

Chelsea Grindle
George Nardi
George Volichenko
Ben Gorman
Jongwoo Lee

Group B project proposals

I. Music/movie Internet piracy

A)

- Why is this topic interesting?/Why does it need to be now?

Recently the SOPA/PIPA bills proposed in the congress have gotten a lot of exposure in the media. Protests led by Google and Wikipedia amplified the publicity of this issue. To make the matter even more discussed, the US government shut down one of the main hubs for pirated media, Megaupload. In light of these recent developments we would like to investigate the gravity of Internet piracy. For this topic we are not limiting our sampling frame to students, but rather an off-campus survey of people. We understand that not everyone will have heard about SOPA and PIPA, however, we would still like to inquire about their attitudes toward downloading media illegally and whether they have done it themselves.

This survey could also offer us insight into other possible ways of legally acquiring music. For example, if sites like Megaupload offered free downloadable content and then shared their huge revenues from advertising with the artists themselves, that could be a compromise beneficial for everyone.

- Is there a client?

Our local Pennsylvania congressmen will be interested in knowing what their constituents feel about the proposed SOPA/PIPA policies. With the provided insight they will have something to base their decisions on and, thus, be better representatives of their people.

Also, the results will be interesting for record labels, movie studios or agencies like MPAA. They will have better understanding of how much revenue they are losing to piracy and how much funds they should allocate for anti-piracy campaigns and other measures for tackling this issue.

B)

- What questions do you propose to study?

We could start off by asking if a respondent is aware of the recent developments in anti-piracy policies. If they have, we can ask additional questions about their opinion of these bills and maybe their suggestions for more effective measures. Ask if they have downloaded pirated media and if they did, how often they do it. To avoid ambiguity it might be necessary to give a brief definition of "pirated content". Next we would like to learn more about what are the most popular sites for downloading/streaming content and what types of content are the most downloaded (respondents will be advised to skip these questions if they do not engage in piracy). At the end they will be some demographic questions, including one about the respondent's annual income.

C) Research done on the topic (each group member finds one article):

George: Copyright infringement and enforcement in the US

<http://piracy.ssrc.org/wp-content/uploads/2011/11/AA-Research-Note-Infringement-and-Enforcement-November-2011.pdf>

Written by Joe Karaganis of The American Assembly, Columbia University

This research paper includes a very similar study to the one we proposed. Joe Karaganis investigates how prominent piracy is in American culture and what the attitudes toward piracy and anti-piracy policies are. His findings suggest that almost a half of US adults have acquired pirated content at least once.

Cam Bogie: Lines Drawn on Antipiracy Bills

<http://www.nytimes.com/2011/12/15/technology/lines-are-drawn-on-legislation-against-internet-piracy.html?pagewanted=all>

Written by Edward Wyatt

This article discusses the issue of internet pirating and how it is very difficult for the United States to catch pirating as most of the sites are abroad. The US is trying to create solutions to piracy as it is viewed as a crime, but the solutions are creating even more problems in other places and even fails to correct some of the original concerns.

George Nardi:

<http://theithacan.org/20835>

“Content Blocked: Students Combat Anti-piracy Bills”. Elma Gonzalez.

This is an article from Ithaca College’s newspaper; it demonstrates the extent to which this issue matters to college students. This seems to strengthen our assumption that student populations are more concerned about the proposed legislature.

Chelsea Grindle:

http://www.riaa.com/physicalpiracy.php?content_selector=What-is-Online-Piracy

RIAA, 2012, Piracy Online, RIAA

The webpage is all about online piracy and what it is and why it hurts the music community. It also explains why paid pages are created.

Ben Gorman

https://www.cdt.org/files/pdfs/SOPA_House_letter_with_PROTECT_IP_letter_FINAL.pdf

This is a letter sponsored by the Center for Technology and Democracy that outlines some of the grave concerns about SOPA/PIPA that some prominent law professors have. The letter explores some of the disconnect between statements of elected/appointed officials and the principles supported by the bill and offers criticisms of its structure. The letter gathered 110 signatures of law professors around the country offering their support.

Jongwoo Lee

<http://joi.ito.com/weblog/2012/01/15/why-we-need-to.html>

Article on why SOPA/PIPA and the distribution of music online

II. Student perceptions of social life

A)

- Why is this topic interesting?

Carnegie Mellon University is not usually reputed to have an awesome social scene. There is no doubt that some prospective or incoming students are deterred by that reputation. However, the activities enjoyed by CMU students in their past-times might be just as diverse as the student body that ranges from engineers, to actors, to history students. So, then, it may be true that the reality of CMU-student social life might surprise the outside observer, and even the members of its often stratified student body.

- Why does it need to be now?

Our student-body retains certain characteristics from year to year, but there is no doubt that it changes with each incoming class. On-campus student life can change as well. For instance, three years ago there were four more fraternities on the Greek Quad and today a lot of would-be members may be seeking out different recreational alternatives. There are more women at CMU today than ever. How interested parties (e.g., the administration, college guides) consider the social environment at CMU may not reflect the actual characteristics of the population.

- Is there a client?

A few perspective clients could include (a) college-guides like CollegeProwler, (b) the Tartan which tailors to the population, and (c) the Student Life Office for consulting purposes.

B)

- What questions do you propose to study?

Relevant questions could include:

Series of questions for each night:

Q1) On Thursday night, you are most likely

- At the bar | At a friend's house partying | At the library | At the gym/working out
| At home working | At a club/extracurricular meeting/practice |
| 'Out doing something social that is not related to partying' | Other

Comments [can select multiple options]

Q2) On Friday night,...

Q3) On Saturday night,

Q4) In your ideal college experience, on Thursday night you would be....

Q5), on Friday....

Q6), on Saturday.....

Q7) If you were to spend a night doing something social off-campus

and not at a student residence, you would most likely be found in:

Shadyside | Oakland | South Side | Strip District | Squirrel

Hill | Waterfront | Not Pittsburgh, traveling elsewhere

Q8) If you have visited other colleges/universities when they were in session, how do you rate the CMU social scene/nightlife in comparison to most of them?

- Downright Pathetic | Minimally Bearable | Different/atypical but still fun | Fun, but it takes effort | CMU is so fun/crazy! | About the same

, Comments:

Q9) Do you think the school administration could make changes to enhance the student body social experience?

- Yes | No , Comments:

Also consider demographics like: year, GPA, major, race, sex, member of sports team/greek organization, hometown, etc.

C) Research done on the topic (each group member finds one article):

Ben Gorman

http://www.studentsreview.com/specific_detail.php3?uid=1150&f=Social&d_short=CM&d_school=Carnegie+Mellon+University

This website provides an aggregation of first-person student reviews of social life at CMU and provides examples of the types of attitudes we might encounter among students and the types of responses they like to give about social life (as they were seemingly given no specific prompts for their comments). It would be useful to compare our survey results to those from this source to make sure there is some sort of agreement between the samples. The response on the site can also help guide our question-making process to generate optimal student feedback.

Cam Bogie

<http://collegeprowler.com/carnegie-mellon-university/>

This article discusses the student life at CMU and emphasizes academics. It discusses that even though the weather, food, social life, etc. are lacking, students are still happy due to the unique experience they are getting from CMU. The article also says that Carnival is one of the best things at CMU. This goes very well with the research topic because it rates almost every aspect of CMU, including social life.

George Nardi

http://www.cs.cmu.edu/~lblum/PAPERS/women_in_computer_science.pdf

"Women in Computer Science: The Carnegie Mellon Experience". Linda Blum - 2001. This article describes the University's efforts to recruit women into the CS department, and some changes in marketing and Student Life.

Chelsea Grindle

http://www.virginia.edu/studenthealth/hp/norms/SocialNormsReport2008_REVISED0809_op.pdf

Department of Student Health, University of Virginia, 2008, Mind the Gap 2008 Health Promotion Alcohol Survey Report, The University of Virginia conducts a social norms survey to reduce high-risk drinking. This is similar in the survey we want to conduct except our purposes are not to reduce high-risk drinking rather to identify the social norms of CMU.

George V:

<http://core.siu.edu/pdfs/report08.pdf>

Core Alcohol and Drug Survey

Developed by The Core Institute at Southern Illinois University Carbondale

This is an annual survey developed to measure the students' perceptions and attitudes toward alcohol and drug usage. The major advantage of this survey is the huge sample size consisting of students from multiple universities across the nation.

Jongwoo Lee

http://www.realmarcom.com/uop/documents/research/student_satisfaction.pdf

Article on the factors of student satisfaction in higher education (college)