SHARING SUBSCRIPTIONS IS PIRATING?!
MILLENNIALS AND ETHICAL BEHAVIORS

By

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Approved by:

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ABSTRACT

There is currently an overwhelming amount of “sharing” going on with subscriptions with the newer generations, which is hurting entertainment industries because they make less money. The purpose of this study is to determine why or if people believe they are actually doing something unethical in the process of sharing subscription and if there is any difference in thinking when considering traditional piracy. In order to do this, participants willingly took a survey. It was discovered the people would be more willing to use other people’s digital content and would be more willing to do so if this content was in the form of a subscription rather than traditional pirated copies from a friend.
INTRODUCTION

Once a person buys a subscription, they are “allowed” to use it on a certain number of devices; for example, someone with a Spotify subscription can use this same account on three different devices or someone with a Netflix subscription can use this same account on 6 devices. All television and music subscriptions have different rules, but they all narrow down to the same concept; you pay for the subscription and get to use the service.

This experiment will study the behavior behind sharing subscriptions in the millennial generation. The method behind this study will be a survey sent out students (the millennial generation) in a college class for credit. There will be a variety of questions so we are able to study all different views of people having to do with subscriptions. The views included will be asking if they are getting credit, the person’s person information (gender, age and country or region of birth), hypothetical situation questions, general ethical questions about pirating, reciprocity questions, and any additional content they would like to add. We will just focus on the pirating type and ethics questions

This study will be split into four groups in a 2x2 study for the scenario; 2 groups will be focused on normal pirating and two groups will be focused on
subscription sharing. Additionally, one of the groups focusing on normal pirating will be focused on sharing their pirated materials with a friend and the other group will be focused on borrowing their friend’s pirated materials. Similarly, in the study focused on subscriptions, one group will be focused on sharing their subscription with a friend and the other will be focused on sharing a friend’s subscription. Through all of these questions, we will be able to see the behavioral reasoning and ethics behind the millennial generation's decision to share subscriptions.

**HYPOTHESIS**

I hypothesize that the people who take this study would rather be using subscriptions than traditional pirating. This is because the millennial generation is a lot more adept to using subscriptions than traditional pirating and the fact that there is more risk with traditional pirating than there is with sharing a subscription. On top of that, I also hypothesize that people would be more willing to use someone else’s subscription information than share their own. This is because then it is free for them and it also carries less risk.

**METHODS**

The recruitment of participants occurred at the University of Arizona’s MIS department with students enrolled in a Spring 2016 MIS class about using and
managing information systems. This survey was completely online using a system named Qualtrics. Students received class credit for participating in this survey. The subjects had to be enrolled in this class and willing to complete the survey in order to participate.

Two classes, both taught by Professor Faiz Currim, were asked to participate in this study; one of the classes had an enrollment total of 211 students and the other had an enrollment total of 192 students. They could take the survey at any time and location of convenience to them as it was conducted completely online. These students were of no particular major; there were majors of Business Management, Marketing, Business Economics, MIS, Finance and Accounting. A total of 103 observations were collected.

The online survey consisted of questions based on pirating. Students were selected at random to be in groups focusing on one of four scenarios in two groups; group 0 was the control group and group 1 was the experimental group. The first scenario (in group 0) was focused on traditional piracy and copying what someone else had pirated. The second scenario (in group 0) was focused on traditional piracy and sharing what they had pirated with someone else. The third scenario (in group 1) was focused on using someone else’s subscription. Finally, the fourth scenario (in
group 1) was sharing your subscription with someone else. After reading these
scenarios, the subjects were asked survey questions based on their likelihood to
engage in such behaviors.

**MEASURES**

All of the results were compiled together and different variances were taken
with two sample t-tests. The results were then looked at in terms of intentions to
engage in behaviors. The questions asked were closed-ended and based on a scale.

**RESULTS**

As can be seen in **Table 1**, the scenarios have been given names by Qualtrics
of subpop_1, subpop_2, subpop_3 and subpop_4. Subpop_1 is in group 0 which is
traditional piracy and copying the media from someone else. Subpop_2 is also in
group 0, but sharing digital media with someone else. Subpop_3 is in group 1 which
is subscription piracy and using someone else’s login. Lastly, subpop_4 is also in
group 1 and is sharing your login information with someone else. In this table, there
is means, standard errors and a 95% confidence interval. As each question was
rated on a scale from 1 to 7, higher mean numbers would indicate no piracy while
lower numbers would indicate piracy.
The first table in Table 2a and 2b lists the sum of squares, degrees of freedom, and mean square. Table 2b shows the coefficient, standard error, the value of t, whether the absolute value of t is less than the value of P and a 95% confidence interval. Table 2 shows if there is an effect of sharing versus consuming on the likelihood of engaging in piracy and if there is an effect of subscription versus purchase on the likelihood to engage in piracy.

Table 3 is a two-sample t-test with equal variances. This table isolates those that pirate. That is, it looks at the two groups that are trying to pirate information whether it be for traditional piracy or for subscription piracy. It shows the number of observations, the mean, the standard error, the standard deviation and the interval.

Similar to the last table, Table 4 is a two-sample t-test with equal variances. This table isolates those that share content with others, but don’t pirate themselves. It shows the number of observations, the mean, the standard error, the standard deviation and the interval.
Table 5 is a two-sample t-test with equal variances, but focuses solely on subscriptions. This tells us if there is a significant difference in the likelihood to share or consume digital content.

In Table 6a, 6b, 6c, 6d, and 6e it shows different scenarios with combinations and people's intention in relation to attitudes, reciprocity, lending behaviors and trusting behaviors. The tables also show whether each intention is significant or if it is not. Table 6a is all of the data compiled, Table 6b is consuming only for both traditional piracy and subscription, Table 6c is sharing only with traditional piracy and subscription, Table 6d is only group 0 only and Table 6e is group 1 only.

DISCUSSION

In Table 1, traditional piracy and copying from someone and traditional piracy and sharing your digital media with someone are higher numbers indicating that pirating in this way happens less often than subscription piracy and borrowing someone else's login and subscription piracy and sharing your login. The closer a number is to 1, the more this piracy occurs. This would follow the hypothesis in that subscriptions are more popular with the millennial generation at this moment than traditional piracy. We can see this, as the ordered list of occurrences is subscription
piracy and borrowing someone else’s login, subscription piracy and sharing your login, traditional piracy and copying from someone and traditional piracy and sharing your digital media with someone.

Also following the hypothesis, the most likely situation would be sharing someone else’s login rather than sharing your login information with someone else. This can be seen with a mean of 1.852 in subscription piracy and borrowing someone else’s login, which is this scenario. While all of the other means are also low, this is the lowest, which indicates this is done most out of all the provided scenarios. When comparing only within group 1, the subscription piracy, we can see that subscription piracy and borrowing someone else’s login occurs more than subscription piracy and sharing your login. This just indicates that using someone else’s subscription login information is more popular than sharing your own login information. This can also be shown in traditional piracy with traditional piracy and copying from someone’s mean lower than traditional piracy and sharing your digital media with someone’s.

Looking at Table 2, we can see the likelihood of engaging in piracy with sharing verses consuming by oneself and with subscription versus traditional piracy. We can see that, when looking at sharing with someone else vers
consuming by oneself, people are less likely to share. We can see this because there is a 0.83 coefficient, t is equal to 2.65 and the value of p is less than 0.01. This would make sense after looking at Table 1 because we already know people are more resident to share subscriptions. When looking at the likelihood of a subscription verses traditional piracy, we see there is more of a likelihood towards subscriptions with a -1.61 coefficient, a t value of -5.13 and a p value of less than 0.01; this is also backed up by our evidence in Table 1. People would rather use other people’s digital content and would be more likely to do so if the content was in subscription form rather than the traditional piracy copying of files from a friend.

Table 3, as discussed earlier, is a two-sample t-test looking at both groups, but only the people who looked at those who pirate content for themselves, not share it. This table shows that, after being asked, people who use traditional piracy are not likely to “borrow” a USB drive with a movie. It also shows that, for the group who has the scenario of borrowing someone’s login information for a subscription, they are highly likely to borrow the information for the subscription. This is shown with a t statistic of 4.97 and a p value of less than 0.001.

Looking at Table 4, we see that it is similarly conducted to Table 3, but for those people who use digital content without authorization and people who share
their subscription information with others. After reading the scenario, people who use traditional piracy are not likely to “share” a USB drive with a movie on it. Additionally, for those who share their subscription information, they are indeed likely to share it. This can be seen with a t statistic of 2.61 and a p value of less than 0.05.

In Table 5, we tested the likelihood to share verses to likelihood to consume subscriptions. It can be seen that people are significantly more likely to want to use other’s subscription information than share it with someone else, supporting our hypothesis. This is seen with a t statistic of -3.15 and a p value of less than 0.01.

Lastly, in Tables 6a through 6e, we looked at intentions. In this, we looked at two variables, one always being intention, and saw the effect they had on each other. We looked at attitudes, reciprocity, lending behaviors and trusting behaviors. We can determine the effect by looking at the coefficient; if it is positive, it mean both variables increase with each other. The way that we were able to determine this was by looking at the p values. If the p value is less than 0.10, this means the result is significant with a 90% confidence. If the p value is less than 0.05, it is significant with 95% confidence. If the p value is less than 0.01, this means there is substantial evidence and it is significant with 99% confidence.
First, in **Table 6a**, we looked at the intention of all of the data put together. We saw that attitudes are significant with a coefficient if 0.54 and a p<0.01. This means that a positive attitude towards piracy means there is an increased intention to engage in piracy. Similarly, lending behaviors were significant with a coefficient of 0.29 and a p<0.01. This means that positive lending behaviors towards piracy means increased intention to engage in piracy. Trusting behaviors were significant with a coefficient of -0.17 and a p<0.10. This means that, with a greater trusting behavior, there is a decreased intention to engage in piracy. Reciprocity is not significant when looking at all data.

In **Table 6b**, we looked at the intention of consuming only with both traditional and subscription; not sharing with other people. We saw that attitudes are significant with a coefficient if 0.54 and a p<0.01. This means that a positive attitude towards piracy means there is an increased intention to engage in piracy. Similarly, lending behaviors were significant with a coefficient of 0.32 and a p<0.01. This means that positive lending behaviors towards piracy means increased intention to engage in piracy. Both trusting behaviors and reciprocity were not significant when looking at just consuming for both tradition and subscription piracy.
With **Table 6c**, we looked at the intention of sharing with others for both traditional and subscription piracy. We saw that attitudes are significant with a coefficient if 0.57 and a p<0.01. This means that a positive attitude towards piracy means there is an increased intention to engage in piracy. Similarly, lending behaviors were significant with a coefficient of 0.17 and a p<0.10. This means that positive lending behaviors towards piracy means increased intention to engage in piracy. Trusting behaviors were significant with a coefficient of -0.33 and a p<0.01. This means that, with a greater trusting behavior, there is a decreased intention to engage in piracy. Reciprocity is not significant when looking at sharing with traditional piracy and subscriptions.

In **Table 6d**, we looked at the intention of traditional piracy only. We saw that attitudes are significant with a coefficient if 0.59 and a p<0.01. This means that a positive attitude towards piracy means there is an increased intention to engage in piracy. Similarly, lending behaviors were significant with a coefficient of 0.28 and a p<0.01. This means that positive lending behaviors towards piracy means increased intention to engage in piracy. Trusting behaviors were significant with a coefficient of -0.21 and a p<0.05. This means that, with a greater trusting behavior, there is a
decreased intention to engage in piracy. Reciprocity is not significant when looking at traditional piracy only.

Finally, with **Table 6e**, we looked at the intention of subscription consumption only. We saw that attitudes are significant with a coefficient if 0.45 and a p<0.01. This means that a positive attitude towards piracy means there is an increased intention to engage in piracy. Similarly, lending behaviors were significant with a coefficient of 0.33 and a p<0.01. This means that positive lending behaviors towards piracy means increased intention to engage in piracy. Reciprocity and trusting behaviors were not significant when looking at traditional piracy only. We did see that the coefficient of trusting behaviors is negative with -0.18, but it is not significant.

Overall, in **Tables 6a through 6e**, we found that reciprocity is not playing a role in behaviors. However, attitudes always play a significant role where as lending and trusting behaviors do matter, but not as much as attitudes.

**CONCLUSION**

The findings from the survey along with past experiments read indicate that people would rather borrow pirating digital media from someone else rather than
let other people borrow it from them. We tested 4 different behavioral aspects and found that reciprocity does not play a role. A person's attitudes play a major role in the intention of both sharing and consuming of piracy. Lending behaviors also play a big role as do trusting behaviors, but not by as much.
WORKS CITED


<https://books.google.com/books?hl=en&lr=&id=egr2aaypsG8C&oi=fnd&pg=PT6&


# APPENDIX

## Table 1

<table>
<thead>
<tr>
<th>Groups</th>
<th>Mean</th>
<th>Std. Error</th>
<th>95% Confidence interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Piracy, copying</td>
<td>3.73</td>
<td>0.33</td>
<td>3.07 - 4.39</td>
</tr>
<tr>
<td>Traditional piracy, sharing</td>
<td>4.28</td>
<td>0.41</td>
<td>3.47 - 5.09</td>
</tr>
<tr>
<td>Subscription Piracy, borrowing login</td>
<td>1.85</td>
<td>0.19</td>
<td>1.47 - 2.23</td>
</tr>
<tr>
<td>Subscription Piracy, sharing login</td>
<td>2.96</td>
<td>0.30</td>
<td>2.35 - 3.56</td>
</tr>
</tbody>
</table>

## Table 2

```
.reg LIKELY SHARE SUBS

<table>
<thead>
<tr>
<th>Source</th>
<th>SS</th>
<th>df</th>
<th>MS</th>
<th>Number of obs = 103</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>84.9634051</td>
<td>2</td>
<td>42.4817025</td>
<td>F(2, 100) = 16.82</td>
</tr>
<tr>
<td>Residual</td>
<td>252.531741</td>
<td>100</td>
<td>2.52531741</td>
<td>Prob &gt; F = 0.0000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>102</td>
<td>3.30877594</td>
<td>R-squared = 0.2517</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Adj R-squared = 0.2360</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Root MSE = 1.5891</td>
</tr>
</tbody>
</table>

| LIKELY | Coef.          | Std. Err. | t     | P>|t| | [95% Conf. Interval] |
|--------|----------------|-----------|-------|------|---------------------|
| SHARE  | 0.8312495      | 0.3133091 | 2.65  | 0.009| 0.2096533 - 1.452846 |
| SUBS   | -1.607549      | 0.3131909 | -5.13 | 0.000| -2.22891 - 0.9861867 |
| _cons  | 3.592525       | 0.270377  | 13.29 | 0.000| 3.056104 - 4.128945 |
Table 3

.ttest LIKELY if SHARE == 0, by(SUBS)

Two-sample t test with equal variances

<table>
<thead>
<tr>
<th>Group</th>
<th>Obs</th>
<th>Mean</th>
<th>Std. Err.</th>
<th>Std. Dev.</th>
<th>[95% Conf. Interval]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>26</td>
<td>3.730769</td>
<td>.3307692</td>
<td>1.686599</td>
<td>3.049537 4.412001</td>
</tr>
<tr>
<td>1</td>
<td>27</td>
<td>1.851852</td>
<td>.1902443</td>
<td>.9885383</td>
<td>1.460799 2.242905</td>
</tr>
<tr>
<td>combined</td>
<td>53</td>
<td>2.773585</td>
<td>.228012</td>
<td>1.659953</td>
<td>2.316045 3.231125</td>
</tr>
<tr>
<td>diff</td>
<td></td>
<td>1.878917</td>
<td>.3780065</td>
<td>1.120038</td>
<td>2.637797</td>
</tr>
</tbody>
</table>

diff = mean(0) - mean(1)  
t = 4.9706
Ho: diff = 0  
degrees of freedom = 51

Ha: diff < 0  
Ha: diff != 0
Pr(T < t) = 1.0000  
Pr(|T| > |t|) = 0.0000  
Pr(T > t) = 0.0000

Table 4

.ttest LIKELY if SHARE == 1, by(SUBS)

Two-sample t test with equal variances

<table>
<thead>
<tr>
<th>Group</th>
<th>Obs</th>
<th>Mean</th>
<th>Std. Err.</th>
<th>Std. Dev.</th>
<th>[95% Conf. Interval]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>25</td>
<td>4.28</td>
<td>.406284</td>
<td>2.03142</td>
<td>3.441471 5.118529</td>
</tr>
<tr>
<td>1</td>
<td>25</td>
<td>2.96</td>
<td>.3026549</td>
<td>1.513275</td>
<td>2.335351 3.584649</td>
</tr>
<tr>
<td>combined</td>
<td>50</td>
<td>3.62</td>
<td>.2678562</td>
<td>1.894029</td>
<td>3.081723 4.158277</td>
</tr>
<tr>
<td>diff</td>
<td></td>
<td>1.32</td>
<td>.5066228</td>
<td>.3013666</td>
<td>2.338633</td>
</tr>
</tbody>
</table>

diff = mean(0) - mean(1)  
t = 2.6055
Ho: diff = 0  
degrees of freedom = 48

Ha: diff < 0  
Ha: diff != 0
Pr(T < t) = 0.9939  
Pr(|T| > |t|) = 0.0122  
Pr(T > t) = 0.0061
Table 5

. ttest LIKELY if SUBS == 1, by(SHARE)

Two-sample t test with equal variances

<table>
<thead>
<tr>
<th>Group</th>
<th>Obs</th>
<th>Mean</th>
<th>Std. Err.</th>
<th>Std. Dev.</th>
<th>[95% Conf. Interval]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>27</td>
<td>1.851852</td>
<td>.1902443</td>
<td>.9885383</td>
<td>1.460799 2.242905</td>
</tr>
<tr>
<td>1</td>
<td>25</td>
<td>2.96</td>
<td>.3026549</td>
<td>1.513275</td>
<td>2.335351 3.584649</td>
</tr>
<tr>
<td>combined</td>
<td>52</td>
<td>2.384615</td>
<td>.1905653</td>
<td>1.374186</td>
<td>2.00204 2.767191</td>
</tr>
<tr>
<td>diff</td>
<td></td>
<td>-1.108148</td>
<td>.3518882</td>
<td></td>
<td>-1.814936 -.4013598</td>
</tr>
</tbody>
</table>

diff = mean(0) - mean(1)  
t = -3.1491
Ho: diff = 0  
degrees of freedom = 50

Ha: diff < 0  
Ha: diff != 0  
Ha: diff > 0
Pr(T < t) = 0.0014  
Pr(|T| > |t|) = 0.0028  
Pr(T > t) = 0.9986
Table 6

ALL DATA (103 observations)

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes -&gt; Intention</td>
<td>0.54, p &lt; 0.01</td>
</tr>
<tr>
<td>Reciprocity -&gt; Intention</td>
<td>0.04, Not significant (n.s.)</td>
</tr>
<tr>
<td>Lending Behaviors -&gt; Intention</td>
<td>0.29, p &lt; 0.01</td>
</tr>
<tr>
<td>Trusting Behavior -&gt; Intention</td>
<td>-0.17, p &lt; 0.10</td>
</tr>
</tbody>
</table>

Consuming only for traditional piracy and subscriptions (not sharing with others, 53 obs)

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes -&gt; Intention</td>
<td>0.54, p &lt; 0.01</td>
</tr>
<tr>
<td>Reciprocity -&gt; Intention</td>
<td>0.12, n.s.</td>
</tr>
<tr>
<td>Lending Behaviors -&gt; Intention</td>
<td>0.32, p &lt; 0.01</td>
</tr>
<tr>
<td>Trusting Behavior -&gt; Intention</td>
<td>0.038, n.s.</td>
</tr>
</tbody>
</table>

Sharing with others only for traditional piracy and subscriptions (not consuming yourself, 50 obs)

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes -&gt; Intention</td>
<td>0.57, p &lt; 0.01</td>
</tr>
<tr>
<td>Reciprocity -&gt; Intention</td>
<td>0.14, n.s.</td>
</tr>
<tr>
<td>Lending Behaviors -&gt; Intention</td>
<td>0.17, p &lt; 0.10</td>
</tr>
<tr>
<td>Trusting Behavior -&gt; Intention</td>
<td>-0.33, p &lt; 0.01</td>
</tr>
</tbody>
</table>

Traditional consumption only (sharing with others and consuming by oneself, 51 obs)

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes -&gt; Intention</td>
<td>0.59, p &lt; 0.01</td>
</tr>
<tr>
<td>Reciprocity -&gt; Intention</td>
<td>-0.06, n.s.</td>
</tr>
<tr>
<td>Lending Behaviors -&gt; Intention</td>
<td>0.28, p &lt; 0.01</td>
</tr>
<tr>
<td>Trusting Behavior -&gt; Intention</td>
<td>-0.21, p &lt; 0.05</td>
</tr>
</tbody>
</table>

Subscription consumption only (sharing with others and consuming by oneself, 52 obs)

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes -&gt; Intention</td>
<td>0.45, p &lt; 0.01</td>
</tr>
<tr>
<td>Reciprocity -&gt; Intention</td>
<td>0.13, n.s.</td>
</tr>
<tr>
<td>Lending Behaviors -&gt; Intention</td>
<td>0.33, p &lt; 0.01</td>
</tr>
<tr>
<td>Trusting Behavior -&gt; Intention</td>
<td>-0.18, n.s.</td>
</tr>
</tbody>
</table>
Hypothetical Scenario 1 (Standard Consumption):

A popular movie has just been released!

All of your friends seen the movie and told you how amazing movies, but you haven’t seen yet. You really want to watch the movie, but unfortunately you don’t have a copy of it.

A friend tells you that they have a copy of the movie on a thumb drive that can be used to watch the movie.

You can purchase a copy of the movie online. Or, you can copy the movie from their thumb drive and consume an unauthorized copy of the digital content for free.

Hypothetical Scenario 2 (Standard Sharing):

A popular movie has just been released!

You and most of your friends have seen the movie, but your god friend hasn’t seen yet. You have told them how amazing the movie is, and you really want them to watch the movie. Unfortunately, they do not have a copy of it.
You tell your friend that you have a copy of the movie on a USB thumb drive that can be used to watch the movie.

Your friend can purchase a copy of the movie online. Or, your friend can copy the movie from your thumb drive and consume an unauthorized copy of the digital content for free.

*Hypothetical Scenario 3 (Subscription Consumption):*

A popular movie has just been released!

All of your friends seen the movie and told you how amazing movies, but you haven't seen yet. You really want to watch the movie, but unfortunately you don't have a copy of it.

A friend tells you that they have a subscription for movie streaming that can be used to watch the movie.
You can purchase a movie streaming subscription to watch the movie online. Or, you can use a friend’s subscription for movie streaming and consume an unauthorized copy of the digital content for free.

*Hypothetical Scenario 4 (Subscription Sharing)*:

A popular movie has just been released!

You and most of your friends have seen the movie, but your god friend hasn’t seen yet. You have told them how amazing the movie is, and you really want them to watch the movie. Unfortunately, they do not have a copy of it.

You tell your friend that you have a subscription for movie streaming that can be used to watch the movie.

Your friend can purchase a movie streaming subscription to watch the movie online. Or, your friend can use your subscription for movie streaming and consume an unauthorized copy of the digital content for free.
One version of the post-situation questions asked in the survey:

How likely do you see yourself purchasing the digital content?

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely

I may consume digital content without authorization in the future.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

If I had the opportunity, I would consume digital content without authorization.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

I would never consume digital content without authorization.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree
Questions everyone was asked:

To me, consuming digital content without authorization is:

<table>
<thead>
<tr>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Neither Good nor Bad</th>
<th>Poor</th>
<th>Bad</th>
<th>Very Bad</th>
</tr>
</thead>
</table>

To me, consuming digital content without authorization is:

<table>
<thead>
<tr>
<th>Very Pleasant</th>
<th>Pleasant</th>
<th>Somewhat Pleasant</th>
<th>Neither Pleasant nor Unpleasant</th>
<th>Somewhat Unpleasant</th>
<th>Unpleasant</th>
<th>Very Unpleasant</th>
</tr>
</thead>
</table>

To me, consuming digital content without authorization is:

<table>
<thead>
<tr>
<th>Very Wise</th>
<th>Wise</th>
<th>Somewhat Wise</th>
<th>Neither Wise nor Foolish</th>
<th>Somewhat Foolish</th>
<th>Foolish</th>
<th>Very Foolish</th>
</tr>
</thead>
</table>

To me, consuming digital content without authorization is:

<table>
<thead>
<tr>
<th>Very Attractive</th>
<th>Attractive</th>
<th>Somewhat Attractive</th>
<th>Neither Attractive nor Unattractive</th>
<th>Somewhat Unattractive</th>
<th>Unattractive</th>
<th>Very Unattractive</th>
</tr>
</thead>
</table>

If I consume digital content without authorization, most of the people who are important to me would:

<table>
<thead>
<tr>
<th>Strongly Approve</th>
<th>Approve</th>
<th>Somewhat Approve</th>
<th>Neither Approve nor Disapprove</th>
<th>Somewhat Disapprove</th>
<th>Disapprove</th>
<th>Strongly Disapprove</th>
</tr>
</thead>
</table>

Most people who are important to me would be disappointed with me if I consume digital content without authorization.

<table>
<thead>
<tr>
<th>Very Likely</th>
<th>Likely</th>
<th>Somewhat Likely</th>
<th>Undecided</th>
<th>Somewhat Unlikely</th>
<th>Unlikely</th>
<th>Very Unlikely</th>
</tr>
</thead>
</table>
Anyone reading this question would answer somewhat unlikely.

<table>
<thead>
<tr>
<th>Very Likely</th>
<th>Likely</th>
<th>Somewhat Likely</th>
<th>Undecided</th>
<th>Somewhat Unlikely</th>
<th>Unlikely</th>
<th>Very Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

No one who is important to me thinks it is okay to consume digital content without authorization.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

I feel that prices charged for digital content today are:

<table>
<thead>
<tr>
<th>Very High</th>
<th>High</th>
<th>Somewhat High</th>
<th>Neither High nor Low</th>
<th>Somewhat Low</th>
<th>Low</th>
<th>Very Low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

In my opinion, digital content today is:

<table>
<thead>
<tr>
<th>Very Inexpensive</th>
<th>Inexpensive</th>
<th>Somewhat Inexpensive</th>
<th>Neither Inexpensive nor Expensive</th>
<th>Somewhat Expensive</th>
<th>Expensive</th>
<th>Very Expensive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

If I wanted to buy digital content today, it would cost me a lot of money.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

Technically, for me to consume digital content without authorization is:

<table>
<thead>
<tr>
<th>Somewhat</th>
<th>Neither</th>
<th>Easy</th>
<th>Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Very Easy</th>
<th>Easy</th>
<th>Easy</th>
<th>nor Difficult</th>
<th>Difficult</th>
<th>Difficult</th>
<th>Very Difficult</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>
Consuming digital content without authorization goes against my principles.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

It would be morally wrong for me to consume digital content without authorization.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

**Reciprocity**

If someone does something that is beneficial to me, I am prepared to return the favor, even if this was not agreed upon in advance.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

The correct response to this question is the second from the left.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

If I do something beneficial for someone else, then I expect that person to return the favor.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree
In general, one can trust people.

These days, you can’t rely on anyone else.

When dealing with strangers, it’s better to be careful before you trust them.

Most people take advantage of you if they get the chance.

Most of the time, people try to be helpful.

After reading this sentence, choose disagree as your selection for this question.
How often does it happen that you lend personal possessions to friends?

Extremely Often ○  Moderately often ○  Slightly often ○  Neither often nor infrequently ○  Slightly infrequently ○  Moderately infrequently ○  Extremely infrequently ○

How often does it happen that you lend money to friends?

Extremely Often ○  Moderately often ○  Slightly often ○  Neither often nor infrequently ○  Slightly infrequently ○  Moderately infrequently ○  Extremely infrequently ○

When you have dinner at a restaurant, how much do you tip if service is normal?

Extremely high amount ○  Moderately high amount ○  Slightly high amount ○  Neither high nor low amount ○  Slightly low amount ○  Moderately low amount ○  Extremely low amount ○

When you have dinner at a restaurant, how much do you tip if service is exceptional?

Extremely high amount ○  Moderately high amount ○  Slightly high amount ○  Neither high nor low amount ○  Slightly low amount ○  Moderately low amount ○  Extremely low amount ○

When you have dinner at a restaurant, how much do you tip if service is poor?

Extremely high amount ○  Moderately high amount ○  Slightly high amount ○  Neither high nor low amount ○  Slightly low amount ○  Moderately low amount ○  Extremely low amount ○
If I want to, I can consume digital content without authorization.

The answer for this question is somewhat disagree.

I can imagine times when I might consume digital content without authorization even if I hadn’t planned to.

Even if I had a good reason, I could not bring myself to consume digital content without authorization.

I would feel guilty if I consumed digital content without authorization.
Neutralization

It is alright to consume digital content without authorization if it is done to aid a friend in need.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

It is alright to consume digital content without authorization if it is done to help others.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

It is alright to consume digital content without authorization if it is done to help someone who does not have money to purchase the digital content.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

It is not as wrong to break digital content copyright agreements that seem unfair to you.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

Neither agree nor disagree is the correct response to this question.

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree
It is not as wrong to break digital content copyright agreements that seem too restrictive.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is not as wrong to break digital content copyright agreements that seem unjustified.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is alright to consume digital content without authorization under circumstances where it seems like you have little other choice.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is acceptable to consume digital content without authorization under circumstances where it seems like there is no other option.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is acceptable to answer this question as agree, but not acceptable to select any other choice.

Strongly Agree  Agree  Agree  Disagree  Disagree  Disagree  Disagree  Disagree
It is alright to consume digital content without authorization if the situation requires you to do so.

- Strongly Agree ( ), Agree ( ), Somewhat Agree ( ), Neither Agree nor Disagree ( ), Somewhat Disagree ( ), Disagree ( ), Strongly Disagree ( )

It is OK to consume digital content without authorization if no one gets hurt.

- Strongly Agree ( ), Agree ( ), Somewhat Agree ( ), Neither Agree nor Disagree ( ), Somewhat Disagree ( ), Disagree ( ), Strongly Disagree ( )

It is OK to consume digital content without authorization if no harm is done.

- Strongly Agree ( ), Agree ( ), Somewhat Agree ( ), Neither Agree nor Disagree ( ), Somewhat Disagree ( ), Disagree ( ), Strongly Disagree ( )

It is OK to consume digital content without authorization if no damage is done to the company.

- Strongly Agree ( ), Agree ( ), Somewhat Agree ( ), Neither Agree nor Disagree ( ), Somewhat Disagree ( ), Disagree ( ), Strongly Disagree ( )

It is OK to consume digital content without authorization if you are not sure what the law is.

- Strongly Agree ( ), Agree ( ), Somewhat Agree ( ), Neither Agree nor Disagree ( ), Somewhat Disagree ( ), Disagree ( ), Strongly Disagree ( )
It is OK to consume digital content without authorization if the law is unclear.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is OK to consume digital content without authorization if you do not understand the law.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is not wrong to consume digital content without authorization if the digital content is sold by a popular company such as HBO or Amazon.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is not wrong to consume digital content without authorization if the digital content is sold by a wealthy company.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

It is not wrong to consume digital content without authorization if the digital content is sold by a company that is the market leader.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree
I feel my legitimate use of music compensates for my occasional unauthorized consumption of digital content.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

I feel my overall law-abiding behavior compensates for my occasional unauthorized consumption of digital content.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

I feel my other good actions compensate for my occasional unauthorized consumption of digital content.

Strongly Agree  Agree  Somewhat Agree  Neither Agree nor Disagree  Somewhat Disagree  Disagree  Strongly Disagree

How likely is it that you would feel ashamed if others knew you had consumed digital content without authorization?

Very Likely  Likely  Somewhat Likely  Undecided  Somewhat Unlikely  Unlikely  Very Unlikely

How likely is it that you would feel ashamed if your friends knew you had consumed digital content without authorization?

Very Likely  Likely  Somewhat Likely  Undecided  Somewhat Unlikely  Unlikely  Very Unlikely
How likely is it that you would feel ashamed if your family knew you had consumed digital content without authorization?

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely

How much of a problem would it be if you felt ashamed that others knew you had consumed digital content without authorization?

- Extremely Important
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Unimportant
- Not at all Important

How much of a problem would it be if you felt ashamed that your friends knew you had consumed digital content without authorization?

- Extremely Important
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Unimportant
- Not at all Important

How much of a problem would it be if you felt ashamed that your family knew you consumed digital content without authorization?

- Extremely Important
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Unimportant
- Not at all Important

What is the chance that you would be formally sanctioned (punished) for the unauthorized consumption of digital content?

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely
What is the chance that you would be formally cited (reported) if you had consumed digital content without authorization?

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely

What is the chance that you would be formally sanctioned (punished) if you had consumed digital content without authorization?

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely

If you are reading this question then very likely is the correct response.

- Very Likely
- Likely
- Somewhat Likely
- Undecided
- Somewhat Unlikely
- Unlikely
- Very Unlikely

How much of a problem would it be for you if you received severe sanctions for unauthorized consumption of digital content?

- Extremely Important
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Unimportant
- Not at all Important

How much of a problem would it create in your life if you were formally sanctioned for the unauthorized consumption of digital content?

- Extremely Important
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Unimportant
- Not at all Important
How much of a problem would it create if you are not paying attention because you did not choose very unimportant.

<table>
<thead>
<tr>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neither Important nor Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
<th>Not at all Important</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neither Important nor Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
<th>Not at all Important</th>
</tr>
</thead>
</table>

How much of a problem would it create in your life if you were formally cited for the unauthorized consumption of digital content?

<table>
<thead>
<tr>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neither Important nor Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
<th>Not at all Important</th>
</tr>
</thead>
</table>

Concluding Questions

For the next two questions, please recall the hypothetical scenario presented at the beginning of the survey.

Did the scenario make you feel that you wanted to **consume** digital content? Or did you want to **share** digital content with a friend?

- Consume content
- Share content
- I'm not sure

Did the scenario make you feel that you were using a **USB thumb drive** for the digital content? Or did you feel that you were using a **subscription for movie streaming** for the digital content?

- USB thumb drive
- Subscription for movie streaming
- I'm not sure