

## DIGITAL PIRACY FOR ENTERTAINMENT AMONG UNIVERSITY STUDENTS

Nur Ashikin Omar  
*Faculty of Information Management,  
Universiti Teknologi MARA (UiTM)  
Puncak Perdana Campus,  
UiTM Selangor, Malaysia*

### Abstract

The purpose of this research is to explore the sources, cause and effect lead towards digital piracy for entertainment among university student. This paper divided according to section A, B and C that explain details about the source, causes and effect lead to digital piracy.

**Keywords:** digital; piracy; entertainment; university student

### INTRODUCTION

With the advancement of technology nowadays, it makes people not aware about the piracy issues. Some of them take action to make profit toward the piracy material as their income, entertainment and also sometimes being used in academic research. Digital piracy is a part that involving piracy issues lead to the changes or take without permission from the owner.

According to Chiou et al. (2005) digital piracy is define as buying, copying, downloading or sharing illegal software and make it for a business activities. Taylor (2009), discuss in their research found that digital piracy can be defined in many categories such as music, books, and software. This activities become a part of entertainment that usually lead towards university student and it is important to study the source, cause, and effect digital piracy toward entertainment among university student. In this part, it emphasized on the issues, research questions and the research objectives.

### ISSUES

In this paper, we identify several issues regarding to digital piracy for entertainment among university students. Based on our observation from the previous study, there is still some limitations about digital piracy for entertainment among university student. One of the main problem faced by university student when it comes to the behavior and their attitude. Attitude not feeling guilty while downloading the illegal things make digital piracy happen. For university student, if they still not being caught to jail, piracy still can be used to fulfill what they want.

Second problem based on Taylor (2012), digital piracy happen when their is a group of people sit together and make an exchange of illegal file. It consider as activities peer to peer file sharing among university student . For them, downloading movie and music is one of their entertainment purpose and not effected others.

For university student, to buy the original entertainment such as music, movie or game is much expensive rather than download it illegal that is free and no need to spend much cost for entertainment. Sometimes student do not want to wait the movie too long when the first story being publish in cinema. They prefer to download illegal rather than need to wait and buy the movie ticket plus, can repeat the movie as much as they want.

Moreover, university student being exposed towards other unofficial sites that provide free entertainment that is more easy and fast. For example, most sites that supply free movie such as BitTorrent and Dramacool. This sites also has encourage people especially university student to download illegal because in this site it only need user to login as member and it was free. As long they have fast internet connection, it is more easy for them being exposed toward digital piracy.

## **RESEARCH OBJECTIVES**

The main objective of this study was to investigate the source, cause and effect digital piracy for entertainment among university student . Thus, the specified objectives of the study were as followed:

- To explore the sources lead towards digital piracy in entertainment among university student.
- To investigate the causes lead towards digital piracy in entertainment among university student.
- To study the effect towards digital piracy in entertainment among university student.

## **RESEARCH QUESTIONS**

This study hopefully will provide the answered for these questions:

- What are the source lead towards digital piracy in entertainment among university student?
- What are the causes lead towards digital piracy in entertainment among university student?
- How digital piracy can give effect to entertainment among university student?

## **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

This part will discuss on the source, cause and effect of digital piracy. Each of this were divided into section A, B and C. In section A, explains about what type of entertainment people usually download, from where they download, why they need to download using digital piracy will discuss in this section. Next, section B involve user behavior that lead to digital piracy. For section C, the effect toward business and industries regarding

digital piracy. Moreover, in this chapter also explains about the conceptual framework as well as the conclusion.

## **SECTION A**

According to Elton (2013), digital piracy happen when peer to peer start sharing the file when they go through to online assess. The researcher further explain based on a graduate student in many country as their respondent about piracy happen. Most student use piracy as entertainment such as to download music, movie and games on websites. User basically turn the music into MP3 files when they download and start pass it through peer-to-peer. It is more easy when other people create a websites for user to easy download the files without need to buy.

Based on a mixed method study by Yu (2012), digital piracy understanding was being test by two studies. Quantitative and qualitative study through college students. The face to face interviews is made to conclude the survey and 20 males and 20 females were the respondent. Based on this test, it define that most of them think that digital piracy is not cause physical harm because it is not involve a murder crime that is one of illegal and unlawful act. The reason why they keep use illegal method to download because the free things is available and why they need to pay if the free access is available. User appreciate the free thing that available on internet such as music and movies.

## **SECTION B**

Bonner (2010), based on his research found that the digital piracy happen when there is no guilty feeling when they downloading the illegal file such as music. Digital piracy still not consider as false things when they start download the illegal things. According to Taylor (2012), the cause of digital piracy because of peer to peer behavior on networks. The networks is relate with internet access like file sharing while assessing. Because of this, digital piracy activities occur then lead to illegal attitude. In other findings by Taylor, it was a hidden attitudes towards digital piracy and consumer usually contribute with this digital piracy when their lack of behavior and self motivation.

## **SECTION C**

When consumer start to use or download the illegal file such as music and movie for their own entertainment, this actually lead to other effect for certain people or industries, According to Borja (2014), on the article discuss on the effect music piracy. The impact while consumer especially student who use music piracy might effect the industrial. For example, most user that usually piracy the music are from college students because students usually need entertainment as a medium for them to enjoy and do some activities. Music piracy can consider as crime when a person shall download without permission and this consider as illegal attitude. The effect can be seen is artist income, the industries such as record companies having losses.

Moreover, Zhiyong Yang (2014), found that the effect can be categorized into peers, internet, industries, and all of this involve the attitude itself. Some argument about the effect digital piracy comes from attitude and behavior of consumer. If piracy not be combat, the effect of music piracy will be high and this effect the industries such as recording.

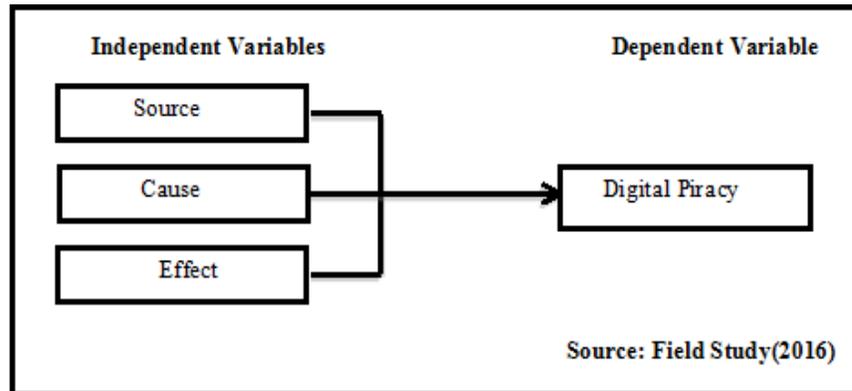


Figure 1. Conceptual Framework.

In this research the conceptual framework above had identified the digital piracy among university students. Source means type of entertainment university students usually download whether music, movie, software or games. Then, it explain the reasons why download using digital piracy and where or which sites usually student download the illegal entertainment.

Besides that, the causes explain about why digital piracy occur and it usually because of consumer behavior, moral and ethics that lead to digital piracy. Usually digital piracy occur when consumer able to find the saving way rather than need to spend much amount of money. Furthermore, for independent variable also explain about the effect of digital piracy towards entertainment. The effect can be seen when digital piracy keep using by student, it actually effect the industries and also involve business profit. Thus, the independent variables of the digital piracy which were source, cause and effect, will be used in this field of study among university students.

## CONCLUSIONS

In conclusion, this study is conduct to find the source, causes and effect to the digital piracy for entertainment among university students. By having a clear explanation on the previous findings by researcher, hope that it will helped the future researchers to find the outcome and solution about digital piracy.

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