



Fact Sheet The Cyber Frontier and Children

Ethics. Ethics are learned early. Parents, teachers, and ethical experts agree that ethical training needs to start in early childhood. The Internet has pushed that discussion to the forefront as software and content piracy is being found amongst even young children.

Security. The Internet is a virtual frontier offering exciting new opportunities, entertainment and connectivity. Young children today may never know a world without it. This poses both opportunities and serious challenges. Whether they are downloading and/or copying commercial unlicensed software found on the Internet or buying it from an Internet auction, it's possible that children may expose themselves to potentially unsafe situations such as computer viruses attached to illegal software; privacy violations created by giving out personal data; inappropriate Web material that is sometimes accessible through sites offering unlicensed software; and unwanted solicitations, or spam, from vendors or site hosts that capture visitor information.

Legal Ramifications. For the last two years, the headlines have screamed actions of various trade groups asserting their rights to protect their intellectual property. The music industry and movie industry, in particular, have sued online file-sharers and have led the fight to dismantle file-sharing sites. Now legal, paid services are available to people wishing to legally buy entertainment products online. Recent legal actions call on parents to educate their children about illegal file-sharing over computer networks.

Statistics and Facts:

Software Piracy:

- 35% 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%, down from 23% in 2004. (Source: BSA/IDC Global Software Piracy Study, 2005)

Youth and Computer Usage

- 87% of US 12-to-17-year-olds have access to the Net at home. (Pew Internet & American Life study 2005, http://www.pewinternet.org/PPF/r/152/report_display.asp)
- 13% of teens don't use the Net; 47% of these say they did at one time but stopped, and 10% of non-online teens say they aren't online because of a bad experience they had online, parental restrictions, or they don't feel safe online. (Pew Internet & American Life study 2005)
- 81% of parents of online teens say teens aren't careful enough when giving out personal info online, and 79% of online teens agree. (Pew Internet & American Life study 2005)
- 73% of teens say the computer with Internet access is in a public place in the house. (Pew Internet & American Life study 2005)
- U.S. kids spend more than twice as much time on the computer now (2005) than they did in 1999, and the proportion of children using the computer more than an hour a day has increased from 15% to 28% during that time. (Kaiser Family Foundation, 2005, AP story: <http://abcnews.go.com/Technology/wireStory?id=565527>)
- According to that same study, chat and email use have remained about the same; instant-messaging, which was almost non-existent in 1999, has moved from zero to kids' second most time-consuming computer activity, at 17 minutes a day (after games, at 19 min.). (Kaiser Family Foundation, 2005)
- Gender differences aren't substantially different. Girls' top three activities are IM (20 min.), Web sites (including blogs/online journals - 16 min.), and games (15 min.). Boys' top activities are games (22 min.), IM (14 min.), and Web sites (12 min.). (Kaiser Family Foundation, 2005)

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Youth Copyright Understanding and Downloading Habits

- A majority of youth (ages 8 to 18) are aware that digital media files are copyrighted (91% of young people are aware that books are copyrighted; 88%, movies; 88%, music; 86%, software; 83%, games and 64%, Web sites), yet many of them admit to downloading files anyway. (Harris Interactive® poll conducted for BSA, March 2004)
- Just over half of youth say they download music (53%) and a third download games (32%), while fewer kids say they download larger digital files such as commercial software (22%) and movies (17%). (Harris Interactive® poll conducted for BSA, March 2004)
- Three in 10 kids and teens are unsure whether it is okay to upload software on the Internet without paying. However, nearly a third are sure it is okay, with teens feeling most strongly. On the whole, young people are more certain when asked about music (43%). (Harris Interactive® poll conducted for BSA, March 2004)
- When it comes to illegally downloading software, three in 10 young people think it is okay, with even more downloading other types of media (music, movies and games). Where 42% are more likely to be unsure if there are laws against downloading software, only 26% are unsure about music. Teens are more likely to say there are laws against illegally downloading. (Harris Interactive® poll conducted for BSA, March 2004)
- When illegally downloading, young people worry more about accidentally downloading a computer virus (60%) than they do about whether they can get in trouble with the law (50%) or accidentally downloading spyware (43%). Only 29% worry that the act is wrong. (Harris Interactive® poll conducted for BSA, March 2004)
- Girls worry more about all risks, and boys (19%) are more likely to say that none of these things worry them. (Harris Interactive® poll conducted for BSA, March 2004)
- Tweens are less likely than teens to download copyrighted commercial software and other digital media (music, movies and games) through illegal, online file-sharing networks. Just 3% of tweens said they have illegally downloaded software while 33% of teens admitted to the practice. (Harris Interactive® poll conducted for BSA, March 2004)
- In comparing the tween (ages 8 to 12) and teen (ages 13 to 18) age groups, the behaviors and ethical attitudes toward illegally downloading software are strikingly different (Harris Interactive® poll conducted for BSA, March 2004):
 - Tweens are less likely than teens to believe that it is okay to download (16% vs. 38%) or upload (18% vs. 37%) software.
 - Tweens are more likely than teens to worry about getting in trouble with their parents (50% vs. 11%) for illegally downloading copyrighted files.
 - Tweens are less likely than teens to say that they know people who have downloaded files for free that they could have bought in a store or online (51% vs. 90%).
- A recent study by Macrovision of 6,000 Microsoft Xbox and Sony PlayStation 2 users shows that 21% of gamers play pirated games, but 73% would have bought the game within one month if a free version had *not* been readily available. (February 2005, Macrovision study, <http://makeashorterlink.com/?J5DE13BAA>)
- In that same study 43% of all gamers who play pirated games download more than 15 pirated titles a year. More than 74% of downloaded pirated games come from Internet Web sites or peer-to-peer networks, while 21% of the games are copied from friends. Of those who play pirated games, 64% have installed mod chips (which allow copies of games to play on consoles). (February 2005, Macrovision study)

Parents and the Internet

- Although 70% of parents (with kids at home) use the Net for information versus 53% of adults who don't have children at home, the Internet is parents' fifth-most-trusted source of parenting information, the *New York Times* reports. (Source: <http://www.nytimes.com/2003/06/01/business/yourmoney/01PARE.html>)
- More than half (54%) of US households with 12-to-17-year-olds in them filter Internet access - a 65% increase over 2000. (Source: Pew Internet & American Life study 2005, http://www.pewinternet.org/PPF/r/152/report_display.asp)

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- In that same study, "large majorities of both teens (64%) and parents (65%) believe that teens do things on the Internet that their parents would not approve of." (Pew Internet & American Life study 2005)
- 67% of parents believe the Internet is "a good thing for their child," up from 55% in 2000 (a 53% increase); 5% believe the Net is "a bad thing" for their child. (Pew Internet & American Life study 2005)
- 65% of parents and 64% of teens say that "teens do things online that they wouldn't want their parents to know about." (Pew Internet & American Life study 2005)
- 64% of parents say they've set rules about teens' online activities. (Pew Internet & American Life study 2005)
- 62% of parents say they check on teen's Net activity after they've been online, but only 33% of teens say they believe their parents monitor their activity. (Pew Internet & American Life study 2005)

Internet vs. Television

- Almost a third of children watch less TV since having Net access in 2002, up from 23% the year before (Source: UCLA's Internet Report, January 2003).
- Teens and young adults aged 13-24 now spend more time on the Internet than they do watching television, according to a 2003 survey. The study found that teens and young adults spend an average of 16.7 hours per week online, excluding e-mail; 13.6 hours watching TV; 12 hours listening to the radio; 7.7 hours talking on the phone, and 6 hours reading books and magazines for pleasure. Those surveyed cited "control" -- or the ability to personalize and manage the media experience and content -- as their primary reason for choosing the Internet over other forms of media. They also use the Internet as a "hub," or primary media source, while other media are used as a starting point for the online experience. (Source: Study by Harris Interactive and Teenage Research Unlimited (TRU), commissioned by Yahoo and Carat North America, 2003).

Education's Influence:

- Based on 2002 data, 99% of public schools have Internet access, up from 35% just eight years ago. (Source: Education Department, 2001, as reported by The Associated Press, October 30, 2003)
- More than 80% of US children who used the Internet last year did so at home, a substantial increase over 2000 and 2001 and nearly three-quarters of children who used the Internet in 2002 went online at school, up from little more than half of children in 2000. (Source: UCLA's Internet Report, January 2003)
- Most youth say their education about laws protecting creative works online stems from watching television (59%). Other sources include a parent (44%), the Internet (44%), advertisements (36%), friends (30%) and teachers (18%). Younger kids (ages 8 to 12) are more likely to say they learn about laws from their parents (44%). (Harris Interactive® poll conducted for BSA, March 2004)

Available Solutions:

To prevent youth victimization and promote smart and safe computer and Internet use, the Business Software Alliance (BSA) in conjunction with children's publisher, *Weekly Reader*, developed a program called "Play it Safe in Cyberspace," which includes two curricula designed to teach students in grades three to eight about software piracy. Early education about valuing creativity and responsible computer behavior will help children better contribute to the establishment of a safe and legal digital world. Through engaging, age-appropriate activities, this program provides students (and parents) with a thoughtful exploration of the issues of intellectual property, copyright and the ethical and legal uses of software. For more information, visit www.PlayItCyberSafe.com.

About BSA

The Business Software Alliance (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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