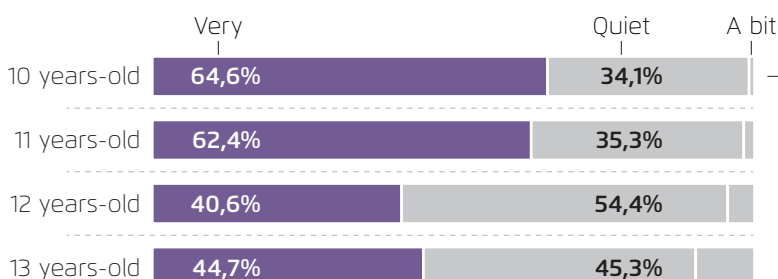
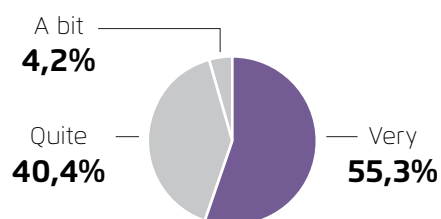


# AWARENESS AND CONSUMPTION HABITS OF ONLINE CONTENTS. PUPILS IN PRIMARY AND SECONDARY SCHOOLS 2017

**EDUCATION** has proved being a key and effective tool to achieve children and adolescences to be aware about the importance of defending their own rights in the Internet and respect others' rights, directly resulting in an increase on the negative perception about the piracy phenomenon.

## 1 STUDENTS FEEDBACK

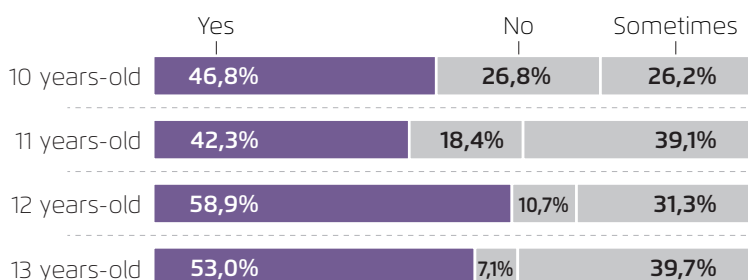
Have you found interesting and practical the information you has received during the training session?



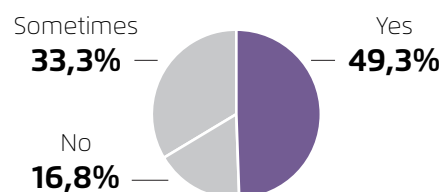
The widest acceptance has been among 10 years-old students (5<sup>th</sup> primary school course).

## 2 CAPABILITY TO DIFFERENTIATE LEGAL CONTENTS FROM PIRATED

Do you know how to differentiate secure contents from those pirated and dangerous?



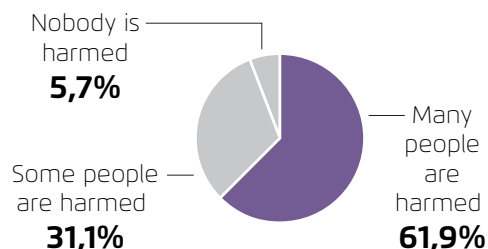
Half of the students are not capable to easily differentiate legal contents from those pirated.



### 3

## PERCEPTION ABOUT THE DAMAGE CAUSED BECAUSE OF PIRACY

Some people think they do not harm anybody when they gain access to pirated contents. Do you think they are right?



### Awareness about the consequences of piracy decreases with age

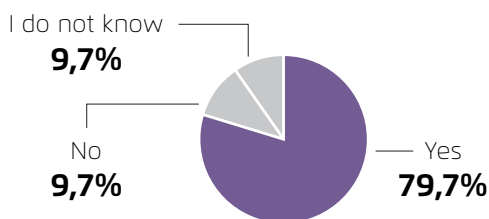
Whom do we harm?

	10 years-old	11 years-old	12 years-old	13 years-old
... many people	66,3%	68,1%	52,8%	54,7%
... some people	27,6%	25,1%	38,2%	38,6%

### 4

## POSITION ON PIRACY

Do you consider that downloading / gaining access to music, books, films, series, football or pirated games is negative?



### Since the age of 13 years-old increases the reluctance to consider piracy as something negative

Tolerance to piracy, phenomenon that increases in the adolescence, consolidates in adulthood.

	10 years-old	11 years-old	12 years-old	13 years-old
Yes	81,0%	84,0%	82,1%	66,3%
No	18,2%	16,0%	17,9%	33,7%

The 18.2% of students, age 13 years-old, think it is not wrong to download/gain access to pirated contents.

### 5

## CONCLUSION

**a** The tendency to consider that piracy is negative decreases among older students. Almost 80% of the students consider piracy is negative compared to 63% of the students aged 13 years-old.

**b** Half of students from 10 to 13 years-old are not capable to easily differentiate legal contents from pirated.

**c** Almost a 6% of students from 10 to 13 years-old, think piracy in the Internet does not harm anybody. The 61.92% consider that it harms many people and a 31.14% think it harms just some people.

**d** 80% of students from 10 to 13 years-old, consider that downloading pirated contents is wrong; almost 10% has not a well-founded opinion on this respect, and the other 10% do not consider it negative..



**SOURCE:** The survey "DEFIENDE NUESTRA CULTURA Y DEPORTE" is part of the awareness campaign promoted by The Coalition of the Creators and the Industry and LaLiga, and developed in schools by Argis Producciones. The above-mentioned campaign developed in 108 primary and secondary schools, among pupils of 5th and 6th primary courses and 1st and 2nd secondary school courses, students aged 10-13. The 268 training seasons have taken place in 2017, in which they have participated 14,033 pupils from Coruña, Cuenca, Madrid, Lugo, Sevilla, Valladolid and Zaragoza.



**SAMPLE:** 1,095 students from 5th and 6th primary courses and 1st and 2nd secondary courses, from 10 to 13 years-old. The 46.94% boys and the 53.06% girls. The data have been collected in different schools, public, private and subsidized.