of the thesis

The structure of this thesis will be set out as follows:

The first chapter provides the background to this research and sets out the research objectives. Chapter 2 provides an overview of the theory that is relevant to the research questions through an examination of previous research in this field. Chapter 3 introduces the research design and describes the methods used in this research including a description of the survey questionnaire and the data collection techniques

used. Chapter 4 describes the analysis of the data collected in this research and the results of the tests examining the study hypotheses. Chapter 5 provides a summary of the research findings and states the conclusions drawn from the research, suggestions for future work and also included.

Chapter 2 Theoretical background

This chapter investigates the causal factors that influence music piracy, specifically these include; the incentives (e.g. economic and situational factors), cultural ethics, attitudes to piracy, moral ignorance, and legal awareness. Through the use of previous academic studies an examination of previous findings in this field will be undertaken, this will provide an insight into how these factors play a role in music piracy behaviour and attitudes towards it. A number of hypotheses based on these findings will be tested in this study.

2.1. Incentives leading to music piracy

2.1.1 Economic factors

The ease that music files may be copied and reproduced is a main factor that promotes music piracy. The Internet enables everyone to download and make as many copies of music files as one wants and this is all free. There is little difference in the quality of downloaded music compared to other music mediums such as the CD or cassette, with accurate digital copies of music files offering virtually CD quality reproduction meaning there is little difference between these files and listening to the original CD. While additionally as illegal downloading does not cost anything; this becomes a huge inducement for students who are often in the lower economic bracket during their studies.

Gopal and Sanders (2006) have shown through a number of previous studies that the price has a significant impact on software piracy. They have suggested that price and income are key factors, which play a decisive role in piracy, and this income effect for audio piracy is similar to that of software piracy. Research literature has indicated that the sampling cost and marketing price have a significant negative correlation with

music buying of music that individuals have not yet heard. People are highly price-conscious concerning online music and people with lower incomes are more likely to engage in illegal music copying rather than purchasing new music.

Research by Chiang and Assane (2007) investigated college students' and their file sharing and music consumption based on data taken from a survey conducted at two U.S. universities during 2003-2004. This research provided clear evidence of the economic reasoning for the college students. The survey results suggest that 83% of the students report that cost as the major factor that influences their use of file sharing. Only 2.5% of those surveyed indicated that they had paid a sharing service to obtain their online music files. These researchers have suggested that the numbers of people using fee-based online music services may have risen since this survey, particularly given that the figure 2.5% was obtained during 2003 to 2004, when fee-based music services had only just begun to develop. However, according to industry analysts, the number of those paying for on-line music is unlikely to exceed those that illegally file-share. In the survey, the students showed their willingness to pay a mean of \$0.68 for a single music track downloaded, although a significant number of students indicated that they would not be willing to pay anything.

The equity theory proposed by Hill (2007) can be applied to explain why the cost can impact on digital piracy. The equity theory suggests that when individuals perceive they are participating in an inequitable exchange, they will become distressed and take action to restore equity, in order to reduce the distress. Regarding digital media, Hill summarizes the evidence, that in some studies pirates consider the prices for digital goods to be too high and therefore inequitable, and use this inequality as a justification for their illegal behaviour.

Software piracy has also been explained as an economic problem by Husted (2000). He has suggested that wealthy people do not need to undertake piracy or own pirated copies while the poor do not have access to computers and the Internet. This provides

further evidence why piracy is prevalent and particularly common on university campuses. As many students are in a low economic bracket and have access to Internet, hence this provides the main reason why students will make illegal copies of digital products.

Therefore, a research question may be proposed: Is cost the major reason why Chinese students illegally download music? Based on previous research, it can be assumed that cost is a major factor that prompts Chinese students (like other students) to illegally download music as well. The supposition being that most Chinese students download free music.

The impact of illegal music downloading on the purchase behaviour of music CDs is another way to examine whether pirates are intending to save money by acquiring free music online instead of buying CDs, i.e. the change in the numbers of CDs bought may be a reflection on how important the cost is for them.

As is known, music is an experience goods, that is people sometimes first need to listen and experience the music before they decide whether they like it or not and then make the decision whether they want to purchase it or not. It has always been argued that the sampling of music on the Internet has been shown to have an ambiguous effect on CD sales. Many empirical studies on file sharing have focused on the issue of whether or not file sharing is responsible for the significant decline in record sales in the last decade. Connolly and Krueger (2006:711-714) have presented a number of previous studies which suggested the various effects of the illegal file sharing in opposing directions. As file sharing reduces the cost of acquiring music, to own digital copies of their favourite songs stored electronically, people no longer need to buy CDs but simply copy the MP3 files or CDs from others. Thus, the intention of buying CDs may be undermined. Although file sharing is a way of sampling new music, in contrast to previous comments further research has shown that only a small portion of 'downloaders' will purchase a CD after downloading.

Due to the sustained increase in online file sharing services, the recording industry started to claim that their gradually decreasing sales of CDs was directly related to this. Indeed, by 2002, it was reported that, the number of sales of blank CDs had exceeded those of recorded CDs (Duckworth, 2005:137).

Although the music industries generally believe that file sharing has had a harmful effect on CD sales, there is no consistent evidence to prove the causal relationship between file sharing and CD sales. And it is of course possible that other alternative factors may be responsible for the decline in CD sales. Nevertheless, it can be assumed that file sharing undermines the consumer's intention to purchase music legally, especially among college students, and as music file sharing is already a very socially acceptable activity particularly among students and they are in low economic bracket, this is a finding that has been supported in previous studies (e.g. Siegfried 2004 and Christensen& Eining 1991).

According to the IFPI report, 2006, one out of every three illegal file sharing users purchases less music. While Siegfried undertook informal interviews with Adelphi University students in 2003, from which the anecdotal evidence suggests that some students would purchase CDs that they had already downloaded from Internet, while at the same time others would download music which they would never have purchased (Siegfried, 2004).

Rafael and Waldfogel (2006) investigated the impact of downloading on sales and the attitudes towards downloading among students at four U.S. colleges. They suggested that college students generally consider the music they download is much less valuable to them compared to purchased music. This suggests that they would be unwilling to pay very much for the music that they had downloaded and that they would probably never have purchased the downloaded music anyway.

According to theory and some previous studies, it can be assumed that Chinese students buy far fewer CDs or have probably stopped buying CDs after using file-sharing services and downloading. It can also be hypothesized that cost is the major factor, and that it can therefore be concluded that students prefer to save money by using file sharing instead of buying CDs.

2.1.2. Additional factors affecting music piracy

In addition to economic factors, there are other factors that may explain the popularity of music piracy.

Internet sharing services allow consumers to sample or enjoy music directly and so reducing the uncertainty regarding the quality music offered commercially (Gopal and Sanders 2006). The music is available online without the constraint of marketing or distribution, and as such the file sharing services, such as Napster are able to provide a directory that enables the consumer to find a music file immediately just by typing in the keywords of the song's title or a singer's name. Even songs that may be difficult to find in a physical music store are located much more easily online. Due to faster Internet speeds and refined search engines, people are able to spend far less time searching for music that they want through the internet P2P services rather than visiting a music store. Moreover, email may be used to send and receive selections of songs.

In Chiang and Assam's research as described in the previous chapter, with the exception of the 83% of US college students who indicated cost as a major factor that influenced their illegal downloading activities, 53% of the students indicated that time was a major factor, as they felt that it is more convenient to download music from the Internet than buy it in the shops. Moreover, 65% of the students indicated that the online free file-sharing services provide songs that music stores or paid online services do not offer. An important facility that fee-based and free music services both

offer is allowing people to purchase or acquire single music tracks rather than a whole albums, which is convenient for music collectors. Hence, convenience, time-saving, and the ease in which songs can be located are also important incentives for Chinese students to download music illegally.

With the development of the Internet, MP3 file sharing and downloading has become fashionable and is seen as a new entertainment, for Chinese consumers. The P2P service had attracted the attention of many Chinese Internet users, who use it for entertainment and have enjoyed the advantage of P2P services to download and share MP3 music. The music downloading has become part of the youth culture in China. Indeed for some Chinese college students and young people, downloading is just seen as hobby or entertainment for recreational reasons and does not involve any other incentives being taken into consideration.

2.2. Awareness of the law and punishment

One of the major causes of the rampant piracy in China is the weak criminal laws. However, the Chinese Government has warned websites offering free music downloads that they are violating copyright laws and may face lawsuits (Chase et al, 2006:84). Lack of knowledge of copyright laws can be a factor that influences individuals to engage in piracy. Many people ignore the illegality of making song copies, and only a small number of those that illegally download are aware of the copyright issues (Hill 2003:223, 227).

Spinello (2005:45) has suggested that students are not well educated with respect to intellectual property law and more education in colleges regarding copyright law is needed to reinforce these ideas. Christensen and Eining (1991) propose the same idea in their study. They evaluated students' knowledge of the copyright laws regarding software among undergraduate students in the U.S. From these results, it

was evident that only a very small portion of students believed that copyright laws are strictly enforced. Although the study did not prove that the students' knowledge of the laws would have a significant impact on piracy behaviour, the researchers suggested that the probable reason might be that very few students in the survey were totally aware of the laws and their content.

Asian tradition considers "copyright as a western concept" and "it is created to preserve a monopoly over the distribution and production of knowledge and knowledge-based products" (Altback, 1988, quoted in Swinyard et al, 1990). In a study by Swinyard et al (1990) on the morality and behaviour of software piracy among Singaporean students and U.S. students, they found that the attitude of Asian students was less supportive and congruent towards the copyright laws. It can be also assumed that Chinese students are not supportive of copyright law and that they would resist stricter laws on downloading and sharing music over the Internet.

Additionally it may be assumed that Chinese students are not well informed about copyright issues, and their lack of legal knowledge may contribute to their music piracy. Here, it can be hypothesized that the Chinese students' and their music piracy behaviour and attitudes are negatively associated with their knowledge of the law.

2.3. Moral ignorance towards music piracy

The Internet has greatly impacted on the morality in people's lives. Piracy is a morally wrong behaviour, and this has occurred as a consequence of the development in Internet technology.

Considering people's moral sensibility under the impact of the Internet, people do not appear to be sensitive to the moral standard and legal position of intangible property. Most people do not respect intangible property rights and do not consider stealing of

intangible property as actual stealing. Whereas people would not steal CDs in a music store, but they would be happy to download unauthorized music illegally over the Internet and to share it with other people. A number of people do not perceive the sharing of music as a serious moral problem, while it has been shown that some students claim that digital music should be regarded as free goods and should not be controlled for money (Spinello 2005: 27-28). Most universities rarely intervene to prevent the rampant MP3 downloading amongst students, and while some universities may forbid students to use Napster, this was only because the downloading of music consumes too much bandwidth. Whilst some universities do not forbid the use of Napster, only a few universities oppose Napster purely on moral grounds although Metallica in their illegal downloading lawsuit named several universities (Spinello (2005:31-45).

Beliefs regarding piracy are closely related to the cause of piracy behaviour itself. Spinello (2005: 35) has suggested that the attitudes towards piracy are still heavily influenced by the belief that information goods should be free. Although illegal copying is wrong, people hardly regard it as a serious offence. Moreover, few people hold any sympathies for the music industry. Indeed most MP3 files are copies of commercial songs taken from CD that has been previously purchased. If we take a music CD belonging to someone else, the owner of the CD no longer possesses the physical object, however this is not the case if we just copy their music from the MP3 files. In this case, the owner still possesses the object. Spinello (2005) concludes that, this is the reason why many people consider downloading and the sharing of pirated music to be socially acceptable activities.

Leuf (2002:92) offers another argument suggesting that when people buy an item they usually feel that they can do anything they want with it. Concerning music, when people buy a CD, they are usually of the opinion that they have the right to use it in any manner they chose whether this be to lend it to friends or even throw it away. All these arguments provide good arguments to show people's tendencies to ignore the morality

regarding illegal music file sharing.

Students have the intention to copy music and like many other people do not feel it is immoral or illegal to carry out unauthorized copying, they simply see nothing wrong with it. Therefore, it can be assumed that the Chinese students in this study are unlikely to consider free music downloading and copying as morally wrong or illegal. Moreover, they are also unlikely to think that file sharing activities should be punished.

2.4. How cultural norms influence attitudes towards piracy

Attitudes determine how people instruct themselves to behave and these reflect a person's 'personal norms, attitudes towards other people, opinions about behaviour, and the utility of behaviour', and especially regarding a person's attitudes towards behaviour which is also the most significant factor that determines a person's intention to carry out an act (Triandis 1994: 211-212).

Several studies have been conducted among students regarding their attitudes towards software and music piracy and these have shown that attitude has a strong impact on piracy intentions. These studies report similar results about attitudes towards piracy, and these have proved that students do not view piracy as illegal or unethical behaviour. For example Christensen and Eining (1991) carried out a study, to examine the factors influencing the software piracy behaviour of accounting students in the U.S. and found that these students do not consider piracy inappropriate and they also believed that their friends and superiors do not consider it as inappropriate either. Their results confirm the hypothesis that 'attitudes toward software piracy are directly related to software piracy'. And their results show that students who consider making illegal copies of software as inappropriate behaviour are less likely to do so.

Siegfried (2004) conducted a study among college students at two universities in the U.S. He found that students in a survey generally feel it is acceptable to copy

commercial software and download music from the Internet. It could clearly be seen that, students do not consider it a problem to download music from the Internet and they also think that requiring the artists' permission to download their music has no significance at all.

Although software piracy and music piracy are two different issues, digital music has some of the same characteristics as software as they both suffer the free-riding problem. Therefore, there is a similar fundamental attitude to both. According to some authors, both software pirates and music pirates generally think that only a few big companies and individuals are the only victims of file sharing and will suffer from adverse consequences due to file sharing (Spinello 2005:43).

As it has been seen, most previous studies have been conducted considering either western people or have been located in the U.S., however it can still be assumed that Chinese students have acceptable attitudes towards music piracy, just as western students do. Firstly, from some previous studies, it has been shown that acceptable attitudes towards piracy are popular among college students. Secondly, the Chinese culture and social environment is likely to promote the growing tendency to believe that illegal sharing of copyrighted music is socially acceptable.

Cultural norms play a key role as guides for social actions, which are relevant and depend on their social or cultural environment, such as 'prevalent attitudes, public opinion, customs and many other multitudinous factors' (Spinello, 2005: 34). Cultural differences influence our social behaviours and how we view social behaviour. People in different cultures view social environment in many different ways. In each society, there is a distinct cultural syndrome, which is shaped by 'a pattern of beliefs, attitudes, norms and values' (Triandis, 1994:2). According to Triandis (1994:2-4), the most important cultural difference is the difference between individualism and collectivism. Individualism is the culture within which the social practice is individually orientated, while collectivism is the culture with a collective orientation within which a subjective

cultural factor is shaped by the groups or family. In the individualistic culture, individuals behave independently of the groups and tend to ignore their group's wishes and do what they wish to do. Their behaviours are based on their attitude, beliefs or feelings. In the collectivistic culture, the behaviours of collectivists are based on roles and customs. The collectivists consider the aspects of a group such as family, friends, and community and are defined as members within these in-groups, which has an influence on various social behaviours (Triandis, 1994:165).

Asian people, especially the Chinese have a typical collectivistic culture. The Chinese culture is orientated towards Confucian values and China is a typical country of the Confucian culture, indeed it is seen as the cradle of Confucianism. Confucian morality is seen as a guide for behaviour by most Chinese people. Confucian ethical norms emphasize that "individuals should share what they create with society." (Donaldson 1996, quoted in Husted 2000), hence, as a Confucian country, China experiences greater problems of piracy.

The Confucian philosophy can explain why Chinese people tend to accept piracy more readily. Collectivist nations with Confucian ethics pay more attention to social harmony than opposition and focus more on shame rather than guilt. Asian people focus on social harmony and association and this presents a stark contrast with Western people (Husted, 2000).

Comparing this with the individualistic culture, in which one decides on the truth and has the right to decide what to do for oneself, one can also refuse to do things without being rejected by other people, thus, morality in the individualistic culture is seen as purely individual. In the Chinese culture, one considers doing what is best in a specific situation within a group. When a conflict occurs between an individual and a group it is morally acceptable that the individual be subjective to the will of the group. The group often rejects the one who does it their own way. The collectivistic morality concerns each individual and emphasizes more for the social well-being (Triandis1994:51-55).

Some studies have proved that culture indeed plays a role in digital piracy. For instance, Swinyard et al (1990) suggests that the tradition of Asian cultures particularly the Chinese culture, stresses that 'creators are obliged to share their developments with society'. Chinese credo perceives that one who shares be rewarded and one who does not share must be condemned. The authors undertook a cross-cultural study on morality and the behaviour of software piracy. The study examined the difference in the attitudes towards piracy between students in the United States and Singapore, based on the cultural histories of Asia versus the U.S. Swinyard et al (1990) proved that through the Confucian ethics of sharing that Singaporean as Chinese-speaking people are more tolerant of software piracy than their U.S. counterparts. With regard to the resolving of a moral decision, they found that the Singaporean students were more influenced by utilitarian ethics such as their self benefit, family benefit and community benefit of their actions, rather than the regulation and the illegality of the piracy decision and the consequences of their moral behaviour. This tendency suggests that the Asian individuals were less likely to obey copyright law, because they consider the situation or the benefits gained from a copyright violation more carefully. Swinyard et al (1990) also suggest that Asian culture provides less support for copyright legislation but more support for the humanitarian benefits which could be gained from piracy.

It can be concluded that, Confucian values influence attitudes towards software piracy and that they influence attitudes towards music piracy as well. This is the reason why Chinese people have difficulty refusing when asked to share their music with others, since as many other people do this, they must prove their friendship otherwise they will be excluded from their friends' circle of acquaintances. Chinese people feel interdependent and obliged to help other people. Therefore, any moral constraints or social norms of the Chinese culture are less likely to deter music piracy in the Chinese community.

Based on the supposition that Chinese students have a higher tolerance for music file sharing, and a greater willingness to share their music with each other, it can be hypothesized that, for Chinese students, their music piracy behaviour is positively related to their attitudes towards music piracy. Chinese Students with a more acceptable attitude toward piracy will correspond to those who are more likely to download music for free.

As is known, one culture can be affected by another culture, through travel, business, and the mass media (Triandis 1994:9). The focus of this study as defined in Chapter One are Chinese students who are studying in The Netherlands, some of whom may have been living in The Netherlands for many years. Moreover, to some extent, they may have been integrated into Dutch society and hence, their beliefs, attitudes, and behaviour are likely to have been influenced by Dutch culture. Therefore, it can be hypothesized that, there is a negative correlation between the length of stay in The Netherlands and Chinese Students' music piracy behaviour and attitudes. It can also be hypothesized that the length of time that Chinese students spend in Holland is positively associated with their increased knowledge of copyright law.

2.7. Summary of the theories regarding illegal file sharing

According to the theories and findings from the empirical studies, there are some factors, such as culture, attitude, cost, legal awareness, and morality that affect the likelihood of participating in digital music piracy. Based on the findings from some previous studies, students have admitted that cost is the major reason for downloading music illegally and this file sharing reduces the probability of individuals' subsequently buying music legally. Therefore, it can be assumed that cost is the dominant reason why Chinese students download music illegally, and a consequence of this is that it can also be assumed that most Chinese students download free music and have stopped buying CDs after engaging in file sharing. There also other situational factors such as convenience and ease of finding songs that are important

incentives for Chinese students to download music illegally. The cultural theories proposed by Triandis have shown that cultural differences influence social behaviour and how this social behaviour may be viewed, and this can help us to understand the correlation between culture and music piracy. The Confucian concept of morality may be regarded as a guide to explain the behaviour of Chinese people, with some studies suggesting that Confucian values influence attitudes toward software piracy. Constraints and social norms due to the Confucian concept are unable to prevent music piracy in the Chinese community, and Chinese people also tend to be less supportive of and congruent with copyright laws.

It can be hypothesized that the lack of knowledge of the law has contributed to the Chinese students' music piracy, and the Chinese culture and social environment leads to the growing tendency that indicates that the sharing of copyrighted music is legal and socially acceptable. Therefore, it can be hypothesized that Chinese students have a higher tolerance towards musical piracy and their attitude is positively related to their piracy behaviour. Considering that Chinese students in Holland may be influenced by Dutch culture, it could perhaps be assumed that their length of stay in Holland influences their piracy behaviour. Besides, it might also be assumed that the length of stay in Holland may have an influence on other factors, such as attitudes and the knowledge of law.

Study hypotheses

As a result of the findings from the review of previous studies the hypotheses that will be investigated during this study may be summarized as follows:

- H1. The Cost is the major reason for Chinese students to illegally download music.
- H2. Most Chinese students will buy less CDs after starting to illegally download.
- H3. The length of time that Chinese students spend in Holland is negatively associated with their piracy behaviour and attitudes.

- H4. The length of time that Chinese students spend in Holland is positively associated with their increased knowledge of copyright law.
- H5. Chinese students' music piracy behaviour and attitudes are negatively associated with their knowledge of copyright law.
- H6. Chinese students are likely to have high tolerance and acceptable attitudes towards music piracy.
- H7. Chinese students' music piracy behaviour is positively associated with their attitudes towards music piracy.

Chapter 3 Research strategy

3.1. Research method

In this study a quantitative investigation will be undertaken so that primary data can be obtained for analysis. The focus of this study will be a survey of Chinese students selected from a number of universities throughout the Netherlands. There are a number of ways in which a survey may be implemented, for example through face-to-face interviews or postal questionnaires, however in this case questionnaires will be distributed through the use of email. This system has a number of advantages both for the respondents and the researcher. For the researcher this is very cost-effective approach and is a quick and easy way to recruit a large number of people into a study, while for the respondent it is easy to return the completed questionnaire through email. In this particular case the email questionnaire has the further advantages in that students regularly use email and as such this may have a positive impact on the response rate.

3.2. Sampling and restriction

As described above the research sample will consist of Chinese students at universities in The Netherlands. However in the Netherlands it is difficult to locate enough students that meet the criteria for inclusion located in the same place, and as such a strategy is required whereby enough students can be found to fulfill the requirements of the study. It is not possible to reach Chinese students in all the universities across The Netherlands, while enlisting participants through face to face questionnaires in districts near to this researcher's study location has been found to result in a limited sample size. However through the assistance of The Association of Chinese Students and Scholars in the Netherlands (ACSSNL) a sample of sufficient size was obtained. ACSSNL is an organization which offers leisure activities for Chinese students in the Netherlands, and through the records

of Chinese students held by the ACSSNL it was possible to obtain 200 email addresses for different Chinese students studying at different universities in different cities in The Netherlands. Having obtained these 200 email addresses, the study questionnaire was sent to each of the 200 students by email. Through this random sampling approach, the resultant sample should be fairly representative of the whole of the Chinese student community in The Netherlands. However a limitation of this method is that inevitably not all fields of study or universities in The Netherlands will be represented.

While additionally very few Chinese students go abroad to study the Sciences such as physics and biology, and so it is not surprising to find very few Chinese students studying these subjects in this sample. The major cities around the world such as Rotterdam have attracted many Chinese students, and this sample supports this fact. It can therefore be concluded that this sample is unlikely to represent any type of selection bias in the contact lists of Chinese students registered by the ACSSNL. Although of course for areas of The Netherlands where Chinese students are underrepresented, it will be difficult to draw meaningful conclusions about the particular characteristics of these students due to the size of the sample.

3.3. Questionnaire design

Initially, the questions in the questionnaire seek to gain basic information from the respondents including their length of stay in The Netherlands, their area of study, and their study location. Following this the questionnaire will contain questions that focus on four key components, these being the students': behaviour, attitude; morality, and legal awareness. Each of these components will be described in turn:

Firstly, behaviour considers how often the students download music, the reasons they may or may not download; the types of download (fee-based or not) and how this

impacts on the number of CDs they purchase.

Secondly, the students' attitudes towards music piracy and their intention to share music with friends will be investigated. The questions will seek to find out whether they feel it is acceptable, they are offended, or neutral towards the file sharing phenomenon, and whether they would be willing to make copies of music files for their friends when asked.

Thirdly, the questions will examine the students' moral judgment regarding this illegal behaviour, and lastly, their awareness of copyright law and their willingness to support copyright law will also be considered.

A five-point interval scale (Likert scale) will be used to obtain answers from the respondents related to their attitudes, morality and awareness of copyright law. A specific question will be used to gauge the respondents' opinion regarding music piracy; this will use the Likert scale that will offer responses ranging from strongly agree to strongly disagree. To measure their morality, the respondents will be asked to indicate their opinion on a selection of statements including: 'I think it would be morally wrong to participate in free downloading and file sharing'; 'I would feel guilty if I participate in free downloading and file sharing'; 'I think free downloading is illegal'; 'I think that file sharing should be punished'. To measure their legal awareness and attitudes toward copyright laws, they are asked to indicate their opinions regarding two statements, these being: 'I feel that I am well informed about copyright law' and 'I will absolutely support the government if a stricter copyright law is implemented and the free-downloading service is cancelled'. The full questionnaire is described in the Appendix,p62.

3.4. Data analysis

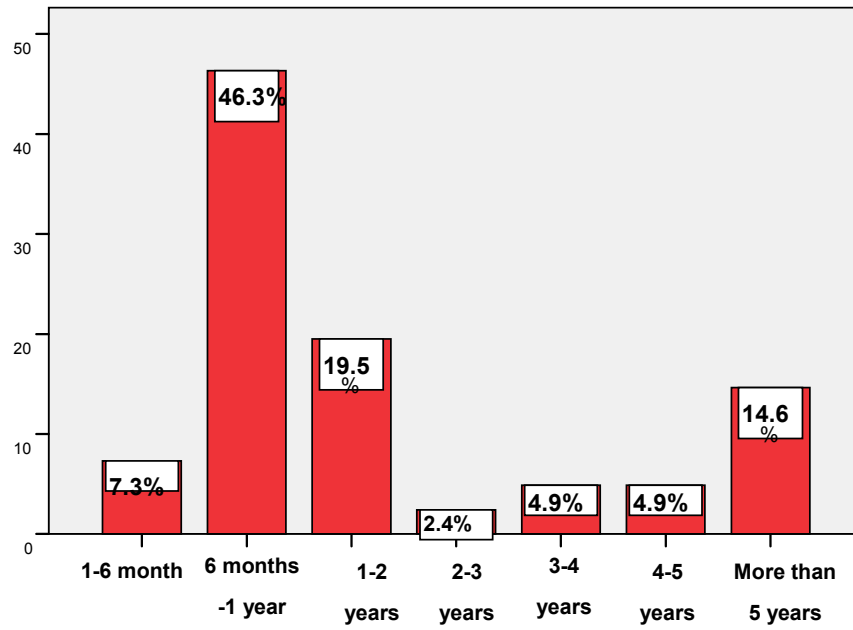
Statistical analysis will be used to draw conclusions from the quantitative data. Analysis from the results of each of the survey questions will be based on the

percentages of the results. The Spearman's correlation analysis will be used to explore the strength and direction of the relationships between the variables. To test the study hypotheses, the method of Spearman's correlation will be used to explore the relationship between the continuous variables. An independent-sample t-test will be used to examine whether there is a significant difference in the mean score for two categories among the other variables. To examine how the attitudes are related to other variables, the mean scores of the categories of attitudes will be compared with other variables, such as; whether the attitudes of acceptance and no opinion differ in terms of behaviour, years of stay, knowledge of law and moral judgment. All data analysis will be undertaken using SPSS, and the results will be described in the following chapter.

Chapter 4 Results

4.1. Respondent characteristics

41 completed questionnaires were received from the respondents. The majority of respondents were female (65.9%), the range of ages was 19-29 years, with a mean of 22.95 and standard deviation of 3.03. The respondents were Chinese college students from eleven Universities in seven different cities, these being Rotterdam, Amsterdam, Utrecht, Leiden, Tilburg, Nijmegen and Groningen. Most of the respondents were students of Business (56%) and business-related studies such as Economics (12%), Finance and Accounting and Logistics, the remainder were studying Physics, Medicine, Law, Computer Science, Dutch Studies and Biology. However this is not a surprising result given that most international programs offered in Dutch universities are business studies, economics, and finance and these courses are particularly popular amongst Chinese students. Most of the students had been living in Holland for 6 months to 1 year (46, 3%), followed by 1-2 years (19.5%) and more than 5 years (14.6%). 7.32% of the students had been living in Holland for just 1-6 months. There were very few students in the survey who had been in Holland for 2-5 years. This is shown in Figure 1.



(N=41)

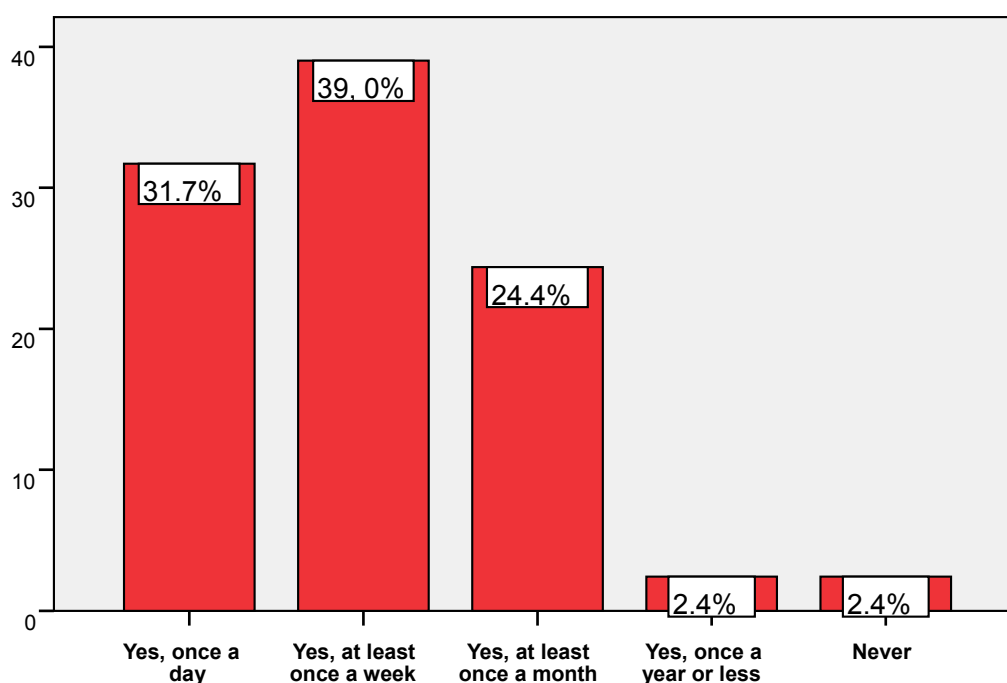
Figure 1: *The respondents' length of stay in the Netherlands*

4.2. The analysis of the survey questions

This section provides a breakdown of the respondents' responses to each of the questions in the questionnaire.

4.2.1. The frequency of engaging in music piracy

Do you use file-sharing services to download music (or listen to music online) and how often?



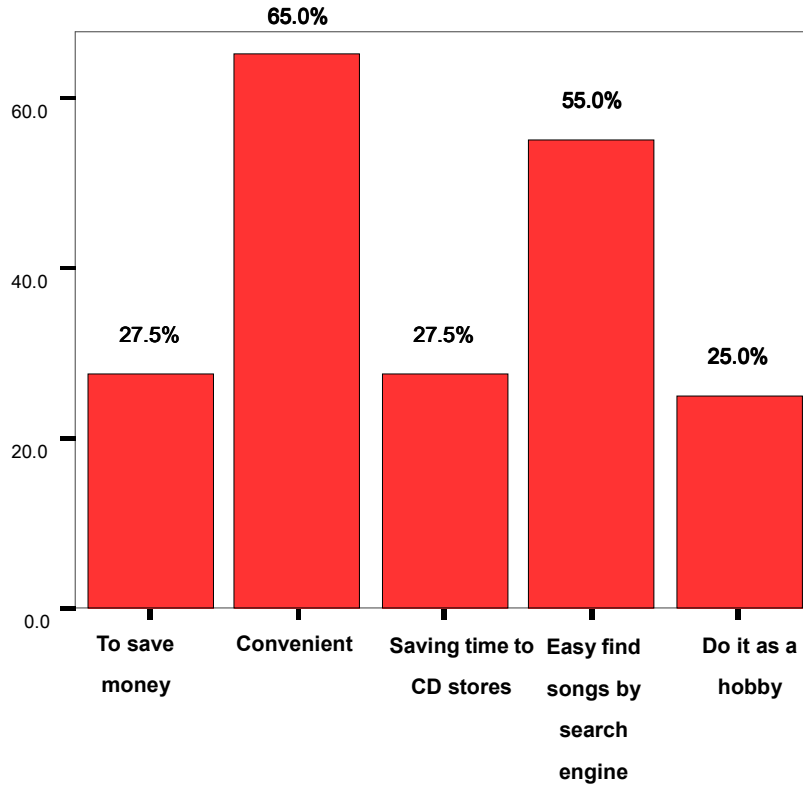
(N= 41)

Figure 2: Responses to questions regarding frequency of musical piracy

From Figure 2 it can be seen that all of the respondents admitted to downloading music, except for one respondent, who reported that she never downloads, but for the simple reason that she does not like music and never listens to it. This reason had nothing to do with other factors or incentives, and she also indicated that she has no intention to listen to music in the future. Among the respondents who download music, only one out of the forty students (2.4%) download music once a year or less, with the remaining respondents all downloading music at least once a month.

4.2. 2. The reported reasons for downloading music

What is the reason for you to download music online?



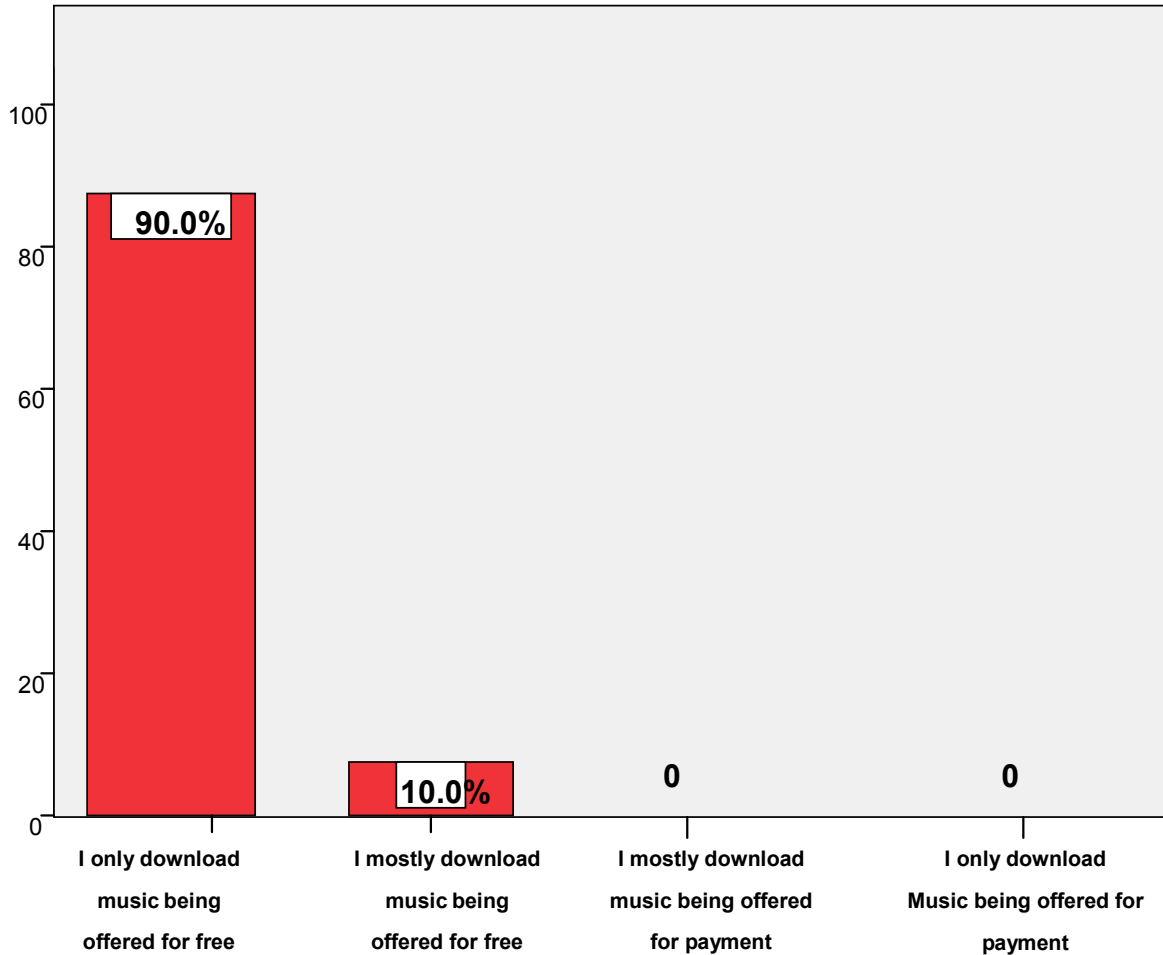
(N=40, missing: 1 reported never having downloaded)

Figure 3: The respondents reported reasons for downloading music (multiple response type)

The convenience is the most popular reported reason why respondents download (Figure 3), while the next most popular response was the ease with which the respondents are able to find the songs they are looking for. Only 27.5% of the respondents indicated that saving money is a reason to download. Suggesting that cost is not the major reason for Chinese students to download music, and this contradicts one of the study hypotheses and will be discussed in the conclusion later.

4.2.3. Types of downloading service utilized

Which one of the following statements best describes your music downloading?



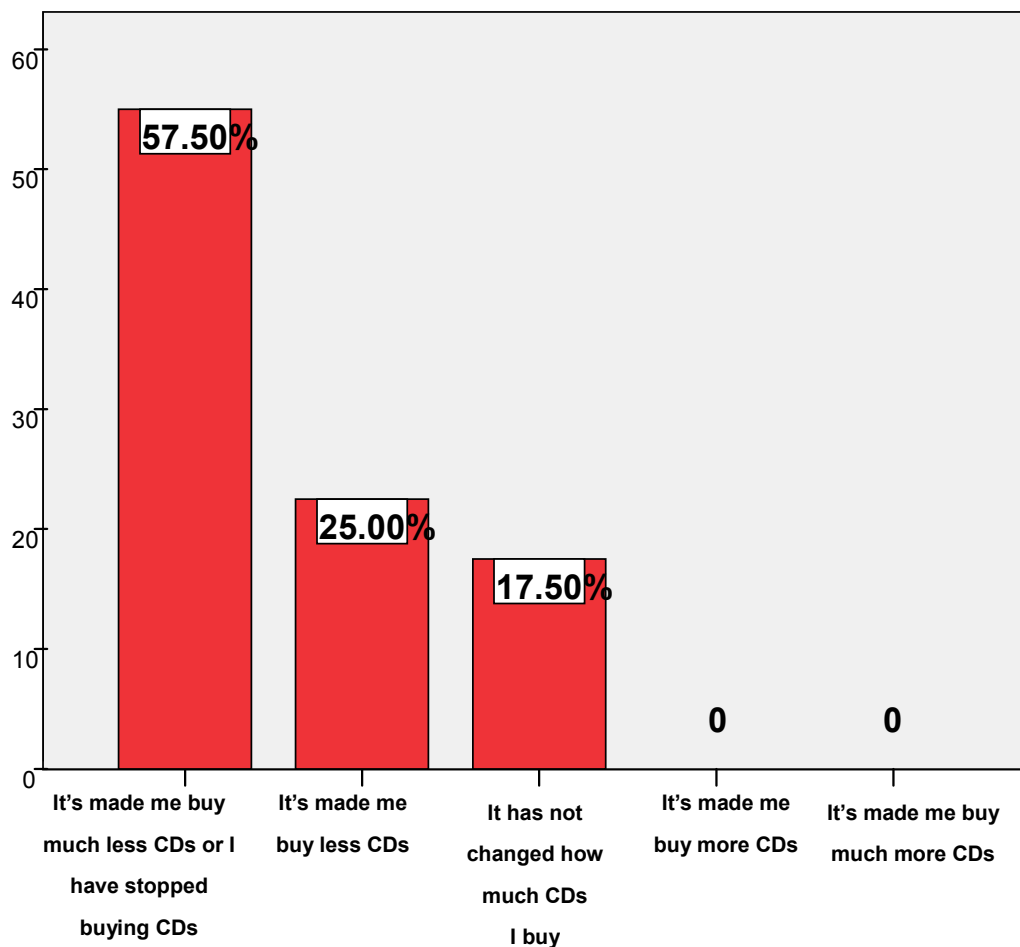
(N=40, missing: 1 never having downloaded)

Figure 4: Respondents reported types of downloading type utilized

None of the respondents reported paying for the music that they had downloaded. No respondents reported 'mostly or only downloading music being offered for payment'. 90% of the respondents reported that they only download music being offered for free and 10% of the respondents reported that they mostly download music being offered for free. It can therefore be concluded that all of the respondents that download, download free music at some time.

4.2.4. The impact of downloading on the number of CDs purchased

To what extent, would you say that online streaming or file-sharing services have affected how many CDs you buy?



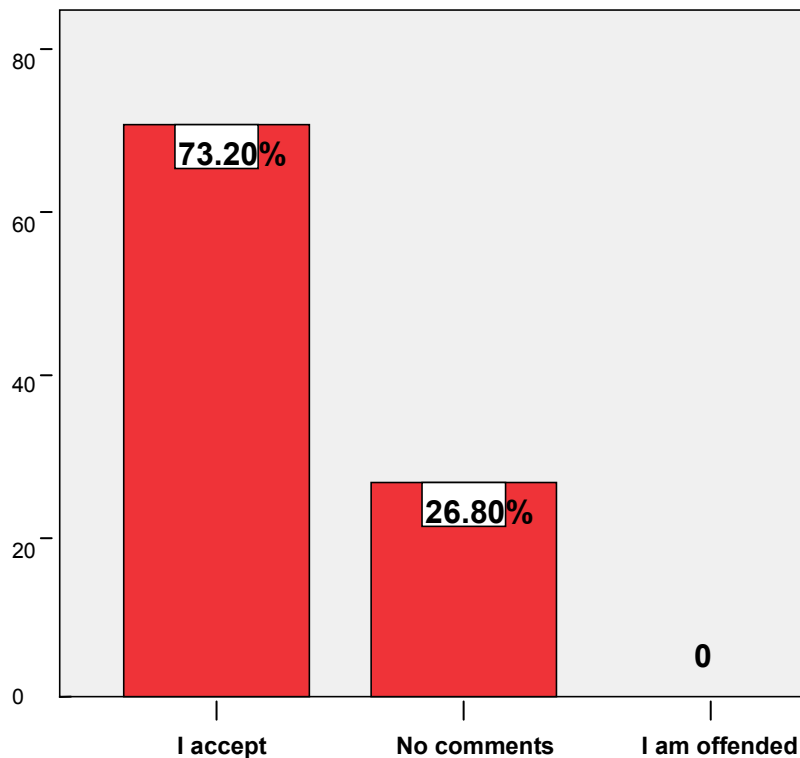
(N=40, missing: 1 reported never having downloaded)

Figure 5: The impact of file sharing on the number of CDs purchase

None of the respondents reported 'buy more or much more' CDs after starting to use file sharing. For most of the respondents, the number of CDs that they buy has decreased, with over 80% of the respondents reporting that file sharing has had a negative impact on the number of CDs that they now buy. Only 17.5% of the respondents report that file sharing has not had an impact on how many CDs they buy. Therefore, it is not possible to ascertain any positive effect of file sharing on the number of CDs that are bought.

4.2.5. Attitudes towards music piracy

What is your opinion about that large numbers of your fellow students around you who download music online and share it with other people?

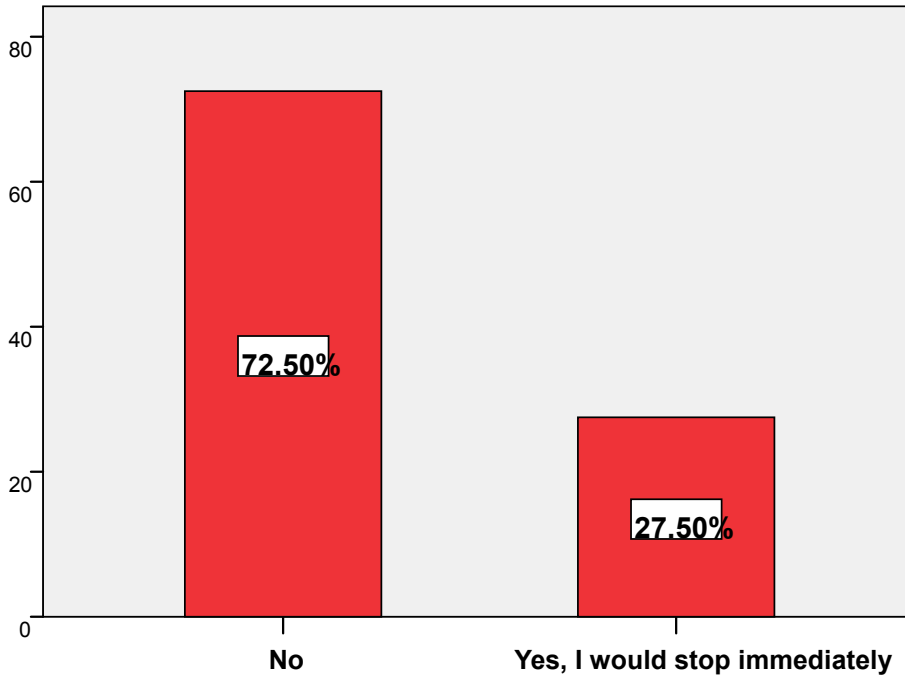


(N=41)

Figure 6: Reported attitudes towards music piracy

None of the respondents reported 'feel offended' toward the idea music piracy amongst fellow students. Figure 6 shows that the majority of respondents had an attitude of acceptance towards music downloading while the remainder had no comment to make.

If I tell you that downloading is illegal, would you stop doing it?



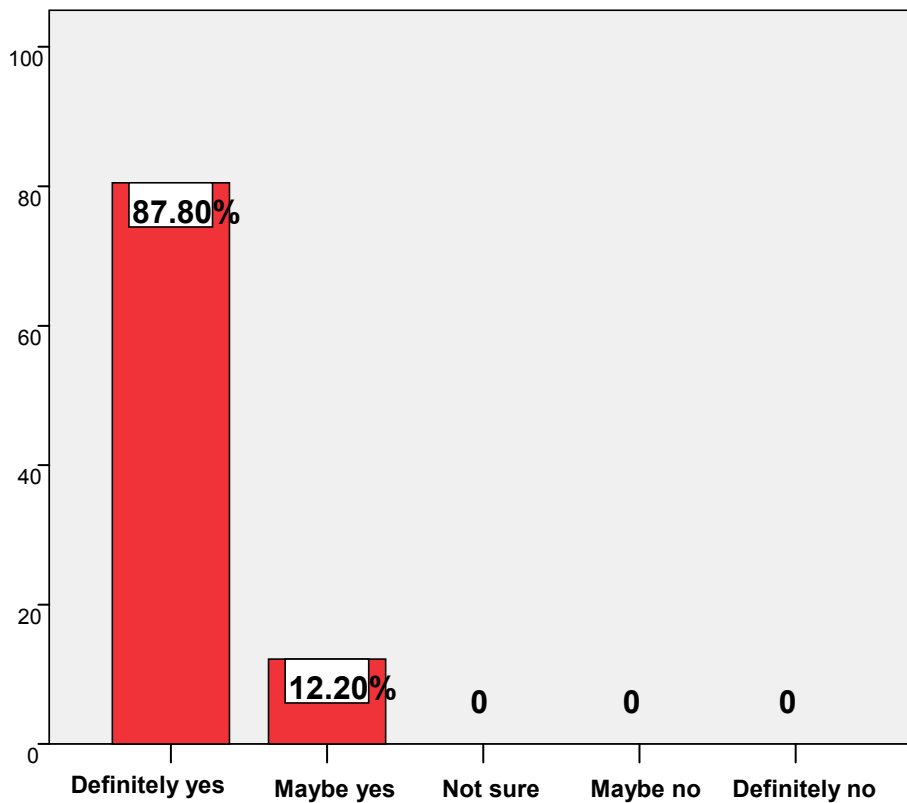
(N=40, missing: 1 reported never having downloaded)

Figure 7: The reported willingness to end the behaviour of music piracy

Figure 7, shows that 72.5% of the respondents report that they would not stop downloading music, even if they were told that downloading is illegal. Only 27.5% of the respondents report that they would stop immediately. One respondent added a comment that the reason why she would not stop downloading was because, in her opinion, the cost of copyright is too high and is unfair to the consumer. She only downloads music for her private entertainment, not for commercial use. Therefore, she does not see anything wrong in doing that.

4.2.6. Reported willingness to share music with others

If a friend admires your CD collection and asks you to copy songs for him/her to take away, would you do that?

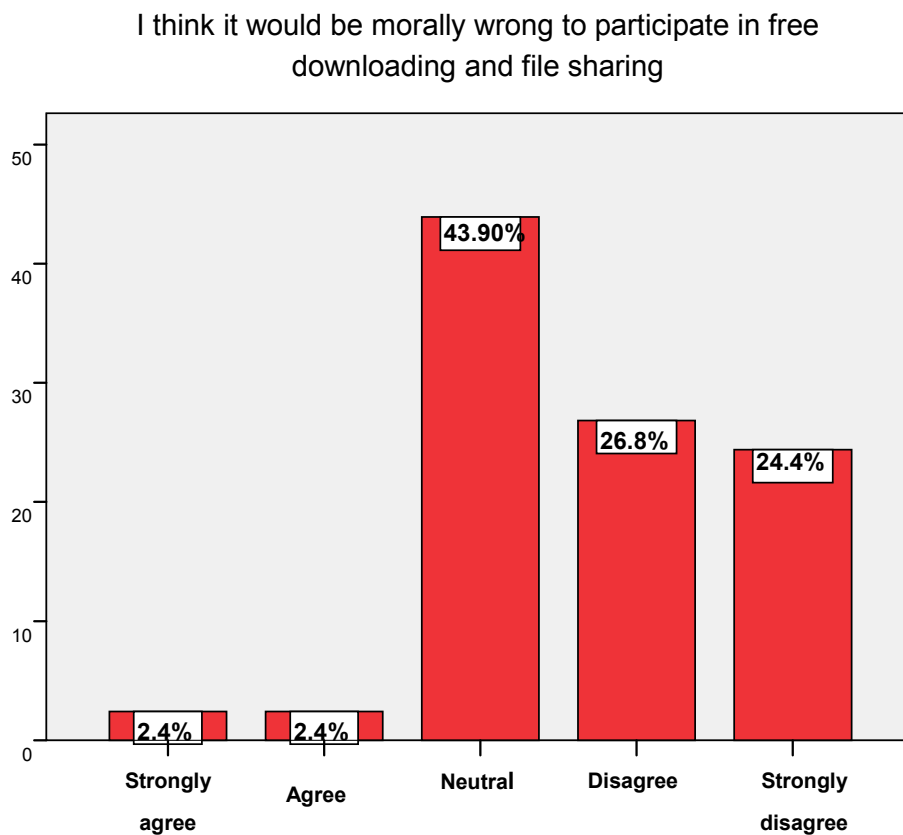


(N=41)

Figure 8: Reported willingness to share music with other people

87.8% of the respondents reported that they would definitely make a copy of their music for friends if they were asked to do so, while 12.2% of the respondents reported that they might. None of the respondents reported that they would definitely refuse to copy their own music for friends.

4.2.7. Moral judgment of the respondents

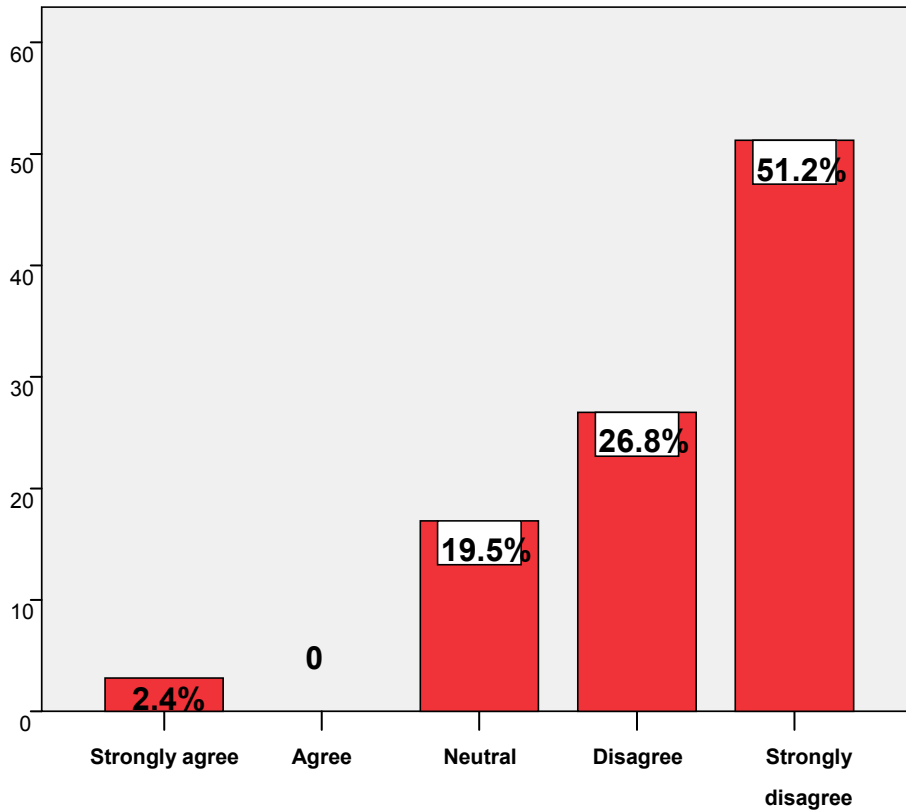


(N=41)

Figure 9: Reported moral judgement towards free downloading and file sharing

Over half of the respondents do not think that, downloading and file sharing is morally wrong, with less than 5% of the sample reporting that they do regard downloading and file sharing as being morally wrong. The remainder (43.9%) reported no strong opinion on the issue.

I would feel guilty if I participate in free downloading and file sharing

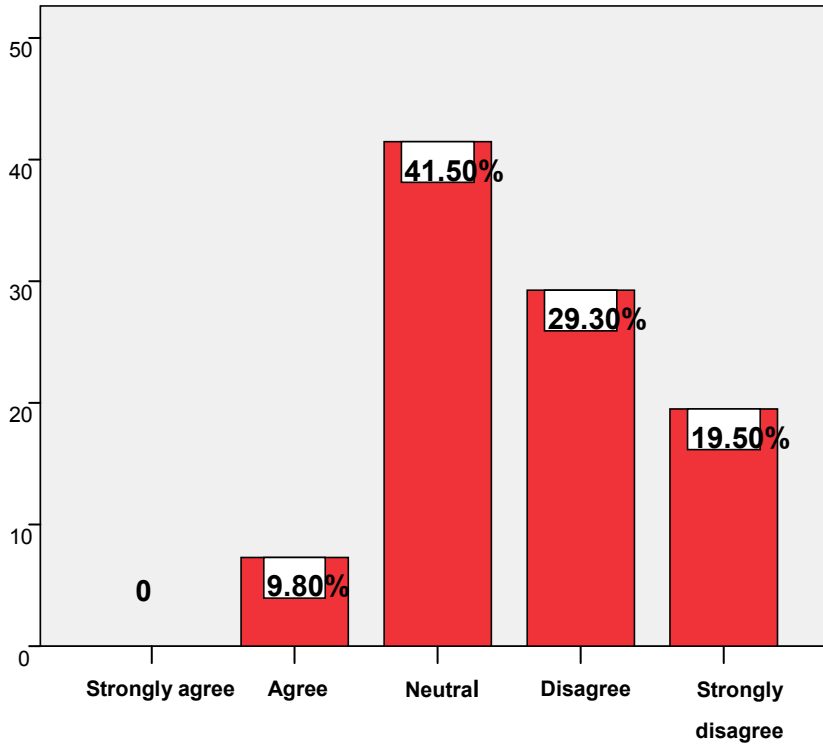


(N=41)

Figure 10: Reported feelings of guilt when undertaking file sharing and illegal downloading

More than half of the respondents reported not feeling guilty when participating in piracy. 51.2% of the respondents strongly disagree that they would feel guilty while 26.8% of the respondents disagree that they would feel guilty. Only one respondent (2.4%) strongly agreed with this statement.

I think free downloading is illegal

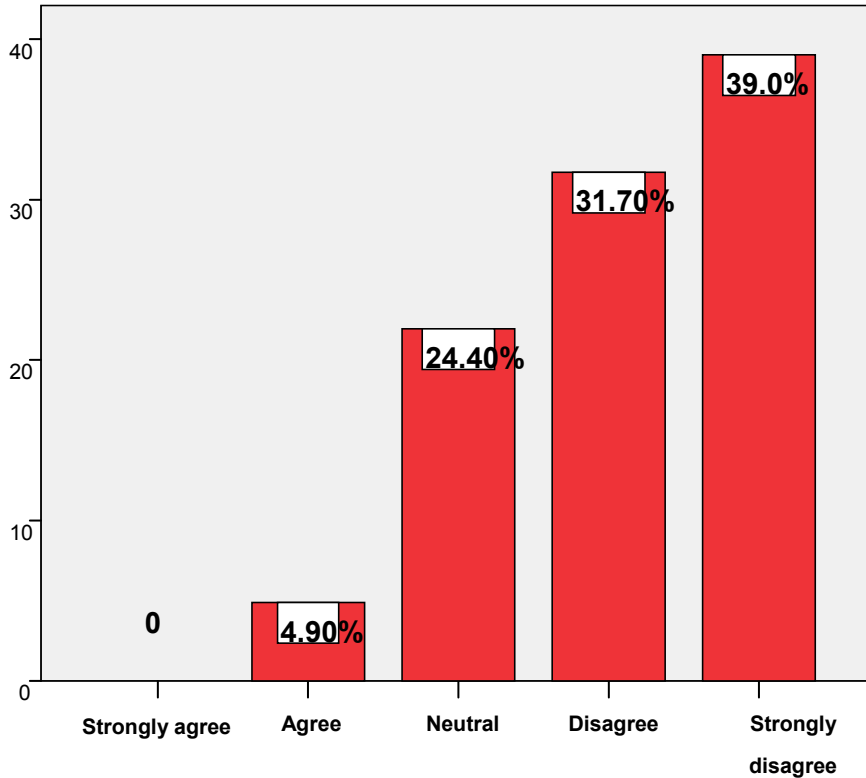


(N=41)

Figure 11: The respondents reported opinions about whether free downloading is illegal

Most of the respondents (41.46%) have a neutral attitude about whether free downloading is illegal or not. 29.27% of the respondents disagree that free downloading is illegal, 19.51% of the respondents strongly disagree that free downloading is illegal. Only 9.76% of the respondents thought that free downloading is illegal. Nobody responded 'strongly disagree' to this statement.

I think that free downloading and file sharing should be punished

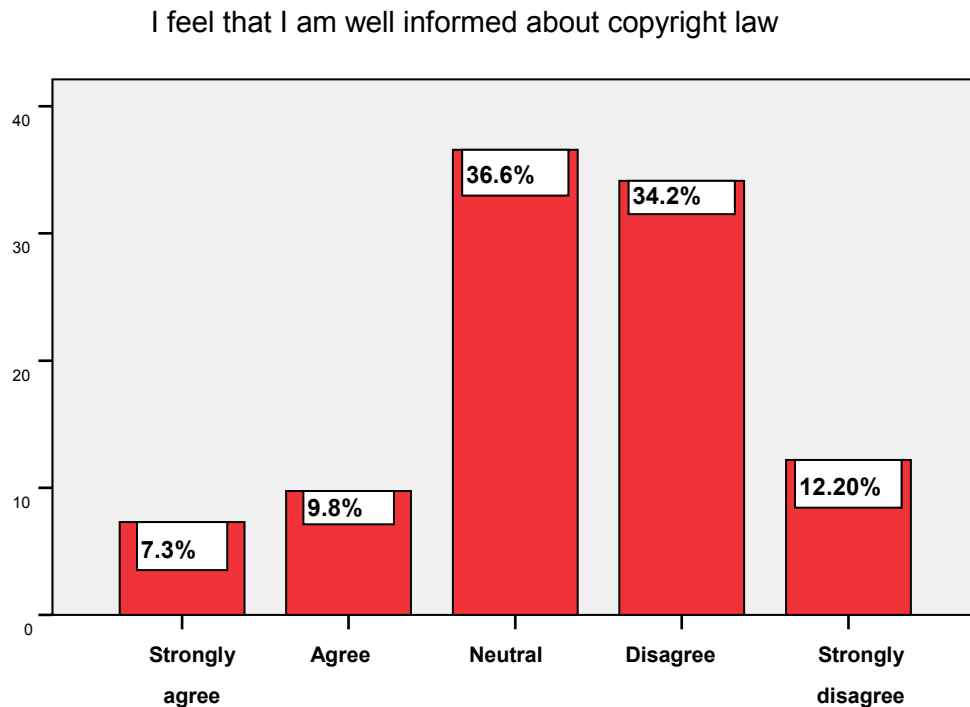


(N=41)

Figure 12: Opinions regarding the punishment for undertaking in file sharing and illegal downloading

Most respondents reported that they do not think free downloading and file sharing should be punished. 39.0% of the respondents strongly disagree that it should be a punishable offence. 31.7% of the respondents agree that it should be a punishable offence. 24.4% of the respondents have a neutral attitude. Only 4.9% of the respondents think free downloading should be a punishable offence. Nobody responded 'strongly disagree' to this statement.

4.2.8. The legal awareness



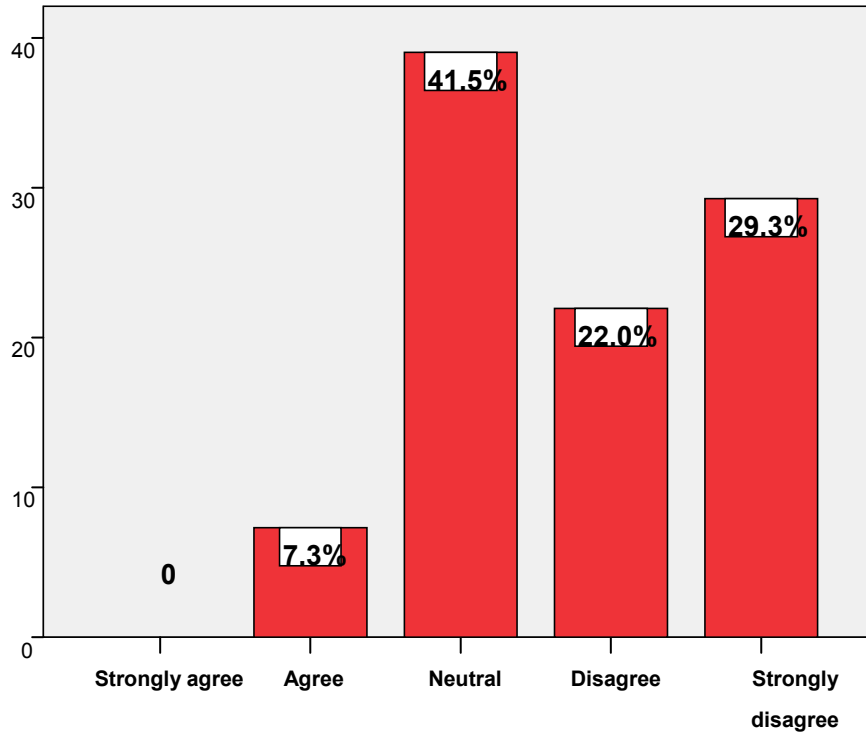
(N=41)

Figure 13: Respondents reported knowledge of copyright law

Nearly half of the respondents reported not being well informed about copyright law. 34.2% of the respondents disagree that they are well informed about copyright law and 12.2% of the respondents strongly disagree that they are well informed about copyright law. 36.6% of the respondents gave a neutral response to the question. Only 9.8% and 7.3% of the respondents agreed and strongly agreed that they are well informed about copyright law.

4.2.9. Attitudes to the support of copyright law

I will be supportive if the government implements stricter copyright law to control the file sharing and to cancel free-downloading services



(N=41)

Figure 14: Respondent attitudes towards the support of new copyright law

More than half of the respondents would not support the government if it tried to implement stricter copyright laws and disband file sharing services. 29.3% of the respondents strongly disagreed and 22.0% of the respondents disagreed with the statement offering support to the government and the law, while 41.5% of the respondents reported a neutral attitude. Only 7.3% of the respondents would support the law. Nobody chose to 'strongly agree' with this statement.

4.3. Testing our hypotheses

Before beginning to explore the relationships among variables, the nature and level of measurement of each variable must be identified. Nearly all of our variables are continuous interval level data. Only the variable of attitude is categorical as nominal level data (1=Accept, 2=offended; 3=no comment). The method of comparing means is used with the variable of attitudes; the variables of attitudes are used as independent lists to compare the difference in the mean score between two categories of attitudes with other continuous variables. As no single respondents chose the 'offended' answer for the attitudes, we only have the categories of 'accept' and 'no comment'. The difference in the mean score for these two categories is being tested with behaviour, years of stay, knowledge of law and moral judgment.

For other variables apart from the attitudes, the Spearman' correlation is used to explore the strength of the relationship between two continuous variables and to show whether the direction of the correlation is positive or negative. The correlation between piracy behaviour and the factors of years of stay; knowledge of law; moral judgement and the correlation between the years of stay and the other factors of moral judgment and the knowledge of law will be tested using the Spearman's correlation.

4.3.1. How years of stay in The Netherlands influences music piracy

We have assumed that the length of stay in The Netherlands may influence the behaviour, attitudes, the knowledge of copyright law. Therefore we explore the correlation between the years of stay in The Netherlands and these variables.

Table 1 Correlation between years of stay in The Netherlands and piracy behaviour

			Years of stay in Holland
Spearman's rho	Years of stay in Holland	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	41
	The downloading frequency	Correlation Coefficient	.043
		Sig. (2-tailed)	.788
		N	41
	The downloading types(fee-based or not)	Correlation Coefficient	.046
		Sig. (2-tailed)	.779
		N	40

From Table 1 it can be seen that there are no significant correlations between years of stay and downloading frequency ($p=0.89$) and downloading types ($p=0.81$).

Table 2 Correlation between years of stay in The Netherlands and attitudes

Years of stay in The Netherlands

Attitudes towards others' illegal file sharing activities	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	3,13	30	1,852	,555
No comments	3,55	11	2,252	
Total	3,24	41	1,947	

There is no significant difference in the mean score of the two attitudes in terms of the years of stay in The Netherlands. It can therefore be concluded that there is no significant correlation between the years of stay and the attitudes ($p=0.56$).

Table 3 Correlation between years of stay in The Netherlands and knowledge of copyright law and attitudes towards copyright law

			Years of stay in Holland
Spearman's rho	Years of stay in Holland	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	41
	I feel that I am well informed about copyright law	Correlation Coefficient	-.250
		Sig. (2-tailed)	.116
		N	41
	I will be supportive towards a stricter copyright law	Correlation Coefficient	-.063
		Sig. (2-tailed)	.697
		N	41

It can be seen in Table 3 that the years of stay in The Netherlands has no significant influence on either the knowledge of law ($p=0.12$) or the attitudes towards the law ($p=0.70$).

4.3.2. Factors influencing piracy behaviour

Except for the length of stay in The Netherlands, it can also be assumed that attitudes, morality, and knowledge of copyright law influence piracy behaviour.

Table 4 Correlation between downloading frequency and attitudes

Do you use file-sharing services to download music and if so how often? (1=once a day, 2=once a week; 3=once a month; 4=once a year or less; 5=never)

Attitudes towards others' illegal file sharing activities	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	1,87	30	,973	,040
No comments	2,55	11	,688	
Total	2,05	41	,947	

According to the mean difference of the reported responses to each attitude i.e. 1.87 and 2.55, the respondents that report having an attitude of acceptance (“accept”) towards music piracy, download music more often than respondents that report “no comments”. The result $p = 0.04$ is significant. It can be therefore be ascertained that downloading frequencies are related to attitudes towards music piracy.

Table 5 Correlation between downloading types and the attitudes

Which of the following statements best describes your music downloading? (1=only free music; 2=mostly free music; 3=mostly paid music; 4=only paid music)

The downloading types	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	1,03	29	,186	,025
No comments	1,27	11	,467	
Total	1,10	40	,304	

According to the mean difference of the responses for the attitude towards downloading i.e. 1,03 and 1,27, the respondents with an attitude of acceptance (‘accept’) towards downloading download more free music than respondents that report ‘no comments’ towards the issues of music piracy. The result $p = 0,025$ is significant. It can therefore be concluded that the types of downloading undertaken are related to attitudes to downloading.

Table 6 Correlation between behaviour and moral judgment

			I think it would be morally wrong to do that	I would feel guilty to do that
Spearman's rho	The downloading frequency	Correlation	-.117	.041
		Coefficient		
		Sig. (2-tailed)	.467	.798
		N	41	41
	The downloading types	Correlation	-.247	-.235
		Coefficient		
		Sig. (2-tailed)	.125	.144
		N	40	40

** Correlation is significant at the 0.01 level (2-tailed).

From Table 6 it can be concluded that moral judgement does not have any significant influence on either downloading intensity or the downloading types as there is no significant correlation between downloading behaviour and moral judgment. The correlation between the downloading types and the moral judgement is stronger than that between the downloading intensity and moral judgement but is still not significant.

Table 7 Correlation between knowledge of copyright law and piracy behaviour

		I feel that I am well informed about copyright law
Spearman's rho	The downloading frequency	
	Correlation Coefficient	.074
	Sig. (2-tailed)	.645
The downloading types	N	41
	Correlation Coefficient	.042
	Sig. (2-tailed)	.799
	N	40

From Table 7 it can be seen that there is no significant correlation between the knowledge of law and downloading frequency ($p=0.65$) and downloading type ($p=0.8$).

4.3.3 Factors influencing attitudes towards music piracy

Except for the length of stay in The Netherlands, it can be assumed that knowledge of law and morality influence attitudes towards music piracy. Therefore, it is necessary to compare the difference in the mean scores between the two reported categories of attitudes and these two variables.

Table 8 Correlation between the knowledge of law and attitudes towards piracy

I feel that I am well informed about copyright law (1=strongly agree.....6=strongly disagree)

Attitudes towards others' illegal file sharing activities	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	3,30	30	1,119	,685
No comments	3,45	11	,934	
Total	3,34	41	1,063	

Table 8 shows that there is no significant difference in the mean score of the two attitudes towards other peoples illegal sharing activities in terms of the knowledge of law, and there is therefore no significant correlation between the knowledge of law and attitudes $p=0.685$.

Table 9 Correlation between attitudes and feeling of guilt

I would feel guilty if I participate in free downloading and file sharing

Attitudes towards others' illegal file sharing activities	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	4.43	30	.774	.032
No comments	3.73	11	1.191	
Total	4.24	41	.943	

Table 10 Correlation between attitudes and morality

I think it would be morally wrong to participate in free downloading and file sharing

Attitudes towards others' illegal file sharing activities	Mean	N	Std. Deviation	Sig.
I am offended	----	0	----	----
I accept	3.97	30	.890	.001
No comments	2.91	11	.701	
Total	3.68	41	.960	

From Tables 9 and 10, the attitude of acceptance has higher scores than the attitude of no comments for both of the two results. It may be noted that respondents with attitudes of acceptance towards illegal downloading are more likely to disagree that it would be morally wrong to download and therefore feel guilty as a result of being involved in illegal file sharing; it can be stated that, they have lower moral judgment than respondents with no comments. These results are very significant, $P= 0.001$ and 0.032 .

4.4. Summary of results

From these results, nearly all of the respondents admitted to downloading music and most respondents reported downloading music very often, with nearly all respondents downloading music without payment. The convenience and the ease of finding their favourites songs through using search engines are the most important reasons for the respondents to downloading music. Apparently file sharing has a negative impact on the respondents' CD purchasing behaviour with most of the respondents having stopped or are buying less CDs after having using started file sharing.

The respondents have reported having more positive attitudes towards piracy, with none of the respondents reporting any negative attitudes towards other people's piracy while nearly all the respondents were willing to share music with their friends. More than half of the respondents were not willing to stop their piracy activities, even when told that it is illegal. Most of the respondent do no think free downloading is illegal and should be punished, and additionally most of the respondents also feel that piracy is not morally wrong and as such do not feel guilty about it. Most of the respondents were not well informed about copyright law and would be less likely to support the government if it attempted to implement stricter copyright law.

According to the results of correlation analysis, downloading frequency and the types of downloading undertaken are both related to the respondents' attitudes towards

downloading. Respondents who regard downloading as acceptable correspond to those who report a higher frequency of downloading with this being mostly free music compared with those with neutral attitudes towards downloading.

Moral judgment was not found to be related to downloading behaviour and it cannot be concluded that morality has a significant influence on how often the respondents download or how much free music they download.

The knowledge of copyright law and the years of stay in The Netherlands were not found to be related to either the downloading frequency or the type of downloading undertaken, nor were they related to attitudes towards piracy. The only factor that was found to be related to the attitudes towards downloading is the moral judgment, with the respondents with lower moral judgment having greater positive attitudes towards piracy.

Finally, from these results it can be ascertained that amongst the respondents, their knowledge of law and their years of stay in The Netherlands are not related to each other.

Chapter 5 Conclusion

The results obtained in this study provide a valuable insight into the illegal downloading activities of Chinese students in the Netherlands and the results may be used to answer the research questions and hypotheses set out in Chapter 2.

5.1. Examination of research hypotheses

H1: The Cost is the major reason for Chinese students to illegally download music.

H2: Most Chinese students will buy less CDs after starting to illegally download.

According to the results, nearly all the respondents report that they mostly or only download music and have now stopped buying CDs or else purchase far fewer CDs after starting to file share. This shows that file sharing has a negative impact on the respondents' CD buying behaviour, and therefore hypothesis 2 may be accepted. However, it was found that cost is not the major reason for Chinese students to illegally download music, and this was an unexpected finding. Instead most respondents indicated that convenience was the major reason to illegally download music, and as such hypothesis 1 is rejected.

H3: The length of time that Chinese students spend in Holland is negatively associated with their piracy behaviour and attitudes

H4: The length of time that Chinese students spend in Holland is positively associated with their increased knowledge of copyright law.

No significant correlation was found between the years of stay in The Netherlands and the attitudes and behaviour towards downloading or the knowledge of law. It can therefore be concluded that the years of stay in The Netherlands has no influence on the musical piracy behaviour, attitudes towards it, or legal awareness regarding copyright law. These study conclusions do not support either hypothesis 3 or hypothesis 4, and as such both may be rejected.

H5: Chinese students' music piracy behaviour and attitudes are negatively associated with their knowledge of copyright law.

According to the study results, most Chinese students are not well informed about copyright law and they are less likely to support the government to implement a stricter copyright law and forbid file sharing services. However, no significant results were obtained regarding the correlation between the knowledge of law and downloading behaviour and attitudes. Thus, it can be concluded that there is no relationship between the knowledge of copyright law and music piracy behaviour and attitudes amongst Chinese students. This finding does not support hypothesis 5, and it may therefore be rejected.

H6: Chinese students are likely to have high tolerance and acceptable attitudes towards music piracy.

H7: Chinese students' music piracy behaviour is positively associated with their attitudes towards music piracy.

According to the results, most of the respondents were accepting of the fact that fellow students around them participate in music file sharing activities and nearly all the respondents have strong positive attitudes towards piracy. Most Chinese students do not regard free downloading as illegal and do not think that it should be punishable. The major attitudes of acceptance towards downloading and the increased willingness to share music with friends that were revealed in this study confirms that Chinese students have a high tolerance towards music piracy, and therefore hypothesis 6 may be accepted.

According to the results presented here, the increasingly positive attitudes towards illegal downloading are related to both increased downloading frequency and types of downloading undertaken. Students with stronger positive attitudes towards downloading tend to download music more often and are more likely to download free music than those with more negative attitudes. Thus it may be concluded that

attitudes towards music piracy has a impact on music piracy behaviour, and this confirms hypothesis 7 which may now be accepted.

5.2. Conclusion regarding the central research question

Based on the conclusions drawn from the hypotheses above, the answer to central question to this research may now be considered:

What are the factors that influence the behaviour of Chinese students in The Netherlands regarding their participation in digital music piracy?

With regard to music piracy behaviour, attitudes towards downloading have been found here to influence downloading behaviour, including both the amount of downloading and the type of downloading undertaken. The years of stay in The Netherlands, the knowledge of copyright law and morality were not found to influence either of these behaviours. Furthermore, the years of stay was not found to influence either attitudes or legal awareness.

5.3. Discussion and research implications

In this research the results were sufficient to answer the research questions and draw conclusions that could then be used to test the study hypotheses. The respondents included were Chinese students that studied a variety of different subjects across different universities and cities in The Netherlands. Although the sample population of sample was not large there is no reason to believe that it is not representative of the whole of the Chinese student community in The Netherlands. Most results from the study are consistent with those obtained in previously published research, as described in the theory part of the thesis. Several previous studies that have focused

on western students found that the respondents have acceptable attitudes toward piracy and are not well informed regarding copyright laws (e.g. Christensen and Eining 1991), the results in this study that consider Chinese students agree with these findings. Additionally most Chinese students in this research do not view piracy as ethically wrong and illegal, which again is also consistent from the results obtained in previous research (e.g. Swinyard et al, 1990). One result that contradicted one of the study hypotheses is that Chinese students do not view cost as the most important factor for them to engage in music piracy. This is a particularly interesting finding as it also contradicts other previous studies that have concluded that price and income are key factors in music and software piracy (e.g. Gopal and Sanders 2006). In contrast, in this study 'convenience' was found to be the most popular reason for Chinese students to engage in illegal file sharing in this research. This is may be explained in two ways: Firstly, because the respondents are Chinese students studying in Holland they are likely to be financially solvent, and as such they will be able to finance the high cost of living and studying in Holland and this may explain why the cost is not a major factor. Moreover, previous studies were mostly focused on software piracy, as is known that the price of software is much higher than that of music CDs and therefore cost is more likely to be a major factor in software piracy than with music piracy. Secondly, because of the constrictions of living in Holland, it maybe difficult for the Chinese students to find the music stores with their favourite songs, and obviously as some of the students probably want Chinese songs, it is likely that these would not be available in music stores in The Netherlands. Therefore, convenience may be the major reason for Chinese students to download music, indeed several of the Chinese students in this study commented that it was easy to find their favourite songs by using search engines, and as such the situational factor may play a major role in music piracy of Chinese students in Holland.

Although cost is not the major reason for Chinese students to download music, most of the respondents only or at least mostly download music for free. However, this

might be due to a problem that is influenced by the online payment system on the internet. The common form of payment on the internet is the credit card and as such, this may not be feasible for Chinese students and or even other western students, who are not in possession of a credit card.

It was hypothesized that the knowledge of copyright law influences piracy behaviour and attitudes, and although the results of this study suggest most Chinese students do not know copyright law very well, no significant correlation was found between the knowledge of law and the attitude and behaviour towards music piracy. Moreover, most of the respondents reported that they would not stop their piracy activities, even when told that it is illegal. Therefore, we can not conclude that the knowledge of law contributes to music piracy or the behaviour of the Chinese students. The results here have indicated that morality influences attitude, and attitudes influence behaviour, but it is of interest to note that in this study morality does not influence behaviour. The study results also suggest that most Chinese students do not feel guilty and think music piracy should be punishable, and this result may imply that morality may influence what they think but does not influence what they do. Similarly, as other students as found in previous research (e.g. Spinello, 2005 and Swinyard et al, 1990), Chinese students just ignore the law and morality when engaging in music piracy, even if they are aware that it is wrong.

No Chinese students reported that they would refuse to share their music with friends, and this may be an indication of the collectivistic culture and Confucian ethical norm appearing to have a profound influence on Chinese students' and their music piracy behaviour. It is likely that the Chinese students probably regard file sharing as a social benefit and this influences their attitude toward piracy. Their intentions towards sharing music are consistent with their attitudes towards piracy; no one reported having unacceptable attitudes towards this, and no student refuses to copy music for friends.

Moreover, as the results in this study demonstrate, their piracy behaviour and attitudes are unlikely to be influenced by their length of stay in Holland, and as such the hypothesis that suggested the influence of years of stay in The Netherlands on piracy behaviour and attitudes was rejected. It may be noted that, the cultural norm plays an important role in music piracy and this is not easily challenged. As the respondent group was Chinese university students in Holland, most of these have only been living in Holland between six months to one year, and as such this is not long enough to be influenced by Dutch culture. There is also a probability that behaviour in cyberspace is difficult to change as a result of the social environment or the law because cyberspace may be regarded as being very different from real space.

Years of stay in the Netherlands was found to have no significant influence on Chinese students' knowledge of law. From this it may therefore be implied that the schools and educators must reinforce the knowledge of copyright law and stress the immorality of digital piracy to all their students.

5.4. Limitations and future work

Although the population in the study sample was sufficient to achieve the objectives of the study, the size of the sample was not very large and the number of the respondents with varied lengths of stay in The Netherlands was not extensive enough. This meant drawing conclusions regarding varying lengths of stay in The Netherlands and their correlations with other study variables was much more difficult.

Future study should therefore be undertaken with a larger study sample that is able to incorporate students that have stayed in The Netherlands for more varied periods of time the results from the larger population sample may also be compared with the smaller population to draw further conclusions regarding the impact of survey size on the study results. Purposive sampling could be used to obtain equal numbers of respondents for each of the length of study groups, for example, 20 samples for each

of the periods '1-2 years', 2-3 years, '3-4 years and so on. This would be an improved study methodology that may ascertain whether or not years of stay in The Netherlands influences any of the factors regarding music piracy, although it is acknowledged that this may be more difficult to implement. A further study could also be conducted that examines Chinese students in China. It would be interesting to reveal whether cost would be a major factor for Chinese students in China leading them to engage in music piracy. A comparison of the results from students in Holland and China could then be undertaken. This would reveal whether cost is an important factor or not for Chinese students, or whether there is a situational factor influencing Chinese students in the Netherlands and China. The answers to all these answers may be found through future research.

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Appendix

Questionnaire

Sex: __F/M__ age__ study major: _____ name of your university: _____

How many years you have been in Holland:

- 1-6 months
- 6 months- 1 year
- 1-2 years
- 2-3years
- 3-4years
- 4-5years
- More than 5years

1. Do you use file-sharing services to download music(or listen to music online)and how often?

- Yes , once a day
- Yes, at least once a week
- Yes, at least once a month
- Yes, once a year or less
- Never

If you answer 'never', why?

- no computer or internet access
- worries of privacy
- worries of virus
- don't know how to do it
- don't like virtual music
- other

Are you interested in it and having intention to do it in near future?

- Yes, definitely
- Yes, probably
- No , probably not
- No ,definitely not

(For people using online file- sharing and downloading)

2. What is the reason for you to download music online? (multiple choice)

- To save money
- It is convenient.
- It saves my time of going to cd stores.
- Easy to find favorite music by search engine.
- It is a hobby for me to download

3. Which one of the following statements best describes your music downloading?

- I only download music being offered for free.
- I mostly download music being offered for free.
- I mostly download music being offered for payment.
- I only download music being offered for payment.

4. To what extent, would you say that online streaming or file-sharing services have affected how many CDs you buy?

- it's made me buy **much less** CDs or **I have stopped buying** CDs*
- it's made me buy **less** CDs*
- it has not changed** how many cds I buy*
- it's made me buy **more** cds*
- it's made me buy **much more** cds*

5. If I tell you that downloading is illegal, would you stop doing it?

- No
- Yes, I would stop immediately

6. What is your opinion about that large numbers of your fellow students around you who download music online and share it with other people?

- I accept.
- I am offended.
- No comments.

7. if a friend admires your cd collection or digital music files in your computer or MP3. Your friend asks you to copy some songs on blank cd for him/her to take home or save the songs to his/her portable MP3. Would you do that?

- Definitely yes
- Maybe yes
- Don't know/ Not sure
- Maybe no
- Definitely no

8 .How much do you agree or disagree with these statements regarding the free downloading and MP3 file sharing? Please circle the number.

1=strongly agree 2=agree 3=neutral 4=disagree 5=strongly disagree

- I think it would be morally wrong to participate in free downloading and file sharing : 1 2 3 4 5
- I would feel guilty if I participate in free downloading and file sharing: 1 2 3 4 5
- I think free downloading is illegal : 1 2 3 4 5
- I think that free downloading should be punished : 1 2 3 4 5
- I feel that I am well informed about copyright law : 1 2 3 4 5
- I will be supportive if the government implements stricter copyright law to control the file sharing and to cancel free-downloading services: 1 2 3 4 5

Frequency tables

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	14	34.1	34.1	34.1
	Female	27	65.9	65.9	100.0
	Total	41	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Mean	Std. Deviation
Valid	19	4	9.8	22.95	22.95	3.033
	20	9	22.0	22.0		
	21	5	12.2	12.2		
	22	1	2.4	2.4		
	23	3	7.3	7.3		
	24	7	17.1	17.1		
	25	2	4.9	4.9		
	26	6	14.6	14.6		
	28	1	2.4	2.4		
	29	3	7.3	7.3		
	Total	41	100.0	100.0		

Major of study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Economics	5	12.2	12.2	12.2
	Biology	1	2.4	2.4	14.6
	Computer Science	1	2.4	2.4	17.1
	Business	23	56.1	56.1	73.2
	Physics	2	4.9	4.9	78.0
	Dutch studies	1	2.4	2.4	80.5
	Medicine	2	4.9	4.9	85.4
	Law	1	2.4	2.4	87.8
	Logistics	2	4.9	4.9	92.7
	Finance and Accounting	3	7.3	7.3	100.0
	Total	41	100.0	100.0	

Studying University

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Utrecht University	6	14.6	14.6	14.6
Hogeschool Utrecht	4	9.8	9.8	24.4
Hogeschool Rotterdam	13	31.7	31.7	56.1
Groningen University	1	2.4	2.4	58.5
Leiden University	2	4.9	4.9	63.4
Windesheim	1	2.4	2.4	65.9
Hogeschool van Arnhem en Nijmegen	1	2.4	2.4	68.3
Erasmus University Rotterdam	9	22.0	22.0	90.2
Tilburg University	1	2.4	2.4	92.7
Amsterdam University	1	2.4	2.4	95.1
Hogeschool van Amsterdam	2	4.9	4.9	100.0
Total	41	100.0	100.0	

Years of stay in Holland

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-6 months	3	7.3	7.3	7.3
6 months- 1 year	19	46.3	46.3	53.7
1-2 years	8	19.5	19.5	73.2
2-3 years	1	2.4	2.4	75.6
3-4 years	2	4.9	4.9	80.5
4-5 years	2	4.9	4.9	85.4
More than 5 years	6	14.6	14.6	100.0
Total	41	100.0	100.0	

Do you use file-sharing services to download music(or listen to music online)and how often?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes, once a day	13	31.7	31.7	31.7
Yes, at least once a week	16	39.0	39.0	70.7
Yes, at least once a month	10	24.4	24.4	95.1
Yes, once a year or less	1	2.4	2.4	97.6
Never	1	2.4	2.4	100.0
Total	41	100.0	100.0	

**If you answer yes, what is the reason for you to download music?
(Multiple responses set)**

What is the reason for you to download music?	Count	percent
Cost	11	27.5%
Convenience	26	65%
Saving time of going to cd stores	7	17.5%
Easy to find songs by search engine	22	55%
It is just an entertainment for me	10	25%
Total	40	

If you answer 'never', why?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid other reasons(never listen to music)	1	2.4	100.0	100.0
Missing System	40	97.6		
Total	41	100.0		

Are you interested in it and having intention to do it in near future?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No, probably not	1	2.4	100.0	100.0
Missing System	40	97.6		
Total	41	100.0		

Which one of the following statements best describes your music downloading?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I only download music being offered for free	36	87.8	90.0	90.0
	I mostly download music being offered for free	4	9.8	10.0	100.0
	I mostly download music being offered for payment	0	--	--	
	I only download music being offered for payment	0	--	--	
	Total	40	97.6	100.0	
Missing	System	1	2.4		
Total		41	100.0		

To what extent, would you say that online streaming or file-sharing service have affected how many CDs you buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	it's made me buy much less CDs or I have stopped buying CDs	23	56.1	57.5	57.5
	it's made me buy less CDs	10	24.4	25.0	82.5
	it has not changed how many cds I buy	7	17.1	17.5	100.0
	it's made me buy more CDs	0	--	--	
	it's made me buy much more CDs	0	--	--	
	Total	40	97.6	100.0	
Missing	System	1	2.4		
Total		41	100.0		

If I tell you that downloading is illegal, would you stop to do so?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	29	70.7	72.5	72.5
	Yes, I would stop immediately	11	26.8	27.5	100.0
	Total	40	97.6	100.0	
Missing	System	1	2.4		
Total		41	100.0		

What is your opinion about that large numbers of your fellow students around you who download music online and share it with other people?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I accept	30	73.2	73.2	73.2
	I am offended	0	---	---	
	No comments	11	26.8	26.8	100.0
	Total	41	100.0	100.0	

If a friend admires your cd collection or digital music files in your computer or MP3. Your friend asks you to copy some songs for him/her to take away. Would you do that?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely yes	36	87.8	87.8	87.8
	Maybe yes	5	12.2	12.2	100.0
	Not sure	0	--	--	
	Maybe no	0	--	--	
	Definitely no	0	--	--	
	Total	41	100.0	100.0	

I think it would be morally wrong to participate in free downloading and file sharing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	1	2.4	2.4	2.4
Agree	1	2.4	2.4	4.9
Neutral	18	43.9	43.9	48.8
Disagree	11	26.8	26.8	75.6
Strongly disagree	10	24.4	24.4	100.0
Total	41	100.0	100.0	

I would feel guilty if I participate in free downloading and file sharing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	1	2.4	2.4	2.4
Agree	0	--	--	
Neutral	8	19.5	19.5	22.0
Disagree	11	26.8	26.8	48.8
Strongly disagree	21	51.2	51.2	100.0
Total	41	100.0	100.0	

I think free downloading is illegal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	0	--	--	--
Agree	4	9.8	9.8	9.8
Neutral	17	41.5	41.5	51.2
Disagree	12	29.3	29.3	80.5
Strongly disagree	8	19.5	19.5	100.0
Total	41	100.0	100.0	

I think that free downloading and file sharing should be punished

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	0	--	--	--
Agree	2	4.9	4.9	4.9
Neutral	10	24.4	24.4	29.3
Disagree	13	31.7	31.7	61.0
Strongly disagree	16	39.0	39.0	100.0
Total	41	100.0	100.0	

I feel that I am well informed about copyright law

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	3	7.3	7.3	7.3
Agree	4	9.8	9.8	17.1
Neutral	15	36.6	36.6	53.7
Disagree	14	34.1	34.1	87.8
Strongly disagree	5	12.2	12.2	100.0
Total	41	100.0	100.0	

I will be supportive if the government implements stricter copyright law to control the file sharing and to cancel the free-downloading service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	0	--	--	--
Agree	3	7.3	7.3	7.3
Neutral	17	41.5	41.5	48.8
Disagree	9	22.0	22.0	70.7
Strongly disagree	12	29.3	29.3	100.0
Total	41	100.0	100.0	