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# Free Media: Right or Wrong?



# Intro

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- Morality: right or wrong?
- 95% given year
- Penalty's
- Lawsuits
- What we did



# Why people download

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- Shouldn't have to pay
- Free
- Already paid for
- Test out
- Against paying artist
- Not mainstream



# Why People Feel It's Ok

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- Not really theft
- Listen to music anytime
- Easy to find
- No ads
- Variety of artist

Sharing is not piracy



Sharing

Piracy

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# Why Artists Like It

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- Free publicity
- People are listening to their music
- Get feedback



# Reasons Against

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- Stealing: To take (the property of another) without right or permission.

An artist makes their living off of selling music. Not paying for their music is stealing from them.

People think it's okay to take something online because nobody is watching them.

"I think it's completely unethical to download music without paying for it. These people work hard for their pay. I would be very mad if I made a successful piano piece and did not get credit in terms of compensation" (My grandfather)

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# Reasons Against continued...

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Penalty: Up to a \$250,000 fine or 5 years in jail if caught downloading illegally.

Example: In September 2012, a Minnesota woman faced a \$220,000 fine after a federal court ruling.

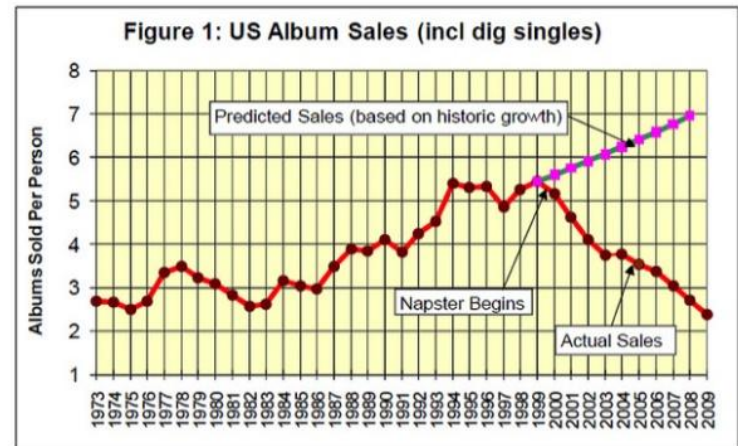
Overall, it does not seem worth it. You *can* get caught.

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# Info (philosophy)

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- Sharing/downloading not stealing
- Downloading hurting the industry
- Sales decline (15-6)
- Artists that want you to download vs Not download (Radiohead)
- Consumer is right
- Average teen has 800
- 96% of 18-24 year olds





# Our Survey

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- We created a Facebook survey to get a sample of how people feel about downloading music.

Questions: -Gender? -Age? -Have you ever downloaded music? -Scale 1-5...

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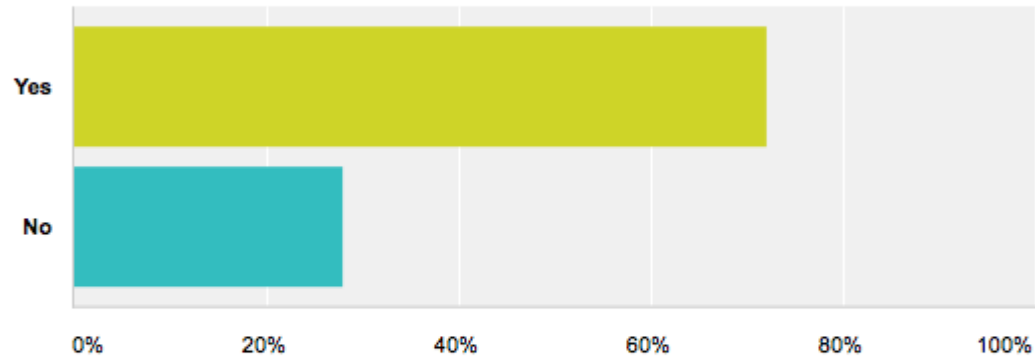
# Results

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- 69 total responses
  - 31 Male 38 Female
  - 18-24: 35
  - 25-34: 8
  - 35-44: 7
  - 45-54: 10
  - 55-64: 9
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## Have you ever downloaded music off of the internet without paying for it?

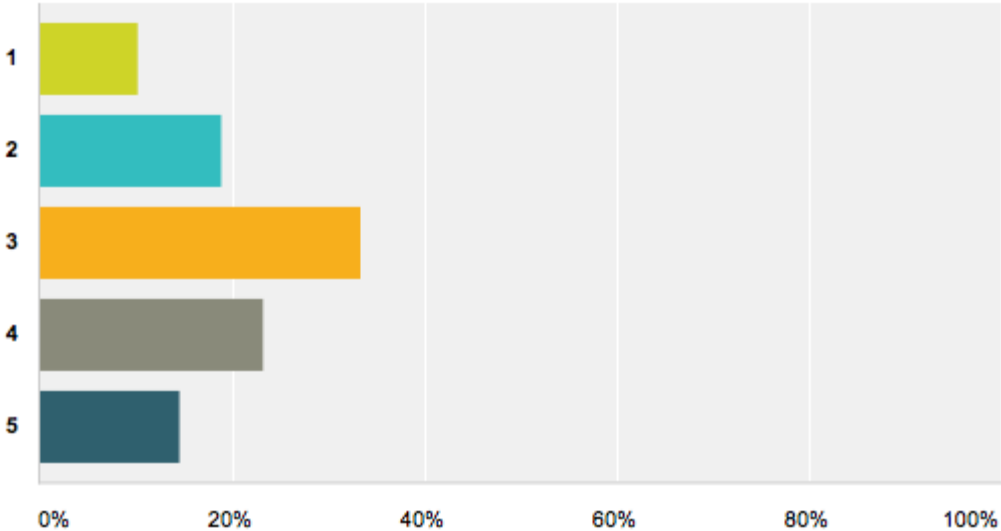
Answered: 68 Skipped: 1



Answer Choices	Responses
<b>Yes</b>	<b>72.06%</b> 49
<b>No</b>	<b>27.94%</b> 19
Total	68

**Rate your opinion on a scale of 1-5, with 5 being "strongly agree" and 1 being "strongly disagree" with the statement, Downloading music off of the internet is okay for somebody to do.**

Answered: 69 Skipped: 0



Answer Choices	Responses
1	10.14% 7
2	18.84% 13
3	33.33% 23
4	23.19% 16
5	14.49% 10
Total	69

# Correlations

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- 18-24s (College students): Strong percentage have downloaded music *and* think it is okay.
  - The older you are, the more unlikely you are to download music or be okay with it.
  - Reasons?
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# Conclusion

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- Emerging issue
- No clear conclusion
- Down the middle
- No response from the industry

Our thoughts?

