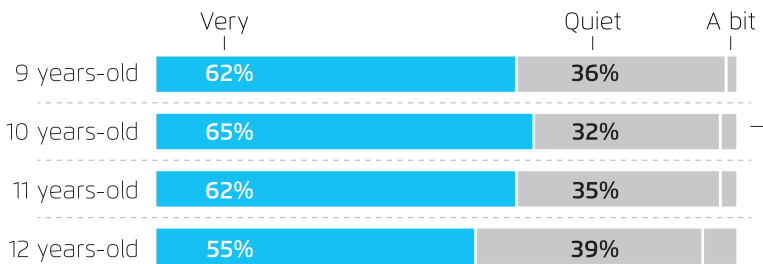
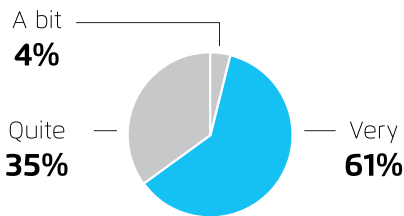


AWARENESS AND CONSUMPTION HABITS OF ONLINE CONTENTS. PUPILS IN PRIMARY AND SECONDARY SCHOOLS – 2018

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

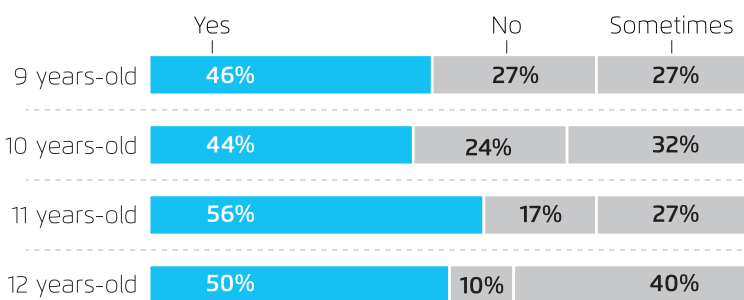
Have you found interesting and practical the information you has received during the training session?



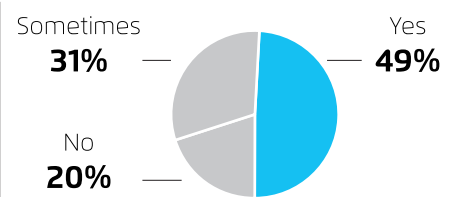
The greatest acceptance has taken place among pupils between the ages of 9 and 11

2 CAPABILITY TO DIFFERENTIATE LEGAL CONTENTS FROM PIRATED

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



Half of pupils are not capable of easily telling the difference between legal and pirated content

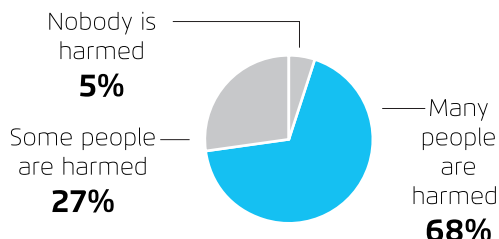


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3 PERCEPTION ABOUT THE DAMAGE CAUSED BECAUSE OF PIRACY

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

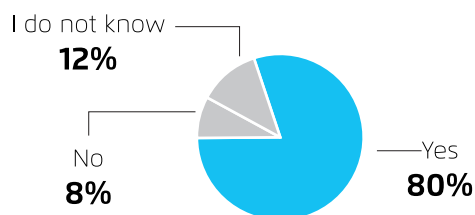


Awareness of the consequences of piracy increases with age

Whom do we harmed?	9 years-old	10 years-old	11 years-old	12 years-old
... many people	59%	73%	73%	63%
... some people	36%	23%	24%	28%

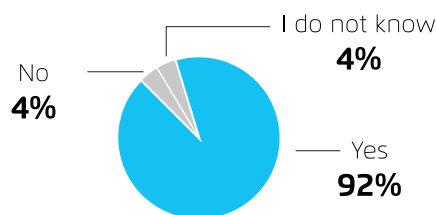
4 POSITION ON PIRACY

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



5 COMMITMENT TO THE PRESERVATION OF CULTURE

After what you learned in the workshop, do you think that it is important to defend our culture/sport and fight against piracy?



6 CONCLUSION

a Half of the children and adolescents surveyed were not capable of clearly differentiating between safe, legal content and pirated content. **20%** said they can even tell them apart.

b 80% of students between the ages of 9 and 13 **consider piracy as something negative**, and only 8% tend not to.

c **47% of students aged 9 to 13** are interested in working in a profession related to creative processes.

d **Children aged 9 to 13 share music** (57%), video games (42%), films and series (27%), and sports and football (19%) on the Internet.



SOURCE: The study on AWARENESS AND ONLINE CONTENT CONSUMPTION HABITS IN PRIMARY AND SECONDARY SCHOOL PUPILS is part of the awareness campaign "Defend Our Culture and Sport," which was funded by the Spanish Coalition of Content Creators and Industries and LaLiga and conducted in schools by Argis Producciones. This campaign was carried out in 81 primary and secondary schools in several Spanish autonomous communities, with pupils in the fifth and sixth years of primary school and the first and second years of secondary school and of ages ranging from 9 to 13. 247 training sessions were held between 2017 and 2018, in which 14,371 pupils from Extremadura, Madrid, Andalusia and La Rioja participated directly.



SAMPLE: 1,000 pupils in the fifth and sixth years of primary school and the first and second years of secondary school, aged between 9 and 13. 49% were boys and 51% girls. The data was collected at different schools (public, subsidised and private) located in the autonomous communities of Madrid, Extremadura, Andalusia and La Rioja. Representation was sought for both urban and rural schools.