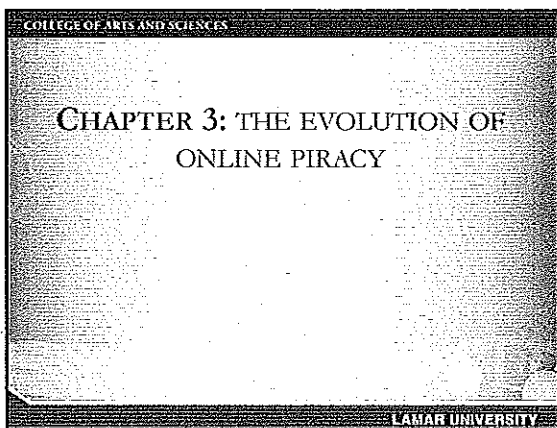
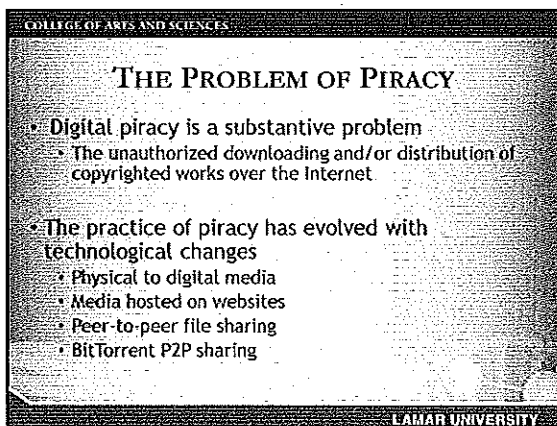


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CORRELATES OF DIGITAL PIRACY

- Research on digital piracy suggests that individuals who pirate are likely to have:
 - Low self-control
 - Male
 - Peers who pirate materials
- Justify their piracy based on high costs and the availability of materials

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THE HARMS OF PIRACY

- It is difficult to estimate the true economic impact of piracy
 - Individuals downloading material may not have ever wanted to purchase the item to begin with
- Estimates generally suggest the costs are in the millions

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ENFORCEMENT STRATEGIES

In the 1990s and 2000s, the Recording Industry Association of America began to sue individual downloaders

Recently the FBI, DOJ, and other agencies began takedown operations against piracy groups

- Operation Buccaneer
- Operation Fastlink

Extralegal efforts have also been employed to disrupt piracy networks

- MediaDefender

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**PIRACY AND LEGAL ACTIONS:
1980S AND 90S**

- The development of the MP3 format enabled digitization and transfer of large files quickly
- RIAA and DOJ were focused more on pirated CDs and media rather than digital downloaders
- Pirated materials were largely hosted on websites and IRC
- This led to the emergence of RIAA lawsuits to takedown piracy sites and MP3 sellers

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**PIRACY AND LEGAL ACTIONS:
LATE 1990S AND EARLY 2000S**

- The emergence of Napster's P2P file sharing software massively increased the number of pirated materials being shared and downloaded
- Napster was sued by multiple music groups, companies, and the RIAA
- Napster settled all suits out of court in 2001 and became a pay service

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PIRACY AND LEGAL ACTION: 2000S

- P2P file sharing became the preferred mechanism for piracy
- BitTorrent emerged in the early 2000s
- Allowed rapid decentralized file sharing across multiple systems around the world
- Torrent sites which provide links to files became a key resource
- The Pirate Bay (TPB)
- Convicted of violating Swedish copyright laws yet still operating

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LEGISLATIVE EFFORTS

- The RIAA has also increased pressure to adapt new legislation at the federal level
- The Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011 (PIPA)
- The Stop Online Piracy Act (SOPA)
- These laws did not successfully pass

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PIRACY IN THE FUTURE

- It is unclear how piracy will continue to evolve in the future
 - Technologies will continue to shift
 - Legislative efforts will constantly change
 - The validity of extralegal attacks against piracy groups may not necessarily be accepted

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**CHAPTER 4: UNDERSTANDING
ONLINE WORK-AT-HOME SCAMS
THROUGH AN ANALYSIS OF
ELECTRONIC MAIL AND WEBSITES**

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INTRODUCTION

- The Internet has simplified business and personal communications

Also brought new challenges to users

- Fraud and other crimes are increasing
- Costs to victims increasing

Email play important role in these crimes

- Most common contact used by perpetrators
- Spamming

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WORK-AT-HOME SCHEMES

- Increasingly, fraudsters are using "work-at-home" scams to defraud individuals
- Perform certain tasks from home in order to make substantial money for minimal work
 - Secret shoppers
 - Envelope-stuffing
 - Multi-level marketing
 - Sales
 - Medical clerical work
 - Repackaging and shipping

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ONLINE FRAUD RESEARCH

*Several studies demonstrate that fraudsters utilize spam in order to entice prospective victims and gain a profit

*Driven mostly through persuasive language and attempts to legitimize content through websites when possible

*This study explores trends in work-at-home fraud, techniques of the fraudsters, and elements of the solicitations that may be attractive to potential victims using a sample of 200 spam messages and related content

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METHODS

- Performed a content analysis of both emails and related websites
 - Assessed message legitimacy
 - Use of flattery
 - Originating location of mail
 - Physical address
 - Contact information
 - Testimonials on the site
 - Gender and descriptive information for both sender and recipient

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FINDINGS

- 77% of mails contained both text and a link to external content
- 74% of the email requested a response via a website
- 90% included a testimonial about the opportunity to work with the company
- Most senders did not indicate their gender 49%
- Most (90.5%) did not attempt to identify the gender of the recipient or personalize a greeting

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FINDINGS

- Only 32% of messages discussed a legitimate corporation or company in the text
- 32% mentioned that their emails were not fraudulent or some type of scam
- 54% of senders included a mailing address
- Most (86.5%) made no mention of fees associated with the offer
- The average monthly earnings potential associated with the offer was \$3,200

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