

MEDIA PIRACY IN JORDAN

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Abstract: Media piracy a real, ongoing and evolving challenge. Both the volume of Media acquired illegally without paying for it and the resulting drop in revenues are staggering. Digital sales, while on the rise, are not making up the difference.

While downloading one melody may not feel that genuine of a wrongdoing, the collective effect of a huge number of melodies downloaded wrongfully – and with no pay to all the individuals who served to make that tune and convey it to fans – is destroying.

Keywords—Media; Piracy; Jordan; Copyrights; internet usage; IPR

I. INTRODUCTION

Media piracy has been one of the major problems of our century, having illegal access and downloading of media for free. Not just being an illegal act but it also affects the economical state of the country, by decreasing earning and profit, distortion in the dynamic market of digital music and it subdivides into a lot of small variables that enhances this kind of activity such as the availability of newer technology, faster wireless connections and mobile devices. This research also examines age, gender, income, environment, motives, opinions, and other psychological factors that might be related to media piracy.

Illegal selling of media is also taking place in Jordan, like the DVD places we have here in Jordan. Therefore, will try to sample a small study on piracy and illegal selling of media in our environment and country and try seeing if there is any relation between countries abroad and Jordan.

While the International Federation of the Photographic Industry estimated that 40 billion songs were illegally downloaded in 2008. Music piracy reduced GDP by 12.5 billion in 2007.

Intellectual Property Rights (IPRs) protection has been something very important in the recent years, because its plays a very big role in promoting innovation processes and economic growth, therefore a lot of countries changed their copyright systems to be able to have a good strong IPR protection. Stronger IPRs protection should enhance economic growth by increasing the returns to innovation, therefore having more incentives to innovate.

Moreover, Intellectual property counts as a very big part of public goods, they are typically non-rival and non-excludable. Therefore, it is really important to protect them from unauthorized use or access to make sure that the innovators are profiting from their innovations, which would later on impact innovation and economic growth.

There are many ways though which software piracy can affect economic growth, for instance, piracy rates might lower productivity (negative effect), thereby affecting economic growth. On the other hand, pirated software might be useful in raising productivity and increasing economic growth (positive effect) (Andrés & Goel, 2011).

II. HISTORY

Piracy, while having dependably been an issue, has earned considerably more consideration and tension with the approach of the computerized age. Before computerized media had get to be conspicuous, piracy was restricted in that the most share of people did not profit by theft basically in light of the fact that it was not justified. Despite all the trouble, the danger connected with piracy was high when contrasted with the money related advantages. Additionally, pilfering merchandise was troublesome and obliged

an abnormal state of specialized ability a significant part of the time. These variables consolidated with the for the most part mediocre nature of pilfered items and the generally speaking "unpleasantness" of the business viably kept theft from fundamentally influencing copyright holders. When media started to digitize, a number of these restricting elements immediately vanished. Case in point, because of the way of advanced media, an indistinguishable quality duplicate can be made effortlessly and almost no as far as materials, specialized learning and cost. This improvement has started a colossal rise in theft and accordingly designers and merchants of different sorts of media are progressively centered on fighting robbery and the loss of potential benefits that it speaks to.

The first major file sharing program to exist, and also to be shut down, was Napster. Napster was a pioneer in peer-to-peer (P2P) file sharing, operating from 1999 to 2001; it became popular despite the established presence of other file sharing methods due to its user-friendly interface and its overall ease of use. Casual computer users could now download and share any music they wanted all for free. At its peak, Napster had over 25 million users and 80 million songs, and despite this huge load, the Napster system never once crashed. Various high profile artist filed law suits against Napster when it would not remove copyrighted material, Napster settled these suits, but not before it was shut down due to a separate law suit filed by several recording companies under the newly passed Digital Millennium Copyright Act. This marked the first significant blow to digital piracy by the music industry. Despite this, those who were using Napster moved on to different file sharing programs such as BitTorrent and Limewire, both of which are still popular today, and if anything piracy increased

Torrenting sites like the Pirate Bay are legal to stay open because they are not hosting the actual copyrighted material but

instead they are hosting a sort of map which tells users where to go, and under Swedish law (which is where they are hosted) this unquestionably not illegal. Analogous to how you would not break the law if you told someone where a bank was and he subsequently went and robbed it. The MPAA and RIAA have tried to enforce American laws outside their jurisdiction many times and were almost successful once bringing the site down for a couple days. This was a huge controversy in Sweden and consequently the Pirate Party's membership had a huge increase. There are many humorous legal notes with responses located on the website in which they explain why what they are doing is legal.(Carlsson, Bengt; Gustavsson, Rune ,2001).

III. RESEARCH METHODOLOGY

Primary research is the collection of fresh, previously non- existent data which the researcher will have to undertake for himself. The collection of primary data has important advantages compared with other methods (Brace, 2004; Saunders et al., 2009). Primary research can gather first-hand information and therefore information that has never been used before becoming available. In general, there are two methods for the collection of primary data and these are the use of questionnaires and of interviews (Saunders et al., 2009). The first phase of this research makes use of a questionnaire, which is a structured sequence of questions which have been devised to elicit facts and opinions thereby establishing a base for the recording of data (Hague, 2002). A number of factors must be taken into account when designing a questionnaire (Oppenheim, 1992):

1. *the type of research;*
2. *the sample size;*
3. *the characteristics of the sample.*

To gather the required information from the respondents, two types of question can be used: open questions and closed

questions. For this research, use closed questions was used in the questionnaire and open questions in the case study, based on findings from secondary research. In this way the use of relevant and appropriate questions was ensured.

Secondary research is the examination of data that has previously been collected by another person and it is used when a summary or collection of existing data is necessary for the research. Such secondary sources might include reports from previous research, the content of journals, conferences and books as well as other sources. On occasion it is necessary to undertake secondary research in the preliminary stages of a research in order to make clear what is known already and consequently what new data might be necessary, or else as a basis for the research design.

Secondary research should precede primary research since if the secondary research is not carried out, primary research which could involve considerable expense might be commissioned only to give information that might have been gathered from previously existing sources (Mort, 2003; Hague, 2002). For this reason, secondary research must be undertaken before any primary research is embarked upon. Advantages provided by secondary data are the saving of time and money and the fact that it can yield data for both comparison and context (Saunders et al., 2009). It is also the case that where secondary data is analysed again, it can lead to the uncovering of unexpected new facets. The disadvantage attaching to it is that it may have been collected for a different research purpose, which will not be the case with primary data and therefore it may not be applicable to the research question in hand, or it may, quite simply, be out of date.

IV. RESULTS

The questionnaire survey was conducted in order to collect quantitative data and analyse them. A questionnaire is a list of questions

that the researcher asks which is devised in such a way that each respondent is asked exactly the same questions. It may be administered in a number of ways: it can be completed by the respondent while the researcher waits, or else sent through the post to the respondent and then back to the researcher, or it may be completed online and sent by email; in the latter two cases it is likely to be completed without any supervision (Chapman and Mcneill, 2005; Dane, 1990; Schonlau et al., 2002).

The data collection process started and I made the first questionnaire which posted online through to see the effect of hours spent on the internet affecting piracy.

Questionnaire was received from 147 people, where the results showed that 15% of them use the internet 1 hour per day and 30% use the internet for 2-3 hours per day and 55 % use the internet for 4 or more hours per day.

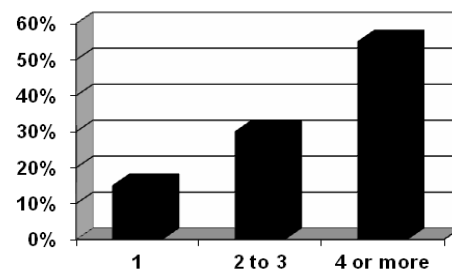


Fig (1) Average time on internet per day

From the people who use the internet for 1 hour per day the related piracy rate from one of the three questions which are downloading music or movies or software's illegally in total was 10%.

From the people who use the internet for 2-3 hours per day, the related piracy rate from one of the three questions which are downloading music or movies or software's illegally was 35%.

From the people who use the internet for 4 hours or more per day, the related piracy rate from one of the three questions which are downloading music or movies or software's illegally was 70%.

My second survey was done at a music

teaching school in Amman. The reason for choosing this place is it is one of the places I can find the age target for this phase of my research where the age groups there are varying from 10 to 30 years old.

To see the difference between piracy rates of different age groups

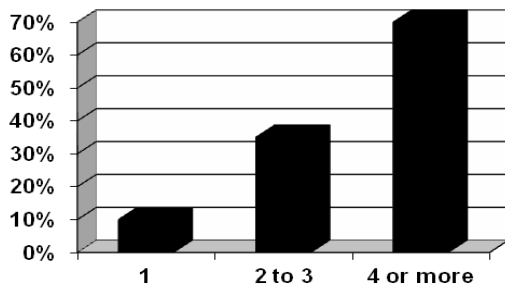


Fig (2) Average time on internet for age groups from 10 to 30 years old.

The results for the 10-15 age group showed that 52 % of them are engaged in some kind of a piracy act.

The results for the 16-23 age group showed that 90% of them are engaged in some kind of a piracy act.

The results for the 24-30 age group showed that 60% of them are engaged in some kind of a piracy act.

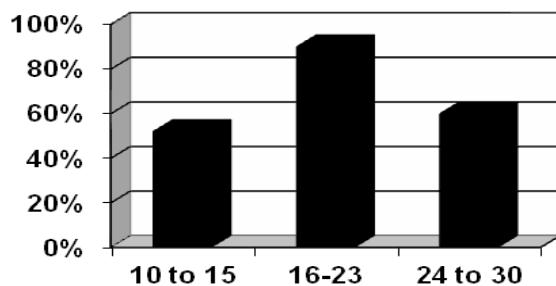


Fig (3) Engaging in some act of Piracy act

To examine the research an interview with a famous Jordanian musician took place who wanted to remain anonymous. I asked him couple of questions regarding the music industry in Jordan and if there is by any chance online piracy on his art work.

This method is especially suited in situations where the purpose is to gain a deeper understanding of the research subject. Review of the literature early took place before this interview.

The Musician is working in music industry to make money where he produced 4 albums during his career. His first album was in 2001 where it was at my peak sales, but afterwards the upcoming albums were declining in sales due to online piracy, where all of his songs were being downloaded though the internet. He thinks that this effected his motivation to keep on going and producing more songs and albums.

V. CONCLUSION

As we can see from the results from the first survey regarding hours spent on the internet and its effect on engaging with any piracy act, it clearly shows that the more hours spent on the internet the more piracy is taking place, and it confirms that internet addiction and more exposure to the internet is more likely to have an effect on a person to commit piracy acts, because at our time nowadays, internet consumes a big part of our lives, and are very dependent on it, therefore having psychological simulation and motives from tempting and easily free accessible media, and software's is more likely to take place. Moreover, having friends who use the internet too much and commit piracy acts will have an influence on the other friends making them feel that's its something well accepted without knowing that there are serious consequences of acts such as those.

The second survey I did was regarding the different age groups related with the piracy acts that are happening. Where the highest was from the age of 16-23, basically that's the most common age related to discovering new experiences and building self-character as well. Moreover, it also confirms that the highest rate in piracy is in the adolescence phase. But was actually more surprising the

10-15 age groups, where there was 52% of piracy at this young age, which means that they have very little knowledge about piracy and its consequences and haven't had the full image of what piracy is. This means that there should be much more educational and awareness campaigns for these children to let them be on the right track.

The third interview with the famous Jordanian musician shows that online piracy is limiting the creativity and motivations of our young generation, therefore decreasing any innovative acts that could enhance the creative artistic side of the country thus enhancing the economical perspective.

"Most pirated materials are downloaded from the Internet or done in other countries (such as Syria)," said Hala Manhal Haddadin, legal advisor for the National Library Department, the government agency designated to enforce copyright law in Jordan. "If you smuggle one CD into Jordan, you can produce thousands."

We should enforce our security measures of any kind of CD smuggling which might take place and have better copyright law in Jordan.

"The problem is not that we don't have a law, it's in the enforcement of the law," said Basem M. Melhem, a law professor at the University of Jordan.

That's very true from the professor Basem M. Melhem, we have a problem in the enforcement of the law in our country, that might be related to our culture and the "wasta" act, of relatives, connections and self interest. Where as the "wasta" is expanding in our country in every form, from job occupations, self interest, schools and competitions, creating a form of corruption, where as Jordan is well known of its many stories of corruption that took place before.

"Everyone is happy so there's no need for government to step in unless someone complains," said Talik Arida, a Jordanian lawyer.

In general there should be a great focus on awareness campaigns for all age groups on the fact that online piracy is an act that's

against the law, although piracy rates in Jordan are decreasing dramatically we still need to help people realize that it doesn't just affect them but also affect the country as a whole.

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