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A study on the pirated online gaming habits of college students with reference to Coimbatore district

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Abstract
There is no study focusing on games piracy with robust measurement but some concepts from digital piracy can be used to understand the parallels of the phenomenon. According to Walls (2008), social factors have a positive relationship with digital piracy but the internet usage level has a negative relationship with digital piracy. The main objective of the study is that to analyse the acceptance towards downloading piracy software's. The conclusion is that out of all the variables taken for the study social factors has higher impact towards attitude towards downloading.

Keywords: robust measurement, digital piracy and social factors

Introduction

Video game piracy, that involves the unlawful copying and distribution of digital games, is a complicated phenomena occurring across multiple channels and includes a degree that's hard to estimate. It's the reason behind heated argument, with buccaneers using one part and video game developers, video game publishers and legislators/policy manufacturers on the additional. Regardless of the desire for video game piracy and the hot debate surrounding the experience, there is limited info on the topic that covers across video game titles. The info that will exist frequently originates from market organizations like the Entertainment Software program Association (ESA) or providers of Péer-2-Peer (P2P) systems, but does not have objectivity and a clear methodology.

An integral problem in the overall game piracy argument may be the insufficient comprehensive and objective details about the type and magnitude from the piracy activity and its own underlying causes, such as for example its financial and personality drivers. A lot of the data on game piracy result from the market (e. g., specific publishers or perhaps designers additionally part organizations like the ESA and the business enterprise Software program Alliance (BSA). The info reported by the market are actually relatively difficult, partially because of the interest in the sector to lessen piracy and therefore potentially overstate the issue, in addition to a insufficient transparency regarding the precise methods for collecting the reported data.

Distribution channels for pirated games
Usenet

Usenet can be a decentralized network released in the eighties allowing the posting of conversations prior to the development of internet discussion boards. Netnews forms a way to obtain piracy via posting of documents rather than communications to newsgroups. The data files will be retrieved applying newsreader customers. While Netnews previously may well have performed a job found in file handing them out, chances are essential to achieve element in the contemporary video game piracy.

FTP

The File Copy Process is definitely particularly suitable for serving documents on the internet. FILE transfer protocol servers are actually centralized and for that reason prone to getting turn off simply by legal places if found out to a lot illegal content material. FTP gain access to is generally limited to a little group and hence not really a common piracy way for common people.

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IRC

The web Relay Chat technique originated back in the 1980s to facilitate current conversation, prior to the development of instantaneous messaging customers. IRC can be utilized to talk about files, although downloading documents over IRC could be practically complicated in comparison to other strategies, and could require long looking intervals.

Physical Distribution

Pre-dating the web, the unlawful physical penalized by search engines, distribution or perhaps selling of software program, integrating digital game titles, may be the most well-known form of digital piracy and provides been with us for so long as digital articles has recently been on lightweight press. Physical piracy entails the daily monetary service - offering, providing or perhaps swapping -of unauthorized manually copied mass media, including video game DVDs and CDs. The distribution systems employed change from small communities of close friends to tidy criminal offense exactly where businesses revive around the mass duplication of pirated press, and distribution/sale at competititive prices. In some instances, illegally copied software program is difficult to make out from the initial (legitimate) editions. The degree of the piracy channel is certainly hard to estimate with any amount of precision, although is common using countries, such as for example Italy and Hong Kong, who are on the watch set of the Intercontinental Intellectual Home Association.

File-hosting Services

File-hosting solutions contain staff to wherever digital content material could be published to and downloaded by, so long as an individual has gain access to rights to accomplish so. When the usage of document hosting expertise could be genuine, this kind of service may also be used to sponsor and share illegitimately copied digital material, when demonstrated by simply Antoniades ét al who subjected how "one-click" hosting providers offer copyright-protected articles. Users of document hosting solutions can gain access to such materials simply by looking for content material of curiosity. The utilization of one-click web host services could be attractive to persons desperate to give out illegally duplicated content since they might need just not a lot of specialized knowledge to get into. For instance, normal HTTP internet links to specific data files could be distributed and seek out using regular web windows. Lately, Maier et ak. believed a change in the distributión of Internet visitors, claiming that most Internet traffic by simply quantity is because streaming mass media websites (é. g., twitter. cóm) and also file hosting services.

P2P Protocols

P2P protocols allow clients to share quite happy with one another straight, eliminating the necessity for posting digital articles to a central server for mass division, as may be the case with file-hosting products. Numerous P2P protocols have already been developed within the past 10 years, including Gnutella, Fast Track and Bit Torrent. Contrasting with the server-client dissemination versions, these protocols enable users to do something mainly because hosts of digital content material along with users of digital articles. Which means the quantity of band with available for additional peers in the network scales with the amount of colleagues (or end user).

Statement of problem

Gaming industry is considered to be one of the most successful industry in India. This industry is considered to be one of the most successful industry. The main problem of the study is that to analyze the piracy involved with gaming software's.

Objective of the study

To study about the demographic variables of the study.
To analyse the level of acceptance towards factor influencing pirated games.
To evaluate the impact of attribute towards pirated games.

Scope of the study

A key challenge for investigations of game piracy is that the channels through which illegal copies are distributed (e.g., physical copying, peer-to-peer networks) are almost impossible to monitor effectively. The main scope of the study is that it will help the companies to know about the mode or way of downloading and using pirated software's.

Research methodology
Type of research

Descriptive type of research was used with the study.

Type of sampling

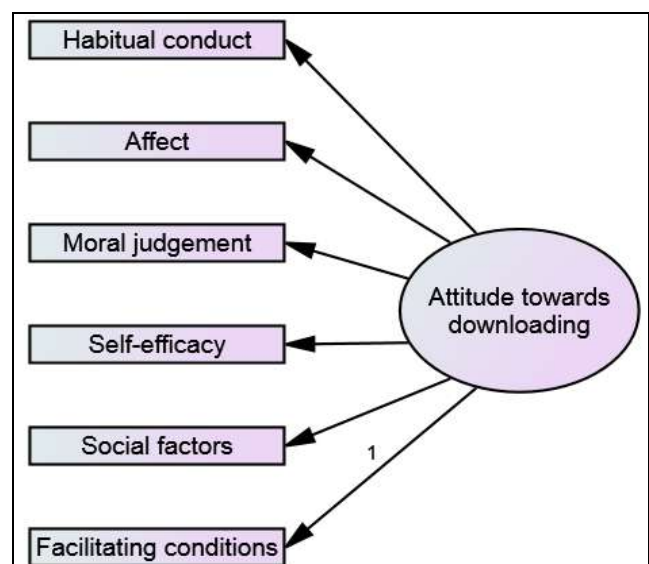Judgmental sampling method was used to collect the data

Sample size

The data was collected from 90 samples and the respondents are those who download pirated software.

Tools used for the study

Percentage analysis
Descriptive statistics
Oneway Anova and
Multiple regression

Research model

Limitations of the study

The sample size is limited to 75.
The area of data collection is limited to Coimbatore.
There may be a bias towards primary collection collected from the respondents.

Analysis and interpretation

Table 1: Demographic variables

	Particulars	Frequency	Percent
Age of the respondents	19 - 28	91	93.8
	29 - 38	5	5.2
	39 - 48	1	1
	Total	97	100
Gender	Female	19	19.6
	Male	78	80.4
	Total	97	100
Educational qualification	Graduate	54	55.7
	Higher Secondary	2	2.1
	Post graduate and above	41	42.3
	Total	97	100
Occupational status	Employed	28	28.9
	Self-employed	12	12.4
	Student	57	58.8
	Total	97	100

The above table shows that out of 97 respondents who are using pirated software's most of the respondents are from the age group between 19-28. Majority of the persons are male respondents. Majority of the respondents who are using software's are graduates and the majority of the respondents who are using pirated software are students.

Table 2: Preferred gaming platforms

Particulars	Frequency	Percent
Console (i.e: XBOX/ Playstation/ Wii)	11	11.3
Mobile	29	29.9
Mobile, Console (i.e: XBOX/ Playstation/ Wii)	3	3.1
Mobile, PC	21	21.6
Mobile, PC, Console (i.e: XBOX/ Playstation/ Wii)	10	10.3
PC	14	14.4
PC, Console (i.e: XBOX/ Playstation/ Wii)	9	9.3
Total	97	100.0

The above table shows that 11.3% are using console platforms, 29.9% are using mobile platforms, 3.1% are using mobile and console platforms, 21.6% are using mobile and PC platforms, 10.3% are using Mobile, PC and Console platforms, 14.4% are using PC platforms and 9.3% are using PC, console.

Table 3: Time spent on playing games per week

	Frequency	Percent
10-15 hours	10	10.3
15-20 hours	1	1.0
5-10 hours	19	19.6
Above 20 hours	6	6.2
Less than 5 hours	61	62.9
Total	97	100.0

The above table shows that majority of the respondents are spending less than 5 hours to play games per week.

Oneway Anova
Comparison between age and Attitude of the respondents towards downloading pirated software
H0: There is a significant difference between age and Attitude of the respondents towards downloading pirated software

Comparison between age and Attitude of the respondents towards downloading pirated software

		N	Mean	Std. Deviation	F	Sig
Habitual conduct	19 - 28	91	2.6151	.80890	1.636	.000
	29-38	5	3.2000	.50443		
	39-48	1	3.3300	.0000		
	Total	97	2.6526	.80359		
Affect	19 - 28	91	3.0638	.63086	.498	.609
	29-38	5	2.9980	.45735		
	39-48	1	3.6700	.0000		
	Total	97	3.0667	.62118		
Moral judgment	19 - 28	91	2.5808	.95190	.460	.632
	29-38	5	2.3340	.85570		
	39-48	1	1.8300	.0000		
	Total	97	2.5603	.94266		
Self-efficacy	19 - 28	91	3.4308	.78198	1.250	.291
	29-38	5	3.3600	.68411		
	39-48	1	2.2000	.0000		
	Total	97	3.4144	.78009		
Social factors	19 - 28	91	3.0374	.70105	1.442	.242
	29-38	5	2.7600	.58992		
	39-48	1	2.0000	.0000		
	Total	97	3.0124	.69989		
Facilitating conditions	19 - 28	91	3.1310	.57762	.821	.443
	29-38	5	3.3480	.41124		
	39-48	1	2.5800	.0000		
	Total	97	3.1365	.57046		

The above table depicts that there is no significant difference between age and habitual conduct (0.000). There is a significant difference between age and affect towards downloading software (0.609), Moral judgment (0.632), Self-efficacy (0.291), Social factors (0.242) and Facilitating conditions (0.443).

Multiple regression
Comparison between factors and Attitude of the respondents towards downloading pirated software
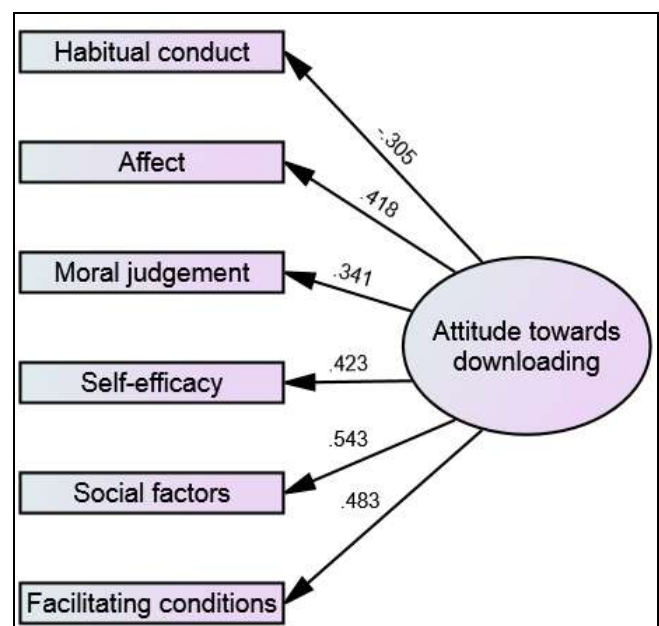
The above chart shows that there is a positive relationship between Attitude towards downloading and affect, moral judgment, self-efficiency, social factors and facilitating condition.

Findings
- Most of the respondents are from the age group between 19-28. Majority of the persons are male respondents. Majority of the respondents who are using software's are graduates and the majority of the respondents who are using pirated software are students.
- Most of the respondents are using mobile platforms.
- There is no significant difference between age and habitual conduct.
- There is a positive relationship between Attitude towards downloading and affect, moral judgment, self-efficiency, social factors and facilitating condition.

Suggestions
To reduce the piracy related to downloading the software's the companies look after the security towards the software's using latest technology.

Conclusion
The conclusion is that out of all the variables taken for the study social factors has higher impact towards attitude towards downloading.

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