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**The Roles of Hypocrisy Induction and Self Construal Theory
to Stop Illegal Downloading**

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WooJin Kim

Thesis

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Dedication

This thesis is dedicated to my grandma.

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I want to express special thanks to my supervisors Minette Drumwright and Angeline Close Scheinbaum for encouraging me not to give up.

Abstract

The Roles of Hypocrisy Induction and Self Construal Theory to Stop Illegal Downloading

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The purpose of the study is to reveal how hypocrisy induction and self-construal theory influence attitudes toward the public service announcement urging against illegal downloading and the willingness to stop illegal downloading. As time goes on, illegal downloading has been rampant due to the advancement of technology, which motivates the government agencies involved in protecting intellectual property to conduct various campaigns. However, despite of their constant efforts, the previous methods such as legal punishment or monetary penalties categorized as an external factor have been ineffective to prevent illegal downloading. Therefore, the current study suggested a new strategy using hypocrisy induction and self-construal theory considered as an internal factor which spontaneously encourage people to stop illegal downloading. To test hypotheses, a 3 (types of hypocrisy: hypocrisy induction by independent means vs. hypocrisy induction by interdependent means vs. control) X 2 (types of message in public service announcements: a personal perspective vs. a social perspective) between-subjects design was employed. The results showed that hypocrisy induction significantly affected attitudes toward the public service announcements and the willingness to stop illegal

downloading. In addition, the interaction effect between types of hypocrisy and types of message was significant. Therefore, the study concluded that hypocrisy induction and self-construal theory would play an important role in preventing illegal downloading.

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THE ROLES OF HYPOCRISY INDUCTION AND SELF-CONSTRUAL THEORY TO STOP ILLEGAL DOWNLOADING

Chapter 1: Introduction

Over the last two decades, the advancement of technology has unexpectedly changed peoples' daily lives. It has provided people with whole new experiences about how to listen to music, watch movies, read books, and even receive an education. For example, Netflix has successfully provided streaming media and 126 original series or films to their users. As of January 2018, paying subscribers of Netflix reached appropriate 54.75 million in the United States. Around 157 million active users, including over 70 million paying subscribers, have enjoyed brand new music through Spotify. In addition, Amazon Kindle has enabled its users to purchase, download, and read e-books conveniently.

At the same time, unfortunately, this technology revolution has ushered in a number of unavoidable problems related to copyright for various industries. It has rapidly paved the way for the proliferation of copyright infringement such as illegal copying / downloading of copyrighted software and media files. Cronan and Al-Rafee (2008) first used the term "digital piracy" to express how serious today's copyright infringement is. The practice of digital piracy has adversely influenced the development of the media and software industries (Yoon, 2011). According to the Recording Industry of America (RIAA), the recording industry has lost around \$4.2 billion per year because of digital piracy (Levin, Dato-on, and Manolis, 2007). Kennedy (2009) argued that illegal downloading is of serious concern and has a huge impact on the media industries by ruining stores, slowing technological progress, and damaging a number of workers.

To protect copyright and media industries, a number of organizations have taken various steps to deter online piracy. Most methods of preventing illegal downloading have consistently focused on external methods such as legal punishment or monetary penalties. Unfortunately, a number of research studies have consistently demonstrated that these methods of deterring illegal downloading have been ineffective, and people have continuously infringed of copyrights without any hesitation. Robertson and Roberts (2012) argued that illegal downloading online has persisted despite legal action to prevent this behavior because people have not perceived illegal downloading as a serious issue. Their research revealed that although people recognize that illegal downloading is obviously unethical behavior, they are unlikely to feel guilt.

People usually tend to commit illegal downloading crimes when they are alone and without any watchdogs, which means that they are vulnerable to various biases and rationalizations such as the conformity bias (e.g., It must be OK, because everyone does it). These biases may explain why legal punishment or monetary penalties have not been effective in preventing illegal downloading. As such, a more effective way to stop illegal downloading may be related to an internal, psychological approach.

This study suggests a new approach to deter illegal downloading through hypocrisy induction, which is a technique for affecting an attitude and behavior change by confronting people with the inconsistency between their attitudes and behavior. A number of previous studies have consistently demonstrated that hypocrisy induction is effective in modifying people's attitudes and behaviors to be pro-social and ethical, but no study has examined hypocrisy induction in the context of illegal downloading. As such, this research investigates the question of whether hypocrisy induction can increase people's willingness to avoid illegal downloading. Another uniqueness in this study is that hypocrisy is induced in two different ways guided by self construal theory using a

personal perspective based on the independent self construal and a social perspective based on the interdependent self construal.

In addition, this study explores the question of which type of message framing in a public service announcement is effective in eliciting feelings of hypocrisy. The types of messages examined are based on self-construal theory, which refers to the grounds upon which an individual defines himself: either independently of others (independent self construal) or interdependently with others (interdependent self construal). This study predicts that people with an hypocrisy by independent way will be more affected by message with personal perspective that highlights individual losses and people with hypocrisy by interdependent way will be more affected by message with social perspective that emphasizes losses to a larger group (e.g., the industry or society).

In the chapters, the relevant literature will be reviewed and the hypotheses justified. The methods will be described, and the results will be reported. Finally, the theoretical and managerial implications will be discussed and limitations and directions for future research will be described.

Chapter 2: Literature Review

This research draws in theoretical underpinnings from research on ethical behavior elicited by hypocrisy induction and self construal theory. Research from both areas is reviewed, and the hypothesis are presented and justified.

2.1 ETHICAL BEHAVIOR ELICITED BY HYPOCRISY INDUCTION

Public service announcements (PSA) have frequently attempted to positively modify people's attitudes and behaviors, often by utilizing information-based messages (Aronson and O'Leary, 1983). The effectiveness of these types of message tends to appear immediately because they are well-organized, intuitive and directed (Dickerson, Thibodeau, Aronson, and Miller, 1992). However, Cooper and Axsom (1982) have argued that information-based messages are sometimes too direct and heavy-handed, which can cause a backlash in message receivers and even be short-lived. On the other hand, some scholars, influenced by Festinger's cognitive dissonance theory (1957), have long suggested that dissonance-related messages would be more effective in modifying people's attitudes and behaviors than information-oriented messages (Devine, Tauer, Barron, Elliot, and Vance, 1999; Gawronski and Strack, 2004; Tanford and Montgomery, 2015).

Festinger (1957) first proposed the theory of cognitive dissonance. He considered it as a broad concept which could apply to any organism with basic cognitive functions (Harmon-Jones, Haslam, and Bastian, 2017). According to the theory, people feel psychological anxiety or dissonance when their attitudes are inconsistent with their

behaviors. To avoid such negative feelings, they unconsciously make an effort to reduce the incongruity between their attitudes and actual behaviors. (Brehm and Cohen, 1962; Tedeschi, Schlenker and Bonoma, 1971; Harmon-Jones and Mills, 1999). As time goes on, cognitive dissonance theory has been developed by various scholars who were interested in how to modify the attitudes and behaviors of people.

A number of scholars in the communication and marketing fields have studied attitudinal or behavioral changes, or both, through cognitive dissonance theory. For example, Oliver (1997) found that consumers who experienced cognitive dissonance tended to revalue their purchased products, search for new information about the products, and change their attitudes toward their products to rationalize their purchases. Kim and Lee (2006) demonstrated that people intentionally ignore negative information about the products they have already purchased, because they prefer to be exposed to positive information in order to avoid experiencing cognitive dissonance.

In addition, according to Ko, Han, and Yoon (2013), experiencing cognitive dissonance affects not only purchase intention, but also post-purchase behavior. Also, according to Shahin Sharifi and Rahim Esfidani (2014), customers in general tend to face cognitive dissonance in the post-purchase stage, which adversely affects the sales of companies. However, they successfully revealed that relationship marketing lessens customer's cognitive dissonance in the post-purchase stage. Wilkins, Beckenuyte, and Butt (2016) found that deceptive packaging with too much air filling in food packaging induced cognitive dissonance and led to negative post purchase behaviors.

Also, Sharma (2014) discovered that during the process of resolving cognitive dissonance, consumers tend to modify their buying process such as problem recognition and information search, considering their previous attitudes toward the products. In other words, if they had positive attitudes toward the products, they would unconsciously

ignore the disadvantages of products and want to look at the good sides of the products. Hidalgo-Baz, Martos-Partal, and González-Benito (2017) studied the incongruity between positive attitudes toward organic products and negative willingness to purchase organic products considered expensive. Their findings showed that once consumers purchased it, they considered price of organic products reasonable to relieve cognitive dissonance resulting from the attitude-behavior incongruity. Also, orientations and knowledge about organic products enhance the congruity between attitudes and purchase intentions toward organic products.

The concept of hypocrisy induction has been developed from cognitive dissonance theory. Fried and Aronson (1995) demonstrated that hypocrisy is a form of cognitive dissonance arousal and created a new dissonance paradigm through their experiment. Hypocrisy induction is defined as when people feel hypocrisy about ethical issues, they want to modify their attitudes and behaviors, in order to be more ethical (Aronson, Fried, and Stone, 1991; Dickerson, Thibodeau, Aronson, and Miller, 1992; Stone, Wiegand, Cooper and Aronson, 1997). In other words, hypocrisy is a dissonance state between advocating a pro-normative position and being aware of one's past transgressions (Fointiat, Morisot, and Pakuszewski, 2008). Barden, Rucker, and Petty (2005) showed that hypocrisy would be greater when a statement building an individual's ethical standard preceded a behavior breaking this standard.

Hypocrisy induction motivates people to have positive attitudes and behaviors about ethical issues, while cognitive dissonance theory claims that individuals will try to change either their attitudes or behaviors to reduce dissonance (Aronson, Fried, and Stone, 1991; Dickerson, Thibodeau, Aronson, and Miller, 1992; Stone, Wiegand, Cooper and Aronson, 1997). In addition, according to Fointiat (2011), experiencing inconsistency between what participants have argued (prosocial speech) and their own past

transgressions threatens the self-concept, which motivates participants to restore their self-image. The researcher discovered that the easy way to do so is to engage in subsequent prosocial and ethical behaviors. That is, when people experience dissonance over ethical issues, they would like to change their attitude and behavior only in a prosocial way.

A number of previous studies have consistently revealed that hypocrisy induction is effective in modifying people's attitudes and behaviors pro-socially and ethically. Aronson, Fried, and Stone (1991) first discovered that hypocrisy induction would influence people's attitudes and behaviors pro-socially. They believed that if people felt hypocrisy about public issues, they would have strong motivations to prove that they are ethical. They tried to find a way to encourage people to use a condom for AIDS prevention through hypocrisy induction. They first confirmed that the participants considered the use of a condom positive and ethical. Next, researchers reminded the participants that they had not actually used a condom in the past (based on interviews), which made them feel hypocrisy. The researchers observed that the more participants were exposed to hypocrisy (the experimental group), the more often they bought condoms, as compared to those who were not exposed to hypocrisy (the control group).

Dickerson, Thibodeau, Aronson, and Miller (1992) found that people exposed to hypocrisy were more enthusiastically devoted to saving water than people who were not. All participants were randomly assigned to two groups, and asked to carefully read an article claiming that "people should not waste water." Then, the researchers asked both groups to write down their opinions about the article, which mostly were agreeing with the article's opinions. Lastly, to provoke a sense of hypocrisy, the researchers reminded the experimental group that they had not actually saved water. The study found that the

experimental group showed stronger positive attitudes and the willingness to save water than did the control group.

Stone, Wiegand, Cooper and Aronson (1997) revealed how hypocrisy induction affected donation behavior. More specific, after dissonance was aroused by hypocrisy (i.e., past failure to help homeless people), significantly more participants chose to reduce dissonance directly, which means that the participants changed their behavior to make it less hypocritical (i.e., involved in donation behavior).

Peterson, Haynes and Olson (2008) demonstrated how hypocrisy affects smokers' behavioral intentions. In order to induce hypocrisy, they first asked smokers in the hypocrisy condition to deliver a speech on how dangerous smoking is and to write a public (personally identifiable) passage about the importance of a healthy lifestyle. In contrast, nothing was required of smokers in the control condition. The findings revealed that smokers in the hypocrisy condition would be more likely to stop smoking than those in control condition. They also discovered that there is a positive relationship between hypocrisy induction and level of self-esteem. That is, smokers with high self-esteem would more easily feel hypocrisy and change their behavioral intentions than those who had low self-esteem.

Hammons (2010) examined whether the hypocrisy induction is effective in decreasing the negative consequences related to students' alcohol use. A researcher randomly assigned college students to two conditions, the treatment and control group. The result showed that participants in the hypocrisy condition were more likely to change their attitudes and behavioral intentions about drinking alcohol than those in control condition.

Stone and Fernandez (2011) examined the role of hypocrisy induction to persuade participants to use sunscreen. They randomly assigned participants to three groups and

asked only two groups to advocate the use of sunscreen inducing hypocrisy. After that, one group was asked to recall two past failures, and the other group was requested to recall eight past failures. The results indicated that participants in two groups with hypocrisy showed greater willingness to use sunscreen than participants in the control group. Also, participants with more past failures enthusiastically attempted to change their behaviors.

In line with the previous studies, people exposed to hypocrisy tended to enthusiastically show their positive attitudes and participate in ethical behaviors.

In conclusion, we can see that hypocrisy induction is effective in persuading people to engage in positive attitudes and ethical behaviors, such as saving water, using a condom, and donating to charity. When people realize that their past behaviors were self-contradictory, they faced strong dissonance and modified their attitudes and behaviors to be more pro-socially, which helps to get rid of their psychological discomfort about ethical issues.

With the assumption that illegal downloading has also been considered an ethical issue by the public, this study aims to apply the same strategy to the public service advertisements designed to stop people from downloading media files illegally. Therefore, this study assumes that the public advertisement for illegal downloading utilizing hypocrisy induction will have a positive effect on people' attitudes and the willingness to stop illegal downloading.

H1a. Participants in the hypocrisy induction condition will show more favorable attitudes toward the public service announcement urging against illegal downloading than those in the control condition.

H1b. Participants in the hypocrisy induction condition will show greater willingness to stop illegal downloading than those in the control condition.

2.2 HYPOCRISY MANIPULATED BY SELF-CONSTRUAL THEORY

Self-construal theory indicates the extent to which individuals perceive themselves either as an individuated entity or in relation to other people (Agrawal and Maheswaran, 2005). Western scholars have long believed an individual's self consists of only one concept, the independent self-construal (Markus & Kitayama, 1991). This comprehension of the self has mainly been based on individualism, personal rights, and people's autonomy (Bellah, Madsen, Sullivan, Swidler, & Tipton, 1985; Guisinger & Blatt, 1994; Markus & Kitayama, 1994; Sampson, 1985). The primary concept of the independent self-construal is that an individual is basically separate from others, and it makes an individual stand out from others (Markus and Kitayama, 1991). The fundamental elements of the independent self-construal are one's special abilities, desires, interests, objectives, and experiences, interpersonal relationships, and group memberships (Agrawal and Maheswaran, 2005) . To maintain this independent self, an individual must continuously maintain her autonomy, preferences, conviction, and goals. On the other hand, compared to Western cultures, Eastern culture such as Asia, have built a concept of the interdependent self-construal based mainly on relationships and harmony with others. The basic assumption of the interdependent self-construal is that people are closely linked to others such as through family relationships, so that the self is defined, at least in part, by important roles, group memberships, or relationships (Markus & Kitayama, 1994, p. 459). Thus, for an individual with an interdependent self-construal, his self-enhancement is formed by perceptions and emotions that remind him that he is connected with others. For individuals with this self-construal, representations of important relationships and roles share the self-space with abstract traits, abilities, and preferences. In addition, Singelis (1994) contended that an individual with interdependent self-construal shows a flexible self which highlights : (a) external elements such as status, roles, and

relationships, (b) belonging and fitting in with the group, (c) filling one's social role and appropriate action, and (d) being indirect in conversation with others. In comparison with an independent self-construal, an interdependent self-construal shows open borderline between the self and others (Cross and Madson, 1997). To maintain and enhance this interdependent view of the self, individuals tend to think and behave in ways that emphasize their connectedness to others and that strengthen existing relationships.

Self-Construal theory has consistently been studied in areas of ethical behavior or public interest. For example, Cojuharenco, Shteynberg, Gelfand, and Schminke (2011) discovered that understanding unethical behavior in organizations is strongly related to Self-Construal theory. Their result showed that higher levels of relational self-construal relate negatively to unethical behavior. Hoyt and Price (2015) argued that interdependent-self-construal is generally considered to increase concern for justice and ethical issues, and it is associated with lower levels of unethical decision making. According to Stern and Dietz (1994), an individual has a three part attitudinal structure for environmental concern based on self-construal theory. Specifically, an independent self is related to egoistic concern for the self in relation to the environment and an interdependent self is associated with altruistic concern for other people in relation to the environment. Zaff, Blount, Phillips, and Cohen (2002) studied how the elements of self-construal theory affect attitudes toward racial discrimination. Through experiments, they discovered that participants with an interdependent self indicated less racially discriminatory attitudes. Rest (1986) studied the relationship between self-construal types and moral standards. His study showed that people with an independent self were less likely to consider the effects of their decisions on others as significant or, whether their decisions break ethical or social norms than people with an interdependent self construal. As such, an independent self-construal is related to lower levels of an important cognitive precursor to

ethical behavior and to higher levels of unethical behavior. On the other hand, people with an interdependent self had higher moral standards and higher moral awareness. This is because individuals with higher levels of an independent self struggle with empathizing with others, and empathy is a significant element to deter unethical behaviors which damage others. In other words, people having an independent self do not curb their unethical behaviors because they are naturally less likely to feel empathetic than people with an interdependent self (Eisenberg and Miller 1987; Johnson and Chang 2006; Miller and Eisenberg 1988; Vetlesen 1994).

A number of previous studies have revealed an interaction effect between one's self types and message framing types. For example, Han, Lee, and An (2012) discovered that attitudes toward the message of the public service advertisement varied with individuals' self types. Specifically, participants with an independent self showed favorable attitudes only toward a message of a public service advertisement focusing on personal benefits, but for participants with an interdependent self, a message the public service advertisements messages emphasizing social benefits was more effective. Kareklas, Carlson, and Muehling (2012) demonstrated that an interdependent-oriented person preferred a message with an environmental benefit to a message with a personal benefit. Mandel (2003) discovered that warning message with personal losses was more effective in persuading individuals with an independent self than those who have interdependent self. Also, individuals with an interdependent self were more motivated to avoid risks by message with social losses than personal losses. According to Oetzel (1998), people with an independent self-construal were more likely to prefer competitive conflict tactics than those who have interdependent self. Utz (2004) demonstrated that individuals primed with independence were more concerned with the message focusing on their own outcomes than a message emphasizing outcomes for their interaction

partner. In contrast, individuals primed with interdependence were more concerned with the message emphasizing the outcomes of their interaction partner than with the message focusing on their outcomes. Kareklas, Carlson and Muehling (2012) revealed that individuals' benefit-oriented appeals generated more favorable attitudes for individuals primed to have an independent self-view. Jin (2010) indicated that the effect of a health message related to a prevention goal ("Exercise to *avoid* aging") would more significantly influence people with interdependent selves than independent selves and the health message with a promotion goal ("Exercise to gain youth") would be more effective for individuals with independent self.

In addition, previous studies have demonstrated that hypocrisy can be elicited by various message framing. For example, Aronson, Fried and Stone (1991) successfully induced hypocrisy by focusing on the personal benefits of preventing AIDS. On the other hand, Stone, Wiegand, Cooper and Aronson (1997) used a message with social benefit to induce hypocrisy.

Based on the previous studies, the current study attempts to induce hypocrisy with two kinds of message framing: the individual aspect vs. the relationship aspect, both of which originated from self-construal theory. Also, this study predicts that there is a significant interaction between one's self type (independent, interdependent) and message framing types (personal perspective, social perspective).

H2a. Participants with hypocrisy induced by independent means will show more favorable attitudes toward the public service announcement emphasizing a personal perspective than the public service announcement emphasizing a social perspective.

H2b. Participants with hypocrisy induced by interdependent means will show greater willingness to stop illegal downloading after viewing the public service

announcement emphasizing the personal perspective than the public service announcement emphasizing the social perspective.

H2c. Participants with hypocrisy induced by interdependent means will show more favorable attitudes toward the public service announcement emphasizing social perspective than the public service announcement emphasizing a personal perspective.

H2d. Participants with hypocrisy induced by interdependent means will show greater willingness to stop illegal downloading toward the public service announcement emphasizing a social perspective than the public service announcement emphasizing a personal perspective.

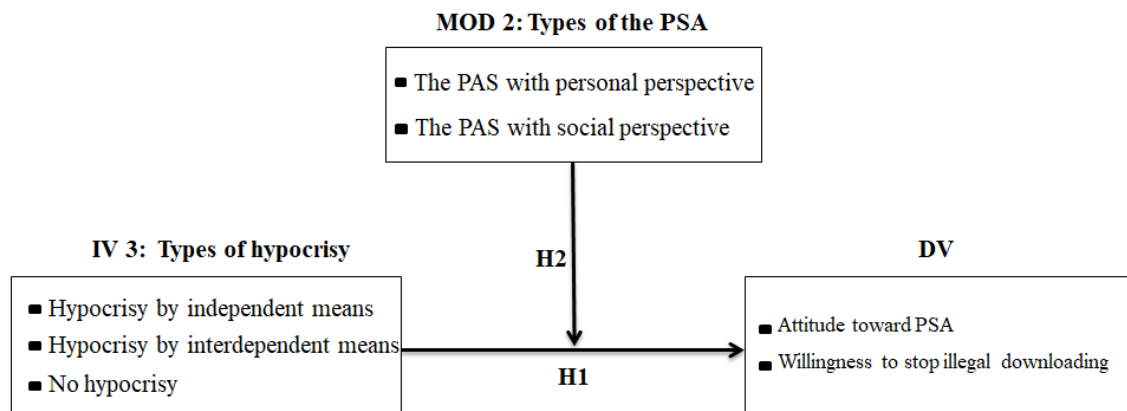


Figure 1: Conceptual Model.

Chapter 3: Methodology

3.1 DESIGN, PARTICIPANTS, PROCEDURE, STIMULI AND MEASURES

An online experiment was conducted to investigate the proposed hypotheses. A 3 (types of hypocrisy: hypocrisy induction by independent means vs. hypocrisy induction by interdependent means vs. a control of no hypocrisy) X 2 (message framing: personal perspective vs. social perspective) between-subjects design was employed to test hypotheses.

A total of 197 participants were recruited in the USA through Amazon Mechanical Turk (Mturk) and all participants were given \$ 0.25 in exchange for completing the approximately ten minute survey. The average age of the participants was 37.14 years old and 98 of the 197 (49.7%) participants were females. Upon institutional review board approval, all participants were asked to complete the consent form and agreed to take the experiment. After that, participants were randomly assigned to one of the two hypocrisy conditions or the control condition. All participants were asked to read one of three articles focusing on independent means, interdependent means, or both independent and interdependent means (see Table 1).

After reading the article, participants in one of two hypocrisy conditions were asked to write a paragraph about how much they agreed with this editorial. They also indicated the degree of their agreement through three items on seven-point Likert scale. To manipulate hypocrisy, the current study conformed to a number of previous studies. Studies have shown that recalling instances in which one's past behaviors (i.e., the participants downloaded the media files such as music or movie illegally) were inconsistent with their opinions (i.e., illegal downloading is a serious social problem) can induce hypocrisy (Aronson, Fried, and Stone, 1991; Dickerson, Thibodeau, Aronson, and

Miller, 1992; Stone, Wiegand, Cooper and Aronson, 1997). In keeping with this manipulation, participants in the hypocrisy condition were asked to answer the following six questions: 1) “Have you ever downloaded MP3 files illegally?” 2) “If yes, how often do you download MP3 files illegally?”, 3) “Have you ever downloaded movie files illegally?” 4) “If yes, how often do you download movie files files illegally?”, 5) “Have you ever downloaded soft files illegally?” 6) “If yes, how often do you download soft files illegally?”.

<i>Types of article</i>	<i>Contents</i>
Hypocrisy condition by independent means	<p>Illegal downloading is a serious crime. Under the Digital Millennium Copyright Act, illegal downloading is punishable by law. Those found guilty of copyright infringement may face the following penalties:</p> <ul style="list-style-type: none"> * Up to five years in jail * Fines and charges of up to \$150,000 per file * In addition to any other charges that might be brought against you, the copyright holder can file suit, which can result in legal fees and damages that must be paid. <p>In addition, you can see some examples of judgments about illegal downloading. A federal jury concluded that a 25-year-old college student must pay \$675,000 — or \$22,500 for each of the 30 songs he was found liable for infringing. In Minnesota, Jammie Thomas-Rasset, a single mother, was fined \$80,000 for each of 24 songs, resulting in a total of \$1,920,000, almost 2 million dollars.</p> <p>*After reading the article, please write down your opinion regarding whether you agree or disagree.</p>
Hypocrisy condition by interdependent means	<p>Copyright piracy is a serious social problem that undermines society's progress in creating a healthy digital ecosystem by ruining stores, slowing technological progress, and damaging a number of workers. Specifically, the music industry has lost around \$4.2 billion per year because of digital piracy. The movie ‘Expendables 3’ lost about \$100 million dollars due to piracy, assuming box office losses of 10% (base) plus an additional 19% due to pre-release piracy, and a 10% loss in digital sales. The software industry must also spend considerable time and resources in fighting piracy and filing lawsuits against violators and copyright infringers. Clearly, illegal downloading has quickly demolished media industries and the digital ecosystem.</p> <p>*After reading the article, please write down your opinion regarding whether you agree or disagree.</p>

Table 1: continued next page

Control condition by independent and interdependent means	<p>Copyright piracy is a serious social problem that undermines the progress to a healthy digital ecosystem by ruining stores, slowing technological progress, and damaging a number of workers. In detail, the music industry has lost around \$4.2 billion per year because of digital piracy. The movie 'Expendables 3' lost about \$100 million dollars due to piracy. In addition, An illegal downloading is a serious crime. Under the Digital Millennium Copyright Act, an illegal downloading is punishable by law. Those found guilty of copyright infringement may face the following penalties:</p> <ul style="list-style-type: none"> * Up to five years in jail Fines and charges of up to \$150,000 per file * Fines and charges of up to \$150,000 per file
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Table 1: Types of article for hypocrisy induction

Given participants had formed the negative attitude toward illegal downloading by writing down a paragraph about the editorial opinion, we expected that those who reported larger numbers of legal downloading would feel hypocrisy. As a result, 32 participants who reported fewer than two instances of illegal downloading were excluded from the data. Thus, the hypocrisy group was reduced from 159 to 127 participants. All participants then were exposed either to the public service announcement emphasizing the personal perspective or the social perspective. A black and white virtual print advertisement was created (see appendix). To rule out any confounding effects participants' predisposition may cause, all elements of the public service announcement were described in a neutral manner (a personal perspective: "Do you want to download a punishment as well?", a social perspective: "Do you want to root out the media industry?"). After seeing the public service announcement in a self-paced manner, participants' attitudes toward the ad were measured with three items on seven-point Likert type scales: "I like this ad," "I agree with what this ad says," "I want to recommend that other people see this ad" (1 = strongly disagree, 7 = strongly agree, Kim,

2008). Participants' willingness to download legally was measured with the following three items: "I want to try to download the media files legally," "I want to persuade other people to download the media files legally," "I will be likely to feel uncomfortable if I do not download the media files legally" on seven-point Likert type scales (1 = strongly disagree, 7 = strongly agree; Kim and Shin, 2004). After completing demographic questions, participants were debriefed and thanked. There were no participants who correctly anticipated the purpose of the study.

Chapter 4: Results

4.1 MANIPULATION CHECK

To examine whether hypocrisy was indeed perceived as we intended, an independent *t*-test was conducted. With the assumption that participants with hypocrisy would feel psychological dissonance, guilt, or unstable feelings (Aronson, Fried, and Stone, 1991; Dickerson, Thibodeau, Aronson, and Miller, 1992; Stone, Wiegand, Cooper and Aronson; 1997), the study anticipated that participants in the hypocrisy conditions would experience more negative emotions than the control group. The following four items were used to measure participants' emotional status: "I feel uncomfortable about illegal downloading," "I feel some guilty about illegal downloading," "I feel like I am responsible for illegal downloading," and "I have no choice but to admit that my current attitude toward illegal downloading is not consistent with my past behavior" on a seven-point Likert scale (Stone, Wiegand, Cooper and Aronson, 1997). The results showed that participants in the hypocrisy condition ($M = 4.546$, $SD = 1.592$) experienced significantly more negative emotions than participants in the control ($M = 4.119$, $SD = 1.246$; $t(194) = -1.927$, $p < .05$). Thus, the manipulation check of inducing hypocrisy was effective and successful.

4.2 RESULTS OF HYPOTHESES

The purpose of the study is to discover how hypocrisy induction affects attitudes toward public service announcements for illegal downloading and participants' willingness to stop illegal downloading. It also aims to examine two other issues: 1) whether there is a significant effect among types of hypocrisy: hypocrisy induction by independent means vs. hypocrisy induction by interdependent means vs. control and 2) message framing with a personal perspective vs. social perspective.

Before analyzing the hypotheses, the study tested the reliabilities and validities of dependent variables. First, the current study set eigenvalue as ‘1’ and conducted principal component analysis through varimax rotation. There is more detailed information in the following Table 2.

<i>Items</i>	<i>Scale type</i>	<i>Factor loading</i>
Attitude ($\alpha = .882$)		
I like this public service announcement		.889
I agree with what this public service announcement says		.854
I want to recommend that other people see this public service announcement		.833
	7-point Likert type (1 = Strongly disagree, 7 = Strongly agree)	
Willingness ($\alpha = .729$)		
I want to try to download the media files legally		.935
I want to persuade other people to download the media files legally		.928
I will be likely to feel uncomfortable if I download the media files legally		.885

Table 2: Summary of Scales and Items for Dependent Variables

As shown in the table above, Cronbach’s alpha was 0.882 (attitude) and 0.729 (willingness), indicating acceptable reliability.

A two-way ANOVA was employed to test the roles of hypocrisy induction on dependent variables and the interaction effect among types of hypocrisy and types of message .

Hypothesis 1 predicted that participants in hypocrisy conditions would show more favorable attitudes and participants’ willingness to stop illegal downloading. The results showed that hypocrisy induction significantly influenced attitudes toward the public service announcement. Specifically, the participants in the hypocrisy condition showed significantly more favorable attitudes toward the public service announcement

($M_{HY_inde} = 4.059$, $SD = 1.496$, $M_{HY_inter} = 4.112$, $SD = 1.223$) than the control group ($M_{control} = 3.680$, $SD = .624$), $F(2, 190) = 3.213$, $p < .05$. Thus, hypothesis 1a was supported. At the same time, hypocrisy induction also significantly affected the willingness to stop illegal downloading ($M_{HY_inde} = 4.326$, $SD = 1.512$, $M_{HY_inter} = 4.310$, $SD = 1.303$, $M_{control} = 3.915$, $SD = .766$), $F(2, 190) = 3.594$, $p < .05$. Thus, hypothesis 1b was also supported. In conclusion, exposing participants to their own hypocrisy significantly and positively influenced their attitudes toward the public service announcement and their willingness to stop illegal downloading.

The hypothesis 2 predicted there is an interaction effect between types of hypocrisy and types of message in the public service announcement. To manipulate message, two types of public service announcement were created (see Appendix), a personal perspective and social perspective announcement. A personal perspective announcement highlighted personal losses and a social perspective announcement emphasized social losses for illegal downloading. The findings showed that when the hypocrisy types were consistent with the message types, participants showed more favorable attitudes toward the public announcement. Specifically, participants with hypocrisy induced by independent means exhibited more favorable attitudes toward the public service announcement emphasizing a personal perspective than a social perspective ($M_{Meg_inde} = 4.523$, $SD = 1.274$, $M_{Meg_inter} = 3.724$, $SD = 1.567$). Also, they exhibited more favorable willingness to stop illegal downloading in the personal perspective than the social perspective ($M_{Meg_inde} = 4.986$, $SD = 1.019$, $M_{Meg_inter} = 3.853$, $SD = 1.639$) and hypothesis 2 a and b were supported.

In line with this result, participants with hypocrisy induced by an interdependent self way showed more favorable attitudes toward the public service announcement emphasizing a social perspective than a personal perspective ($M_{Meg_inde} = 3.906$, $SD =$

1.201, $M_{Meg_inter} = 4.332$, $SD = 1.229$), $F(2, 190) = 5.003$, $p < .05$. The type of interaction effect was also discovered with respect to willingness to stop illegal downloading. Specifically, with the public service announcement focusing on the social perspective, participants with hypocrisy elicited by interdependent means exhibited greater willingness to stop illegal downloading than those who experienced hypocrisy induced by independent means, ($M_{Meg_inde} = 4.005$, $SD = 1.262$, $M_{Meg_inter} = 4.635$, $SD = 1.289$), $F(2, 190) = 8.792$, $p < .05$. In conclusion, hypotheses 2 c and d were also supported.

	<i>df</i>	Attitude / p (F)	Willingness / p (F)
Main effect			
Types of hypocrisy (A)	2	.042 (3.213)*	.029 (3.594)*
Types of the PSA (B)	1	.645 (0.213)	.182 (1.797)
Interact effect			
(A) X (B)	2	0.008 (5.003)*	.000 (8.792)***

Table 3: The results of A two-way ANOVA for Testing Hypotheses.

Figure 1 shows significant interaction effects between the types of hypocrisy and types of the public service announcements.

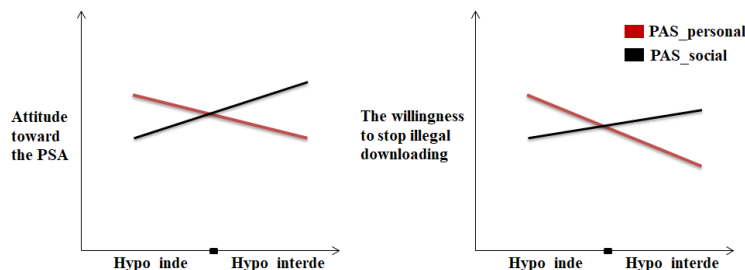


Figure 2: The interaction Effect between The types of Hypocrisy and A PSA.

Chapter 5: Conclusion

5.1 DISCUSSION

The current study first successfully applied hypocrisy induction to advertisements. The purpose of this study was to examine whether hypocrisy induction influences attitudes towards the public service announcements and the willingness to stop illegal downloading. Furthermore, this study elicited two types of hypocrisy from participants based on self-construal theory and designed the experiment to explore interaction effects between the types of hypocrisy and the types of the public service announcements.

As the study predicted, the results showed that inducing hypocrisy has an important role in positively modifying participants' attitudes toward the public service announcements and increasing their willingness to stop illegal downloading. In other words, participants with hypocrisy showed more favorable attitudes toward the public service announcement and greater willingness to stop illegal downloading than the control group. That is, participants exposed to hypocrisy attempted to modify their attitudes and behaviors to be more ethical and pro-social in order to resolve their feelings of hypocrisy and to feel and be seen as more ethical. Through these findings, this study revealed that hypocrisy induction could have a positive effect on participants' attitudes toward the public service announcements discouraging illegal downloading and on their willingness to stop illegal downloading.

The interaction effect between the types of hypocrisy and the types of the public service announcements was also found. In other words, when hypocrisy was induced by independent means, the public service announcements with an independent message was more effective in changing attitudes and intention than a public service announcements with an interdependent message.

This research demonstrated that hypocrisy induction is effective in prompting more ethical behavior, and the manner in which messages are framed matters.

5.2 THEORETICAL AND PRACTICAL IMPLICATIONS

The advancement of technology has substantially changed people's lifestyles. People today are able to get access to various type of information with ease. For example, people do not have to purchase physical CDs to listen to songs they like anymore. However, such a great advancement has a dark side because it has adversely influenced the media industry related to music, movie,s and software through illegal downloading. Therefore, preventing copyright infringement is generally considered to be important.

Unfortunately, a number of previous methods of stopping illegal downloading have been ineffective. Generally, people commit digital piracy alone, which means that they are more likely to be exposed to various biases and rationalizations. This is why we have to come up with an internal way to stop illegal downloading, instead of using external approaches. In that sense, this study has several implications for researchers and practitioners.

First, the current study is the first research to discover that how hypocrisy induction has an effect on attitudes toward the public service announcements and the willingness to stop illegal downloading. Even though some previous studies have consistently shown that inducing hypocrisy plays an important role in eliciting ethical behaviors such as donating to charity, the current study first applied hypocrisy induction to the public service announcements for illegal downloading.

Furthermore, the findings of the current study suggest that the rate of illegal downloading would decrease by stimulating people's psychological dissonance, an internal way. For instance, it might be effective to put emphasis on people's previous

experience related to illegal downloading when creating messages for illegal downloading campaigns. Reminding people of their past behaviors related to illegal downloading would be an effective way for people to experience hypocrisy, which ethically modifies their attitudes toward the public service announcements and the willingness to stop illegal downloading. A check box in the campaigns or advertisements asking whether they downloaded illegally in the past can be an appropriate example for this.

Moreover, the current study successfully induced two types of hypocrisy based on self-construal theory although the previous studies elicited hypocrisy through only one way. That is, this study showed that hypocrisy induction could interact with other theories. Thus, this study contributed to expanding the concept of hypocrisy induction, which means hypocrisy induction would be applied to various fields depending on the way of induction.

Also, inducing two types of hypocrisy based on self-construal theory enabled the study to discover the interaction effect between the types of hypocrisy and the public service announcements. This finding emphasizes the importance of message framing strategy in the public service announcements about illegal downloading. Also it means that this study successfully contributed to theory by combining hypocrisy induction and self-construal theory.

5.3 LIMITATIONS AND FUTURE RESEARCH

Despite the meaningful contribution of the results in the current study, some limitations should be noted. First, in practical terms, there has been controversy about whether using campaigns or advertisements that take advantage of an individual's

unpleasant feelings is appropriate or not. This is because when people face hypocrisy due to the inconsistency between the current attitudes and the past behaviors, it will automatically invoke unpleasant feelings, which encourages them to modify their attitudes and behaviors. However, it is doubtful whether using unpleasant feelings to motivate people to change their attitudes and behaviors is always an ethically appropriate strategy. That is, people could be harmed psychologically by being forced to confront their own hypocrisy especially if they do not see a way to reduce the dissonance, which imposes limitations for practitioners and researchers who want to use hypocrisy induction. Thus, it is better for future research to study how to induce hypocrisy in a manner that does not create unintended or severe psychological consequences.

Moreover, how to induce hypocrisy in the real world is also our limitation. This study induced hypocrisy through the experimental procedure and limited environment. Therefore, how to elicit hypocrisy in the real situation should be studied. Future research should consider how to induce hypocrisy in real advertisements. For example, future study tries to suggest other possible ways to induce hypocrisy such as website quizzes or through social media people can interact with. In addition, future research will be able to study other contexts in which hypocrisy induction could be useful and effective in reducing unethical behavior. One instance of a modern social epidemic that may be susceptible to hypocrisy induction is cyberbullying.

Ironically, it is hypocrisy that helps reduce unethical behavior because it activates an internal factor which spontaneously motivates people to be more receptive to a public service announcement.

Appendix A

An Example of Stimuli – The Public Service Announcement
with A personal Perspective



**Do you want to download
a punishment as well?**



an illegal downloading is punishable by law

WWW.RIAA.COM

Appendix B

An Example of Stimuli – The Public Service Announcement
with A personal Perspective



**Do you want to root out
the media industry?**



Digital piracy is a serious social problem

WWW.RIAA.COM

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