People's Attitudes towards Video Consumption and Piracy

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This research addresses the recent changes in video viewership across both new and traditional media, in particular the increasing popularity of video piracy. Video has evolved to be produced for the cinema, television, computer and most recently mobile devices. However, this evolution has created problems for the industry with the increased accessibility of pirated materials. The industry has had to adapt to the fluctuations in consumer's wants and demands. This research seeks to identify attitudes towards the increasing popularity of video piracy and could indicate areas that the industry should focus on. An initial series of informal interviews revealed multiple factors determining people's attitudes towards video consumption. In today's hectic society, it comes to no surprise that convenience and cost is key to video consumption choices. The increasing popularity of online video has led younger generations to consume more videos online, but not necessarily legally. Ethical and legal concerns do not seem strong enough to discourage people from watching illegal videos online. Factor analysis to find various types of users was used to find and analyze the reasons for and attitudes towards video piracy. An initial analysis has identified several groups of consumer attitudes, both positive and negative, towards the movie industry and issues surrounding video piracy. Based on factory analysis, four factors were found: 1) People against piracy and think the industry should come up with a solution; 2) People who are ok with piracy, but think the industry should solve it; 3) People against piracy and think there needs to be a legal solution; 4) People who are ok with piracy, but think the solution is legal. This paper also suggests what kind of policy should be made for each type. The survey will be further analyzed to identify unique attitudes among young people the video industry has labeled as the main copyright violators. Research participants were asked to sort 40 statements on their beliefs towards and reasons for piracy and made comments on their sorts. The sample consists of 40 people, mostly college students based on snowball convenience sampling.