

Trends & TudesSM

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Keeping you informed of current topics in youth and education research.

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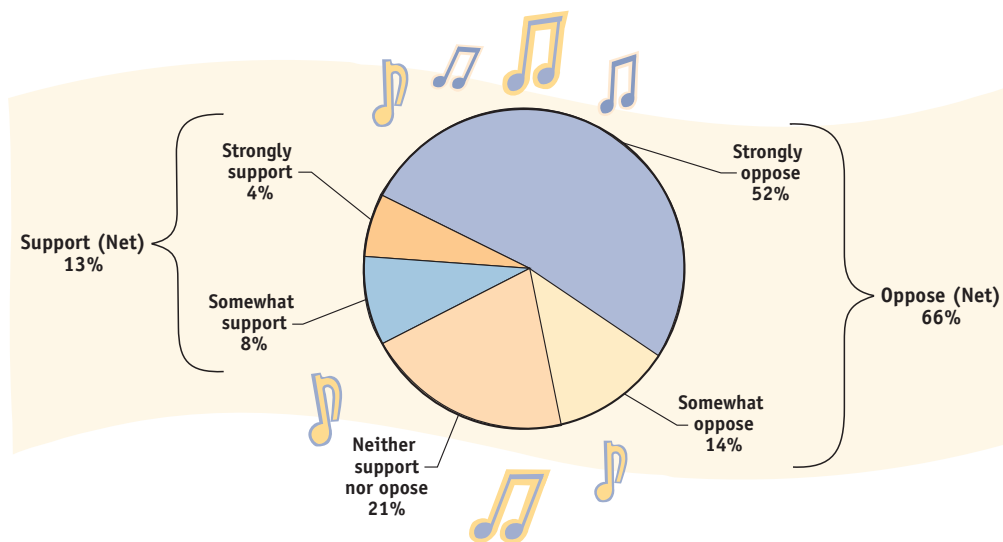
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Music Downloading and File Sharing Among Teens

As a result of recent legal actions taken against music file sharers, the downloading and sharing of copyrighted music has come to the forefront of national attention. These issues are particularly pertinent for teens, as 8 in 10 (80%) report having downloaded music in the past year. In many cases, the legal issues regarding copyrighted music files have been controversial and confusing to consumers and industry professionals alike. Harris Interactive recently completed a survey among teenagers in which attitudes and opinions regarding music downloading and sharing were explored.

Two-thirds (66%) of American teenagers (13- to 18-years-old) oppose fining individuals who offer copyrighted music online for other people to download, compared to 1 in 10 teens (13%) who believe that people who offer copyrighted music on their computers for others to download should be fined. Teen boys and girls are equally likely to oppose the fines (69% vs. 62%), although boys are more likely than girls to strongly oppose the fines (60% vs. 45%), and girls are more likely than boys to neither support nor oppose the fines (28% vs. 15%).

Figure 1
Recently, music companies began making people pay a fine if they offer copyrighted music on their computer for other people to download. Do you support or oppose making people who do this pay a fine?



Source: Harris Interactive® YouthQuerySM – September 2003, 13- to 18-year-olds

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YOUTH AND EDUCATION
The Harris Poll® PEOPLE

Editorial: Our Take On It

by Dana Markow, Ph.D.
Director, Youth and Education Research

One of the hallmarks of adolescence is teens' absorption with ideas of justice and moral behavior. They are constantly questioning what is right and what is wrong. They also question the authority of others to make decisions regarding moral behavior for themselves and their community. Young people's interest in understanding and reasoning about these issues reflects their developing cognitive abilities during this time. The transition from the tween to the teen years is marked by the ability to take into account different perspectives and be more flexible and abstract in their thinking. I think the issues surrounding music downloading and file sharing illuminate many of these developmental changes.

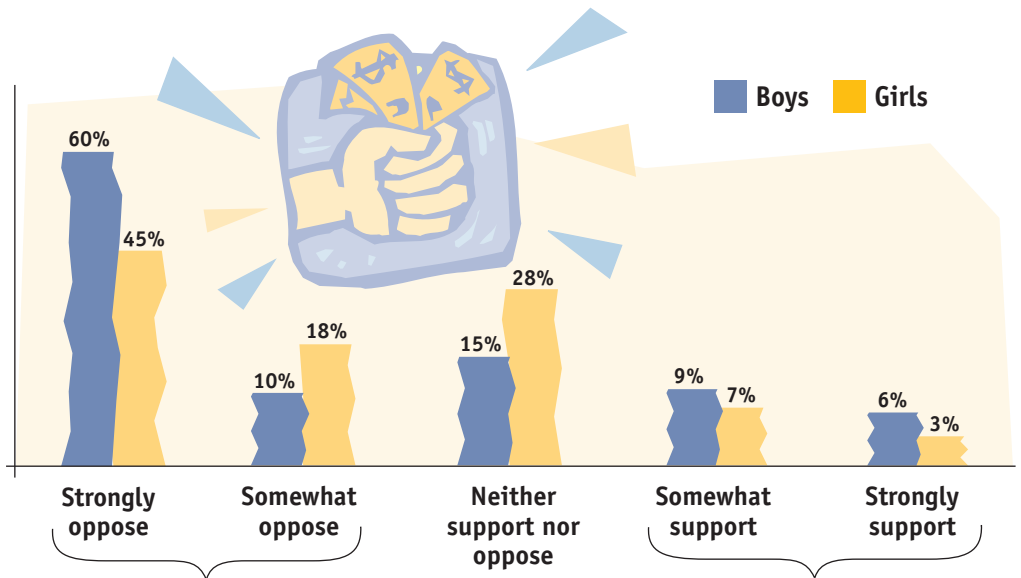
During the tween years, children show an increasing understanding of social rules and an increasing ability to use these rules to guide their own behavior. They begin to distinguish among different categories of rules. Some rules are based on principles of justice and welfare of others that apply to everyone (such as, "do not murder"). Others can be categorized on social convention and apply to specific societies, cultures and groups (such as school

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Figure 2

Recently, music companies began making people pay a fine if they offer copyrighted music on their computer for other people to download. Do you support or oppose making people who do this pay a fine?

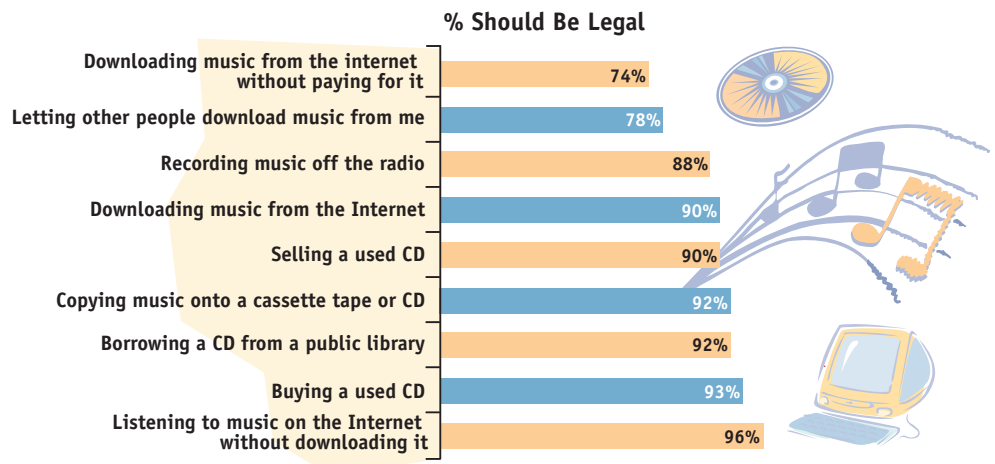


Source: Harris Interactive® YouthQuery™ – September 2003, 13- to 18-year-olds

In addition, the poll found that most teens believe that sharing and downloading of copyrighted music should be legal. Seventy-eight percent feel that sharing (letting other people download music from them) should be legal. Seventy-four percent of teens say that downloading copyrighted music files from the Internet without paying for it should be legal. Although the vast majority of legal action is currently being taken against music file sharers, teens indicate in the current poll that they are even more supportive of the legality of file sharing than file downloading.

Figure 3

Do you think that the following activities with copyrighted music should be illegal or legal?



Source: Harris Interactive® YouthQuery™ – September 2003, 13- to 18-year-olds

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rules and etiquette). There are also personal rules that apply to individuals (such as, “do homework before going out with friends”). The laws in a society are usually derived from the first two categories.

Many laws highlight justice from the perspective of what people should not do. Another way to think about justice is from a perspective of what people should do. From an early age, children are interested in issues of fairness. When teens consider fairness, they have the ability to take into consideration many different people’s needs in specific situations. Let’s say a group of three kids put together a car wash to raise some money. How should they split their earnings? Should they divide the money into three equal parts? Or should they take into consideration such issues as who came up with the idea first, how much time someone spent on washing cars vs. advertising the event, or whether one child needs the money to buy medicine for their sick pet? If they choose one way to split up the money the first time they do a car wash, does this mean they have to apply the same rule the next time?

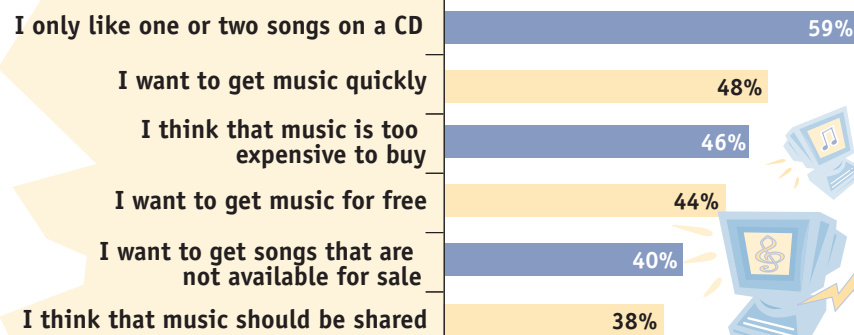
These matters of fairness and considering the perspectives of different parties are all evident in the discussions concerning the use

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Downloading music from the Internet is common among teens (80% have downloaded music in the past year), yet only one in three teens (34%) who have downloaded music say they have paid for a music download at some point. As Figure 4 indicates, those who download music but have never paid for a download say they download for many different reasons, including some surprising ones, such as wanting to get songs that are not available for sale.

Figure 4
Why do you download music from the Internet?



Source: Harris Interactive® YouthQuery™ – September 2003, 13- to 18-year-olds

The results of this Harris Interactive survey show that American teenagers, who account for a significant amount of the revenue generated by the music industry, do not agree with the current legal actions that are being enforced against music file sharers. Although they have grown up at a time when music has been available to them online for free, this poll indicates that getting music for free is not the primary reason that teens download. Perhaps it may be possible to develop a music downloading process that is rewarding to both consumers and the recording industry alike.

A press release regarding this study is available at:
<http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=683>



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of peer-to-peer networks to download and allow others access to music files. Although it may be the domain of lawyers and judges to decide the legality of rules, teens certainly are engaged in debating the fairness of these rules. Teens, more so than tweens, can think about the needs of the different groups involved (performers, composers, other music industry professionals, their peers and themselves) and how they affect the situation.

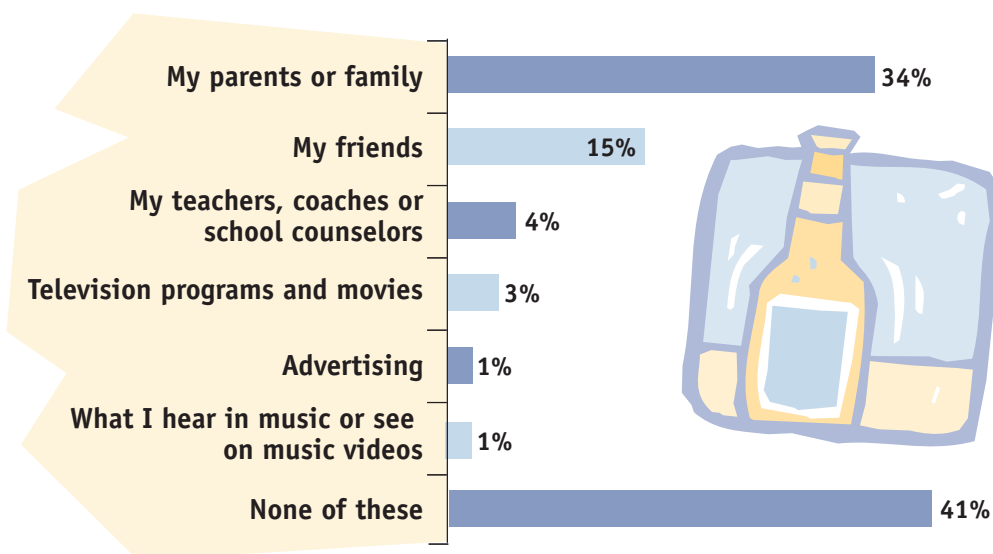
Our recent poll on downloading music revealed that 4 in 10 teens download because they think music should be shared. This made me think about the role of language in this debate. I think the use of the word sharing (e.g., file sharing) is powerful. From the time they are toddlers children are taught the value of sharing with others and that this is a good quality. The concept of copyrighting materials may be complex, but children are also taught from a young age that there are circumstances when they cannot use something without permission (which in some situations can be called stealing). It is interesting to wonder if teens are making a claim of higher justice, a universal right to music, when they express the view that music should be shared?

Ask a Question...

Have a burning question you would like to ask kids and teens? Here's your chance to submit a free question for our upcoming YouthQuery youth omnibus. Just send us an email with your suggestion. We will choose one question each month and then publish the results in the next issue of the newsletter.

...Get an answer

Which of the following would you say has the most influence in your decision to not drink alcoholic beverages?



Source: Harris Interactive® YouthQuery™ – September 2003, 13- to 18-year-olds who do not drink alcoholic beverages

Recent Research for Public Release

The Harris Interactive Youth Research team works with media, leading foundations and non-profit organizations. Occasionally, we are able to release the results of the research to the public.

U.S. Teachers Expect Children Establish Foundation for Literacy Before Formal Schooling Begins

According to a new national Harris Interactive survey, the foundation for literacy is established during a child's fourth year. The survey, conducted in partnership with LeapFrog Enterprises Inc., quantifies the views of pre-K through third grade teachers on reading and writing milestones. These early childhood teachers report that children learn to write letters and their own first name by 4 years 5 months and recognize environmental print by 4 years 7 months. This timing means teachers expect that the foundations for literacy are being established before a child begins formal schooling.

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Trends & Tudes Poll Vault

To view previous issues of *Trends & Tudes*, please visit our website at http://www.harrisinteractive.com/news/newsletters_k12.asp



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When asked about the importance of skills for children in the formative ages of 3 to 8 years old, 99% of teachers responded that learning to hold and manipulate a pen or pencil are important skills for children this age. Teachers reported that learning to hold a pen or pencil occurs at an average age of 3 years 7 months with 9 in 10 teachers (87%) expecting most children to use a pencil by the time they are four years old. Teachers summed up the importance as “readers write and writers read.”

Ninety-four percent of early childhood teachers believe learning to read and write are equally important as foundations of literacy. In fact, they view overwhelmingly the skills of learning to read and write as inextricably linked and best accomplished in unison. Nine in ten teachers (94%) agree that learning to write reinforces learning to read and that children remember and retain information more easily when they also write it. Additionally, 90% of teachers believe that incorporating writing activities into reading activities strongly promotes improved literacy skills.

Additional information about this study can be found at http://www.leapfrog.com/content/press_releases/100103_harris.pdf

Research Triangle Software Successfully Attracts Core Base of Children, Students

Research Triangle Software, www.rtsz.com, a leading developer of portable memory devices with encryption technologies, announced recently that the launch of the “KryptoBuddy Fun Site,” www.kryptobuddy.com, has exceeded expectations in attracting children and students to the company’s website.

The KryptoBuddy Fun Site was developed by Research Triangle Software to easily allow children and students to become familiar with the company’s different encryption technologies through several entertaining interactive games. Recently, the KryptoBuddy Fun Site received the prestigious Golden Web Award given to the company in recognition of the website’s superior design, originality and content.

Children in the age group 8 to 12 are spending twice as much time online as they did just a year ago, according to YouthPulse by Harris Interactive, the second fastest growing worldwide market research and consulting firm. The study also concludes that more than one-third of 8- to 12-year-olds have a computer at home.

More information about this study is available at <http://www.rtsz.com/news/pr-september30-2003.shtml>

How British and American Teens Viewed the Start of the School Year

The start of the school year stirred up far more excitement among American teens (aged 14-16) than British teens, according to separate online surveys conducted prior to the start of the school year by HI Europe and parent company Harris Interactive.

“It was nearly impossible to tell apart British and American teens until we asked them whether they were excited by the prospect of the new school year,” observed George Terhanian, president of HI Europe. “American teens were twice as likely to feel excited.”

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Contact Us

To make suggestions regarding this newsletter or to discuss a business issue involving youth or the people and issues that influence today's youth, please contact our Information Desk at **877.919.4765** or **info@harrisinteractive.com**

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If you know someone who would like to subscribe to *Trends & Tudes*, please have him/her send an email to **HI_youth_research@harrisinteractive.net** with the word "Subscribe" in the subject line.

And, of course, thank you for reading *Trends & Tudes*.

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The start of the school year also represented a time for renewed commitment for teens on both sides of the Atlantic. The preponderance of British and American teens planned to study more, to get better grades, to make new friends, and to get an after-school or weekend job. They also planned to sleep more at night.

There was at least one other striking difference between British and American teens: American teens planned to buy more of just about everything than their British counterparts. These items included traditional back-to-school items such as pens and pencils and spiral notebooks, electronic devices such as calculators and mobile phones, and casual clothing such as jeans and athletic footwear (sneakers or trainers).

Additional information about this study can be found at:
<http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=699>



The 2003 Wave of YouthPulseSM is Now Available

YouthPulse, Harris Interactive's lifestyle and attitude study of 8- to 21-year-olds, is now available on a subscription basis. YouthPulse provides important insights to youth marketers and can help connect your organization with the Millennial generation. Contact us at **877.919.4765** or **info@harrisinteractive.com** for details.