



## **Most College Students Believe It's Okay to Download Digital Copyrighted Files At School and In Workplace**

*Educational Efforts Have Spurred Improvements Since 2003 Survey*

Software piracy behavior and perceptions in higher education vary widely among students, professors and administrators. Clearly, the disparities in awareness and understanding, if left unchecked, have the potential to open a floodgate for increased software piracy on thousands of campuses nationwide and in workplaces. While education is beginning to have an impact, more education is needed to address these gaps and protect intellectual property.

- Just under two-thirds of college and university students surveyed in 2005 see nothing unethical about swapping or downloading digital copyrighted files (software, music and movies) without paying for them. (Source: "Higher Education Unlicensed Software Experience – Student and Academics Survey," Ipsos Public Affairs, May 2005)
- More than half (52 percent) of the students surveyed also believe it is acceptable behavior in the workplace. (Source: Ipsos Public Affairs, May 2005)
- 32 percent of students said it is not okay to swap or download files, compared to 23 percent in 2003. (Sources: Ipsos Public Affairs, May 2005 and "Internet Piracy on Campus: Students and Educators Share Their Attitudes Toward Online Downloading, File-sharing and Copyright Law," Ipsos Public Affairs, September 2003)
- 61 percent of students reported never or rarely paying for commercial software programs, and 39 percent of today's students say they paid for commercial software they downloaded, up 7 percentage points from 2003. (Sources: Ipsos Public Affairs, May 2005 and Ipsos Public Affairs, September 2003)
- Downloading music is a gateway to downloading software. Among students who say they would always download music or movies without paying for them, 27 percent said they regularly download software from a peer-to-peer (P2P) network. (Source: Ipsos Public Affairs, May 2005)
- While half of students (52 percent) believe that even in the workplace, it is okay to download and swap files no matter what the value, only 25 percent of academics feel this way. (Source: Ipsos Public Affairs, May 2005)

### **Campus Usage and Policies**

- In the 2003 Ipsos Public Affairs survey a strong majority of professors and administrators support enforcement of policies designed to prevent piracy with 62 percent saying the commercial software industry should take whatever steps are necessary to ensure students get their software legally. (Source: Ipsos Public Affairs, September 2003)



- Awareness of school downloading policies is becoming more widespread among students with nearly half (44 percent) reporting their campus has a policy, compared to 28 percent in 2003. (Sources: Ipsos Public Affairs, September 2003 and Ipsos Public Affairs, May 2005)
- While 45 percent of the students in 2005 say campus policies are effective, in contrast, nearly three-quarters of academics say the policies are effective, indicating a disconnect between the students and academics. (Source: Ipsos Public Affairs, May 2005)
- 45 percent of students are using the campus networks for downloading activities, with 36 percent of them more likely to report increased downloading. (Source: Ipsos Public Affairs, May 2005)
- Among the college and university professors and administrators surveyed in the 2005 study, few believe it is acceptable to encourage swapping or downloading illegally, yet no more than one quarter of students report that professors and administrators actively discourage these behaviors.

### **Education Makes a Difference**

- 53 percent of students and 62 percent of academics acknowledge an increase in awareness of media reports about the use of unlicensed software. In fact, 70 percent of students report that media reports about unlicensed software or industry actions against downloaders have made them less likely to download unlicensed or pirated software. (Source: Ipsos Public Affairs, May 2005)
- In assessing the risk of their behavior, students today are more concerned about legal consequences and the university's policy regarding unlicensed software (27 percent) than the ability to contract computer viruses (23 percent). In 2003, they worried more about viruses (28 percent) than the law and campus policies (23 percent). (Sources: Ipsos Public Affairs, September 2003 and Ipsos Public Affairs, May 2005)
- Academics' concern with viruses increased from 7 percent in 2003 to 11 percent in 2005. But, academics report violations of the law and university policy as top concerns, though the percentage dropped from 59 percent in 2003 to 50 percent in 2005. (Sources: Ipsos Public Affairs, September 2003 and Ipsos Public Affairs, May 2005)
- 84 percent of professors and administrators believe that the software industry should partner with them to ensure that students obtain their software legally. (Source: Ipsos Public Affairs, May 2005)

### **Software Piracy Facts**

- 35 percent of the software installed on computers worldwide was pirated (copied illegally) in 2004, representing a loss of nearly \$33 billion. (Source: BSA/IDC Global Software Piracy Study, 2005)
- While \$90 billion in software was installed on computers worldwide last year, only \$59 billion was legally purchased. (Source: BSA/IDC Global Software Piracy Study, 2005)



- In North America, the piracy rate in 2005 was 21 percent, down from 23 percent in 2004. (Source: BSA/IDC Global Software Piracy Study, 2005)

### About the Business Software Alliance

*The Business Software Alliance ([www.bsa.org](http://www.bsa.org)) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Apple, Autodesk, Avid, Bentley Systems, Borland, CNC Software/Mastercam, Internet Security Systems, Macromedia, McAfee, Microsoft, PTC, SolidWorks, Sybase, Symantec, The MathWorks, UGS and VERITAS Software.*

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