Study on Copyright Awareness among College Students

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Abstract—**The digital age that began the widespread use of Internet makes it easy to share and copy information instantly. With the initiatives of putting into place internets' regulations and standards on copyright, thus made it easier to safeguard the right of the owners. As part of a wider body of the law on Intellectual Property, copyright is considered as collection of all rights enjoyed by the owner's artistic or literary works. The level of awareness about copyright and copyright violation among college students were investigated in this study. Specifically, various factors such as plagiarism, citations, infringement, seminars and trainings were taken into consideration to determine the awareness level among students of City College of Angeles on copyright. A total of 165 student-respondents from different institute courses participated in this study. SmartPLS 3 was adopted to justify the significance of the suggested factors. Generalizability of this study maybe validated in different location.**

Index Terms—**CCA students, citation, copyright, infringement, plagiarism.**

I. INTRODUCTION

With the widespread use of internet that began earnest in the period of 21st century, thus access to information became more reachable in this digital age. Network makes it easy to share files and information, and can instantly copy and paste content from a web page with ease [1].

The act of copying directly the work of others is a form of academic dishonesty and a serious offense. The use of other people's ideas or original expressions without giving proper acknowledgment to the person's original work is considered as an intellectual theft [2]. With the increasing issues on copyright violations, the regulations and standards on copyright protection was put into place to safeguard not only the creator of the information, but also the borrower of

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the information.

Copyright is a collection of all rights enjoyed by the owner of an artistic or literary work which is part of a wider body of the law known as Intellectual Property (IP) that protects the economic and moral rights of the authors [3]. It is a legal right given to the creator for the protection of the created work [4].

The primary objective of copyright is to secure the expression of idea but not really the idea itself but to mainly protect the rights of the authors and their works [5]. The awareness about copyright in academic setting should increase and the academic librarians should have information or insights about copyright law and other intellectual property issues so that they will serve as a guide to students [6].

II. LITERATURE REVIEW

The copyright law as stated by the World Intellectual Property Organization (2016), protects the economic and moral rights of the creator and borrower of information. Economic rights permit rights of the owner to take financial rewards from using their works by others, while moral rights give an act to the author or creator to secure and preserve the links of the works.

Copyright violation is a worldwide problem, especially in the academic world where people are more likely less aware about the Intellectual Property Right [7]. The issue on copyright violation has now become a global concern and the lack of awareness may result to plagiarism and piracy or illegal act of photocopying in the academic environments [8].

In a study conducted by Korletey [8] explained that lack of awareness of the users may lead to copyright violations such as plagiarism, illegal photocopying (piracy), and copyright infringement. And escalation of other various copyright violations. Plagiarism is one of violations to steal and pass off the ideas or words of another as one's own, use another's production without crediting the source, to commit literary theft and to present as new and original idea or product derived from an existing source. It is a number one issue in copyright together with other several issues [9]. Plagiarism is an act of fraud, though the word "copying" and "borrowing" can disguise the seriousness of the offense. Another violation is the copyright infringement as explained by Sengupta [10] A violation of exclusive rights for the creators/authors of the works. Copyright

infringement is based or concerned with the law while plagiarism is related to moral ideas [10]. In the copyright infringement the creator or the author of the work is the victim while in plagiarism, the victims are the creators/authors and the people who is not aware of the original works [10].

Libraries are traditionally seen to educate users about copyright, particularly users' responsibilities to copyright compliance. In the investigation conducted by Dryden [11] on how the online users of Canadian archives provide copyright information showed that only 11% provided information to users about their copyright responsibilities. About 82% believe that it is the Librarians duty to educate the users about copyright, 6% disagree while 12% were neutral.

Copyright law should be included in the curriculum. Thus it was suggested that further understanding and level of awareness on copyright law must be strengthen to avoid copyright infringement and other violation [12].

Another study conducted at the Kwame Nkrumah University of Science and Technology (KNUST), selected 500 student representatives from academic and student affairs and the University Librarian. The findings of the study showed low awareness level on copyright violations. Due unexpected low level of copyright awareness in the university, it was suggested to implement and develop a copyright awareness policy, workshop and seminars for the students in order to educate and minimize copyright infringement [8].

Another study was conducted by Ahmadi [13] focused on exploring and investigating about the awareness of plagiarism and fair use of copyrighted materials. The findings revealed that most of the respondents are aware about copyright, but some of them are not aware of copyright infringement and they have a small information about fair use of copyright. It also revealed that most of them use anti-plagiarism like a viper, plagiarism checker, Turnitin etc. [13].

In a study conducted by Rodriguez [14] pointed out the objectives of seminars. The study stated the purpose of seminar about copyright. The first objective of study is to promote copyright awareness, to promote understanding of the copyright law, to share information about the status and problems about copyright, to avoid infringement, to develop plan of action in promoting copyright awareness all through the help of seminars and trainings.

In a related study of Canadian University, it was found out that the awareness and perception about copyright has an effect in learning and teaching. It also revealed that most of the respondents are aware about copyright, while forty percent are not aware about copyright [15]. There are a lot of different factors as to why the level of awareness about Copyright was low. With the above concepts on copyright violation awareness, the factors identified by the proponents are illustrated in Fig. 1.
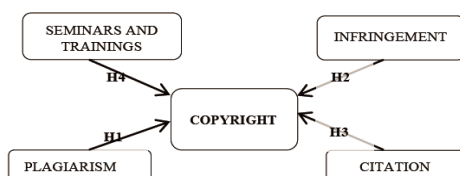

Fig. 1. Hypothetical framework.

H1: Awareness of plagiarism have significant effect on Copyright.
H2: Awareness of infringement may affect to copyright.
H3: Awareness to citation may affect to copyright.
H4: Seminars and trainings may affect the awareness to copyright.

III. METHODOLOGY

The study used a quantitative based study to explore the Awareness of City College of Angeles Students on Copyright. The study made used of self-made questionnaires as instrument in data gathering. The proponents adopted a 5 point Likert scales to assess the responses of the respondents. The scale is ranging from 1 being the strongly disagree to 5 as strongly agree [16]. The formulation of the questions used in the study were based on the common factors leading to violation of copyright suggested [5], [17]. To identify the level of awareness on copyright violation, proponents of the study considered plagiarism, citation, and copyright infringement as well as seminars and trainings; the overall knowledge on Copyright were included as part of the questionnaire.

The questions were then validated by members of the academic community which included the deans, academic coordinators from Institute of Computer Science and Library and Information Science, the head librarian and reference librarian of the City College of Angeles, and the vice –president for research.

The questionnaires were randomly distributed to the 165 respondents from third year and fourth year students of City College of Angeles (CCA).

A. Analytical Tools

The study used SmartPLS to show the data models [18] defined SmartPLS as a statistical tool [19];[20];[21] with the use of graphical user interface describing the awareness of students about copyright with the following factors considered: Plagiarism, Citation, Infringement, Seminars and Trainings.

B. Construct Reliability

The study used Cronbach's alpha to test the consistency reliability of the research.

C. Convergent Validity

In checking the convergent validity, to know if the values are significant, the Average Variance Extracted (AVE) which should be greater than 0.05 was considered.

D. Discriminant Validity

Discriminant validity measures the various constructs that may corresponds with one another [22]. The measure the discriminant validity the study used the Heterotrait-Monotrait Ratio (HTMT) [23].

IV. ANALYSIS AND RESULTS

The analysis and results discussed in this section are based on 165 responses collected from the City College of Angeles students in different courses.

A. Demographic Details

Table I shows the demographic information of the respondents. Based on the table, majority of the respondents are from the Institute of Computing Studies and Library and Information Science (ICSLIS) with the total percentage no. of 44.85%, while from the Institute of Business Management (IBM) there are 32.73%, and 22.42% from the Institute of Education, Arts and Sciences (IEAS). On the year level, 4th year students answered the most with 53.94%.

TABLE I: DEMOGRAPHIC DETAILS

Institute	Frequency	Percentage (%)
ICSLIS	74	44.85%
IBM	54	32.73%
IEAS	37	22.42%
TOTAL	165	100%
Year	**Frequency**	**Percentage (%)**
3rd Year	76	46.06%
4th Year	89	53.94%
TOTAL	165	100%

B. Construct Reliability and Validity

The reliability of the study is based on the suggested Composite reliability and Cronbach's Alpha value with the desired significance level of 0.7 above and the validity based on the suggested Average Variance Extracted (AVE) with the desired significance level of 0.5 above [24], [25].

Thus, the construct reliability and validity were achieved as shown on Table II.

TABLE II: CONSTRUCT RELIABILITY AND VALIDITY

Construct Reliability and Validity				
MATRIX	CRONBACH'S ALPHA	COMPOSITE RELIABILITY	AVERAGE VARIANCE EXTRACTED (AVE)	
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CITATION	0.950	0.957	0.967	0.908
COPY_RIGHT	0.952	0.957	0.962	0.810
INFRINGEMENT	0.736	0.798	0.848	0.651
PLAGIARISM	0.714	0.716	0.875	0.777
SEMINAR_TRAINING	0.962	0.962	0.971	0.868

C. Discriminant Validity

The Discriminant Validity was achieved through the Heterotrait-Monotrait Ratio with the value of 0.85 [26] as shown in Table III.

TABLE III: DISCRIMINANT VALIDITY

Discriminant Validity				
Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio(HTMT)	Heterotrait-Monotrait Ratio(HTMT)	
	CITATION	INFRINGEMENT	COPY_RIGHT	PLAGIARISM	SEMINAR_TRAI...
CITATION					
INFRINGEMENT	0.596				
COPY_RIGHT	0.686	0.368			
PLAGIARISM	0.772	0.642	0.609		
SEMINAR_TRAINING	0.598	0.533	0.418	0.738	

D. Algorithm Report

The algorithm reports indicated the significance of the factors used in relation to students' awareness on Copyright based on r-square, p-values, and t-statistics. *The algorithm reported* the significance of the factors (plagiarism, citation, infringement, seminars and trainings) based on the validity and reliability test indicating the r-square of 33% variance.

Fig. 2 illustrated the significance of the factors by having the recommended *p-value* of 0.05 and below.

Fig. 2 showed the significance of the factors affecting the awareness of students in City College of Angeles about copyright by having the recommended *t-value* of 1.96 above.
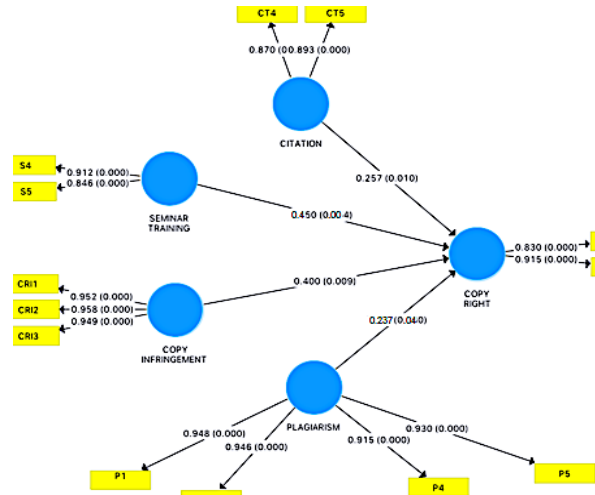

Fig. 2. Algorithm Report (p-value).

Fig. 2 illustrates the significance of the factors by having the recommended *p-value* of 0.05 and below. Fig. 2 also showed the significance of the factors leading to online copyright violation among students in City College of Angeles with the total percentage of 33% to justify variance explained of the study.

Furthermore, the path coefficients of this study reported and illustrated in Table IV of this study.

TABLE IV: PATH COEFFICIENTS: P-VALUE

Path Coefficients					
Regression			Sample	T.Statistics	P-Value
CITATION	->	COPYRIGHT	0.257	2.571	0.010
INFRINGEMENT	->	COPYRIGHT	0.400	2.616	0.009
SEMINAR	->	COPYRIGHT	0.584	2.728	0.004
PLAGIARISM	->	COPYRIGHT	0.237	2.421	0.040
R-square equals to 33 percent					

Table IV indicated the bootstrapped report of citation, copyright infringement, plagiarism, seminars and trainings in relation to the awareness of online copyright violation among the College students of Angeles. All aforementioned suggested factors supported at p-value of 0.010 in the case of citation regressed on copyright with t-statistics of 2.571, Infringement found supported at p-value of 0.009 regressed on Copyright with t-statistics of 2.616. In addition, seminar and training suggested found supported at p-value of 0.004 regressed on copyright with 2.728, and plagiarism regressed on copyright supported at p-value of 0.040 with t-statistics of 2.421. Conclusively, a total of variance explained of 33% achieved in this concluded study.

V. DISCUSSION AND CONCLUSION

The study presented plagiarism, citation, copyright infringement, and seminars/trainings as the factors affecting the awareness of the City College of Angeles students in

relation to copyright. With the help of SmartPLS algorithm and bootstrapping, the proponents were able to identify the significance of the said factors in relation to copyright awareness of the students.

Using the arguments stated in the Hypothesis of this study, the results further explained that:

The lack of awareness about the consequences of plagiarism and proper crediting affects the understanding to copyright.

The lack of proper knowledge on how to properly cite a copyrighted material affects to the students' awareness on copyright.

Seminars and trainings can help to spread awareness, educate and minimize various copyright violations.

It is for these reasons that the study suggests giving proper credits to the rightful owner of a material should always be consider to avoid plagiarism and a plagiarize work should not be entertained especially in the academic environment. Citation must be practiced especially when using online materials as references.

Compliance to copyright should always be encourage among students and faculty members.

Student orientations must be conducted to tackle significant topics related to copyright and copyright violations to spread awareness and improved the understanding about copyright.

CONFLICTS OF INTEREST

All the authors declare no conflict of interest.

AUTHORS CONTRIBUTIONS

Recto Pangilinan contributed in the paraphrasing of the articles and helped in the financial need of the paper; Myka May Yutuc wrote the paper, provided the abstract, introduction, discussion and conclusion, literature review, created the survey questionnaire, collected the data, interpreted the tables and figures, revisions of the paper, and financial support; Jennylyn Nuqui conducted the survey, helped in the interpretation of data, helped in editing the methodology, literature review, demographic details, references, and financial; Lanie Garnica helped in the survey and gave financial support; Dr. Ayodele Solomon Oluyinka provided the analysis and result of the study using SmartPLS 3, helped in revising the paper, and provided financial support; Amor Barba supported in the financial need. All authors had approved the final version of the paper.

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