

# TeamB

by Benjamin Gorman

## Project 1:

- A. Interest 10/10
- B. Research Questions 10/10
- C. References 5/5
- D. Sampling Frame 2/8
- E. Target Population 4/8
- F. Mode of Data Collection 0/5
- G. Important Variables 4/4

Generally this is a fine idea for a project, but D, E and F will require considerably more thought before I would support it in this class.

## Project 2:

- A. Interest 5/10
- B. Research Questions 5/10
- C. References 5/5
- D. Sampling Frame 4/8
- E. Target Population 6/8
- F. Mode of Data Collection 1/5
- G. Important Variables 4/4

This is a doable survey but (a) the topic is still kind of boring; and (b) you really need to think about D, E and F more carefully before I would support it.

65/100

### Survey Revisions

Chelsea Grindle | George Nardi | George Volichenko | Ben Gorman | Jongwoo Lee | James Bogie  
Group B

#### I. Music/movie Internet piracy

A)

10/10

- 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)

10/10

- 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.

Questions for the survey to find out about major issues:

#### *SOPA/PIPA Awareness and opinions*

- 1) Are you familiar with (have you heard of) the recently proposed SOPA/PIPA bills?
- 2) Do you support these policies? (Scale ranging from 'strongly oppose' to 'strongly support')

#### *Learning about their piracy behavior*

- 3) Have you ever downloaded pirated content? (definition of pirated content might be needed)
- 4) If yes, how often do you download pirated content? (daily, weekly, biweekly, monthly, once a year, only once)

- 5) What type of content do you download most frequently? (music, movies, TV shows, books etc.)  
6) Do you use streaming sites/torrent trackers/direct download sites? (check all that apply)  
7) What sites do you use? (There will be few popular sites under each of the three categories listed in the previous question, again check all that apply)

*Demographic questions in the end*

5/5

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

George Volichenko: 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](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](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

D. The sampling frame is College Internet Users who have Facebook. We plan to sample from all college students, though we acknowledge that there may be a large majority of students from Carnegie Mellon.

2/8 This is not a specific enough sampling frame to construct a random sample from

E. The target population is college students. We hope to be able to make inferences to people of the ages 18-25. The target population is larger than the sampling frame because the sampling frame is within the target population. The target population is still based off internet users but not necessarily those who have a facebook. We could have a sampling error that involves most of our students being from the same University. Also because we are sending out a survey via facebook it could be more answered by people that use Facebook more. We are going to have a coverage error because not every student has a facebook. Also, you can only invite those to take a survey which you are friends with on Facebook, so anyone that is not friends with one of the six people in the group does not have a realistic chance to be offered to take the study. We plan on acknowledging this fact and extrapolating appropriately since it is hard to avoid a coverage error in some aspect. We also plan on having a large nonresponse error because a lot of people who receive a message asking them to take a survey decide not to. We intend to ask enough people to take the survey that we will still get enough responses even with a large nonresponse. We also have a possible measurement error is someone misreads a question and answers wrong but we plan on making the language clear enough so that it is easy to understand and it will minimize this measurement error.

4/8 extremely unlikely that you will be able to do an effective national survey of college student in the time that you have this semester

F. What is the mode of data collection? How do you plan to carry out the survey (e.g., by telephone, e-mail) and why?

We plan to carry out the survey by sending out the link to our friends on facebook. This way many college students will receive the invitation to participate in the survey. Another advantage is that we have friends from all different colleges, including some in England, France, Hong Kong and Germany. Piracy takes place all over the world, so it would not be optimal to have a strictly American sample. We chose this method because it is an efficient way to reach many people at once.

0/5 this is a particularly bad way to construct a sample, since it is vulnerable to all the kinds of self-selection biases that we talked about earlier this semester

G. What variables do you propose to measure?

We want to measure the extent of Internet users' piracy engagement (what proportion have done it at least ones, regularity of piracy acts for those who have). Also, we want to measure the awareness of proposed government policies SOPA and PIPA (proportion of people who are aware of it and of those who feel positively about it). Finally, we want to know more about the respondents preferences in terms of the sources of pirated content (usage rates for popular websites that are notorious for piracy) as well as for each content type what proportion of those who engage in piracy download that content (music, movies, TV shows etc.)

4/4



## II. Student perceptions of social life

A)

5/10

- Why is this topic interesting?

Over the past four years, Carnegie Mellon University has experienced a rather drastic transition with respect to the composition of its social scene. While CMU has a long-standing reputation of being a socially unexciting place in comparison to other colleges and universities (even those of similar academic rigor), the school administration has made a number of decisions in recent history that further deteriorate the social infrastructure. The banishment of several fraternities from campus, increased regulation and oversight of the remaining Greek organizations, the prevention of any parties involving freshman during orientation, and the heavy increase in the police presence on streets connecting to campus are all changes that represent a marked change in the attitude of the school's administration towards student-initiated fun. While it may be assumed that some students disapprove of the removal of social outlets, there has been no formal measurement of how the student body as a whole views the university's decisions. The administration has made its preferences clear; the students have not.

there's no evidence of these assertions in the references you provided in part C.

It still doesn't seem that interesting...

A survey of student attitudes towards the social scene at CMU will serve as a useful indicator of how recent changes have actually impacted student life. If students feel that their social options are plentiful and engaging, it seems the university has not caused any harm to the school's culture by their actions. If students feel negatively, it may help the administration make decisions in the future that are more aligned with their educational collaborators.

In addition to educating those currently affiliated with the university, the survey would be a useful resource for those considering attending CMU, namely high school, college transfer, and potential graduate students.

- 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. As mentioned above, 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.

sp

- Is there a client?

A few perspective clients include (a) college guides like CollegeProwler, (b) the Tartan, which fails to the population of the survey, and (c) the Student Life Office for consulting purposes. While the school administration as an entire entity may not be interested as a client, it definitely would value some additional insight into the opinions of the student body. Additionally, prospective students would probably appreciate the detailed knowledge of the experiences of current students. Leaders of student organizations may not fully understand the opinions of their constituents as well, and the survey would help them effectively serve their respective organizations.

B)

- What questions do you propose to study?

5/10

Relevant questions could include:

you did not address the suggestions I made in I.1

Series of questions for each night:

Q1) How would you rate student social life at CMU in comparison to schools of similar academic rigor?

Q2) How impactful do you think the administration is in regards to student social life?

Q3) Are you aware of any decisions made by the school administration that may impact social life?

Q4) If so, do you feel those changes were for the better of the university or for the worse?

Q5) Do you think students have an effective voice in shaping their campus culture?

Q6) On weekend 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]

Q7) 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:

Q8) Do you think the school administration could make changes to enhance the student body social experience?

- Yes | No , Comments:

We will also attempt to gather demographic information such as class year, GPA, major, race, sex, membership of sports team/greek organization, and hometown.

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

5/5

Ben Gorman

[http://www.studentsreview.com/specific\\_detail.php3?uid=1150&f=Social&d\\_short=CM&d\\_school=Carnegie+Mellon+University](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](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](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 Volichenko:

<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.realmrcom.com/uop/documents/research/student\\_satisfaction.pdf](http://www.realmrcom.com/uop/documents/research/student_satisfaction.pdf)

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

D.) Our survey is framed on the Carnegie Mellon Undergraduate students. Thus, there is no a difference between the sample frame and our target population as we plan to sample from CMU undergraduates exclusively.

4/8 you need to specify an actual list from which you can build a random sample

6/8

E.) Our target population is all undergraduates at Carnegie Mellon. We wish to make inferences about the Carnegie Mellon student population. As stated above, the target population does not differ from the sampling frame. A possible sampling error could be that our survey will be biased towards upperclassmen, as every member in our group is an upperclassman. We plan to tackle this by not only using facebook surveys to collect data, but also hand out surveys to students at various locations on campus. a non-sampling error could be false information provided by respondents. We plan to tackle this by making the survey anonymous and not making any of the questions incriminating.

these methods of constructing a sample will lead to exactly the sorts of convenience sampling and self-selection biases that we talked about earlier this semesters

1/5

F.) The mode of data collection will primarily be a facebook survey sent to facebook friends and open to anyone who would like to take it. We will also conduct field studies on campus at various locations.

G.) The variables we propose to measure are attitudes towards social life, how often people go out, how large of an affect does the administration have on social life, and what classifies as social life.

4/4