

THE AUDIOVISUAL CONTENT DOWNLOADS AMONG UNIVERSITY STUDENTS

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INTRODUCTION



Downloading content is a widespread and growing behaviour around the world.



Commonly practiced by university students via the Internet



These issues are a frequent reality but are barely discussed in academic contexts.

METHODOLOGY

Data was obtained from a questionnaire designed ad hoc.

Table 1. Dimensions of the questionnaire	
Personal and demographic data	Gender, Education, Centre, professional and economic situation.
Use of ICTs and their relation to downloading	8 items related to the availability of technological means; to the use of these means for the downloading of content and their in-stream (on-line) viewing; types of downloads performed; habits of «sharing and recommending».
Knowledge and abilities for piracy	2 items on self-perception of their own computer abilities and knowledge for the non-authorized downloading of series and movie from the internet.
Attitudes and motives	5 items on their attitude and motives for the behaviour of downloading without authorization from the internet in the cases where the authorization was required.
Legal knowledge and education	12 questions on the degree of knowledge and education on current laws related to the free downloading of series and/or movies without authorization, as well as the buying-selling without a license of pirated files and their corresponding sanctions.
Ethics	5 items on ethical concerns on piracy in general (download, buying and selling)



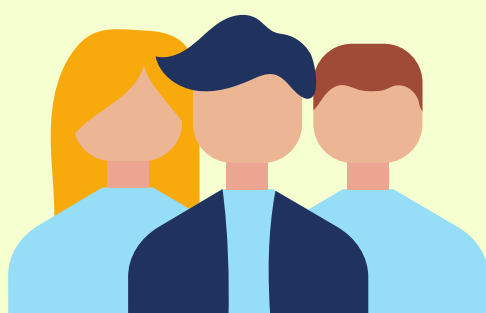
Sample of a study from:
-Audiovisual communication
-Primary education
-Social education

RESULTS

The study results show that university students typically consume a high percentage of online content from the audio-visual industry (films and television series).
Students have clearly favorable attitudes towards this form of consumption.



CONCLUSIONS



The results suggest the need to implement training programs and to conduct information campaigns to improve their information and digital literacy.

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