

## **IMPACT OF RISK BEHAVIOR AND DOWNLOADING ATTITUDE ON INDIVIDUAL ETHICS**

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All the praises and thanks to Almighty Allah, for bestow upon us the courage and talent to complete this task.

### **ABSTRACT**

#### **Purpose:**

Purpose of this study was to check relationship between illegal downloading and individual Ethics and find the Impact of illegal downloading, risk behavior and downloading attitudes on student's ethics. Advanced technology has opened the way for the growth Piracy of software, piracy E-book and illegal downloading.

#### **Design/methodology/approach:**

Quantitative study was conducted in COMSATS Institute of Information Technology, Sahiwal Campus. Sample of 100 students of different departments were surveyed through questionnaire. Pearson Correlation and Regression was used to analyze the data.

#### **Findings:**

- Reveal the relationship between downloading attitude and individual ethics.
- Impact of illegal downloading, risk behavior and downloading attitudes on student's ethics.

### **Keywords:**

Illegal downloading, Risk Behavior, Individual Ethics

#### **1. Introduction:**

Ethical behavior depends on the technology for the other type of piracy [1]. Ethical behavior is dependent on illegal piracy, and it is a false activity. Technology facilitates the distribution of information justice and ethical behavior depends on the individual level, if someone illegally pirated lead. An ethical behavior depends on their intention to steal a CD, and their views on illegal work and risk behavior. People like moral values and moral reasoning and ethical behaviors a relationship that they avoid illegal downloading .People engaged in illegal ways. Psychological to download depending on their social behavior and ethical conduct Cultural influence so ethical behavior, both ethics and moral values, and the relationship between ethics and cultural values of all these factors is the personal opinion of the people about illegal downloading and stealing CD. Illegal downloading is a quick and easy way, but a negative impact on the music industry and economic factors also affect ethical behavior Society [1] Said Ethical behavior depends on technology that provides the different way of piracy.[2] Said according to Ethical behavior

depends on illegal piracy and it is a wrong activity.[3] Said many changes in technology promote the information distribution way and Ethical Behavior depends on personal intention when someone conduct illegally piracy.[4] Said illegally piracy or steel CD is a wrong channel whatever is rapidly increasing but Ethical behavior depends on unethical faster ways.[5] Said male and female both conduct steal a CD but there is difference between their Ethical behaviors which is depends on their intention to steal a CD and their opinions about illegally work and risk behavior.[6] Said men more like to steal CD rather than women there is factor of Ethical behavior who depends on risk behavior.[7] Said due to moral values people avoid to steal CD and illegal downloading because he believes these activities against their Ethical behavior.[8] Said people believe on moral values and due to moral reasoning and Ethical behavior relationship they avoid illegal downloading.[9] Said people who use illegal way of downloading depend on their social psychological behavior and Ethical behavior.[10] Said piracy and illegal downloading conducted when people want to doing less hard work, Ethical behavior depend on their personal intention and piracy.[11] said cultural impact on Ethical behavior, both ethics and moral values and relationship between ethics and cultural values all those factors show the personal intention of people about illegal downloading and stealing CD.[12] Said illegal downloading is a fast and easy way but negatively impact on music industry, economic factors and also impact on Ethical behavior of Society.[13] Said illegal downloading and piracy based on personal intention, Risk behavior of people and other consequences. Both sexes male and female believe that there is different motivation level and ethical paths who facts on decision making about legal downloading or illegal downloading and under the environment of ethical behavior they choose legal downloading method and avoid stealing CD, Ethical behavior is a depended variable who depends on downloading attitude, risk behavior and piracy.

## 2. Literature Review:

[14] Said illegal downloading of music via peer-to-peer Networks has been even a measure to discourage behavior. This study examines individual characteristics Downloader explain why they could not the news that downloading is illegal discouraged. We Comparison Downloader non-downloader and examined of downloader were characterized by less ethical Concerns that participation in illegal behavior and a tendency

Direction steal a CD from a music store in varying Risk.

[15] Said Effects tend to download illegally. Help to inform the representatives of the industry that in this paper, there is no possibility of appeal to the morality and responsibility to prevent illegal - practical implications I get the measurement. Downloader, short-term effect, measures that are required for the use of punishment (positive) others. In the study, we did not consider that you download the MP3 file of this document in a way - No value / originality. In this paper, it contributes to a better to understand consumer behavior among the people that you want to download.

[16] Said Electronics and in general Computer oriented techniques, we have specifically huge impact on all aspects of the business. One are at he growing concern is the protection of intellectual property rights within the limits of copyright- especially I defined the technology industry in general.

- I. Objective of this study to check relationship between illegal downloading and individual Ethics.
- II. Impact of illegal downloading, risk behavior and downloading attitudes on student's ethics.

The ability for awhile the information that is protected by copyright internal is always present the most basic level, there is the advent of the information age I can share this information will be held in without loss of quality and quantity of potentially large..The objective of this work is a good thing how many employees understand the ethical judgment Opportunities tore-create the work through the impact assessment of new technology and tradition Copy operation in the workplace

[17] Said Investigate business opportunities and ethical dilemmas presented by technological Turbulence. The appearance of visible Internet Technologies was established by current legislation the potential of the three operations. Because of the tendency to self-service and prejudices to break the rules to overcome the need for creativity Obstacles and total liabilities of newness, entrepreneurs are willing to challenge established morality and Industrial Laws. Unlike new comers, operators must comply with the currently accepted and therefore suffer from passive" Age." The challenges to change to the new socio-political legitimacy ,while the owner must defend the

rules. We discuss the competition and other problems, and technological turbulence Innovation.

[18] Said although it is possible to obtain a competitive organization can enjoy the benefits of the development and implementation of information System, they are faced with increasing Unethical use of information. End-users, such as Computer experts manage the organization's ethical Environment, intended to present unethical Play an important role in protecting the IT-related experience Intellectual property rights and privacy rights. Interview The methodology of this article is to examine the relationship between intellectual property rights and commitment to be able to communicate Privacy and Machiavellianism, gender and violations Computer literacy in the form of programming experience.

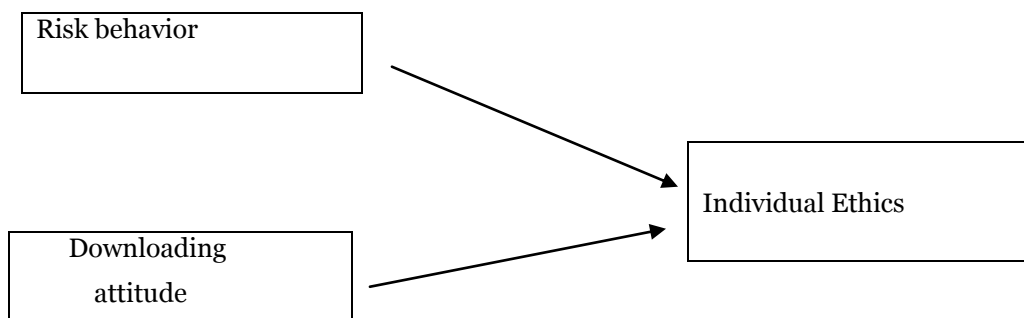
[19] Said this article shall Common response to the apparent increase in plagiarism, students. Internet plagiarism occurs in connection with

Information resources to use a lot of Internet-related standards are clear from the result of the position of the model Difficult to identify and answers can be found in ethics. Internet enhanced Plagiarism realign mention terms of both plagiarism and the Internet as the skills required Tool Also, it is not right Battle. Rather than plagiarism characterization was corrected by using the internet as a problem new technologies, we believe that there is an urgent need to develop a framework Activate and maintain ethical relationships and academic benefits: intellectual education to society.

### 3. RESEACH OBJECTIVE:

- Does the relationship between illegal downloading attitudes and ethical impacts on students?
- Does what affect convince the students to illegal downloading?

### 4. CONCEPTUAL MODEL:



Ethical behavior is a dependent variable and towards arrows direction he is depends on Risk behavior and downloading attitude.

Risk behavior and Downloading Attitude is independent[6]variables and toward arrows direction they are impact on Ethical behavior.

#### 4.1. Hypotheses:

##### Ethical behavior:

[6] Ethical behavior depends on the technology for the other type of piracy. Ethical behavior is dependent on illegal piracy, and it is a false activity.

**H1:** Risk behavior, Downloading attitude have negative impact on Individual Ethics.

##### Risk behavior:

[13] Said illegal downloading and piracy based on personal intention, risk behavior of people and other consequences.

##### Downloading attitude:

[6] Said men more like to steal CD rather than women there is factor of Ethical behavior who depends on risk

behavior.[7]Said due to moral values people avoid to steal CD and illegal downloading because he believes these activities against their Ethical behavior.

**H2:** Risk behavior, Downloading attitude have no relation with Individual Ethics.

**5. Methodology**

We are to use the empirical approach was used because of the questions and

the concept by using quantitative techniques. COMSATS university students choose as target population and only in locality of Sahiwal district Due to time and cost constraints. However, while the quality of the data collected is not damaged at all stages.100 samples.

$$\frac{N}{1 + (\alpha^2 N)}$$

**5.1. Operationalization of variables**

Hypothesis	Construct	Elements	References
H1: Risk behavior, Downloading attitude have negative impact on Ethical behavior.	Risk behavior	<ul style="list-style-type: none"> <li>Used Marijuana</li> <li>Shoplifted</li> <li>Taken speed, Ecstasy or Mushrooms</li> <li>Not worn your seat belt</li> <li>Taken Cocaine/Crack</li> <li>Cheated on an exam/Test/Essay</li> <li>Driven 20Km/h+ Over the speed limit</li> <li>Abused Prescribed drugs</li> </ul>	<ul style="list-style-type: none"> <li>RIPS; Shapiro et al. (1998)</li> </ul>
H1: Risk behavior, Downloading attitude Have negative impact on Ethical behavior.	Downloading attitude	<ul style="list-style-type: none"> <li>Stealing a CD from a music store with a 100 percent certainty of not getting caught.</li> <li>Stealing a CD from a music store with some risk that an invisible security camera might observe you.</li> </ul>	<ul style="list-style-type: none"> <li>Freestone and Mitchell (2004).</li> </ul>
H2: Risk behavior, Downloading attitude Have negative impact on Ethical behavior	Ethical Behavior	<ul style="list-style-type: none"> <li>Reporting a lost item as “stolen” to an insurance company in order to collect the insurance money.</li> <li>Giving misleading price information to a salesperson for an unpriced item.</li> <li>Installing software in your computer without buying it.</li> <li>Drinking a can of soda in a store</li> </ul>	<ul style="list-style-type: none"> <li>Hunt and Vitell’s(1986)</li> </ul>

		devoid of paying for it. <ul style="list-style-type: none"> <li>• Moving into a residence, finding that the Sky TV is still hooked up, and using it without paying for it.</li> <li>• Frequent damaged goods when the damage was your own mistake.</li> <li>• Lying about a child's age to get lower price.</li> <li>• "Burning" a CD rather than buying it.</li> <li>• Observing someone stealing and ignoring it.</li> <li>• Getting too much change and not saying anything.</li> <li>• Taping a movie of the television.</li> </ul>	
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## 6. Data Analysis

Reliability was checked through Chronbach's alpha. Mean, standard deviation, check sample demographic characteristics. Correlation and regression were used were used to analyze the data because hypothesis are relational and have one dependent variable were used in study. Scatter plot and Durban Watson test were applied to fulfill the linearity and autocorrelation assumption.

Effect of illegal downloading attitudes and risk behavior on individual ethics was checked through this equation.

## 7. Equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Y=Dependent variable

$\beta_0$  = constant variable

$\beta_1$  = Value of independent variable

X1 = Independent variable

$\beta_2$  = Value of independent variable

X2 = independent variable

## 8. Findings:

### Descriptive Strategy:

70 %respondents was male and 30% were female mean value was 40%, standard deviation was 49 %and variance was 24%.mean standard deviation and variance were 40%, 49%, and 24% respectively.

### Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
Age	101	1.00	.00	1.00	30.00	.2970	.45923	.211
Education	101	2.00	.00	2.00	40.00	.3960	.66452	.442

Sex	101	1.00	.00	1.00	41.00	.4059	.49352	.244
Valid N (listwise)	101							

Instrument of this study was reliable with Chronbach's a .726 as value shown in table 2.

### Frequencies

		age	education	Sex
N	Valid	101	101	101
	Missing	0	0	0
Mean		.2970	.3960	.4059
Median		.0000	.0000	.0000
Mode		.00	.00	.00
Sum		30.00	40.00	41.00

### Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	71	70.3	70.3	70.3
	25-30	30	29.7	29.7	100.0
Total		101	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	graduation	71	70.3	70.3	70.3
	Masters	20	19.8	19.8	90.1
	M.S	10	9.9	9.9	100.0
	Total	101	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	60	59.4	59.4	59.4
	female	41	40.6	40.6	100.0
	Total	101	100.0	100.0	

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	101	100.0
	Excluded <sup>a</sup>	0	.0
	Total	101	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Chronbach's Alpha	N of Items
.726	15

Cronbach's alpha measures the average of measurable items and its correlation, and if the result is generally above 0.5 (or 50%), it is considered to be reliable (see Peighambari, 2007).

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	illegal downloading software and stealing CD rather than buying it, rush driving <sup>b</sup>		Enter

a. Dependent Variable: ethics is very important to me

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.209 <sup>a</sup>	.044	.024	.80887
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a. Predictors: (Constant), illegal downloading software and stealing CD rather than buying it, rush driving

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.930	2	1.465	2.239	.000 <sup>b</sup>
	Residual	64.119	98	.654		
	Total	67.050	100			

a. Dependent Variable: ethics is very important to me

b. Predictors: (Constant), illegal downloading software and stealing CD rather than buying it, rush driving

#### Coefficients<sup>s</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.618	.265		6.101	.000
	rush driving	.056	.053	.106	1.055	.294
	illegal downloading software and stealing CD rather than buying it	-.097	.061	-.160	-1.584	.116

a. Dependent Variable: ethics is very important to me

#### Correlation:

To check linearity assumption scatter plot was drawn that showed positive linear relation among the variable that's why Pearson correlation was used in this study. Pearson correlation shows that positive correlation exists among risk behavior (RISKBEH) and downloading attitudes (DOWN) with -.411 values was significance at .000. Relation between downloading attitudes (DOWN) and risk behavior (RISKBEH) with value positive .531 and significance at .000. Ethical behavior and risk behavior has negative relationship with -.273 and significance at .006

#### 9. Limitation and future research direction:

Only COMSATS Students for sample. There must be including another university Students. Sample size was small but in future model. In

future model other university students must include.

#### 10: Conclusion:

Advanced technology has opened the way for the growth Piracy of software, piracy E-book and illegal downloading. Illegal downloading and stealing CD is a typical factor who impact on students' ethical behavior. There must be need to provide ethical training where teach about ethical factors and avoiding the unethical factors. The ability for a while the information that is protected by copyright internal, is always present the most basic level, there is the advent of the information age I can share this information will be held in without loss of quality and quantity of potentially large..The objective of this work is a good thing how many students understand the ethical judgment



Opportunities to create the work through the impact assessment of new technology and tradition Copy operation in the workplace

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