



Presented at the DLSU Research Congress 2014
De La Salle University, Manila, Philippines
March 6-8, 2014

The Image of Modern Filipino Pirates: Dimensions and Implications on Media Piracy.

By:

Zoe Andrea M. Rilloraza^{1*}, Juan Carlos T. Abad¹, Khyle Angeline F. Cabilan¹, Lorry John O. Cervantes¹, Ruflyle A. Fontanilla¹, Diane Grace F. Gapuz¹, Kryzel O. Macato¹, Roland O. Opeña¹, Cherelle Nica A. Pulido¹ and Fernando P. Oringo²

¹ Student Researchers, LCSSHS

² Resarch Adviser, LCSSHS

Lorma Colleges Special Science High School

Urbiztondo, San Juan, La Union, Philippines

*zoe_andreaaa@yahoo.com

Abstract: Media piracy is slowly increasing its popularity, in the internet, in the market, schools and the community. Yes, in simpler terms media piracy has flourished. For example, it has already replaced books and other materials, in terms of searching for information. Day by day, millions of information are either being downloaded or uploaded to or from the internet and making media piracy a lot more popular than it is already. Enjoying the comfort of their beds and by just clicking, pirates have already earned thousands in just a minute which attracts people to join the pack. There is no doubt that media piracy could take over the world, because in just over three decades it became a global matter. It became a monster of the society. This study is all about The Image of Modern Filipino Pirates: Dimensions and Implications on Media Piracy. This study was conducted in Lorma Colleges Special Science High School and its respondents were 3rd year and 4th year students and the Faculty of LCSSHS. This study wants to help third year and fourth year students, and the faculty in Lorma Colleges Special Science High School, this can be a guide for them to have the proper knowledge regarding media piracy. This study focused on the following theories such as Rational Choice Theory, Social Learning Theory and Self-Control Theory.

Keywords: Media Piracy; Pirated Materials; Global Matter, Dimensions, Implications



1. INTRODUCTION

Taking over the world has never been easier, but multimedia piracy made it possible. In simpler terms, media piracy has flourished. Beneficial, yet it can destroy. What exactly is media piracy? Media piracy is the illegal copying, distribution, or use of media according to *thefreedictionary.com*. It is such a profitable "business" that it has caught the attention of organized crime groups in a number of countries. Media piracy makes it convenient, cheap, fast, and affordable to obtain various files and information, especially for the students and teachers, the innocent pirates.

Having been called as the 21st century pirates, they continue to create ways to retrieve information faster without any hassle, making things easier for them and a lot harder for media industries. It became a monster of the society and a cancer without any way to stop spreading.

And because of these, the researchers came up with the study entitled *The Image of Modern Filipino Pirates: Dimensions and Implications on Media Piracy*.

2. METHODOLOGY

A fixed set of questionnaires were floated to 3rd year and 4th year students as well as the high-school faculty of Lorma Colleges Special Science High-School. The questionnaires were based on three main theories namely: Self-Control Theory, Rational Choice Theory, and Social Learning Theory.

The researchers utilized questionnaires to the respondents and tallied the results. Once they were tallied, they were presented in a tabular form and the tables were interpreted. The table includes the frequency, mean, rankings and numerical values.

The researchers identified the frequency, mean, rankings and numerical values to provide substantial evidence for the said study.

The frequency aims to determine the constancy of the respondents' preferred choice, in

different perspective regarding the self-control theory, rational choice theory and the social learning theory. The mean aims to identify the general response of the respondents. The rankings aim to determine what they perceive as the most important choice for them, given limited choices, while the numerical values aim to solve for the mean and frequency.

3. RESULTS AND DISCUSSION

Table 1.1 Presents the response of the teachers regarding the people that have affected a person to pirate materials from the internet

Person	Frequency	%	Rank
Friends	11	50	1
Family	3	13.64	3
Classmates	4	18.18	2
Teacher	2	9.09	4
None	1	4.55	5
Others	1	4.55	5
Total	22	100	

Table 1.2 Presents the response of the students regarding the people that have affected a person to pirate materials from the internet

Person	Frequency	%	Rank
Friends	84	37	1
Family	35	15.42	3
Classmates	74	32.6	2
Teacher	14	6.17	5
None	15	6.61	4
Others	5	2.2	6
Total	227	100	

Tables 1.1 and 1.2 shows that friends are the main people that influence people to pirate. Social Learning theory shows that people get influenced easily by the people they spend most of their time with (which would be their friends). According to the theory, Higgins and Makin (2004) provide evidence that association with pro piracy peers facilitates piracy through social learning.



Table 5.1 Presents the response of the teachers on how people acquire pirated materials

	Frequency	%	Rank
Internet sites	15	50	1
Shared by peers	8	26.67	2
Stores selling pirated medias	7	23.33	3
Others	0	0	4
Total	30	100	

Table 5.2 Presents the response of the students on how people acquire pirated materials

	Frequency	%	Rank
Internet sites	117	65.36	1
Shared by peers	21	11.73	3
Stores selling pirated medias	38	21.23	2
Others	3	1.68	4
Total	179	100	

Tables 5.1 and 5.2 shows that Internet sites are the main sources of pirated materials. People download on the internet because lots of things on the internet are free, and access to those materials is easy. There are also a lot of websites that offer free downloads like the piratebay.org and torrentz.eu. An info graph by go-gulf.com states that 146 million people visit pirate websites every day and 53 billion visits every year. (<http://www.go-gulf.com/blog/online-piracy/>)

Table 11.1 Theoretical foundations of piracy

SCT	f	%	f	%	f	%	f	%	Mean	Value
Q1	9	6.87	25	19.08	62	47.33	35	26.72	2.06	Maybe
Q2	17	13.18	32	24.48	45	34.88	35	27.13	2.24	Maybe
Q3	20	15.50	38	29.46	43	33.33	28	21.70	2.39	Maybe
Q4	9	6.98	28	21.71	55	42.64	37	28.68	2.07	Maybe
Q5	20	15.38	35	26.92	48	36.92	27	20.77	2.37	Maybe
General Average:									2.23	
RCT										
Q6	14	10.69	30	22.90	57	43.57	30	22.90	2.22	Maybe
Q7	23	17.56	41	31.30	48	36.84	19	14.50	2.56	Definitely
Q8	14	10.94	31	24.22	51	39.84	32	25	2.21	Maybe
Q9	25	19.69	37	29.13	47	37.01	18	14.17	2.54	Definitely
Q10	13	10	22	16.92	42	32.31	53	40.77	1.96	Maybe
General Average:									2.30	
SLT										
Q11	13	9.77	23	17.29	51	38.35	46	34.59	2.02	Maybe
Q12	17	14.05	27	22.31	45	37.19	32	26.45	2.24	Maybe
Q13	19	14.50	34	25.95	39	29.77	39	29.77	2.25	Maybe
Q14	13	10	20	15.38	50	38.46	47	36.15	1.99	Maybe
Q15	15	11.54	23	17.69	45	34.62	47	36.15	2.05	Maybe
General Average:									2.11	

Table 11.1 shows that the Rational Choice Theory is the main factor which leads to people pirating materials. People acquire pirated materials because they believe that these acts will be their benefits. The emphasis on the individual and his or her

interests is always a starting point for any theory of rational choice. Abell notes that "it is only individuals who *ultimately* take actions and social actions, individual actions and social actions are optimally chosen" and "individuals' actions and social actions are entirely concerned with their own welfare "The actor's preferences (related to his/her own interests, tastes, and values), and the restrictions to choice are the basic explanatory variables of rational action.

4. CONCLUSIONS

We cannot deny the fact that Piracy is eventually gaining its popularity in the Philippines. The results gathered from the response of the students and teachers of Lorma Colleges Special Science High School shows significant dimensions of media piracy. Its different dimensions are classified according to the views of respondents regarding the way they practice media piracy. External factors regarding piracy include the different characters from the society, school and at home. Basing it from the dimensions, the researchers identified different implications of media piracy that are established from the sociological foundations of media piracy.

5. ACKNOWLEDGMENTS

We would like to acknowledge the people who made it possible for us to finish this study. First and foremost, we would like to acknowledge God for always guiding us in everything that we do. Also, our ever-supportive Research adviser, Mr. Fernando P. Oringo for enlightening us and helped us push ourselves to the most we can do for this study. We would also like to acknowledge our parents and classmates who helped us gather the information we needed and the people who motivated us to finish. Their never ending moral support that made us believe more in ourselves. Lastly, we would like to acknowledge our school, Lorma Colleges Special Science High School for allowing us to work on this study and who believed in our utmost ability to accomplish everything.



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