

Understanding Blogging and Copyright Infringement Within a Pinterest Generation

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Dedication

First and foremost I dedicate this study to my Creator. I never could have fathomed that I would write a thesis, but “many are the plans of a man’s heart, but it is the Lord’s purpose that prevails,” Proverbs 19:21. Secondly, I dedicate this to my loving husband Kevin—you are my rock. Finally, I dedicate this to my parents. You have been the godliest example of love and justice to me, and for that I will always be thankful.

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Abstract

Copyright infringement within a Pinterest generation is growing at an alarming rate. This study sought to explain the phenomenon of stealing on Pinterest through a study of social interaction and perception thereof. The author found that the overall concept of interaction was widely misunderstood, along with the current copyright laws, leading to a broken sense of ethicality among the Pinterest generation. Through this study the impact of peer interaction, in compliance with the standards of Bandura's Social Learning theory (1977), was reviewed and found applicable to the Pinterest generation today. This study proved it relevant to further research the ethical and moral compasses of the Pinterest generation in an ever-growing digital age.

Key terms: Pinterest generation, social interaction, moral compass, social media, qualitative, media.

Chapter 1

Introduction

During the course of this study the author was sent an email, from a participant, which exemplified that Pinterest is bound to the copyright laws that so many users ignore. The email, with identifiers removed, read:

Hi *****,

This is to let you know that we removed one (or more) of your Pins as a result of a copyright complaint. The complaint was not directed against you or your Pin. It was directed against another user who Pinned or re-Pinned the same content from the following address:

While many copyright owners are happy to have their content Pinned on Pinterest, we recognize that some do not want their content to appear on Pinterest. Where, as here, a copyright owner notifies us that they want their content removed under the Digital Millennium Copyright Act ("DMCA"), it is our policy to remove the allegedly infringing Pin, as well as all other Pins that contain the same content if the copyright owners so chooses.

Again, this complaint was not directed at you, or anything you did. We just thought you'd like to know why we removed your Pin.

Happy Pinning and thanks again for using Pinterest.

The Pinterest Team

Pinterest DMCA #ID *****

Users have increasingly neglected copyright and public usage laws within the blogging community, specifically within the Pinterest generation. With the increase of online sharing has come an overwhelming increase of online stealing. People see Pinterest as open, giving no regard to limitations or ethical practices. However, the ignorance lies in that personal communication with the Pinterest administrators proves that there are boundaries, even within Pinterest. Through the exploration of related phenomena, this qualitative study seeks to define the reasoning behind the individual motives of Pinterest users when neglecting copyright laws online. The purpose of this phenomenological study is to understand the increase in copyright infringement on Pinterest for Pinterest users at a large private mid-Atlantic university, or post-collegiate Pinterest users working for a large national medical corporation.

In review of the literature, the author found that there was little related research in the field of communication directly relating to the copyright infringement that is taking place on Pinterest. However, after reviewing related online plagiarism studies, it became apparent that the use of Bandura's Social Learning Theory is fitting as an explanation for human interaction and action over the Internet.

Bandura's theory says that humans learn through the observation of others. Bandura primarily focused on the influence of television or other media on human behavior. Though the influence of media learning has historically been linked to non-media related action, the author would like to propose that, in the Internet age, the social learning of online users in terms of copyright infringement has taught a

new generation, which will be referred to as the Pinterest generation, that there is no penalty or unethicity related to online stealing. Pinterest served as a platform for the author's research, as it enables the effortless "pinning" of copyrighted materials.

Research shows that the Social Learning Theory has been used previously to explain the issue of music piracy and hacking (Kelm, 2011; Gunter, 2008; Morris & Higgins, 2009; Morris & Blackburn, 2009; Sandridge, 2012). With the similarity between music piracy and Internet plagiarism, the author believed that the Social Learning Theory would provide a suitable foundation for research, assisting in the explanation of the human action of stealing within the context of written communication online.

Because of the lack of research specifically related to Pinterest as a means of promoting or enabling copyright infringement, there was a distinct need for this study to fill the gap between online stealing of music files and hacking, and the stealing of written communication. The Pinterest generation has grown up with the mindset of sharing. Little regard is given to the owners of content prior to the reposting of ideas, concepts, and images. With the understanding of why people are unconcerned with the copyright laws they are neglecting on a daily basis, there is now room for further research to potentially halt the unethical actions in the future.

This study bears significance among the academic community, in that it offers a greater understanding of human interaction in the context of communication stealing. The study is also relevant to others wishing to study

Pinterest further in the future, offering a distinct conception of the mindset of the average Pinterest user.

The following chapters will elaborate on the literature supporting the research of the increase in copyright infringement on Pinterest, the methods that were used in order to complete this study, the results and findings of the study, and a discussion of the findings.

Chapter Two

Review of the Literature

With the induction of photo-sharing websites such as Pinterest the issue of copyright infringement has taken on an entirely new form. Though, according to the site's legal page, the hosting site will, "respond expeditiously to claims of copyright infringement committed using the Pinterest website that are reported to Pinterest's Designated Copyright Agent," the issue of human error is still in question. Therefore this chapter will review the literature pertaining to the question of why Pinterest users act with disregard for original copyright holders and their rights when "pinning" work that is not originally theirs. This is often seen in the reproducing or sharing of copyrighted material without the knowledge or authority of the author.

To better understand the reasoning behind the ever-growing issue of online plagiarism in this context, this chapter is divided into seven sections. The first section introduces the subject of social media and the growing impact of socially oriented online communication. The second section will address blogging and reviews studies that have reviewed the legality of online journal-like writing, therein. The third section addresses the Pinterest phenomena, as well as studies that reviewed Pinterest and copyright infringement previously. The fourth section reviews the concept of plagiarism, and the motives behind taking credit for work that is not original. The fifth section discusses the copyright laws associated with online writing, specifically the Digital Millennium Copyright Act of 1989. The sixth section approaches ethical Internet usage, reviewing studies focusing on the ethicality of creating online. Finally, the seventh section will review the Social

Learning Theory and the Internet, discussing the influence of online peer-pressure and ignorance.

Social Media

As technologies continue to expand, communication studies must stay abreast of the changing tides of those technologies. Most notably, communication must adapt to the ever-growing phenomena of social media (Walaski 2013). For the purpose of this study, social media will be defined as media-based communication websites with a specific focus on peer interaction and review, specifically targeting and utilized by the Pinterest generation. To best prepare a foundation for the study of peer interaction on Pinterest, this section will offer a review of the literature to this point regarding the usage of social media.

This definition of social media is best accompanied by Walaski's adaptation of the 23 social media platforms offered by Practical Law (2013). Walaski identified six separately derived types of social media platforms, which categorized the 23 previously outlined platforms in a more succinct way (2013). The first independent category was identified as blogs. Blogs were expounded upon as "represent[ing] a method of communicating information and opinions in a short, web-based form rather than appearing in more traditional forms of print publications," (Walaski 2013). Walaski (2013) then differentiated blogs from microblogs, with microblogs being defined as short, succinct blocks of text, rather than the unlimited length and breadth of blogs, as the second category. The third category defined social networking sites, which "promote building relationships among people with similar interests and activities," (Walaski 2013). The fourth category introduced

professional networks. These were offered as a counterpart of social networking sites (Walaski 2013). Next, Walaski (2013) identified video sharing sites such as YouTube, which offer users the opportunity to interact through video-driven content. Finally, the sixth category was defined as content-driven communities. According to Walaski (2013) this would be the best associated category for Pinterest, as it is, “less about interacting and more about sharing content.” Though Walaski’s (2013) initial categorization may seem accurate.

With a greater understanding of the corresponding counterparts of social media, many authors have sought to extend the encompassment of communication theories to the growing phenomena (Loh 2011) (Russo, Watkins, Kelly, Chan 2008). As the communicative gap between people located across the world continues to close, researchers have begun to question the effects of social media during moments of physical and natural disasters (Loh 2011). Loh (2011) found that, within the context of the 2011 earthquake in Japan, social media offered an immediate line of communication with those millions of miles away. In the same way, Russo, Watkins, Kelly, and Chan (2008) found that the induction of social networking sites encouraged engagement and interaction with others that, not given the increasing technology, would never have been available. This concept was seen in support of the Social Learning Theory, as people from across the world could learn from and interact with each other in real time.

Blogging

Blogs, short for weblog, offer users the opportunity to produce their own journal-like works accessible by millions of people over the Internet. However, this

phenomena has brought with it issues of free speech (Horwedel, 2006) and copyright infringement (Pearson, 2012). Because of the nature of Pinterest as a platform for these blogs to reach a larger population of people, the understanding of these concerns is relevant to the discussion of copyright infringement within blogs hosted on Pinterest.

Horwedel (2006) approached the issue of copyright from a new angle, studying the rights associated with the blogger. In the study Horwedel (2006) reviewed the ethicality of monitoring the usage of blogs, given their similarity to journals or diaries. Horwedel (2006) concluded that the public aspects of blogs lead to a differentiation between a journal entry and a blog post. The similarity of the two was in the tone rather than the content management of rights, specifically when associated with an organization, such as a university, that has policies regarding speech or defamation to the school. Because blog posts are publically accessible, they were found to be subject to the same restrictions as any other publication.

, McCullagh (2008) found that this “journal tone” led to the perception of blogs by their users. Though blogs serve as a public forum for individuals to express themselves, McCullagh (2008) found that these same people did not regard their safety online when blogging. Most people associated a blog with talking to close family and friends, rather than placing information online that the world would have access to. McCullagh concluded that blogs offer individuals a means of self-expression not found anywhere else, but that they also serve as a danger if not perceived to be a public forum. Because of the disconnect between reality and

ideology in terms of blogs, McCullagh found that it is important for users to intentionally remember their audience and their actions when creating online.

Child, Haridakis, and Petronio studied the actions of blogger in relation to their privacy and deletion of previous blog posts. Through their quantitative study they found that bloggers often could be placed into one of five categories relating to their perception of privacy while blogging. First, the self-centric blogger is defined as a blogger who blogs solely self-fulfilling reasons. Second, the utilitarian blogger is a blogger who blogs from a guarded place of consciousness, fully evaluating information before posting. Third, the planning blogger is a blogger who spends time considering each part of each post, careful not to disclose sensitive information. This is differentiated from the utilitarian blogger in that the utilitarian blogger is not cautious specifically regarding sensitive information, but guarded in terms of information. Fourth, the protective blogger is a blogger who never reveals personal information about themselves or others on their blog. This is set aside from the utilitarian and planning bloggers in that the group is solely focused on reserving personal information. Finally, the unworried blogger is the blogger who posts whatever they feel, unconcerned with the danger to themselves or other. This is differentiated from the self-centric blogger in that the blogs are not solely self-based, but rather unconcerned with the information provided or discussed. The study revealed that bloggers adapt and change their orientation in these groups as they learn within the online community.

Online communication over the past 20 years has been propelled from a rarity to a reality for nearly all western cultures (Pearson, 2012). Because Pinterest

most commonly hosts blogs, it is necessary to understand the legality and usage of blogs. Through his book, *Blogging and Tweeting Without Getting Sued*, Pearson reviewed the history and future of online communication and copyright laws. Pearson found that with the ability to reach international levels of communication, the standard copyright laws, and even the more recent laws dating back to 1989, are not advanced enough for the job they are attempting to complete. Because blogging is an informal medium for communication, in a very formal setting (Pearson 2012) the protection of information and of the author's right to write has not been clearly defined in a court of law. Pearson established key areas that he believed should be prosecutable within the Blogging community, such as race, religion and violence under the Digital Millennium Copyright Act.

Pinterest

Pinterest serves as a springboard for creators. However, the issue of copyright infringement remains, and has always plagued the well-liked site (Walker, 2012). Pinterest serves as a means for individuals to filter their content, and also to store and post new content (Hall & Zarro, 2012), however the influence of peer interaction and conscious content sourcing is unclear. Scholars have studied the usage of Pinterest at a surface level, as well as the liability associated with the site itself. However, because of the limited amount of time that Pinterest has been active, the studies surrounding the phenomena are few in number

Pinterest serves as an avenue for individuals to become their own librarians (Hall & Zarro, 2012). This often leads to the selective monitoring of specific information by the user. Hall and Zarro found that individuals act as their own

gatekeepers, “pinning” images from the web and adding their own annotation, but neglecting the annotations and images, or content, that do not meet their previously determined needs of interest. With the foundation of individuals as gatekeepers, the question of ethicality remains. When a Pinterest user reposts content from another user, the chain of liability is lost if the user neglects to verify the correct copyright information was retained with the image or content.

Such was the case with Kristen Kowalski, a lawyer and former “pinner” who deleted her Pinterest publically, with a viral blog post regarding copyright infringement and liability as a Pinterest user (Kowalski, 2012). Within her post, Kowalski reviews the legality of the standards practices of Pinterest, by reviewing a number of legal cases involving copyright infringement online. Specifically, Kowalski reviewed *Kelly v. Arriba Soft Corporation*, a case in which a photographer sued a search engine for using a copy of a copyrighted image in the search results. Kowalski noted that though the search engine in the above case was granted usage of the low quality, segment of the image, Pinterest stands apart in that it offers high-quality full access to images. After reviewing the terms of usage given by Pinterest, Kowalski found that the user is subject to copyright infringement in many ways on Pinterest, including simply repinning.

Reviewing Kowalski’s case, Walker (2012) reviewed the similarities between Napster, a former music sharing website which suffered a public downfall after multiple copyright infringement suits were filed against it, and Pinterest. Walker found that the issue differs from that of Napster in that the liability is almost entirely placed on the user, rather than the company (2012). With the contracting of Napster,

the parameters of copyright law, when dealing with Internet streamed content, left the liability with both the user and the company, which inevitably brought down the organization (Wiens, 2002). The similarities between Napster and Pinterest are solely based on the content hosting, as Pinterest has placed liability almost entirely on the user (Walker, 2012). Though the user is likely unaware of the liability that “pinning” places on him or herself, whereas those who choose to illegally download music do so with a general understanding of the illegality.

Though the liability has almost always been a reflection of the user’s actions, Pinterest formally discouraged users from “pinning” their own content in early 2012 (Eder, 2012). It was after the uproar of Kowalski’s blog post that the company decided to alter their policies. Eder studied the reasoning behind the alteration, as well as the acceptance of its users to comply with the new terms. He concluded that the changes were necessary for the longevity of the company, as discouraging personal promotion would lead to copyright infringement. Eder also noted that the terms of compliance were vague and confusing for the average “pinner.”

Plagiarism

Hosting uncredited creative content that is not original is plagiarism in the simplest sense. Traditionally, plagiarism is associated with books, articles, and scholarly written material (Lankford 2001). Though Pinterest often is not enabling the plagiarism of these well-known and appreciated works, it is allowing the general public to access public blogs at a rate unseen before, without proper user understanding of the legality of “pinning” creative work that the pinner does not

own the rights to. Scholars have found the review of plagiarism and the Internet to be a useful tool in defining the ethicality of Internet usage.

Though plagiarism is often viewed as a simplistic error within academia societies (Atkins, Nelson 2001), many scholars believe that the issue is of sociological descent (Lankford 2001). In a review of Robert Harris' "The Plagiarism Handbook: Strategies for Preventing, Detecting, and Dealing with Plagiarism," Lankford (2001) reduced the rationales of users to "ignorance, opportunity, technology, changes in ethical values, competitive pressures, perceived lack of consequences, and even poorly designed assignments."

Atkins and Nelson (2001) studied the growing rate of plagiarism among college-age students. Assessing programs specially formulated to disable plagiarism within the classroom, Atkins and Nelson (2001) found that the growing rate of plagiarism was due largely to the growth of the Internet. Having access to a wealth of knowledge and creativity often leads to unoriginality. Atkins and Nelson (2001) argued that with the growth of the Internet, inspiration was becoming a game of copying and pasting, rather than formulating original ideas.

Evering and Moorman (2012) reviewed the logistical concerns of plagiarism, specifically among the millennial generation. They found that the Internet does act as an enabler for students to steal others work, however they also proposed the reasoning behind the plagiarism. Evering and Moorman found that the pressure to produce a certain level of work often leads students to plagiarize. They also found that there was a distinct disconnect between stealing physical objects and plagiarizing the written word, specifically from online resources. Their study offered

a four-step solution for the teaching community, in order to best protect the intellectual properties of those whose works are most commonly plagiarized by students. The first step recognized was to engage others about plagiarism. Evering and Moorman (2012) stressed the importance of equal understanding of the severity of the crime being committed. The second step was to reach an agreement about the meaning of plagiarism. They concluded that having a distinct definition often will clear any blurred lines among users. The third step was to make a distinction between “blatant and trivial” plagiarism. Both Evering and Moorman (2012) agreed that not all plagiarism was worthy of the same punishment. And finally, the fourth step was to devise a plan of action in the case of plagiarism.

Though having a plan of action against plagiarism is a universally accepted necessity (Howard, 2007), not all scholars have found the focus on plagiarism as healthy to the creativity of college-age students. Howard (2007) found that the rise of plagiarism-catching programs actually decreased the level of motivation among students to produce quality work. Howard (2007) found that the drive for capital was the problem with plagiarism. The study found that the controlled notion of plagiarism was less than effective in that the borders were too strict. Howard suggests that as long as the original author is mentioned at some point during the text, the writer is not at fault, regardless of misplaced quotation marks. Price and Price (2005) found that these same programs actually resulted in plagiarism,, finding that the programs detect even sourced information as plagiarism.

In a study to better understand the reasoning behind collegiate plagiarism, Lewis and Zhong (2011) found that students were unlikely to admit to their faults,

often justifying the plagiarism as a minor infraction, unworthy of second review.

The constant variable they found among students was claims of ignorance. Students claimed to not understand the rationale behind anti-plagiarism policies. However, ignorance cannot define actions (Price, 2005). Price's study found that the actions of students are to be found either right or wrong, and should be adequately punished accordingly.

Other scholars have argued that plagiarism is patterned (Zaayer, 2004). Having an understanding of the process those who plagiarize go through, Zaayer reviewed the incident rates of repeat offenders, such as Gary Puleo. The study found that there are patterns to plagiarists. However, the author also found that there is a distinct difference between plagiarism and a pattern plagiarist. The difference was found in that one who plagiarized is not necessarily a pattern plagiarist, and some may only plagiarize on one occasion. Imran (2010) found that, through a historical review of plagiarism throughout the ages, the issue has been both a legal and social concern, specifically entering the digital age. However, Imran (2010) concluded that, "Individuals can adopt strategies to build habits of avoiding plagiarism and focus on their original and innovative way of thinking. Similarly, institutions can make policies to cope with plagiarism and hence maintain their reputation." Therefore the dispute of plagiarism was concluded upon as an issue of institutional means, rather than solely based upon individual actions.

With the understanding of plagiarism, some have attempted a foolproof response to those looking to alleviate plagiarism completely (Callison 2005). After establishing the historical prominence of plagiarism, Callison (2005) offered six

steps to eradicating plagiarism completely. The first step and most applicable to this study was to personalize activities and actions (Callison 2005). If sharing unoriginal content is not encouraged, Callison (2005) argued it would not take place. The other steps included adequate preparation on behalf of the user or student and correctly attributing all borrowed work (Callison 2005). However, with the non-academic nature of Pinterest, it has become clear that simply attributing work to the original owner may not follow the current copyright laws as defined later within this chapter.

Copyright Law

Copyright laws were designed to protect the creator (Craig, 2011). However, the majority of the laws currently in place are not eloquent enough for the digital age of technology, specifically with the induction of websites such as Pinterest. This section will be divided into two sub-sections. First, there will be a review of studies conducted associating copyright laws and infringement. The section will conclude with a review of the Digital Millennium Copyright Act (DMCA) of 1998, and studies surrounding the strengths and weaknesses of the act.

Copyright Laws and Infringement

Some scholars believe the current system is adequate for the protection of the copyright holders. Mattes (1997) argued that even as the Internet grew and changes were made, all laws would remain applicable, the question would be of enforcement rather than regarding the laws themselves. Wright (2002) concluded that the issue lies within the inability to follow the law. Beginning the copyright v. Internet war, the Napster lawsuits were a prime example of copyright laws

neglected (Wright, 2002). Wright exposed the ways in which people misuse copyright laws, as well as steps users can take in order to copy legally. However, these scholars are fairly dated in the publication of their research, whereas others supporting the inadequate nature of the system are generally more recent.

Copyright laws, though set in place to protect the creator, can often restrict the creator as well (Craig, 2011). In the book *Copyright, Communication, and Culture* Craig reviewed the “self-perpetuating power” of the legal system (p. 11). Craig found that the issue lies not within the user error, but within the fault of the law, in conclusion finding that the laws were not in need of alteration only, but also relaxation.

Other scholars have concluded that the rules need to be rewritten altogether. After a review of the current copyright laws, Berti (2009) found that the solution lies within six plausible steps. First, Berti (2009) proposed a new set of copyright laws (p. 44). These new laws would need to be written for the general public, easier to understand, and compatible with the current technological system. Likewise, Ranon (2006) found that the current copyright laws were not only in need of revamping, but also clarification. Berti (2009) concluded that even the most recent laws such as the Digital Millennium Copyright Act of 1989 have proven ineffective and need to be rewritten. Second, the need for increased awareness was stressed. Assuming that young children are taught the correct emphasis to place on intellectual property is ignorant (Berti, 2009). Third, Berti encouraged the focus to lie within the watermarking technologies, rather than the images and text stolen. If content is going to be stolen, technologies exist to permanently maim the work,

leaving the offender no choice but to purchase the rights prior to copying. Fourth, Berti recommended creators place appropriate pricing on their work. Most people will be willing to purchase music and movies, let alone written content, if the price matches the product (p. 45). Fifth, Berti proposed the necessity for a blanket download tax. Having a mandatory tax on all downloads would alleviate the need for interaction between copyright holders and infringers (p. 45). Finally, Berti propose the concept of “perfect distribution.” As a final plea to copyright holders, Berti offered a solution to the Internet craze. Berti proposed that the copyright holders utilize the mass distribution methods of the 21st century themselves, rather than allowing for piracy to overtake the market.

Many scholars have agreed upon the necessity for improved copyright laws with the increase in Internet activity (Crawford, 2010). Crawford found that the current ideology of copyright infringement was skewed, in that the laws protect all content, regardless of the prosecution. Crawford proposed the need for new laws, but also the usefulness of the current laws. With the increase of Internet usage, there is need for a new subset of copyright laws, rather than a re-write of all copyright laws (Crawford, 2010). Zizic (2000) argued that the current laws are too outdated to serve any function in the current state of the Internet, arguing that the only applicable laws would be those that could be enforced internationally. Likewise, Pietsch (2002) argued that there is no definite necessity for localized legal restrictions when dealing with an international medium. Pietsch (2002) concluded that in order to have a successful system, it would need to find unity in prosecution on an international level, equal to its medium.

Litman (2004) suggested that not only does there need to be a set of international copyright laws to prosecute illegal sharing or stealing online, but also there lies a need for a single government run process for digital file sharing. Litman (2004) concluded that the need for copyright protection will not cease to expand, and the only process secure enough to protect the copyright holders would need to be produced by the mega-producers and the government together for a share of the profits. Though extreme, Litman suggested that all other forms of attempted control would fail, due to the increasing knowledge of privacy and personal protection online.

Digital Millennium Copyright Act of 1989

President Clinton signed the DMCA into law in 1989. The act increased the penalties for copyright infringement, as well as drew clear distinctions between Internet liability and responsible parties. The act was the first in its kind to specifically deal with Internet communications. The act focused on the actions of the users, while limiting the liability of the Internet providers. At its inception the act was favored by major distributors and disliked by individuals, according to the (Scott, 2006).

The DMCA loosened already relaxed fair use rights for works not including a notice by the author (first developed in the 1909 Act) (Gasaway, 1999). The largest group impacted by this was the library. Gasaway (1999) concluded that the alteration from needing a notice of copyright, to all works automatically being copyrighted, including websites, would be a dramatic change for all libraries and fair-use users.

Librarians were not the only people who negatively accepted the act, however. Lunney (2001) argued that the DMCA killed copyright. Lunney (2001) concluded that the act left little to the appreciation of creativity, rather focused on the monetary value of original works. Lunney (2001) argued that the move to a “guild monopoly” was a distinct disregard to creative minds.

Though the act was favored at the time of its signing into law, critical scholars of the act argue that it was focused too heavily on the technologies of the early 90s (Scott, 2006). Scott (2006) studied the effectiveness of the DMCA nearly ten years after its inception. Scott concluded that the issues the DMCA faces were unavoidable, especially given the increased rate of technological advancement. Scott found that, through the dissection of cases regarding the DMCA, the direct issue was that of increased direct liability, specifically in cases of ignorance.

Ethical Internet Usage

Legality aside, ethics define human actions. Ethicality and Internet usage have long been contemplated among scholars. With the induction of the DMCA and similar copyright laws, the public usage of copyright materials and content has been highly regulated (Hoven, 2008). Therefore the evaluation of ethics and Internet usage is necessary in order to best develop the role of ethics in human interaction on websites, such as Pinterest.

Ethical philosophy can be categorized into ten distinct areas of protection as follows: justice, equality, privacy, property, agency, collective action, democracy, public sphere, trust, and esteem (Hoven & Weckert, 2008). Hoven and Weckert (2008) found that these moral philosophical categories are threatened online in

ways that they never had been before (p. 2). Associating the property, privacy, and justice of online content with the ever-growing phenomena of Internet stealing, Hoven and Weckert found that the ethics of Internet communication are far from the ethics of physical interaction.

Many scholars have noted the distinct difference between online personalities and real human interaction, specifically relating to negative online behavior (Lysonski & Durvasula, 2008). Lysonski and Durvasula studied the music piracy habits of college-age students. They attempted to determine the ethical response of the offenders to the crime they were repeatedly committing. In conclusion they found that the subjects had distinguished ethicality in reality from ethicality online, finding that online behavior is less meaningful to the user. However, though the ethicality was found to be less recognized, the social interactions remained consistent both online and off.

Social Learning Theory and the Internet

The Social Learning Theory, as developed by Bandura (1977) has long been used as an explanation of human behavior. The theory suggests that individuals learn from the actions and ideas of others. Based on the concept of behavior modeling, the theory suggests that all seen behavior is at some level taken into consideration for the modeling of future behaviors of the observing individual. The role of peer learning and interaction on the Internet has been collectively supported by scholars, specifically in determining the reasoning behind negative user behavior online.

Kelm (2011) argued that social learning not only takes place online, but also that the tools of social networking sites and blogs offer college-age students an opportunity to increase their learning. Kelm (2011) found that students reacted positively to peer-related online activities, and that they responded to the interactions with others in a similar manner. In conclusion, Kelm (2011) found that the impact of social learning on the Internet was as evident, if not more evident than that of real human interactions.

Though Kelm found the Internet learning to be positive, most scholars have studied the negative impact of online learning of behaviors. The Social Learning Theory has most predominately been used in order to explain digital piracy, specifically relating to music and video files (Gunter, 2008). Gunter (2008) found that the behavior of piracy was strongly related to the social construction of the users personal interactions. Gunter (2008) concluded that the novelty of social learning online, specifically relating to piracy, would need further studying in order to best define the direct correlation between piracy and social learning.

Morris and Higgins (2009) studied the online trend of digital piracy, also, utilizing the Social Learning Theory as a foundation for the human interaction and behavior. The study involved both voluntary and involuntary online piracy, and reviewed the reactions to both based on the interaction online with peers. Morris and Higgins (2009) found that the behavior of piracy was learned to be accepted through peer interaction, thus concluding that the Social Learning Theory explained the negative interaction.

Morris and Blackburn (2009) studied the impact of social learning on hacking. They found that the increase in online fraud and hacking was directly related to the social involvement of the hackers. Likewise, Morris and Higgins (2012) found that the demographic and societal placement of individuals, their social environment, had an impact in the digital piracy realm. The authors focused on Aker's interpretation of the Social Learning Theory, bridging the gap between physical criminological interactions and the Internet.

Sandridge (2012) similarly concluded that the phenomena of online plagiarism among college students could be explained with the use of the Social Learning Theory. Sandridge (2012) found that the Internet serves as a new tool for online communicative learning, specifically in regards to "borrowing" information among college students. In conclusion, Sandridge (2012) found that imitation in online forums is highly associated with the reaction of peers and interaction therein.

With the introduction of sites such as Pinterest, and the role that they presumably play within negative online behavior, it is important to understand the structural make-up, and complexity, of the aforementioned subjects as they serve as the foundational structure of this thesis. Blogging, Pinterest, plagiarism, copyright laws, ethical usage, and the Social Learning Theory and the Internet have all been studied regarding their individual structures and usage, however a study combining them has not yet been done. Through the application of the knowledge from the studies aforementioned I will attempt to answer the question of why Pinterest users act with disregard for original copyright holders and their rights when "pinning" work that is not originally theirs.

Chapter Three

Research Methods

Pinterest has opened the door for plagiarism to run rampant among a new generation of users. With the increase of indistinguishable, or creative content not traceable to a simple source, intellectual property appearing on several blogs hosted within the Pinterest site, the question of why the Pinterest generation does not adhere to copyright laws is ripe to further study. Maintaining the social constructivist worldview, the author believes that “individuals seek understanding of the world in which they live and work” (Creswell, 2009, p. 8), through the influence of those around them. Therefore, this study utilized phenomenological research in order to best define the personal experiences and choices of the participants.

Phenomenological research is found within the context of qualitative research methods. Because many quantitative studies have been conducted leading to the understanding and conclusion of Bandura’s Social Learning Theory as a means to defining internet stealing (Kelm, 2011; Gunter, 2008; Morris & Higgins, 2009; Morris & Blackburn, 2009; Sandridge, 2012), the author reviewed the reasoning behind the phenomena, using qualitative research methods. Qualitative research methods allowed for a further personal explanation from the participants regarding the motives behind their actions. The author assumed that the Social Learning Theory would be adequate in explaining the actions of Pinterest users.

Phenomenological research is a strategy in which “the researcher identifies the essence of human experiences about a phenomenon as described by participants”

(Creswell, 2009, p. 13). Having the participants define their Pinterest use, and their perception of ethicality online, assisted in understanding the human interactions that have lead to the possibly unethical usage of Pinterest. The procedure required the studying of a select number of participants in order to develop trends and relationships of meaning as gained from the participants as a whole (Creswell, 2009).

The remainder of this chapter will be separated into four sections in order to better define the methodology and reasoning behind this study. The first section will address the data collection process, including a detailed justification. The second section will address the barriers the author faced. Next, the plan for data analysis will be explained, including the distinguishing of potential themes and trends. And finally, the author's personal background will be addressed as it may pertain to the distinguishing of ethical and unethical trending found within the data collection and analysis process.

Data Collection

In order to best establish the overall reasoning behind the high volume of plagiarism found on Pinterest, the author used interviews with participants as the means of data collection. However, because of the increased rate of plagiarism, and the drastic range in age of Pinterest users, the author first established an online qualitative survey, with open-ended questions, to reach potential participants. This survey then lead to 15 follow-up interviews with participants in order to expound on the information gained through the survey.

The survey was distributed to approximately 1500 individual Pinterest users. These individuals were either undergraduate students at a large private mid-Atlantic university, or post-collegiate Pinterest users working for a large national medical corporation. These two groups were selected as a pool of convenience, but were specific to Pinterest users found at both locations. Because the issue of plagiarism through Pinterest is so common, the selection of 1500 Pinterest users offered an adequate picture of the social issue at hand, as well as the human experience leading to the act itself.

The survey was distributed to 1500 participants, and resulted in 127 responses. Access to the survey was gained through an online survey distribution company. The survey allowed participants to provide their email address in order to participate in a follow-up interview. Participants who opted into this secondary interview were entered into a drawing to receive a \$50 Wal-Mart gift card. This form of reward was used as an incentive to have participants volunteer for a secondary interview, and the winner was chosen at random.

During the qualitative online survey participants were asked for demographic information to better define the peer interaction they face. Participants were prompted to supply their age, education level, sex, race, and amount of time having been a member of the Pinterest community prior to the completion of the survey. This information was needed in order to best define the responses of the participants within the context of their socioeconomic standing.

Using the phenomenological research strategy the 10 survey questions were crafted into three separate sections. The first section addressed the concept of

Pinterest as a content hosting website. This section was comprised of three questions relating to the understanding of what Pinterest is, and how it is used. The second set of questions addressed peer interactions on Pinterest. This section was comprised of four questions relating to the perceived role of peers and peer actions on Pinterest. This section addressed the issue of plagiarism, but did so by using the terms “dual sharing” as defined as copying and pasting an interesting recipe, quote, or image from a friend. This was done in order to better understand the participants understanding of Internet copyright laws, prior to exploring the legality in such terms. The final section addressed Internet copyright knowledge. This section was comprised of three questions relating to the participants knowledge of copyright laws as they apply to the Internet—including Pinterest.

The follow-up interviews were conducted using two separate interview protocols. The first was used for participants who answered the initial survey seeing no harm in Internet sharing on Pinterest. This protocol further established the reasoning behind the participant’s motives, and further established Bandura’s theory (1977) as a justifiable means to explain the phenomena of Internet plagiarism. The second protocol was used for participant who answered the survey with high regards for Internet copyright laws, and was targeted towards understanding their increased knowledge of functioning within the law online.

Barriers

Because of the sensitive nature of stealing, the participants at times were less apt to fully disclose their current actions online in the survey, specifically if they were currently partaking in Pinterest plagiarism themselves. However, because the

participants were not required to provide any personal identifiers, this did not interfere in any noticeable way during the follow up interviews. Through the crafting of questions with different terminology, the participants felt more comfortable to respond accurately, regardless of providing personal identifiers. In following the IRB standards, all participants were notified of their privacy rights, and their identities were not made known to anyone other than the author.

Data Analysis

Once all surveys and interviews were completed, the author evaluated all data and determined four trends and themes seen in the data. The data was first separated by participant qualifiers, such as length of time on Pinterest, age, sex, and education. This was done in order to isolate any individual trends that may be seen. After all data was separated into the subgroups, the interviews were evaluated for further trends in each category. Because there was not any distinguishable difference between the responses bases on the demographics, the data was then recompiled to determine major trends and themes. These trends and themes were then consolidated into four overarching themes seen in the research. This was then further developed within the findings chapter along with Bandura's Social Learning Theory (1977).

The Role and Background of the Researcher

During qualitative research, the role of the researcher was to facilitate the views and beliefs of the participants. The researcher was to act as an instrument of the study. Qualitative research differs from quantitative research in that it offers the researcher to find the why behind the what. Specifically within phenomenological

research, the researcher was set to determine the human experiences of the participant. In this way the author's experiences and background had to be pre-established in order to best avoid the observation of bias and unethical analysis of the findings.

The author is currently a graduate student of communication at a large private mid-Atlantic university. She teaches a journalism practicum of approximately 70 undergraduates each semester, and works with the on-campus newspaper. The author has been interested in social media since her undergraduate years, and is a current user of Pinterest. The idea to review the reasoning behind online plagiarism on Pinterest was developed out of an undergraduate Communication Law class, where the author studied the impact of plagiarism on blogs. This eventually developed into content being hosted on Pinterest as the phenomena became more widely appreciated.

The author hoped that the study would assist in filling the gap of research attributed to Pinterest, specifically the lack of qualitative research found within the online community. As the site continues to grow, more and more members of Pinterest are faced with the option to copy and paste material that is not legally theirs. Having an understanding of why users choose to neglect copyright laws, as this study has presented, will assist future researchers in bringing an end to the unethical practices.

Chapter Four

Findings

There is no standard demographic stereotype that can accurately portray the Pinterest community in its entirety. In fact according to PEW research, the Pinterest community spans a far greater educational, racial, age and cultural divide than almost any other social media (2012). For that reason this study was divided into two separate pools of convenience, and remained separate throughout the survey and follow up interview process. The first participant group was comprised of individuals who were undergraduate students at a large private mid-Atlantic university, while the second participant group contained post-collegiate Pinterest users working for a large national medical corporation. Overall, the survey received a total of 127 anonymous responses, while 15 volunteers completed the follow-up interview.

The author chose to leave the responses to both the survey and follow-up interview segmented within their participant group to better understand the trends associated with each demographic group. Because the survey distributed among the large private mid-Atlantic university received a larger number of responses, the author determined that the best overall consensus would be found from evaluating the participant groups separately. Therefore all sections will first review the participants from the large private mid-Atlantic university, followed by the participants from the large national medical corporation.

This chapter will be comprised of three sections to better evaluate all data and trends according to each participant group. The first section will review the

demographics of each group, as well as discuss the trends within the demographics. The second section will evaluate and overview each of the ten survey questions, as well as the responses, including trends per question per participant group. The final section will review and evaluate the interview protocols and responses, addressing the trends found within each participant group.

Demographic Overview

In order to best evaluate the responses per question, the author found it valuable to discuss the demographic makeup of each participant group. Before discussing the demographics in larger detail it is significant to note that a large portion of both participant groups was female, while male participants were greatly less represented within both the survey and follow up interview. After reviewing the breakdown of each participant group in terms of demographics, a review of trends within the demographics will be addressed per participant group.

A total of 81 participants from the large private mid-Atlantic university completed the anonymous survey. Of those, 61 participants were female, making a total of 75.31 percent of the participant group female. This left 20 participants responding as male, a makeup of 24.69 percent. A total of 78 of the participants from this group identified themselves as being between the ages of 18 and 24, which equaled 96.3 percent of the participant group. Three responded as being between the ages of 25 and 34, equaling 3.7 percent of the participant group, while none responded as being over the age of 35. Because the participants were students at the large private mid-Atlantic university, some identified with having a high-school education, while others claimed their collegiate degrees. Of the 81 responses, 14

participants identified with a high school degree, resulting in 17.28 percent of the participant group. Alternatively, 64 of those who responded associated with a collegiate level of education, equaling 79.01 percent of the overall participant group. Four responses were received within this participant group claiming graduate school, resulting in 4.94 percent. Finally, 47 participants claimed to have been active members of the Pinterest community for less than one year, accounting for 58.02 percent of the participant group. A total of 33 participants disclosed that they had used Pinterest for a period of one to three years, equaling 40.74 percent of the overall group. Only one participant reported being an active member of the Pinterest community for more than four years, equaling 1.23 percent.

A total of 46 participants responded to the online survey from the large national medical corporation. Of those 46 responses, 41 were female, a total of 89.13 percent of the participant group. That left five male responding participants, equaling 10.87 percent of the group. The ages of this participant group were more varied, with 18 participants responding as over the age of 35, an overall percentage of 39.13 responders. Sixteen of those who responded claimed to be between the ages of 25 and 34, making up 34.78 percent. Finally, 12 participants were between the ages of 18 and 24, equaling 26.09 percent. More than half of the participants had a college education, with 33 responders equaling 71.74 percent. Ten responders had a graduate education, making up a total of 21.74 percent. Only three responders from this group had completed a high school education, resulting in 6.52 percent overall. More than half of the participants reported being active members of the Pinterest community for a period of one-three years, totaling 54.35 percent. Of the

remaining 21 responders, all 21 reported having been active on Pinterest for less than one year, equaling 45.65 percent, while none claimed to have been active for more than three years.

The follow-up interview offered less of an opportunity to breakdown the demographics of each group, but rather focused on the general mindset of the participant pool. Of the 15 follow-up interviews conducted, 14 were conducted with participants from the large private mid-Atlantic university, while only one interview was conducted with a participant from the large national medical corporation. This divide was due to a lack of willingness to participate, and will be further discussed within the next chapter of this study. Also, of the 15 participants, 100 percent of the volunteers were female, which will also be discussed in further detail within the discussion chapter.

The trends seen within the demographic makeup of the participant group from the large private mid-Atlantic university were compiled into four main points, which will be further reviewed in the overall trends discussed within the discussion chapter. First, this participant group provided a primarily female selection of responses, however it did contain a much higher percentage of male responders than the participant group from the large national medical corporation. Next, the majority of participants were between the ages of 18-24, which could be further developed in order to make a differentiated conclusion based on generational learning and significance. The majority of this pool also associated with a collegiate level of learning, expected as the participants were actively enrolled in classes at the

university. Finally, all of the participants associated with having actively used Pinterest for less than four years.

From the participant group comprised of employees at the large national medical corporation, two trends were noticed. Again, the large majority of responders were female, with only a small portion of male participants. The overall education level of this group was significantly higher than that of the participant group comprised of individuals from a large private mid-Atlantic university. This group had 10 participants with a graduate level of education or higher, as opposed to the four from the other group. The group also had only three participants with only a high school degree, as opposed to the 14 from the large private mid-Atlantic university.

Overview of Survey Questions and Trends

The online survey, which was distributed to both participant groups, was comprised of nine open-ended questions, as well as demographic associations for the categories previously mentioned. The nine questions were placed into three categories, after demographics, which included the following: Pinterest concepts, peer interactions, and Internet copyright knowledge. After reviewing the demographic makeup of each group, a review of each question and its respective responses is beneficial to the understanding of human interaction within the Pinterest generation. This section will provide an overview and justification for category, followed by each question, as well as the responses for those questions per participant group. Each question will be followed by a review of one to two trends found per question per participant group.

Pinterest Concepts

The first section was comprised of three open-ended questions relating to the usage and understanding of Pinterest as an online community. This section was designed in order to better develop the participants' thought progression throughout the survey by allowing them to develop a functional foundational understanding of their view of Pinterest as a phenomenon.

Question #1

The first question was posed in order to better receive an understanding of the way Pinterest users view the purpose of Pinterest. The question read, "In your own words, how would you describe Pinterest (What is Pinterest?)." This question was used in order to set the tone for the rest of the survey questions. By asking the user to define the purpose of Pinterest, or the phenomena of Pinterest in general, the user was forced to spend a moment considering what Pinterest actually is, and what purpose it plays in their day-to-day activities. This also gave the author an understanding of the foundational perspectives of each participant, regarding their specific understanding and purposeful usage of Pinterest.

Of the 81 responses, 67 participants from the large private mid-Atlantic university answered the above question. The responses can be catalogued into four distinct trend categories. First, the large majority of the responses were of the ideology that Pinterest was a collection of ideas and images catalogued for sharing among Pinterest users. Of the 67 responses, the author found that 24 responses could be categorized within this section. This group of responses viewed Pinterest as a community atmosphere with limited personal interaction, but increasing

content sharing and growth. This group viewed Pinterest as a community bulletin board, where others post, but are not personally seen or interacted with. One responder with this ideology defined Pinterest as, "Pinterest is a website where you can collect ideas for crafts, recipes or activities by viewing what others have chosen to save. It is a place to save and organize fun ideas you may want to try."

The second categorical trend seen among the large private mid-Atlantic university participant group's responses was that of a personal reflection and gratification. This group viewed Pinterest as a tool solely focused upon them. Their responses insinuated a lack of acknowledgment towards the impact of others within the community. Of the 67 responses, 21 participants responded in a way that fit within this categorical trend. These participants seemed to believe that Pinterest was purely a self-help, self-organization and self-oriented world. These responses focused on fantasy, rather than the practical projections like those of the first categorical trend. An example of this trend was magnified within one responders thoughts saying, "Pinterest is a website used to save information, interests, ideas or pictures of things that you visually enjoy. It is also a way to save your interests, ideas recipes, and style (in one place). Pinterest ... promotes personal interests."

The third categorical trend saw Pinterest as a social networking site, which will be further addressed within the next chapter of this study. Of the 67 responding participants, eight acknowledged Pinterest as a social networking site and tool. These responses viewed Pinterest as a community involving interaction, unlike the first grouping of responses. This group saw value in following and re-pinning other user's content. An example of a response in this category read, "Pinterest is a place

to collect ideas. It is a form of social network that allows you to see a different aspect of a friend's interest than Facebook allows. This site allows you to collect things that you find interesting or that you want to try; it's like online hoarding."

The final category of responses would be best labeled as "other." These participants associated Pinterest with vortexes of information, humanitarian trends and reservations, female-oriented sharing of categorical information, search forums, photography applications, and "a surfable leisure of activities." These participants found that the use of Pinterest was more segmented, rather than having a broad range of uses and interactions. Of the participants who answered this question, seven responders fit into this categorical trend.

A total of 39 of the 46 participants from the large national medical corporation answered this question. The responses were categorized into five categorical trends. The first trend seen was a tendency to refer to Pinterest as a bulletin board of ideas and crafts. This group of responses referred to Pinterest as a way to post something worth sharing and walk away, rarely returning to check on the progress of the pin. Of the 39 responding participants from this participant group, 11 responded in a fashion that was compliant with this category. These participants utilized phrases such as a "conglomerate of different interests," "marketplace of ideas," database of creative ideas," and "online pin board for visual and social bookmarking."

The next categorical trend seen within the responses from this participant group was to view Pinterest as a source of inspiration. This group of responses acknowledged Pinterest as a vast array of different creative activities, ideas, tips and

images that are primarily used for inspirational purposes. These participants viewed the content of Pinterest as suggestive rather than informative. Rarely did these responses contain any definitive usage of direct content. Of the responding participants, ten answers fit into this category. An example of the verbiage used by these participants would include, “ ... an online inspiration blog that gives me ideas and broadens my outlook on crafts, recipes, and everyday living.”

The third trend in responses viewed Pinterest as a personal scrapbook. These participants saw the use of Pinterest as solely personal. Rarely did these responses include acknowledgment of others’ involvement within the Pinterest community. A total of eight responding participants viewed Pinterest in this manner. One responder within this category explained the use of Pinterest as, “ A place where I collect my favorite ideas and search for new ones.” Another said, “It’s my online scrapbook. A place to save things I used to tear out of magazines.” These participants viewed the use of Pinterest as a filing cabinet. They saw the site as a way to save things that interest themselves, express themselves or organize their creative portfolio of ideas.

The next trend was to view Pinterest as a social networking site. These responding participants recognized Pinterest as a way to interact with others through the use of following and repinning content. Of the 39 responses, four responded in a way consistent with this category. One participant explained Pinterest as, “... a social website used to share items of interest with others.” These participants saw the role of peer interaction within Pinterest as friendly and supportive of growth.

The final trend would contain all other responses. These included a lack of acknowledgement to the site as anything other than a browsing tool. Responders in this category viewed Pinterest as, "... the new Photobucket," "... just photos," "a place for women," and "an addiction." Six participants responded in this style.

Question #2

The next question posed towards participants was used in order to determine how the participants perceived the usage of Pinterest. The question read, "How would you describe Pinterest is used primarily?" The author utilized this question in order to best gauge the participants' accepted understanding of proper usage and protocol associated with Pinterest. By determining the way the participants felt Pinterest should be used prior to interacting with legal information, the author hoped to receive a more unbiased view of the general usage of Pinterest.

The participants from the large private mid-Atlantic university answered this question in ways consistent with five overall trends. Of the 81 responders from this participant group, 67 answered this question. The first trend seen was in accordance with the thought concept of unlimited usage. These users saw Pinterest as an unending opportunity to gain, learn, develop and create. Of the 67 participants who answered this question, 12 answered in this way. These participants viewed the use of Pinterest as chance to broaden horizons, share anything they desired, and to organize everything within their lives. One participant said, "Pinterest, I've noticed, is used for anything. It covers food and room design, as well as drawing(s) (and personal creations) users have made."

The second categorical trend of responses to this question was focused around the usage of Pinterest as fun and leisurely activity. These participants viewed Pinterest usage as a means to relax and mindlessly browse. Of the responses from this participant group, 16 were consistent with this category. These participants noted that Pinterest usage was not dependent on work, stress, or impending deadline, but rather was an open forum for exploration. Phrases seen from these participants included, “for fun,” “... used to find new ways of doing things,” “... (it is used) for doing a lot of different fun things.”

Others saw the use of Pinterest as focused on inspiration. Of the 67 responding participants, 19 found that Pinterest was used primarily in this way. These participants viewed Pinterest usage as a planning opportunity for inspiring ideas and creative applications. These responses rarely contained acknowledgement towards the impact of the Pinterest community in the usage and interaction. One participant said, “Pinterest is a site primarily used for free-time Internet surfing, but some use it for creative purposes and to become ‘inspired.’ Lots of people love to try DIY (do-it-yourself) crafts and even use the inspiration to decorate their weddings and homes.”

The fourth categorical trend contained responses that saw the use of Pinterest as social in nature. Of the 67 participants who answered this question, ten responses fit into this category. These participants found that Pinterest was used as a communicative tool between friends, and even strangers. These responses included phrases such as, “... a place to share ideas,” “social network,” “A way... to connect with friends,” “... to share different ideas and thoughts to people of the same

interest.” These participants acknowledged that Pinterest was founded upon the principles of communication and interaction. One notable response read, “ It is a leisure activity, another form of social network. It allows individuals to get away from the real world and imagine themselves making intricate recipes, engaging in strenuous workouts, and planning their wedding with their friends.”

The final category contained all other responses as “other.” These responses saw the use of Pinterest as confusing, “to show how good my camera is,” solely for event planning, used to save money, used for home economics, and used to show off. Of the responses given from this participant group, 11 fit into this category. One participant explained the use of Pinterest within this category by saying, “ Pinterest is primarily used for personal blogging. (Blogging) is a hobby for many, but it is also a resource to find a plethora of craft ideas, organizational tips, recipes, and fashion trends.”

The participants from the large national medical corporation answered this question in five categorical trends. From the 46 participants from this group, 39 responses were gathered. The first trend seen within these 39 responses were those who acknowledged Pinterest as being used to give ideas to a community of others. These responses carried a theme of sharing with others knowledge that the user already contained. Of the 39 responses, nine were focused on Pinterest as being used to provide others with something. One responding participant in this category said, “(Pinterest is used) to inspire people to try new things and gain ideas for different projects — to share with others ideas ad projects.” Though these responses

did not necessarily view Pinterest as a blatant social networking site, they did acknowledge the role of interaction and sharing within the Pinterest community.

The second categorical trend contained responses that saw the usage of Pinterest as a means of inspiration focused on the user. These participants saw Pinterest as a self-gaining application used to further the agenda of the user, rather than community based. Of the responses gained from this participant group, 19 fit into this category. These responses used terms such as, “for my ideas,” “my inspiration,” and “my organized pinboard.” One participant said, “Pinterest is used to bookmark content. Using images and virtual pinboards, the site allows its users to organize their content for easy access.”

The next trend viewed the use of Pinterest as a planning tool. These participants saw Pinterest as an aid during the planning process, rather than a leisurely activity. Of the responses from this participant group, four responded in a way consistent with this category. These participants saw Pinterest as an assisting application with a specific task. One response read, “(I use Pinterest) to plan parties and weddings and to get decoration ideas for the home.” Another participant said that though the use of Pinterest may vary by individual, their usage was consistent with having purpose. These participants found that the community of Pinterest was overwhelming if approached without direction.

The fourth categorical trend within this participant group saw Pinterest as a social community. However, only two responses were found in alignment with this category, which will be later discussed within the discussion chapter of this study. These participants recognized that Pinterest was used as a tool of communication

between friends and strangers with similar interests. One response read, “ (Pinterest is a social) community of information for an enjoyable life.”

Finally, the last category contained all other responses. These generally saw the use of Pinterest as recipe oriented, “to kill time,” “mindless,” and research based. These users did not expound on the overall usage, giving only three words maximum when asked to expound on the usage of Pinterest.

Question #3

The third question asked focused on the individual usage of Pinterest. The question read, “How do you use your Pinterest?” This question was utilized in order to obtain specific information regarding each participant’s usage of Pinterest in contrast with his or her understanding of the overall usage of Pinterest, as previously evaluated. This question was the last of the Pinterest Concepts section, and completed the overview and foundational understanding of the participants Pinterest paradigm.

This question received 67 responses from the total of 81 participants from the large private mid-Atlantic university. These responses fit into four categorical trends. One participant said, “ I use mine in three ways: getting ideas, planning future events, and admiring certain items such as clothing. “ This strategic dissection of Pinterest usage accurately outlined the three primary categorical trends that the rest of the responses fit into. Another participant said, “I use my Pinterest to organize the things that I find. I have 87 boards and 7,862 pins that all describe me. They range from humor to clothes to food to wedding planning ideas to quotes to crafts to vacation spots to ways to save money.” Both of these participants utilized

the ideology that Pinterest offers users a place to partaking in planning, getting ideas, and admiring items.

Though both previously acknowledged participants associated with all three main categorical trends, others only identified with one trend at a time. The first categorical trend was found in using Pinterest as a place to get ideas. Of the 67 participants from this group, 21 responses fit into this category. These participants associated Pinterest with a melting pot of ideas that were waiting to be exposed and utilized. Key terms this group of participants used included, “inspiration,” “see ideas from different people,” and “safe place for creative ideas.” These participants found that their primary use of Pinterest was active, rather than the passive nature of mindless browsing. One participant said, “I pin artwork, mainly graphic design, because it inspires me when I’m working on personal or professional projects. I also pin clothes, food, quotes, and scriptural references on my boards so that I can compile my likes and share them with my friends and the people that follow me.”

The second categorical trend seen among this participant group was the use of Pinterest as a way of admiring items. A total of 19 participants responded in a way accurate to this grouping. These participants associated their use of Pinterest with non action-oriented leisure. Rather than utilizing the information found on Pinterest, this group of responses was focused more around collecting and enjoying the content found. One participant from this category explained their use of Pinterest as, “ (A way to) search useless things like clothes and boots and so on, so that I can effectively waste my time like the other dumb (people within our)

generation ... right now.” Another response read, “I use Pinterest in my free time to scroll through for fun. I usually pin humorous pins.”

The next categorical trend included responses that associated the use of Pinterest with the planning of events. Of the 67 responding participants, eight associated their Pinterest usage with this categorical trend. These users saw Pinterest as a compilation of ideas that are best suited for parties, weddings and other social events. These participants used words such as future, gatherings, parties, and events in their descriptions of usage. One participant said, “Like most teenage girls, I am currently planning my future wedding and decorating my future dream home on Pinterest. It is a fun pastime that sparks my creative side and allows me to plan my dreams.”

The final category of responses included all other responses not yet categorized. A total of 15 responding participants fit into this category. These participants associated their use of Pinterest with terms such as, “waste of time,” “sharing pictures,” “seeing what friends like,” “hardly really use it.” This grouping of responses either did not care to expound upon their use of Pinterest, or held a very specific personal use of the site. One participant who utilized the site specifically said, “A friend and I like to post pictures of Doctor Who.” This exemplifies the niche role Pinterest plays to these participants.

From the large national medical corporation, 39 of the 46 participants answered this question. The responses were categorized into four categorical trends. First, a large portion of this participant group associated their usage of Pinterest with the term “creative ideas.” A total of 14 responses fit into this category, and of

those 14 five participants utilized the phrase “creative ideas.” This categorical trend includes the use of Pinterest as an inspiration tool, a browsing tool utilized during the creative process, and a collection of creative ideas for future reference. One participant within this categorical trend said, “Personally, I use Pinterest for inspiration, pinning high-quality images to reference later. The primary reasons I use the images are to remember fashion, highlight things that I wish to purchase, and to bookmark things I want to read later. Also, I use it for my public relations work, pinning inspiring design and articles.”

The second categorical trend from this participant group associated their personal use of Pinterest with planning. Of the responses to this question from this group, nine participants fell into this category. These participants identified their personal Pinterest usage with planning not only events, but also with planning meals, games for children, crafts, home improvement projects, and health and wellness topics for further research. Phrases used within this grouping included “to plan events,” “wedding ideas and planning,” “meal planning,” and “planning for crafts.”

The next trend included a portion of this participant group who associated Pinterest usage with trend watching. Five participants fit into this category. These responses were focused on maintaining a high level of cultural understanding, watching trending topics and associations, and following trending fashions. Phrases used within this category included “tracking media trends,” “catalogue references of popular interest,” and “repinning of others’ interests.” These responses generally associated Pinterest with the pulse of current trending topics.

The final categorical trend from this participant group included all other responses. Ten total participant responses fit into this grouping. These responses included a characterization of Pinterest with funny images, confusion, disinterest, and a way to safe content. One participant within this category explained their Pinterest use as, "... not active, I just like to look at other people's pictures." This group had a tendency to associate Pinterest with a way to "mindlessly browse," "gather information quickly," and "just looking, not repinning."

Peer Interactions

This section of the survey was comprised of four questions relating to the concept of peer interaction on Pinterest. The author hoped to develop a better understanding of the participants' awareness and recognition of interaction on Pinterest.

Question #4

The first question within this section was posed in order to best gauge the participants' understanding of interaction on Pinterest. The question read, "How would you describe your interaction with others on Pinterest?" This question was utilized in order to best determine the mindset of the participants within each group. This question also laid the foundation for the following questions regarding interaction and copyright infringement. This question garnered three categorical response trends from both participant groups. Participants either associated Pinterest interactions with none, minimal, or actual interaction.

First, a total of 62 responses were obtained from the 81 participants from the large private mid-Atlantic university. Of those 62 responses, 20 participants

responded as not recognizing any interaction within the Pinterest community.

These responding participants refused to acknowledge the level of peer interaction on Pinterest, even with strangers. One participant went as far as to say, "I love it the way that it (has no interaction). It shouldn't be another form of social media, but a partial escape from reality." This group used terms such as "no interaction," "personal searches unrelated to others," and "I don't use it to follow other or interact, just to browse myself." These participants neglected to recognize the community of Pinterest; rather focusing on their lack of surface interactions with people they know outside of Pinterest.

The next categorical trend found that the interaction on Pinterest was minimal. Unlike the previous grouping, which saw no interaction on Pinterest, this group acknowledged that there are other individuals with whom they interact on a pinning and repinning level. Of the responding participants from this group, 22 agreed that the interaction on Pinterest was existent, but rare. One participant said, "I would say that I don't really interact on Pinterest, but I do follow people so I am seeing how they use their Pinterest and things that they post." This exemplifies the mindset of limited understanding of the way Pinterest is a communicative tool with others within the Pinterest community.

The final categorical trend for this participant group found that there was interaction on Pinterest, and sought to define that interaction in their responses. The remaining 20 responses from this participant group fit into this category. These participants viewed their interactions on Pinterest as including following other, pinning and repinning, liking others' pins, and commenting on others boards and

pins. One participant from this category said, "I have more than four times the amount of followers as the people that I follow, which for me makes me feel pretty great because usually people in real life think that my interests are odd." This was a common theme among participants within this group, in that they felt that their "Pinterest life" was more interactive with their interests than their "real life." These participants found that they are more connected to like-minded people within the Pinterest community than they are in their day-to-day actions and activities.

From the large national medical corporation, 35 of the 46 participants answered this question. Of that 35, 13 participants responded in a way consistent with the mentality of no interaction on Pinterest. Interestingly, one participant said, "I don't have any interaction with others on Pinterest. I'm using it as a bulletin board to post ideas that my family can see since they all live out of state." This lack of acknowledgement to the interaction seen in someone out of state reviewing content you post was seen often within these responses. Another participant said, "Nonexistent. I don't really pay attention to who is pinning what (when I repin stuff)."

The next categorical trend seen within this participant group was that of minimal interaction. Of the responding participants, nine responses associated minimal interaction with the Pinterest community. One participant said, "I barely interact with others unless I am looking at their boards or repinning their pins." Common themes from this grouping included phrases such as "little to no social interaction," "barely any interaction," "minimal to no interaction," and "only interacting in sharing."

The final categorical trend was that which acknowledged the level of interaction within the Pinterest community. Of the responding participants, 12 responded in a fashion accurately aligned with this grouping. These participants saw Pinterest as a means to communicate with new people, who share similar interests, share user-aggregated content, and follow others to watch new trends develop. One participant from this category said, "It is similar to most social media where you can find and follow other friends (and people). On Pinterest, you follow their boards." This grouping of participants recognized the social conceptualization of interaction within a user-generated forum.

Question #5

The fifth question on the survey under peer interactions read, "Do you see any issue with dual sharing? Why or why not? (See above definition)." Dual sharing was previously defined as "copying or pasting an interesting recipe, quote, or image from a friend." This question was aimed to target the participants understanding of copyright infringement by isolating the definition and framing it under a different term under the peer interaction section of the survey. This was done so that an accurate picture of the mentality of the participants would be seen regardless of the legality of the topic in question. It was also posed as a way to best develop the participant's view of interaction within the conceptualization of "dual sharing." Responses to this question, from both participant groups, were formatted into three categorical trends. These were seeing no issue with dual sharing, seeing an issue with dual sharing, or not sure of the position.

From the participants from the large private mid-Atlantic university, 62 responses were gathered for this question. Of the 62 responses, 47 did not find an issue with dual sharing as previously defined. Of that 47, 11 participants found no harm as long as the original source was cited. The participants within this grouping offered a prime example of the mindset of the Pinterest generation. Common themes included phrases such as, “no, because it is easy,” “it is just spreading a message,” “Pinterest was created for sharing,” “if they didn’t want it shared it shouldn’t be online,” and “it is all about sharing the love.” One participant explained their position this way, “I do not believe dual sharing is appropriate in many situations, however, I do not see a problem with dual sharing on Pinterest. Most users on Pinterest do not expect their recipes, quotes, or images to be protected and not copied. Another participant blamed Pinterest itself for this mindset saying, “There could be copyright problems, however Pinterest doesn’t really address this issue. People should probably at least be given credit for their original work on Pinterest, however that would be too inconvenient for most users to give credit on every post. If users had to go through that effort to track down every original source, very few users would use Pinterest.”

The second categorical trend was that of participants who did find harm in dual sharing. A total of 11 participants fit into this category. These responses mirrored a tone of caution in using and sharing content. Common phrases included “its bad if you don’t know the original source,” and “there could be originality issues.” These participants seemed to hold a slightly greater understanding on copyright laws, though were vague in their exact reasoning behind their stance. One

participant said, "I see a potential issue, being copyright infringements, but I do not agree with that because most of the pictures have links back to the original source." These participants voiced an ethical concern, but no concrete determination of right or wrong in most cases.

Four of the responding participants opted to not take a side at all. These participants used phrases such as "I don't really care," "I don't know," "I am not sure," and "It isn't good or bad." These responses represent a group of participants that did not possess enough of an educated understanding, or ignorant upholding, to make a determination on right or wrong at the time of the survey completion.

A total of 35 of the 46 participants from the large national medical corporation answered this question. A total of 29 responding participants found no harm in dual sharing as previously described. Of that 29, only two participants found no harm as long as credit was given to the original source. One participant explained their position by saying, "(I don't see any issue because) if it is something you want to keep private, you shouldn't be posting it online." Another participant said, "There should be no expectation of privacy in the electronic age. Keep a diary or a scrapbook (for that)." Common themes and phrases from this participant group included "it is free publicity," "It is all in the public domain I think," and "If it is interesting you should share it with the world." This mindset is amplified in the ignorance of intellectual property, which will be further discussed within the next chapter of this study.

Five of the responding participants from this group found that there was harm in dual sharing. These responses included phrases such as "intellectual

property,” “copyright infringement,” and “give credit where credit is due.” One participant said, “Personally, I don’t do it because it could lead to ripping of web traffic. Pins have the potential to drive high amounts of web traffic, which can affect a company’s bottom line. Dual sharing is stealing.” These participants saw the harm in sharing content not original to the user, but most still lacked an in depth response as to why the concept should be avoided.

Only one participant from this group neglected to offer a concrete yes or no on this matter. This participant simply said, “I don’t know.”

Question #6

The next question in this section was used in order to determine whether or not the participants fully understood the concept of dual sharing and copyright infringement. The question read, “Why do you think it is acceptable to copy and paste interesting recipes, concepts, quotes, and images on Pinterest?” By posing the question in a similar manner to the previous question, the author hoped to better elicit an accurate overall trend or response.

Of the participants from the large private mid-Atlantic university, 62 responses were given for this question. These responses fit into three categorical trends. First, 31 participants responded to this question by saying that the dual sharing definition as provided in the question was allowable because Pinterest was created for sharing. These participants viewed Pinterest as a free world where anything was usable and sharable. One participant said, “Pinterest is an Internet site for sharing ideas. People should already know by now that if you put anything on the Internet, especially Pinterest, it is going to be passed around. I would say that is

generally what people want anyways.” This mentality leads to the question of intellectual property within an online community that holds the Pinterest generation’s ethical compass, which will be later discussed within the next chapter. Another participant explained the phenomenon by saying, “I believe it is acceptable because people admire the things that they see and wish to share them. I believe that is the concept of blogging; nothing is so much ‘copied’ as it is ‘admired’ and ‘reused.’” These participants concluded that there is an underlying expectation of sharing on Pinterest. Many responses functioned under the determination that if it is on the Internet than the intention is for the content to be shared.

This leads to the second categorical trend, which contained a mentality of free and innocent usage. A total of 28 participants answered the question in a way that fit into this category. These participants viewed the Internet as boundless, no matter the content or originator. One participant said, “ If it is on the Internet than the provider should know that it is fair game.” Other participants claimed that all information found on the Internet is “supported by the ideal of freedom of information.” One participant concluded that the use of information on the Internet is fair for everyone because it enables further communication and “gives people a new way to learn.” These participants neglected to understand the parameters of intellectual property, and even abandoned previous claims of issue with dual sharing.

Finally, only two individuals stood by their previous ethical dilemma associated with copying and pasting interesting recipes, concepts, quoted, and images on Pinterest. This is a finding that will be further developed within the next

chapter of this study. One of these participants said, "I think anything that is posted needs to be original." The other participant said, "I do not think that it is acceptable, though I enjoy the fruits of those who do." Though both of these individuals stood by their previous conviction, there is still a lack of supporting reasoning.

A total of 35 participants from the large national medical corporation answered this question. The responses were formatted into three categorical trends. The first trend was an ideology of sharing on Pinterest as acceptable as long as there was no profit to be made from sharing the content. Of the 35 responding participants, 12 answered in a way constant with this mindset. These participants associated stealing with profits, rather than distribution. These responses included notions of sharing without ulterior motive, permissiveness because it happens so frequently, and an ideology of private versus public sharing. Private versus public sharing is seen in that a participant responded by saying, "It's acceptable because you would do this with friends and family so why not do it on a broader spectrum?" Another response read, " True artists just want their work to get out there, they don't care as much about profiting from it."

The second categorical trend from this participant group took on the mindset of sharing being permissible because it has already been done before (because others do it too), that sharing creates community, and a false notion that the Internet is essentially public domain. A total of 23 responding participants answered the question in a way consistent with this trend. This grouping of responses generally accepted that the Internet was all public domain, and any content therein was permissible for sharing purposes. One participant said,

“Because it provides people with a sense of unity in the online community.” Another responded, “(It is all) public domain with no harm (in sharing).”

Only one individual from this participant group stood by their previous determination that dual sharing was wrong saying, “ I think I is plagiarism, so I don’t think it is acceptable unless proper credit is given.” However, even that response was lacking a foundational understanding of the laws and proper online practices.

Question #7

This question was the last in the peer interaction section of the survey. The question read, “How does your interaction on websites such as Pinterest differ from your interaction with others in reality?” This question was posed in order to bring the participant back to the idea of interaction after establishing the concepts to sharing and interacting ethically within the Pinterest community. The question was set in order to elicit a better understanding of interactions and reasoning behind interactions online.

Sixty participants from the large private mid-Atlantic university answered this question. Those responses fit into four categories of interaction level. First, 18 participants found that their interaction on Pinterest was more intellectual over social. These responses tended to be focused on the inspiration and limited interaction beyond tips and pointers. Participants in this grouping found that they were not making friends on Pinterest, but that they were still interacting on some level with the other like-minded individuals within the Pinterest community. One participant said, “I don’t really interact much with others on Pinterest, beyond craft

ideas and projects.” These responses used terminology such as “more intellectual,” “I’m more open and social in reality,” “gateway of ideas and inspiration.”

The second categorical trend consisted of responses in which the participant viewed their interaction on Pinterest as being greater than their interactions in reality. A total of 23 responses fit into this category. These participants viewed their online personas as “more interesting,” “better accepted,” and “more real” than their actual in-person interactions. One participant said, “If I ran up to someone and said, ‘Hey! If you break a glow stick and put it in bubbles you will get glow-in-the-dark bubbles!’ they might be slightly afraid of me. But on websites such as Pinterest, excitement over the little things in life is almost expected.” These participants valued their online Pinterest community over their in-person communities to some extent.

The third categorical trend acknowledged the interaction within the Pinterest community, but also limited that interaction to the people that they knew in real life. A total of eight individuals responded in a way consistent with this category. These responses included phrases such as “it is interesting to see what others post, but I only interact with those I know,” and “I only follow my friends because I know them in real life.” These participants viewed their interactions as an extension of their real life interactions. Little to no attention was paid to those who the participant did not know in real life as being part of the Pinterest community.

The last categorical trend found within this participant group maintained that they saw no interaction within the Pinterest community. There was a consistent disregard for the role the community members played in aggregating content and

sharing information. Ten participants answered this question in this way. One said, “I don’t use Pinterest to interact with others, I use it for myself only.” The lack of attention paid to the role of the community was evident in all ten responses within this category.

A total of 31 participants from the large national medical corporation answered this question. These responses were categorized into four trends. First, a portion of the participants viewed their interaction on interest to be equal to their interactions in reality. Five participants answered this question in this way. These responses contributed online communication to an equal amount of their day-to-day interactions. One participant said, “There is not much of a difference (between my Pinterest interaction and real interaction) because I would not pin anything that I would not share with a friend in conversation.” These participants generally accepted that their interactions on Pinterest and in reality were equal in effort, time, and investment.

The second categorical trend contained seven responses of participants who saw their Pinterest interaction as greater than their real life interactions. These participants generally viewed Pinterest as a forum to express themselves in a way they cannot do otherwise. One participant said, “I am more likely to share or interact with a stranger (on Pinterest) than I would be to interact or share with a stranger in person.” These participants tended to view their Pinterest personas as “interesting,” “visual,” and “more sharing” than their real-life identity.

The third categorical trend held 13 responses from participants who viewed their interactions on Pinterest to be inferior to their interactions in real life. These

participants viewed Pinterest as a special interest site, use for browsing and creating, rather than a social interactive media site. One user defined the use as, "... the first step. Many times, it is the first encounter I have with a company or brand. Typically, if I am interested in a product, I then go to the website or the store." Others viewed Pinterest as having "no personal contact," "more impulsive," and "not true contact with other real people."

The final categorical trend seen within this participant group was that of the mindset of no interaction existing within the Pinterest community. Six participants held this ideology. One said, "I am not using Pinterest to be social, I am using it for research, ideas, etc." This conceptualization of Pinterest as a tool without communication or interaction is a developing theme and interesting trend considering the level of user-generated content hosted within the site, which will be discussed in further detail within the next chapter.

Internet Copyright Knowledge

This section contained the last two questions of the survey. This section was developed in order to compare and contrast the participants' previously stated views and opinions regarding dual sharing and the reality of copyright laws and copyright infringement.

Question #8

This question was chosen in order to best gauge the participants' understanding of copyright infringement. Because the author assumed that the participants were acting out of ignorance based upon their peer interaction within the Pinterest community, this question was used as a test of understanding and

comprehension. The question read, “To the best of your ability define copyright infringement, then explain how your definition impacts your activity on the Internet, specifically Pinterest.” The responses from both participant groups were categorized into three trends. First, the participants recognizing the definition of copyright infringement but not seeing it as an issue on Pinterest. Second, those recognizing the definition and seeing it as an issue on Pinterest. And third, those confused about the definition altogether.

A total of 60 of the participants from the large private mid-Atlantic university answered this question. Of those 60 responses, 40 participants answering as having a basic understanding of copyright infringement, but not seeing any issue with copyright infringement as it pertains to Pinterest. These participants saw Pinterest as an exemption because the pins link back to unaffiliated websites or blogs. However, these participants neglected to recognize the possible illegality of even distributing content that is not original to the user, regardless of compensation or citation. One participant said, “ Copyright infringement is taking someone else’s work and presenting it as your own. However, on the Internet, specifically on Pinterest, I don’t really even consider copyright infringement when I do things.” Another said, “ Copyright infringement is taking something that isn’t yours and using it as your own. I don’t use information as my own on Pinterest. I know I got it from someone else, and that is all that really matters.”

The second categorical trend seen from this participant group was the understanding of copyright infringement, but with recognition of the deeper problem associated with Pinterest. A total of 17 responses were consistent with this

trend from this participant group. These participants associated the concept of copyright infringement with a real issue that was not being addressed within the Pinterest generation. One participant said, “ Copyright infringement would be copying of another’s work. Copyright infringement usually involves the resale of the product in some way, but does not have to. In some ways I do think that Pinterest can involve copyright infringement and I know that it can potentially be stealing.” Another response read, “ There are definitely copyright infringement issues on Pinterest, but I don’t know how to solve them.” A common trend seen within this grouping was a lack of a call to action. These participants recognized the issue, but did not seem to take great concern in solving the problem.

The final trend seen within this participant group was a confusion or ignorance regarding even the most basic copyright laws in general. Four responding participants found that they did not have a great enough understanding of the laws to make a determination regarding their actions or the affiliation with the Pinterest community. One participant said, “Copyright is merely a respected concept at this time, but it should be a rule that needs to be strictly settled with agreement of majority.” The lack of understanding regarding the current laws will be addressed further within the next chapter of this study.

Of the participants from the large national medical corporation, 31 responded to this question. A total of 28 participants responded as having a basic understanding of copyright infringement, but not seeing any issue in regards to Pinterest. These participants viewed Pinterest as exempt from these laws because it would, “impact activity on Pinterest by limiting what can be pinned and what can be

uploaded.” These participants found that their understanding of copyright infringement was limited to their understanding of Internet laws. A common theme included a rationalization that because Pinterest links back to a source it is not an issue of copyright infringement, regardless about distribution regulations associated with the Digital Millennium Copyright Act.

The second categorical trend was found in participants who held an understanding of copyright infringement, but also who saw a need for a change within the Pinterest regulations. Two participants fit into this category. One said, “Infringement is stealing someone else’s idea or intellectual property. Better Internet laws are needed to control this plagiarism.” Both responses held a slight call to action, but neither developed a broad understanding of the current laws in place.

The final trend only contained one participant who did not possess a great enough understanding of copyright laws to make a determinative statement regarding this question. The participant simply stated, “ I can’t say that I know what that is.” The role of ignorance and understanding will be further developed within the next chapter of this study.

Question #9

The final question within the online survey was posed in order to best comprehend the participants’ understanding of stealing on Pinterest. The question read, “What would you consider stealing on Pinterest? Can you steal on Pinterest?” The development of this question was used in order to offer the participants a final opportunity to develop their moral compass. The responses to this question from

both participant groups were categorized into three trends. First, the participants who saw the ability to steal on Pinterest were compiled together. Second, those who did not see an opportunity for stealing on Pinterest were combined. And finally, those who were uncertain regarding the available opportunity were posed together.

From the large private mid-Atlantic university, 60 of the 81 participants answered this question. Of that 60, 28 participants believed that stealing was possible on Pinterest. These individuals noted that if a pin did not link back to a direct source it would be considered stolen. Though these individuals acknowledged that there was an opportunity for stealing within the Pinterest community, they lacked an in-depth understanding of the laws associated with copyrighted material, or the function of copyright in general. One participant said, "(Stealing on Pinterest) is legally wrong, but it is tolerated." Another noted that, "Before this survey I had not considered Pinterest as a mode of stealing. I am unsure about the laws ... but it seems equivalent to Googling a recipe and then putting it in your own cookbook. That is basically what Pinterest does, but virtually."

The second categorical trend contained all responses from participants within this group who did not see any way to steal on Pinterest. A total of 29 participants from this group saw no opportunity for stealing on Pinterest. Phrases used by this group included "not possible to steal online," "can't steal if it has a link," and "not at all possible." One participant said, "I don't think that you can steal on Pinterest because what is up there is fair game. If you put something on the Internet you can't expect to be able to keep it." Another participant said, "No I don't think that you can steal on Pinterest, it is completely safe." This grouping had a tendency

to idealize the Internet world by suggesting that the Internet was creating for sharing, and everything online was free.

Finally, three participants were unsure of whether or not it was possible to steal online. These participants used phrases such as “I don’t use it enough,” and “I don’t know.” This could have been from a lack of understanding of the concepts behind stealing and the Pinterest community.

A total of 33 participants from the large national medical corporation answered this question. Of those 33, 12 participants thought that it was possible to steal online, a much smaller percentage of the overall participant pool than that of the large private mid-Atlantic university. These participants viewed stealing as taking anything that was not originally the user’s. However, though these participants did recognize that Pinterest could be used as a gateway for stealing, there was limited understanding shown towards the ethicality and legality of stealing content on Pinterest. One participant said, “Stealing is an option on Pinterest, and from what I have seen it happens quite often.”

The second categorical trend was seen in participants who did not see Pinterest as offering an opportunity to steal. The remaining 21 responding participants fit into this category. These participants did not see any opportunity for stealing, using phrases such as “there is no way,” “you aren’t able to steal,” and “everything is fair game.” One participant said, “I believe if it is posted on the Internet then it is up for grabs.” The participant went on to explain that content should be kept private online if it is not desired to be shared. These participants had a limited understanding of the functionality of Pinterest, as it would seem. Not one

participant pointed out that information could be uploaded to the site without the owners' consent, which will be further developed within the next chapter.

Overview Of Interview Protocols And Trends

Following the survey, participants had the opportunity to volunteer to partake in a short follow-up interview. Volunteering for the interview gave the participants the opportunity to be entered into a drawing for a \$50 gift card. A total of 15 participants volunteered to be interviewed. Of the 15, one participant was from the large national medical corporation, while 14 were from the large private mid-Atlantic university. This section will be broken into two subsections, one per each protocol.

The follow-up interviews followed one of two protocols based on the participant's response to the online survey, as verbally assessed at the beginning of the interview. The use of two protocols was chosen as to efficiently assess the participants' overall understanding and associations on Pinterest, without becoming redundant to the survey questions. In order to assess which protocol would be used, the author asked each participant whether or not they responded to the online survey as having an issue with dual-sharing, as previously described, or not. Both protocols contained six questions, and one identifying question used for the previously defined verbal assessment. The identifying question read, "Do you see any harm in dual sharing, as previously described, within the Pinterest community?" Participants either answered "yes," or "no."

Protocol #1

Those who responded “no,” as having no issue with dual sharing on Pinterest were interviewed with protocol #1. Of the 15 interviewees, 13 responded in a way consistent with the use of this protocol, which will be further developed within the next chapter.

Question #1

The first question asked with this protocol, after the identifying question, was, “How do you establish your moral compass online?” This question was asked in order to better develop an understanding of how the Pinterest generation associates ethics and morality within online communities. The overall trend seen through the responses to this question was that the participants saw no harm in doing things online that others were already doing. Specific to Pinterest, one participant said, “If say I am on Pinterest, then I feel anything that is posted is acceptable to be shared or used because it is already on the site, unless of course it says it is copyrighted or something.” Another participant said, “ Basically it all depends on the site. If the page is open, like Pinterest, then it is open. Everything can be shared or used.”

Another trend seen within responses to this question was that participants generally associated copyright and ethical usage to money, which will further developed within the next chapter. One participant said, “ If I am not selling, or reselling, something, then I don’t care. There really is not a problem with it if you aren’t taking money from someone else.” Another participant said, “Typically I go by the ‘do unto others’ rule, but I feel that if it is online and you share an idea or image that isn’t yours, but you aren’t getting anything from it, then it is ok. It isn’t as big of a deal to me, online, what I do.”

The third, and final, trend seen within these responses was that participants generally associated the content as not being stolen if the original source was in some way credited. One participant said, “If I need to, and I can easily see who created the image, then I will make sure to give credit to them when I post it or use it.”

Question #2

The second question within this protocol read, “ How do the actions of your peers impact these decisions?” This question was used to further develop the use of Bandura’s Social Learning Theory, as it is applicable to Pinterest as an online community. The overwhelming trend, seen from all participants, was that they use their friends and peers as a gauge to decide what is ethical and proper online. One participant said, “Most of my friends do the same thing (dual sharing) online, and that makes me think that I am doing no harm. Especially because none of them have ever gotten in trouble or anything.” Another participant said, “I know that the way others do things impacts me online and off. It makes me feel like whatever we are all doing is ok because we are all doing it. Especially when it comes to pictures. If others aren’t saying where they got them, then I justify that so I don’t have to say either.”

Question #3

The third question read, “ Would you say that your actions are in line with the general public’s use of Pinterest?” This question was asked in order to determine if these participants associated their views and actions with the overall use of Pinterest, and was found to be in line with the survey responses to the similar

question previously reviewed. All of the participants said yes, one specified by saying, "I think that my actions are the same as everyone else's because we watch each other. I am always aware of what everyone is doing online, because those are the trends. That shows me what is ok to do and not do."

Question #4

This question was used to determine how participants viewed Pinterest as a means of communication, after establishing that they are determining their moral compass and usage based on their peers. The question read, "How do you see Pinterest as a means of communication?" The overall trend was that participants saw their Pinterest activity as communicating a message of their style, passions, and dreams. One participant said, "People are sending messages and others are receiving those messages. Sometimes the messages are misunderstood, in terms of original creation verses sharing, but overall it is just me telling the world what I like. Others are flattered that their stuff is shared I think. It tells them it was good."

Question #5

The fifth question read, "Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?" This question was used in order to establish the understanding of copyright laws held by the participants. After establishing that these laws were in place to prohibit the actions of most participants, this question allowed those participants to offer suggestions as to what could be altered in the future. The overall trend seen was that participants did not actually understand what the laws meant, and after explanation thought that the

laws were not practical. One participant said, "I don't think that that is practical at all. With the web everything is so fast, ready to go at all times. No one wants to worry about permission before sharing something they like; they want to just share it right away. It just isn't practical."

Another trend was seen in that participants were ignorant of the actual laws. Again, participants thought that by crediting a source, or where they found the image or creative idea they were following the laws. One participant said that they believed the laws shouldn't be changed, even though they are not being followed. They said, "People today don't look at laws, we don't care, especially not online. I think that as long as people know I didn't create it, then it is ok."

Question #6

The final question used with this protocol was, "How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?" This question was used to gain a better understanding of the level of ignorance and disregard among Pinterest users. Ten of the participants answered this question by saying that they would not alter their actions at all. These participants did not see any real harm in their actions, so they did not see any gain in altering those actions. One participant said, "I would not change my actions at all, because I am not selling what I share or anything. I don't think I am doing anything 'wrong.'"

Three participants said that they would consider changing their actions, but would most likely just cut back their usage. One participant said, "I would need to look into the rules a bit further so I know where exactly I stand and how bad the

consequence are before I use Pinterest again.” These participants seemed to be on the fence regarding their use, and tended to think they would rather stop using Pinterest than change their habits online.

Protocol #2

This protocol was used for those who responded to the identifying question as seeing harm in dual sharing on Pinterest. Of the 15 interviewees, two answered “yes” to the identifying question, and were interviewed with this protocol. Though similar to protocol #1, this protocol focused on the participants understanding and opinion of change regarding copyright laws and Pinterest.

Question #1

The first question read, “ How do you establish your moral compass online?” This question was asked to determine how these two participants found themselves with a greater understanding of ethicality than the other 13 participants who were interviewed. It also sought to assist in the understanding of why these two participants seemed to be the anomaly as previously reviewed in the responses to the survey question regarding the ethicality of dual sharing. One participant said, “ I use my Biblical worldview to establish a means to my actions everywhere. If it is against the law, then I think you should not do it.” The other participant was coming from a different place of ethicality, having previously had an entire book stolen online and used without the participant’s permission. This participant said, “I don’t share anything online. I know that it is hurtful and destructive when content is distributed without your knowledge.”

Question #2

The second question read, “How do the actions of your peers impact these decisions?” This question was used to see if these participants were also influenced online by the actions of their friends and those whom they associate with. Both of these participants said that they did not dual share online because they saw that their friends did. One said, “I see a lot of people who post and share on Pinterest without giving credit, that is why I don’t do it. I think it makes them look shady.”

Question #3

The third question was used in order to determine the participants’ understanding of the general use of Pinterest by asking, “Would you say that your actions are in line with the general public’s use of Pinterest?” Both participants determined that they were not in line with the general use of Pinterest because of their greater understanding of the legality and ethicality of sharing and posting non-original material. One said, “No, because Pinterest allows you to post and share anything, making content seem like it is theirs when it really isn’t.” These participants’ viewed Pinterest as a breeding ground for stealing online, allowing more people to have more access to non-original material.

Question #4

This question read, “How do you see Pinterest as a means of communication?” This question was asked in order to better understand these participants’ view of communication online. Both participants saw Pinterest as a way to tell people what you like and to share ideas. One participant said, “I think it is a great tool to tell others about your ideas, but I don’t know if the communication really spans beyond that.”

Question #5

The fifth question was used in order to establish whether these participants viewed copyright laws as sufficient for the Pinterest generation. The question asked, "Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?" Both participants agreed that these laws are well developed and useful for the Pinterest generation. One participant explained that the laws are needed as they are because the Pinterest generation is getting out of control. The participant said, "Social networks have made everything seem free and public. We need those laws because people need to be protected. Original ideas and images should be protected online, just like they are offline."

Question #6

This question gave the participants an opportunity to suggest changes to the use of Pinterest asking, "How would you alter the use of Pinterest if you had the means to do so?" Both participants said that they would enforce the laws more, including a greater punishment for sharing or distributing material that is not original without the owner's consent. One participant said, "I think that there needs to be stricter enforcement of laws. No one should be able to steal someone else's work. Maybe by the use of permanent watermarks or something."

Overall, the findings were conclusive in that the author found that the Pinterest generation is sufficiently ignorant in their understanding of the current copyright laws, as well as dependant on their peers for direction and examples of Internet usage, specifically in regards to Pinterest. The following chapter will be

based on discussion, and will further develop the five major trends seen within these findings.

Chapter Five

Discussion

Copyright infringement within a Pinterest generation is best understood by comprehending the Pinterest generation's view of communication in an online forum. Through the past four chapters the author has outlined the use of Pinterest by members of the Pinterest generation. This chapter will be broken into four sections in order to best discuss the findings. The first section will discuss the correlation between the findings and Bandura's Social Learning Theory (1977), and explore the supported elements as found within the survey and follow-up interview. The next section will discuss four overall trends found throughout the study. The third section will discuss the limitation of this study. Finally, the last section will offer recommendations for further research.

Findings and Theory

Beginning this study, the author sought to define the negative usage of Pinterest as it pertains to copyright infringement, as defined by the current copyright laws within the Digital Millennium Copyright Act, in terms of social interaction, as developed by Bandura (1977). The Social Learning Theory has been historically used as an explanation for human interaction in face-to-face situations (Bandura, 1977). During this study, the author sought to use the principles as defined by Bandura (1977) in order to explain the Pinterest generation's view of communication and interaction online, specifically on Pinterest. The author found that a large majority of the participants based their actions upon their

understanding of the general public's use of Pinterest, thus supporting the elements of interaction as defined by Bandura (1977).

Participants viewed negative interactions on Pinterest, such as dual sharing, as permissible because of their limited understanding of the purpose and usage of Pinterest. This relates directly to their understanding of the way they perceive that others use Pinterest. All 15 follow-up interviewees saw no harm in dual sharing because "everyone else does it," as phrased by one participant. Because a large majority of participants found that others were accepting of the concepts of dual sharing, they also agreed that there was limited harm found in the distribution of non-original material. Bandura's understanding of social interaction supports this, in that the theory suggests that all seen behavior is at some level taken into consideration for the modeling of future behaviors of the observing individual.

The author also found that the mimicking of others' actions was done in ignorance for a large majority of participants. A total of 64 of the 127 participants found that they did not perceive any significant interaction on Pinterest, however those same participants found that they had a good general understanding of the public's use of Pinterest in terms of acceptable usage. This supports the author's initial expectation that the Social Learning Theory is applicable to online forums, however it is not necessarily a conscious decision for users. The Pinterest generation sees the Internet as a free world of opportunity, and they perceive the Internet this way because they use the Internet this way, yet they are ignorant to the fact that sharing is not ethical use because they see others share with no consequence. As one participant said, "Most of my friends do the same thing (dual

sharing) online, and that makes me think that I am doing no harm. Especially because none of them have ever gotten in trouble or anything.”

Overall Trends

Throughout the course of this study, a handful of overall trends became apparent to the author. Within this section, these trends will be further developed and recognized. Because of the scope of the survey and follow up interview, a number of trends were found for each question. However, of those trends four distinct phenomena were uncovered, deserving additional attention.

Alternate Reality

The first trend seen throughout this study was a perception held by participants that if there is no interaction than nothing is real, and subsequently you cannot steal. This ignorance was seen in that only two of the 81 participants stood by their ethical understanding when associations were moved to Internet based questioning. This lack of acknowledgement to reality is astounding, but serves as an understanding of the mindset held by the Pinterest generation. As Morris and Higgins (2009) concluded that digital piracy was a learned phenomena based on limited but understood interaction, so is the understanding that users see Pinterest as an alternate reality where stealing is not possible, rather than simply not permissible. This finding could serve as a foundation for further evaluation of the perception of the Pinterest generation’s understanding of reality.

Whereas none of the participants would admit to not seeing ethical or moral harm in stealing a painting from a friend without their knowledge, they would admit to doing the equivalent in an online forum such as Pinterest, yet have no ethical

barriers to overcome in the online situation. This shows that the Pinterest generation, to some extent, has a misunderstanding of the reality of Pinterest. Most see stealing in an online forum as less of a crime than stealing in a face-to-face situation. In an increasingly digital age it is important to understand this mindset in order to better understand how to alter the laws, and enforcement of those laws, to break this ignorance of reality.

Disregard for Posting Functions

The second overall trend observed was a blatant disregard for the functions of Pinterest as it pertains to posting material. A common justification as to why it was permissible to share non-original content was that if the owner did not want it to be shared, they should not have posted it. One participant said, "I don't think that you can steal on Pinterest because what is up there is fair game. If you put something on there you can't expect to be able to keep it." This is an example of ignorance to the basic functions of Pinterest. No one participant acknowledged that material could be posted without the copyright holders permission or knowledge, thus making its distribution illegal under the Digital Millennium Copyright Act.

The lack of acknowledgement to the basic usage of Pinterest is interesting, specifically because a large number of participants included this understanding as a caveat to their justification of usage. None of the participants acknowledged that any material could be posted to Pinterest without the owner's consent, but more interestingly the participants seemed to be under the impression that there was no issue regarding the distribution of material by anyone other than the copyright

holder. However, it is seen in the aforementioned example from the Pinterest administrator that this is a problem within the Pinterest community.

Stealing is Associated with Money

The third trend seen in the responses to both the survey and the follow-up interview was an association between stealing and money. A large majority of the participants viewed copyright laws as a means to protect the content creator or owner financially, rather than to protect their creative ideas. These participants viewed stealing as taking something and using it to make money, rather than just taking something in general. This exemplified the ignorance to the current copyright laws, and a misunderstanding of the conceptualized nature of Internet stealing. It also shows ignorance to the financial loss of having a creative idea or image stolen and distributed, regardless of the financial gain of the distributor.

The association between stealing and monetary gain is interesting in that the understanding as outlined within the responses to this study focused solely on the financial gain of the distributor, neglecting to acknowledge the financial loss of the creator or owner. Also, these participants seemed to be neglecting the potential for future misuse and financial gain by someone other than the creator or owner after distribution. One participant said, "(Copyright infringement is) taking something that is not yours and selling it as your own. "

Copyright Misunderstanding

The final trend seen overwhelmingly within this study was, again, a misunderstanding of current copyright laws. A large portion of the participants repeatedly said that they were not stealing, or doing anything ethically inconsistent

with their moral compass in reality, as long as they acknowledged that they were not the original copyright holder. One participant said, "If it is copyrighted, I leave the information there and I don't make any claims that the pictures are my original ideas." This lack of acknowledgment to the depth of copyright laws gives an understanding of the Pinterest generation's worldview in terms of Internet ethicality.

The lack of understanding also may be attributing to the lack of moral conviction participants feel while partaking in illegal activity on Pinterest. Though, until the participants are fully made aware of the depth of the current copyright laws, there will not be any way to truly gauge the level of understanding or conviction associated with the participants former or current actions. In fact, ten of the 15 follow-up interviewees found that they would not change anything that they did online if they were made more aware of the current copyright laws.

Limitations

Though this study was successful in determining the overall socially interactive nature of copyright infringement on Pinterest, there were limitations to the study that should be noted for future research purposes. Therefore, this section will outline the major limitations the author recognized upon completion of the study.

First, a major limitation of this study was the pool of participants utilized. Though the author utilized two pools of participants from two different associations in order to broaden the reach of the study, there are obvious limitations to both pools, as they were ultimately pools of convenience and hardly a random sampling

of the actual Pinterest community. This is a limitation in that the pools were both comprised of like-minded people, either college-aged students at a large private mid-Atlantic university, or post college-aged employees at a large national medical corporation. It is acceptable to assume that the assumption may be made that participants from both pools will be more apt to think more similarly to each other than potentially that of a random sampling of Pinterest users.

The second limitation that the author found was that all 15 of the follow-up interviewees were female, and all but one were students from the large private mid-Atlantic university. Having a lack of differentiation between the participant groups may have offered a lesser understanding of the Pinterest community and generation as a whole. It also was a limitation in that the follow-up interviews were almost solely conducted with younger Pinterest users, hardly accounting for a random sampling of the users of the site in general. The fact that the participants were all female may have been a limitation in that it may have been assumed that female users are more likely to utilize the Internet, specifically Pinterest, in the same way, whereas males would use the site differently.

The third limitation the author found was that there was not a concrete explanation offered to participants in order to define interaction prior to asking the participants to explain whether or not they saw much interaction on Pinterest. By not defining interaction, the author found that the participants defined it themselves, often in a different way than was originally assumed by the author. By offering a concrete definition prior to the study the author would have had a collection of responses directly pertaining to the question in hand, rather than responses coming

from multiple different interpretations of the question. It also was a limitation in that a few participants ignorantly responded that there was no interaction, and then later recanted their statement after gaining a greater understanding of the concept of interaction on Pinterest.

The final limitation that the author found with this study was time oriented. The online survey was available from June until October of 2013. This is a limitation in that if the study were to be open longer it may have potentially gained a great number of responses from a greater demographic of participants.

Further Research

In order to best understand this phenomenon, it would be beneficial for further research to evaluate the impact of social interaction on the user's understanding of Pinterest, in terms of copyright infringement, by using a pool of a random sampling of Pinterest users. By using a random sampling, the author believes that the trends seen within this study would be further developed and supported on a greater scale, thus adding additional credibility to this study.

Also, a greater study of all social media in terms of social interaction and ethical understanding would be beneficial to this area of study. Specifically, utilized in order to gain a larger perspective of the Pinterest generation's ethical understanding outside of Pinterest. A study that develops this theory in order to further comprehend the differentiation between the Pinterest generation's understanding on Pinterest and the rest of the Internet would greatly expand this concept.

Conclusion

Overall, this study found that Bandura's Social Learning Theory (1977) is still applicable within the Pinterest generation. Pinterest users learn from the community of their peers how they should ethically view their interactions online. This learning process has led to an ignorance of the current copyright laws, and subsequently left a generation of Internet users without a functional moral compass within the online community.

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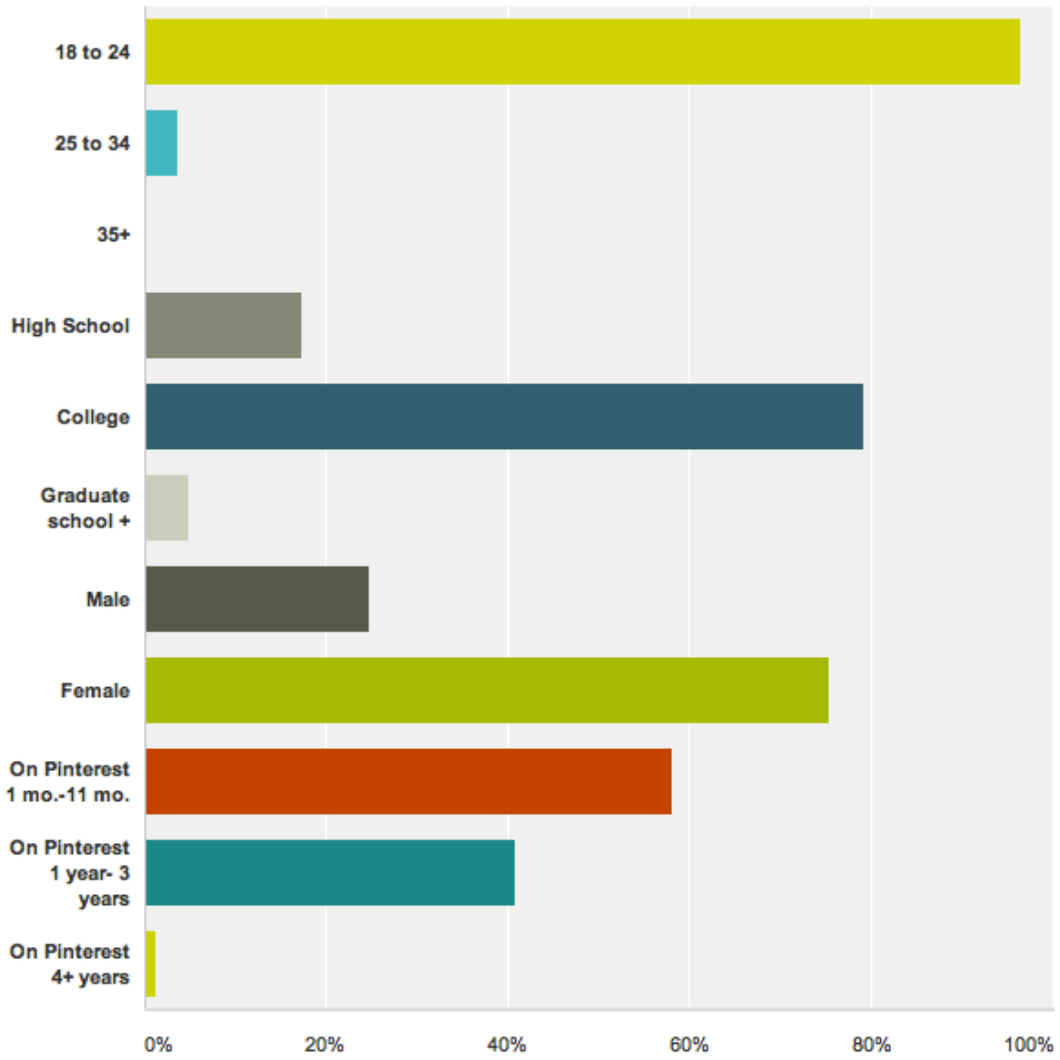
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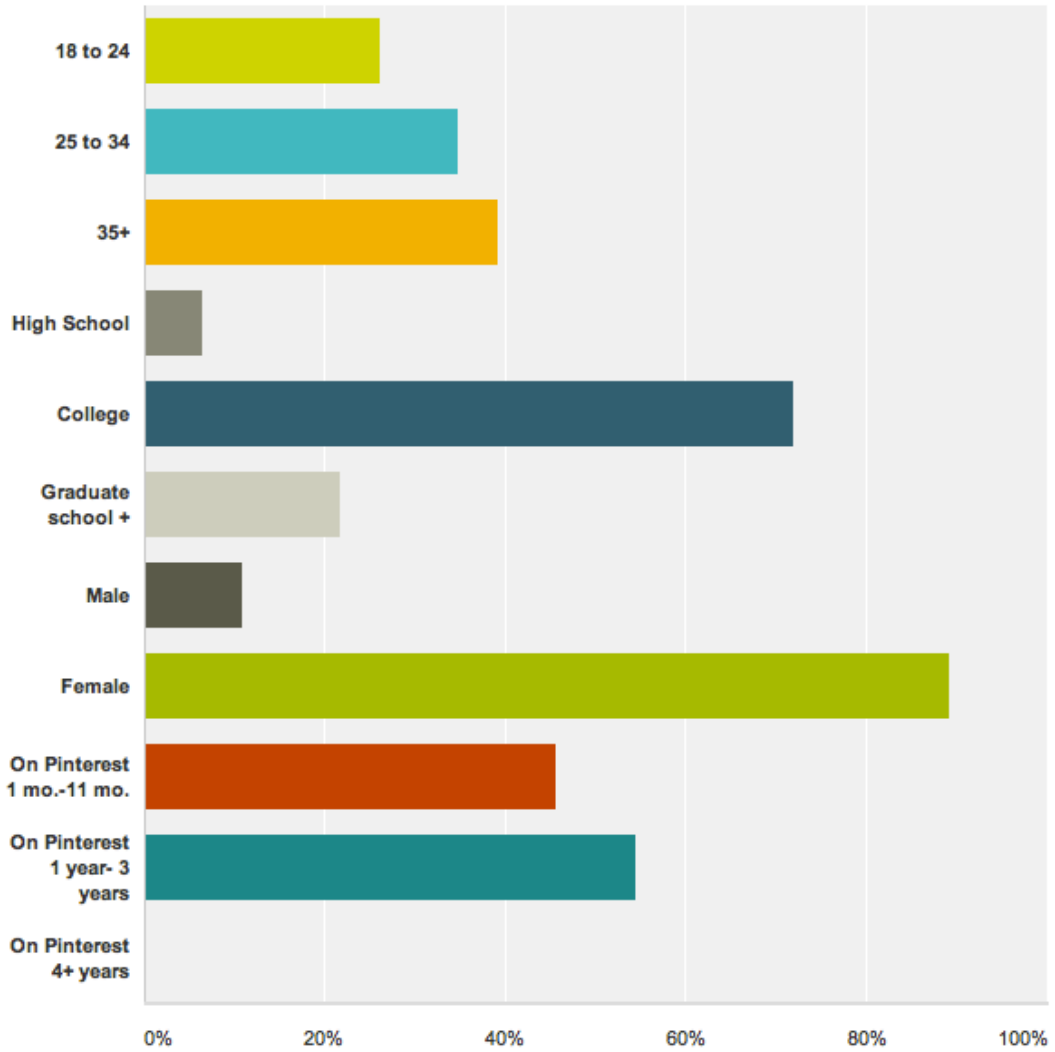
Appendix A

Demographics from each participant group

Participants from the large private mid-Atlantic university



Participants from the large national medical corporation



Appendix B

Survey Protocol

Copy of online survey:
Blogging and Copyright Infringement Within a Pinterest Generation

Principle Investigator: Ashley McAlpin

Liberty University School of Communication

(Survey begins:)

Thank you for choosing to be involved in this study, please complete the following demographic information:

This information will assist in the data analysis, and will not qualify or disqualify any participant based on the response.

Age:

Education level:

Sex:

Race:

Amount of time having been a member of the Pinterest community:

If you would like to partake in a follow-up interview with the Principal Investigator, as well as be entered to win a \$50 Wal-Mart gift card, please email akbollinger@liberty.edu.

The rest of the survey will be crafted into three separate sections. Please answer each question to the best of your ability.

The first section will address the concept of Pinterest as a content hosting website. This section will be comprised of three questions relating to the understanding of what Pinterest is, and how it is used.

1. In your own words, how would you describe Pinterest? (What is Pinterest?)
2. How would you describe Pinterest is used primarily?
3. How do you use your Pinterest?

The second set of questions will address peer interactions on Pinterest. This section will be comprised of four questions relating to the perceived role of peers and peer actions on Pinterest.

Terms: “dual sharing” is defined as copying and pasting an interesting recipe, quote, or image from a friend.

1. How would you describe your interaction with others on Pinterest?
2. Do you see any issue with dual sharing? Why or why not? (See above definition)
3. Why do you think it is acceptable for people to copy and paste interesting recipes, concepts, quotes, and images on Pinterest?
4. How does your interaction on websites such as Pinterest differ from your interaction with others in reality?

The final section will address Internet copyright knowledge. This section will be comprised of three questions relating to the participants knowledge of copyright laws as they apply to the Internet—including Pinterest.

1. To the best of your ability define copyright infringement, then explain how your definition impacts your activity on the Internet, specifically Pinterest.
3. What would you consider stealing on Pinterest? Can you steal on Pinterest?

Appendix C

Survey Responses by Question

Large Private mid-Atlantic university

Question #1: In your own words, how would you describe Pinterest? (What is Pinterest?)

A go to guide for everything. A collection of interest displayed photographically, with links and access.

9/16/2013 11:13 AM View respondent's answers

I dont really use it, so i dont know

9/11/2013 2:44 PM View respondent's answers

A social website designed to allow users to share recipes, room ideas, paintings, etc.

9/8/2013 6:06 PM View respondent's answers

A way to share ideas, (crafts, recipies, ect), plan for future events with these ideas, and a way to go shopping without having to pay. Its a way to plan life the way you would dream for it to be.

9/8/2013 3:12 PM View respondent's answers

collection of ideas, pictures, opinions etc

9/7/2013 11:26 AM View respondent's answers

Pinterest is a reflection of your taste and your strong will of showing your manipulated-outer-self.

9/5/2013 12:21 AM View respondent's answers

A site to network ideas in the form of pictures.

9/4/2013 7:26 PM View respondent's answers

Pinterest is a site which lets people collage their thoughts and interests onto "boards" which allow them to both share those interests with others and inspire them.

9/4/2013 3:49 PM View respondent's answers

A database of pictures with links attached. The pictures are about anything and everything. you can put a copy of a 'pin' onto your own personal board(s). it is used for gathering and sharing ideas.

9/3/2013 8:41 PM View respondent's answers

Its an awesome website of ideas about anything!

9/3/2013 7:48 PM View respondent's answers

A site for sharing ideas to better humanity.

9/3/2013 6:21 PM View respondent's answers

An internet site where people upload pictures of various things. After these images have been uploaded, other people can "pin" (or attach them) to a "Board" (a page that holds all of the images this person has "pinned")

9/3/2013 3:51 PM View respondent's answers

Pintrest to me is a variety of pictures. These pictures are able to be searched and they are catagorized based on what they are. Craft ideas, fashion, animals etc. can be found based on keyword searches.

9/3/2013 12:13 AM View respondent's answers

An online community where you can create boards related topics you care about pinning.

9/2/2013 9:55 PM View respondent's answers

Pinterest is a website in which people find things they like such as recipes, crafts, quotes,

outfits, and ways to fix a home.

9/2/2013 9:34 PM View respondent's answers

Pinterest is a Web site where you can collect ideas for crafts, recipes or activities by viewing what others have chosen to save. It is a place to save and organize fun ideas you may want to try.

9/2/2013 8:02 PM View respondent's answers

A vortex filled with everything girl could dream of!

9/2/2013 7:50 PM View respondent's answers

Pinterest is a site full of certain categories to scroll through and "pin" certain objects ranging from clothing, humor, tattoos, and cooking. Most "pins" allow you to follow through to a site and give more background information regarding the "pin".

9/2/2013 7:26 PM View respondent's answers

A virtual bulletin board to keep likes, interests, and inspirations.

9/2/2013 7:01 PM View respondent's answers

Pinterest is sight in which people are able to share thoughts, ideas, projects, and anything else to a community of people. There are many different useful ideas and projects on Pinterest.

9/2/2013 6:45 PM View respondent's answers

It's a place to quickly find access to different sites about the subject you're interested in-- whether that's planning a wedding or housekeeping economically. It's also just a fun way to find interesting quotes, cute styles, or pretty pictures.

9/2/2013 6:02 PM View respondent's answers

I have no clue what pinterest is!

9/2/2013 5:39 PM View respondent's answers

Pinterest is basically an online bulletin board where you can post publicly things which interest you.

9/2/2013 4:51 PM View respondent's answers

A website where you share your likes and dislikes, get ideas from others, plan events, learn how to make creative crafts, etc.

9/2/2013 4:16 PM View respondent's answers

Pinterest is a great place to find ideas, recipes, or good fashion sense. It's so creative and beautiful.

9/2/2013 3:36 PM View respondent's answers

Pinterest is a website to share creative ideas for all things- parties, interior design, crafts, publication design etc.

9/2/2013 2:31 PM View respondent's answers

A way to share information that is relevant

9/2/2013 2:22 PM View respondent's answers

Pinterest is an internet site used to express one's creative designs or something that is found special to oneself.

9/2/2013 2:20 PM View respondent's answers

A place where ideas can be shared. A social gathering of people sharing the passion of photography

9/2/2013 2:08 PM View respondent's answers

I have never used Pinterest

9/2/2013 1:20 PM View respondent's answers

Pinterest from what I know is a blogging website. Similar to tumblr, many people enjoy posting pictures and quotes on this site.

9/2/2013 1:13 PM View respondent's answers

Pinterest is a place to collect ideas. It is a form of social network that allows you to see a different aspect of a friend's interests than Facebook allows. This site allows you to collect things that you find interesting or that you want to try; it's like online hoarding.

9/2/2013 1:13 PM View respondent's answers

Pintrest is a place where people can focus on one interest and find ideas, images, and concepts surrounding it. These ideas allow people to create and imagine.

9/2/2013 12:48 PM View respondent's answers

A social media network used to express interest in a variety of subjects. It is used inconjunction with facebook at times.

9/2/2013 12:08 PM View respondent's answers

Pinterest is a website that is similar to a search forum which condenses everything that you might need from other websites, and makes it easier to access them.

9/2/2013 11:38 AM View respondent's answers

Pinterest is where you share photos . Pinterest allows you to collect the thing's you love.

Photos that are usually on Pinterest are photo of events, your interest and hobbies.

9/2/2013 10:49 AM View respondent's answers

a site full of awesome craft ideas and decorating ideas.

9/2/2013 10:22 AM View respondent's answers

A site where individuals can share images, ideas, recipes, and other information.

9/2/2013 8:31 AM View respondent's answers

Pinterest is an extremely addicting website where individuals get together and share the things that they love.

9/1/2013 11:59 PM View respondent's answers

Pinterest is a website that allows you to look at a bunch of random things.

9/1/2013 11:31 PM View respondent's answers

Pinterest is a leisurely internet source. It is mainly a site to pick up the latest trends in fashion, cute crafts for the kids, and delicious recipes. This site targets women and teenage girls.

9/1/2013 10:50 PM View respondent's answers

Pinterest is a website on which people can pin or repin ideas and pictures for various things.

One can find ideas for crafts, fitness, hair, weddings, baking, and many other areas.

9/1/2013 10:15 PM View respondent's answers

I do not have Pinterest. I am also not interest in having pinterest.

9/1/2013 10:07 PM View respondent's answers

Pinterest is a website that helps give you ideas on how to decorate your bedroom, to retouching a floor, how to take a picture to how to prepare for your wedding.

9/1/2013 9:33 PM View respondent's answers

Pinterest appears to be a way for people to spread ideas about decorating, cooking, and other various things.

9/1/2013 9:17 PM View respondent's answers

Pinterest is a social media website that allows people to "pin" or share their interests.

9/1/2013 8:53 PM View respondent's answers

Pinterest is an online site which allows users to find and re-post ideas, clothing items, and more.

9/1/2013 8:27 PM View respondent's answers

Pinterest is an online pin board that allows users to share pictures of things that inspire them.

9/1/2013 8:26 PM View respondent's answers

Pinterest is a site that people use to store ideas found on the internet. By logging on to

pinterest someone can pin what they find and then have a saved record and quick access to the information.

9/1/2013 8:12 PM View respondent's answers

Pinterest is a community of people bound together by an interest in how photos display fabulous fashion, style, art, creativity, and more.

9/1/2013 8:02 PM View respondent's answers

A great website to find inspiration for food, outfits, and decorating. Pinterest lets you find and explore things you otherwise would have never seen.

9/1/2013 7:53 PM View respondent's answers

Pintrest is a website that allows users to browse a variety of pictures, recipes, crafts, exercises, etc. and share them with fellow friends. These items can be posted on the user's "board" for others to see and be inspired by.

9/1/2013 7:10 PM View respondent's answers

Pinterest is a place where you can share ideas through photos.

9/1/2013 6:51 PM View respondent's answers

Pinterest is a site that encourages creativity and is very useful. It gives unique ideas that you can try on your own!

9/1/2013 6:41 PM View respondent's answers

A way to capture items or ideas and display them in collections for the public to see.

9/1/2013 6:34 PM View respondent's answers

A websit where you can look at other people's ideas and pin them to your board.

9/1/2013 6:18 PM View respondent's answers

Pinterest is an online community in which you can make boards for certain things. For example, I have a board entitled, "Complete Outfits" in which I "pin" pictures of complete outfits to. You can scroll through and find the uploads of strangers, or you can upload one yourself. Either way, it is an excellent way of organizing all of the great things that the internet has to offer!

9/1/2013 6:15 PM View respondent's answers

Pinterest is a website that allows user to "pin" ideas, pictures, tutorials, links to other websites usually relating to topics that would interest women (fashion, hair, beauty, kids, crafts, etc.) to "boards" created by each user.

9/1/2013 6:13 PM View respondent's answers

not sure

9/1/2013 6:13 PM View respondent's answers

I love Pinterest! It is something fun to look at different crafts, clothing styles, photos, DIYs, etc. There are so many different things to look at on Pinterest.

9/1/2013 5:54 PM View respondent's answers

Pinterest is a collection of people's ideas. It is a way for the average person to disseminate his or her thoughts to the general public.

9/1/2013 5:50 PM View respondent's answers

Pinterest is a website used to save information, interests, ideas or pictures of things you visually enjoy. It is also a way to share interests, ideas, recipes and style. Pinterest not only promotes personal interests, but also promotes various businesses.

9/1/2013 5:50 PM View respondent's answers

A community board for people to post their interests or ideas.

9/1/2013 5:39 PM View respondent's answers

It is a way to search for ideas for a variety of categories. It is also a chance for people to share those ideas with others.

9/1/2013 5:38 PM View respondent's answers

A photo sharing app that allows you to find new ideas about every day things in life.

9/1/2013 5:37 PM View respondent's answers

A website where people post ideas and cool crafts you can do.

9/1/2013 5:36 PM View respondent's answers

I've never used it.

9/1/2013 5:36 PM View respondent's answers

Question #2: How would you describe Pinterest is used primarily?

For ideas bought to life.. Inspiration.

9/16/2013 11:13 AM View respondent's answers

I am not sure as to what it is used for.

9/11/2013 2:44 PM View respondent's answers

Pinterest, I've noticed, is used for anything. It covers food and room designs as well as drawing users have made

9/8/2013 6:06 PM View respondent's answers

As a way to look at and organize certain things we want- whether it be in the past and reminiscing, present, or our future life.

9/8/2013 3:12 PM View respondent's answers

social

9/7/2013 11:26 AM View respondent's answers

To show how good is my camera, and how cool things I like.

9/5/2013 12:21 AM View respondent's answers

Either for entertainment (eg. Sports or Art) or for inspiration (eg. Vacation Spots or Helpful Hints)

9/4/2013 7:26 PM View respondent's answers

Keeping a record of things that you see on the internet that you like in order to save it to look at or to inspire you later as well as share your interests with others.

9/4/2013 3:49 PM View respondent's answers

to share ideas, concepts, things, pictures, anything really!

9/3/2013 8:41 PM View respondent's answers

For inspiration!

9/3/2013 7:48 PM View respondent's answers

For fun.

9/3/2013 6:21 PM View respondent's answers

As a way to find quotes, cute pictures, find new ideas, and connect with friends

9/3/2013 3:51 PM View respondent's answers

I would say most of the time Pintrest is used to find outfit ideas or craft ideas. Also, Pintrest could be used to find new ways of doing things.

9/3/2013 12:13 AM View respondent's answers

Pinning clothes and quotes and fashion oh and don't forget the girls who pin a crazy amount of wedding things.

9/2/2013 9:55 PM View respondent's answers

I believe it is mainly used for ideas that a person can't come up with on their own.

9/2/2013 9:34 PM View respondent's answers

Pinterest is probably used most to save ideas you like or hope to execute in the

future.

9/2/2013 8:02 PM View respondent's answers

For fashion and food

9/2/2013 7:50 PM View respondent's answers

Pinterest is a site used primarily for free-time internet surfing, but some use it for creative purposes and to become "inspired". Lots of people love to try the DIY (do-it-yourself) crafts and even decorate their weddings and homes.

9/2/2013 7:26 PM View respondent's answers

To plan weddings, find recipes, find decorating/fashion inspiration.

9/2/2013 7:01 PM View respondent's answers

To share different ideas and thoughts to people of the same interest.

9/2/2013 6:45 PM View respondent's answers

Probably a mix of what I described above ^ . It's used for practical things, like planning events, saving money, and finding creative ideas for doing different things. It's also used to waste time looking at quotes or hairstyles.

9/2/2013 6:02 PM View respondent's answers

?

9/2/2013 5:39 PM View respondent's answers

Pinterest is used to organize ideas, plans or anything else virtually.

9/2/2013 4:51 PM View respondent's answers

Event planning (weddings)

9/2/2013 4:16 PM View respondent's answers

I think most people either use it for 'entertainment' or for practical use like cooking and schoolwork. Also, it's a great place to find decorating ideas for your home.

9/2/2013 3:36 PM View respondent's answers

I believe Pinterest is used primarily for ideas dealing with crafts, baking, and wedding ideas.

9/2/2013 2:31 PM View respondent's answers

DIY Projects

9/2/2013 2:22 PM View respondent's answers

I believe Pinterest is used primarily to find a way to save money in many different ways by taking something that is used and crafting it in a way to make it more modern.

9/2/2013 2:20 PM View respondent's answers

Sharing pictures. Spreading ideas, whether it be homes, furniture, etc.

9/2/2013 2:08 PM View respondent's answers

Not applicable

9/2/2013 1:20 PM View respondent's answers

Pinterest is used to entertain the audience's eye. It is fun to look at and often times a great way to express creativity.

9/2/2013 1:13 PM View respondent's answers

I would say that Pinterest is used as a form of relaxing. What mainly happens is people collect things that they want to try or would like to have.

9/2/2013 1:13 PM View respondent's answers

Pinterest is used mostly for craft and party ideas. Though I have seen it used by TV shows fandoms.

9/2/2013 12:48 PM View respondent's answers

It is used mostly for home economics, and it is used primarily by females.

9/2/2013 12:08 PM View respondent's answers

Pinterest is used to create an online life, filled with boards and pins, that a person can use. It is full of helpful ideas with everything from home decor to recipes.

9/2/2013 11:38 AM View respondent's answers

Pinterest is used primarily to share photos and to find things that Interest you . Most teens used Pinterest primarily for their own interest and hobbies . Pinterest can also be used primarily vacation spots or for the latest trends in clothing .

9/2/2013 10:49 AM View respondent's answers

used for people to go and get ideas for crafts, home décor, anything you can diy.

9/2/2013 10:22 AM View respondent's answers

It is a leisure activity, another form of social network. It allows individuals to get away from the real world and imagine themselves making intricate recipes, engaging in strenuous workouts, and planning the wedding for them and the fiance they don't yet have.

9/2/2013 8:31 AM View respondent's answers

Pinterest is probably mostly used by women looking for fashion tips, recipes, and just generally interesting things.

9/1/2013 11:59 PM View respondent's answers

Pinterest is used primarily for recreational and entertainment purposes.

9/1/2013 11:31 PM View respondent's answers

Pinterest is primarily used for personal blogging. It is a hobby for many, but it is also a resource to find a plethora of craft ideas, organization tips, recipes, and fashion trends.

9/1/2013 10:50 PM View respondent's answers

Pinterest is used to put out your ideas to the world. It is also used to find things that you are interested in, and look at ideas of how you want to do something.

9/1/2013 10:15 PM View respondent's answers

I don't know I because I don't have pinterest. Also, I'm not interested in pinterest.

9/1/2013 10:07 PM View respondent's answers

The " Do It Yourself " page is probably used most, because once you follow the steps and complete a project and realize it works you try a different project.

9/1/2013 9:33 PM View respondent's answers

I think it is used for inspiration for different crafts and such.

9/1/2013 9:17 PM View respondent's answers

To share interests.

9/1/2013 8:53 PM View respondent's answers

Pinterest is used as a virtual notepad accompanied by pictures.

9/1/2013 8:27 PM View respondent's answers

Pinterest is mainly used as a pinboard of inspiration and serves as a wishlist of sorts

9/1/2013 8:26 PM View respondent's answers

Pinterest is used primarily to find ideas for crafts and styles that are wishes. A lot of what people pin on pinterest they will never actually do or make.

9/1/2013 8:12 PM View respondent's answers

Primarily, people use it to pin photos they deem fabulous and also repin photos from others. Bottom line, people look at photos.

9/1/2013 8:02 PM View respondent's answers

To find clothes, food, and funny stuff. It is used to share ideas and things that inspire you.

9/1/2013 7:53 PM View respondent's answers

Pintrest is primarily used for entertainment; not so much as a source to search for valuable information.

9/1/2013 7:10 PM View respondent's answers

It is primarily used as a means to share creative ideas.

9/1/2013 6:51 PM View respondent's answers

People use the information on Pinterest to make new recipes, try new crafts, or appreciate beautiful pictures. Many people also spend their time just browsing through Pinterest.

9/1/2013 6:41 PM View respondent's answers

For home improvement, fashion, and recipes.

9/1/2013 6:34 PM View respondent's answers

Liking other peoples ideas and putting them on your page.

9/1/2013 6:18 PM View respondent's answers

Pinterest is probably primarily used for women because most of the content is geared towards women. For example, there is an abundance of food, clothes, crafts, games, wedding ideas, and exercise tips.

9/1/2013 6:15 PM View respondent's answers

Pinterest is primarily used (by women) to share ideas and topics of interest with friends and followers on Pinterest.

9/1/2013 6:13 PM View respondent's answers

no idea

9/1/2013 6:13 PM View respondent's answers

I would say Pinterest is mainly used for recipes, DIYs, and ideas for decorating a home, dorm, apartment, etc.

9/1/2013 5:54 PM View respondent's answers

Pinterest is used primarily for entertainment purposes. When people log in to Pinterest, they have absolutely no responsibilities; they are free to relax and enjoy the work of others.

9/1/2013 5:50 PM View respondent's answers

I believe Pinterest is primarily used to keep track of one's style interests. Even ideas for things that they want to someday try or what they one day need. It is also used to get ideas from other people's boards.

9/1/2013 5:50 PM View respondent's answers

For ideas to make other things including hair and food.

9/1/2013 5:39 PM View respondent's answers

To get ideas for baking and cooking, to get wedding and fashion ideas, look for new styles, home decor, and photography ideas.

9/1/2013 5:38 PM View respondent's answers

Finding recipes and cool ideas for your home

9/1/2013 5:37 PM View respondent's answers

For crafty people to post pictures and ideas for others to see and use.

9/1/2013 5:36 PM View respondent's answers

For recipes? I'm not sure.

9/1/2013 5:36 PM View respondent's answers

Question #3: How do you use your Pinterest?

For DIY, finding a new recipe, design ideas, life quotes, decorating ideas.. Everything.

9/16/2013 11:13 AM View respondent's answers

My mom and sister use it but I do not.

9/11/2013 2:44 PM View respondent's answers

I usually use Pinterest for good diet recipes.

9/8/2013 6:06 PM View respondent's answers

I use mine in the three ways I stated in the question two. Getting ideas, planning future events, and admiring certain items, such as clothing.

9/8/2013 3:12 PM View respondent's answers

i rarely use pinterest

9/7/2013 11:26 AM View respondent's answers

I search useless things like clothes and boots and so on so that I effectively can waste my time like other dumb generation we have right now

9/5/2013 12:21 AM View respondent's answers

Ideas

9/4/2013 7:26 PM View respondent's answers

I pin artwork, mainly graphic design, because it inspires me when I'm working on personal or professional projects. I also pin clothes, food, quotes, and scriptural references on my boards so that I can compile my likes and share them with my friends and the people that follow me.

9/4/2013 3:49 PM View respondent's answers

recipes, quotes, ideas, bible verses, craft ideas, everything really!

9/3/2013 8:41 PM View respondent's answers

For hair ideas, food recipes, looking at wedding and home ideas!

9/3/2013 7:48 PM View respondent's answers

To show people amazing things that I find and either take a picture and post myself or pin from someone else's board.

9/3/2013 6:21 PM View respondent's answers

As a time-filler, as a way to find quotes or jokes, cool looking pictures of things, and get new ideas

9/3/2013 3:51 PM View respondent's answers

I use Pintrest to look up outfit ideas or new fashions. Also crafting ideas or home decorating ideas are always interesting to look up as well.

9/3/2013 12:13 AM View respondent's answers

Mostly for relaxation. I like looking at the recipes and clothing.

9/2/2013 9:55 PM View respondent's answers

I use pinterest for crafts and recipes mainly. This website also comes in handy for killing time.

9/2/2013 9:34 PM View respondent's answers

I mostly use Pinterest for craft ideas. Using it for anything else would cause me to

waste way too much time.

9/2/2013 8:02 PM View respondent's answers

For fashion, humor, and food

9/2/2013 7:50 PM View respondent's answers

I use Pinterest in my free time to scroll through for fun. I usually pin humor pins and wedding pins.

9/2/2013 7:26 PM View respondent's answers

Find recipes and decorating/fashion inspiration

9/2/2013 7:01 PM View respondent's answers

I store ideas for future reference in my Pinterest. Ideas such as how I want my home to look when I go to buy or build a home, craft projects, study methods, etc.

9/2/2013 6:45 PM View respondent's answers

I look for pictures, quotes, dress styles, once for planning an event, and sometimes I use it for practical things.

9/2/2013 6:02 PM View respondent's answers

?

9/2/2013 5:39 PM View respondent's answers

I browse through categories and organize what I like onto my own boards for future reference. When I need it, I look back and follow the link for instructions.

9/2/2013 4:51 PM View respondent's answers

I like to get inspiration for my wardrobe, see what styles are popular.

9/2/2013 4:16 PM View respondent's answers

I use it either when I'm bored, want to find a good recipe, need a laugh, or want to get new fashion ideas.

9/2/2013 3:36 PM View respondent's answers

I use my pinterest to look up crafts, party decorations, wedding ideas, and stationary.

9/2/2013 2:31 PM View respondent's answers

Recipees/projects

9/2/2013 2:22 PM View respondent's answers

I use pinterest to look up interesting ideas for decorations, ways to save money, or just for crafting and recipes.

9/2/2013 2:20 PM View respondent's answers

Sharing a different assortment of pictures.

9/2/2013 2:08 PM View respondent's answers

Not applicable

9/2/2013 1:20 PM View respondent's answers

I personally do not have a Pinterest but many of my friends do. I have a Tumblr, which again is similar in content and format.

9/2/2013 1:13 PM View respondent's answers

I use pinterest as a form of relaxation. If I need a pick-me-up I can read all kinds of funny things. It allows me to explore different recipes that I might want to try.

9/2/2013 1:13 PM View respondent's answers

A friend and I like to post pictures of Doctor Who.

9/2/2013 12:48 PM View respondent's answers

I will occasionally see what a friend has posted if they link it to facebook or tell me about it.

9/2/2013 12:08 PM View respondent's answers

To plan parties, decoration and DIY ideas, recipes, and outfit ideas.

9/2/2013 11:38 AM View respondent's answers

I use Pinterest to search for clothing . Like I mentioned in question 3 some people used Pinterest to keep up with the latest trends in fashion and that's usually what I use it for. I'm in love with hello kitty so sometimes I get on Pinterest to browse different hello kitty items.

9/2/2013 10:49 AM View respondent's answers

to find crafts that I like and would like to try and make at some point.

9/2/2013 10:22 AM View respondent's answers

To find recipes primarily. I do admit that I have a wedding board and a fashion board that I wish magically appeared in my closet.

9/2/2013 8:31 AM View respondent's answers

I use it to repin fashion pins, beauty pins, and my favorite- nerdy pins.

9/1/2013 11:59 PM View respondent's answers

I use Pinterest on my laptop and phone.

9/1/2013 11:31 PM View respondent's answers

Like most teenage girls, I am currently planning my future wedding and decorating my future dream home on Pinterest. It is a fun pastime that sparks my creative side and allows me to dream a little.

9/1/2013 10:50 PM View respondent's answers

I use my Pinterest to see the ideas of different people and get ideas for myself. I use it to look at the interesting things people have created.

9/1/2013 10:15 PM View respondent's answers

I do not use Pinterest.I'm not interested in having pinterest.

9/1/2013 10:07 PM View respondent's answers

I love looking at decorating my bedroom and pictures I could take I also like looking at the " Do It Yourself " page it inspires me to be creative.

9/1/2013 9:33 PM View respondent's answers

I do not have a Pinterest.

9/1/2013 9:17 PM View respondent's answers

Hardly ever use it.

9/1/2013 8:53 PM View respondent's answers

I use my Pinterest for a safe place for ideas/items I don't want to forget about.

9/1/2013 8:27 PM View respondent's answers

I use my pinterest to get clothing,hair,makeup and skin tips and i also search pinterest for recipes.

9/1/2013 8:26 PM View respondent's answers

I use pinterest to look up craft ideas and recipes. Although I have made some of the things I have found, most of it I wish I had the money to spend on the supplies to make it.

9/1/2013 8:12 PM View respondent's answers

Personally, Pinterest is the place to inspired. I look at photos to be inspired in

fashion and art.

9/1/2013 8:02 PM View respondent's answers

To look at clothes and find something funny and to take a break from homework.

9/1/2013 7:53 PM View respondent's answers

I use Pinterest primarily to look at other artists' work, whether paintings or photography, to look at delicious recipes, and to have a good laugh in the "humor" section.

9/1/2013 7:10 PM View respondent's answers

I don't use it.

9/1/2013 6:51 PM View respondent's answers

I use Pinterest for good ideas on clothes, food, and crafts. But I also enjoy seeing the funny quotes and cute pictures.

9/1/2013 6:41 PM View respondent's answers

Fashion.

9/1/2013 6:34 PM View respondent's answers

I use it to get recepies to make for myslef so I can save money and not go out to eat as often.

9/1/2013 6:18 PM View respondent's answers

I use my Pinterest to organize things I find. I have 87 boards and 7,862 pins that all describe me. They range from humor to clothes to food to wedding planning ideas to quotes to crafts to vacation spots to ways to save money.

9/1/2013 6:15 PM View respondent's answers

I use Pinterest primarily to save ideas to try out later. I don't typically repin funny pins. I usually repin posts that relate to hair ideas, nail ideas, home ideas, and wedding ideas to keep in mind for the future.

9/1/2013 6:13 PM View respondent's answers

I don't use pinterest

9/1/2013 6:13 PM View respondent's answers

I use Pinterest for fun- I have pinned workout plans, healthy eating tips, and cute fashion ideas, and I have never really applied them at all to my life! Haha! I love looking at different quotes and photos as well.

9/1/2013 5:54 PM View respondent's answers

I use Pinterest primarily to laugh and to better understand the current memes of our culture. I also use to gain a sense of what people think about current events.

9/1/2013 5:50 PM View respondent's answers

I use my Pinterest to showcase my personal style and taste. My love for fashion and pretty things is most evident in the number of pinned items I have in my "Style Inspirations" board. Anything that I could use in life to help me, I pin to my "Things That Could Come in Handy" board.

9/1/2013 5:50 PM View respondent's answers

To make food and hair styles.

9/1/2013 5:39 PM View respondent's answers

I use pinterest mainly for photography ideas before I do a photoshoot, for new cooking recipes to do with my mom, and also to look at fashion because I am always looking to expand my style.

9/1/2013 5:38 PM View respondent's answers

I dont have Pinterest

9/1/2013 5:37 PM View respondent's answers

I don't have one but I have heard about it and it sounds cool.

9/1/2013 5:36 PM View respondent's answers

I've never used it.

9/1/2013 5:36 PM View respondent's answers

Question #4: How would you describe your interaction with others on

Pinterest?

Minimal. I don't comment or interact on pintrest, I just get what I need.

9/16/2013 11:15 AM View respondent's answers

Minimal.

9/8/2013 3:14 PM View respondent's answers

no interaction

9/7/2013 11:29 AM View respondent's answers

I just simply check things out (or whatever I need) and leave.

9/5/2013 12:24 AM View respondent's answers

Limited

9/4/2013 7:29 PM View respondent's answers

I have more than 4 times the amount of followers as the people that I follow, which for me makes me feel pretty great because usually people in real life think my interests are odd.

9/4/2013 4:05 PM View respondent's answers

I only pin their ideas and they pin mine.

9/3/2013 8:43 PM View respondent's answers

I dont really follow what my friends post.

9/3/2013 7:57 PM View respondent's answers

Well, always in good conduct

9/3/2013 6:23 PM View respondent's answers

I don't have much reaction with others.

9/3/2013 3:52 PM View respondent's answers

I would say I don't really interact with others. I do, however, follow people so I am seeing how they use Pintrest and things that they post.

9/3/2013 12:15 AM View respondent's answers

I mainly only look at people that I know on pinterest.

9/2/2013 10:11 PM View respondent's answers

I have quite the following. I like the fact that others can repin me, and I don't have to follow them back.

9/2/2013 9:57 PM View respondent's answers

I don't really interact much with others.

9/2/2013 8:04 PM View respondent's answers

I usually pin anything I like and it helps me get new followers, people I don't even

know.

9/2/2013 7:51 PM View respondent's answers

I "follow" other people on Pinterest and "re-pin" from their boards. I also have a shared board with my close friends where we post altogether on a board.

9/2/2013 7:31 PM View respondent's answers

I repin something that someone else pins if it appeals to me.

9/2/2013 7:02 PM View respondent's answers

I will look up different people and ideas and repost things that interest me.

9/2/2013 6:47 PM View respondent's answers

I don't really interact. I'm not on very often.

9/2/2013 6:04 PM View respondent's answers

I don't use Pinterest to follow other boards or interact with others online. I use it only to browse for myself.

9/2/2013 4:55 PM View respondent's answers

Rare.

9/2/2013 4:21 PM View respondent's answers

I enjoy 'liking' other people's photos. Also, when I find a picture I know someone will like, I will automatically send it to them.

9/2/2013 3:40 PM View respondent's answers

I do not interact very often with others on Pinterest. My only contact would be looking at other people's boards and the main news feed.

9/2/2013 2:37 PM View respondent's answers

None

9/2/2013 2:23 PM View respondent's answers

I do not interact with others on pinterest.

9/2/2013 2:23 PM View respondent's answers

Fairly well. Getting to know new people.

9/2/2013 2:11 PM View respondent's answers

I don't use Pinterest

9/2/2013 1:22 PM View respondent's answers

My interacting is minimal. If I see something that I like I pin it, sometimes it just happens that my friend pin the same thing. However it allows me to see more details in their personalities, and there is the occasion sending of a specific pin between friends.

9/2/2013 1:17 PM View respondent's answers

Again while I do not own a Pinterest I have looked at a few profiles before. I would describe the interaction as pleasant and impersonal.

9/2/2013 1:16 PM View respondent's answers

Its always positive to share your interest with others.

9/2/2013 12:50 PM View respondent's answers

Nonexistent.

9/2/2013 12:09 PM View respondent's answers

I love it just the way it is. It shouldn't be another form of social media but a partial escape from reality.

9/2/2013 11:42 AM View respondent's answers

I don't have much interaction with others on Pinterest unless I like what they have shared and ill comment

9/2/2013 10:54 AM View respondent's answers

I don't really interact with others on pinterest.

9/2/2013 10:25 AM View respondent's answers

I don't interact with others unless I repin something.

9/2/2013 8:32 AM View respondent's answers

I follow many of my friends on Pinterest and I feel like I learn more about the things they like. I also follow complete strangers because I like the things that they pin.

9/2/2013 12:07 AM View respondent's answers

I don't interact with many other users on Pinterest.

9/1/2013 11:33 PM View respondent's answers

I follow people based on their posts but have no interaction with them.

9/1/2013 10:54 PM View respondent's answers

I can reply to peoples pins. I can also follow peoples boards and share pins.

9/1/2013 10:29 PM View respondent's answers

I wouldn't know because I don't have Pinterest.

9/1/2013 10:12 PM View respondent's answers

I don't interact much with people on Pinterest, but rather, get inspiration from posts that others have blogged by looking at his/her boards.

9/1/2013 9:39 PM View respondent's answers

I follow other people's post about DIY all the time

9/1/2013 9:35 PM View respondent's answers

Rare

9/1/2013 8:54 PM View respondent's answers

My general interaction consists of pinning and re-pinning other users' pins.

9/1/2013 8:28 PM View respondent's answers

The inly interaction I have with others is re pinning their pins. I usually do not comment on others pins.

9/1/2013 8:16 PM View respondent's answers

Very limited to zero interest.

9/1/2013 8:05 PM View respondent's answers

It has always been pleasant. I've never had any abuse or hostile contact.

9/1/2013 7:56 PM View respondent's answers

I follow many of my friends' boards on Pintrest to see what they find entertaining, helpful, or intriguing.

9/1/2013 7:20 PM View respondent's answers

I don't interact with others on Pinterest.

9/1/2013 6:52 PM View respondent's answers

The only interaction I have is liking what others put onto Pinterest. I also have two secret groups in which we do interact with each other. But mainly, there is not much interacting.

9/1/2013 6:44 PM View respondent's answers

I primarily just repost the things I like.

9/1/2013 6:36 PM View respondent's answers

My interaction with other users doesn't go beyond following other users, following a single board of another user, repinning ideas, and having other users follow me.

9/1/2013 6:23 PM View respondent's answers

Alln you do is copy other peoples pictures, recipes, and qoutes. You really don't talk

to them that much.

9/1/2013 6:22 PM View respondent's answers

I don't interact with others much on Pinterest. I follow a few friends that I repin from, and a few strangers repin from me. But there is no communication between us.

9/1/2013 6:19 PM View respondent's answers

I do not use pinterest

9/1/2013 6:16 PM View respondent's answers

The only interaction I have with people on Pinterest is repinning their pins. I never really "like" or comment on a pin.

9/1/2013 5:59 PM View respondent's answers

My interaction with others through Pinterest is often mutual. Many of my friends on Facebook follow me.

9/1/2013 5:55 PM View respondent's answers

I rarely interact with others on Pinterest.

9/1/2013 5:53 PM View respondent's answers

I don't interact to much with others, as in I don't like other posts a lot. I follow those whom I'm closest with and repin anything that I like.

9/1/2013 5:43 PM View respondent's answers

I have no interaction on Pinterest.

9/1/2013 5:41 PM View respondent's answers

I dont have Pinterest

9/1/2013 5:39 PM View respondent's answers

I don't have one.

9/1/2013 5:37 PM View respondent's answers

Question #5: Do you see any issue with dual sharing? Why or why not? (See above definition)

There could be originality issues with dual sharing.

9/16/2013 11:15 AM View respondent's answers

No, Because I believe that is the point of Pinterest. To share these ideas, recipes, quotes, with each other.

9/8/2013 3:14 PM View respondent's answers

i dont really care

9/7/2013 11:29 AM View respondent's answers

The problems is that you don't know who is the original source.Or you might see your work and recipes ending up in Chinese teenager's blog.

9/5/2013 12:24 AM View respondent's answers

Nope, as long as you're doing it with permission.

9/4/2013 7:29 PM View respondent's answers

I don't see anything wrong with it because the picture that has the recipe on it will almost always link you back to the original website so they are still getting credit for the work.

9/4/2013 4:05 PM View respondent's answers

not at all, it is simply sharing the love!

9/3/2013 8:43 PM View respondent's answers

i think thats fine, no issues.

9/3/2013 7:57 PM View respondent's answers

No, because its easy

9/3/2013 6:23 PM View respondent's answers

No, I do not

9/3/2013 3:52 PM View respondent's answers

I don't see any issue because these ideas are designed to be shared. As long as credit goes to the rightful creator there should be no issue.

9/3/2013 12:15 AM View respondent's answers

I don't see why you would need to because you could just pin it and find it later. I would say no because it is on the internet for other people to see and use. I do see a problem with you not saying where it was from though.

9/2/2013 10:11 PM View respondent's answers

No I like the idea of sharing it's what Pintrest is.

9/2/2013 9:57 PM View respondent's answers

I don't see an issue as long as you credit the person or organization it came from.

9/2/2013 8:04 PM View respondent's answers

No.

9/2/2013 7:51 PM View respondent's answers

No, I do not have an issue with dual sharing because the way I dual share is not to re-sell anything. Its just to share with others my interests and what I find "cool".

9/2/2013 7:31 PM View respondent's answers

No, because it gets the message across a wider variety of people, creating more exposure for the blog/website/etc.

9/2/2013 7:02 PM View respondent's answers

No, because Pinterest is a sight in which many different people share more then their ideas.

9/2/2013 6:47 PM View respondent's answers

I wouldn't. But if it was my friend created that recipe, quote, image, etc. I'd probably say that they thought it up and give them the credit.

9/2/2013 6:04 PM View respondent's answers

I see a potential issue, being copyright infringements, but I do not agree with that because the picture has a direct link back to the original source.

9/2/2013 4:55 PM View respondent's answers

Not really. If you pin something, it's usually with the intention of wanting to share that idea with others. If you don't want to share, don't pin it.

9/2/2013 4:21 PM View respondent's answers

No I do not. It's good to get ideas from other people. As long as you're not doing it to get credit for yourself.

9/2/2013 3:40 PM View respondent's answers

I do not see anything wrong with dual sharing, that seems to be the point of Pinterest- to share with others your ideas and recipes. By allowing dual sharing many people see different ideas that they would not see otherwise: it passes from one friend to another until it reaches more and more people

9/2/2013 2:37 PM View respondent's answers

No - shares with more people

9/2/2013 2:23 PM View respondent's answers

I do see an issue with dual sharing, unless proper citing is given to the original user, or creator. It is a form of copyrighting i believe.

9/2/2013 2:23 PM View respondent's answers

Not necessarily, as long as the source is credited with the information.

9/2/2013 2:11 PM View respondent's answers

Not as long as the things copied are accredited to the original person.

9/2/2013 1:22 PM View respondent's answers

No. The purpose of pinterest is to share those kinds of things and chances are they did the same thing from someone else.

9/2/2013 1:17 PM View respondent's answers

I do not see any issue with dual sharing. While I do understand plagiarism and copyright issues; I also understand Pinterest is an enjoyable thing to pass the time. I do not find the matter too serious on a blogging website such as this.

9/2/2013 1:16 PM View respondent's answers

I don't see a problem. If something is good, fun, or interesting why wouldn't you share it.

9/2/2013 12:50 PM View respondent's answers

No, It seems productive and harmless.

9/2/2013 12:09 PM View respondent's answers

No, not at all.

9/2/2013 11:42 AM View respondent's answers

Yes I see any issue with dual sharing because in my opinion its almost like copyrighting.

9/2/2013 10:54 AM View respondent's answers

yes and no. yes because it is sortof like plagiarizing but no because most people know that when you put something on pinterest many people will copy and paste it.

9/2/2013 10:25 AM View respondent's answers

Not in this context because people intentionally put things up there.

9/2/2013 8:32 AM View respondent's answers

No. If you like something that someone you follow posted, you want to share it with others.

9/2/2013 12:07 AM View respondent's answers

I don't see an issue with dual sharing. I think that's what the website is for; to get ideas for your home, clothes, cooking, and so much more.

9/1/2013 11:33 PM View respondent's answers

I do not see a problem with dual sharing if the original picture posted has no copyright information.

9/1/2013 10:54 PM View respondent's answers

I don't see an issue with dual sharing. People who pin are told before hand that their ideas will be shared.

9/1/2013 10:29 PM View respondent's answers

I don't know because I don't have Pinterest.

9/1/2013 10:12 PM View respondent's answers

I believe if the recipe, quote, or image is on the internet and is not copyrighted then it is free for anyone to use.

9/1/2013 9:39 PM View respondent's answers

I do not see a problem with it, I think being able to share ideas it great!

9/1/2013 9:35 PM View respondent's answers

There would be no issue as long as credit is given to the source.

9/1/2013 8:54 PM View respondent's answers

No I don't see a problem with it, as long as credit is given where credit is due.

9/1/2013 8:28 PM View respondent's answers

I don't think it is an issue because pins that I pin are connected to their original website, which has more info about it.

9/1/2013 8:16 PM View respondent's answers

Yes, it is Plagiarism.

9/1/2013 8:05 PM View respondent's answers

No, because it usually gives credit and you can click on the picture to find the link from where it originated.

9/1/2013 7:56 PM View respondent's answers

I do not believe dual sharing is appropriate in many situations, however, I do not see a problem with dual sharing on Pintrest. Most users on Pintrest do not expect their recipes, quotes, or images to be protected and not copied.

9/1/2013 7:20 PM View respondent's answers

I don't see anything wrong with dual sharing because it seems to be the nature of the site.

9/1/2013 6:52 PM View respondent's answers

The whole purpose of Pinterest is dual sharing! I see no problem in it since that is what the website is supposed to be.

9/1/2013 6:44 PM View respondent's answers

Not at all, its a way to further share an idea.

9/1/2013 6:36 PM View respondent's answers

There could be copyright problems, however Pinterest doesn't really address this issue. People should probably be at least given credit for their original work on Pinterest, however that would be too inconvenient for most users to give credit for every post. If users had to go through that effort to track down every original source, very few users would use Pinterest. I dont "copy and paste" on Pinterest, I just repin and it shows the chain of people who resposted it from the first poster. I'm not sure if that is the same thing as dual-sharing though.

9/1/2013 6:23 PM View respondent's answers

It is a problem these days becasue all people want to do is copy other peoples works and not be orignal.

9/1/2013 6:22 PM View respondent's answers

I sort of see an issue with dual sharing because some people might not want their information being passed around. The smartest thing to do is to ask the person before dual sharing.

9/1/2013 6:19 PM View respondent's answers

I am not sure

9/1/2013 6:16 PM View respondent's answers

Yes, there are issues; I have an example. I saw something that was pinned by someone I follow and it said there were Reese's dessert bars for under 100 calories. Obviously, I clicked the link to see the recipe. The link took me to the blog of the girl

who originally pinned the recipe. It was the right recipe, however, she did a blog post saying that the dessert bars were NOT under 100 calories. Someone had changed the information on the pin! I was disappointed!

9/1/2013 5:59 PM View respondent's answers

I see an issue with dual sharing because many people like the idea of being the source or origin of some idea or piece of information. It is important to atleast give credit.

9/1/2013 5:55 PM View respondent's answers

There is nothing wrong with dual sharing so long as the second poster gives credit to the original poster.

9/1/2013 5:53 PM View respondent's answers

I don't see a problem with it because that is how things get shared virally, by passing it from one person to another. It allows for other people to see it who may not be following your friend who originally shared it.

9/1/2013 5:43 PM View respondent's answers

I do not think dual sharing is good or bad. It allows for new ideas.

9/1/2013 5:41 PM View respondent's answers

Not at all

9/1/2013 5:39 PM View respondent's answers

No not really.

9/1/2013 5:37 PM View respondent's answers

Question #6: Why do you think it is acceptable for people to copy and paste interesting recipes, concepts, quotes, and images on Pinterest?

I think anything posted should be original.

9/16/2013 11:15 AM View respondent's answers

See above answer.

9/8/2013 3:14 PM View respondent's answers

because they feel like it

9/7/2013 11:29 AM View respondent's answers

It's because the basic concept of Pinterest is to post and pin whatever they like and interested, not creating.

9/5/2013 12:24 AM View respondent's answers

It spreads useful ideas to other people.

9/4/2013 7:29 PM View respondent's answers

As I mentioned above, I think that it's ok because though they are still getting the credit for their work because it's linked to the pin.

9/4/2013 4:05 PM View respondent's answers

if it is on the internet the provider should know that it is fair game!

9/3/2013 8:43 PM View respondent's answers

so that ideas are shared with everyone!

9/3/2013 7:57 PM View respondent's answers

Because that's how our brain works. We see something amazing so it's easier for us to memorize it. Instead on Pinterest we're sharing it.

9/3/2013 6:23 PM View respondent's answers

Yes, I do

9/3/2013 3:52 PM View respondent's answers

Pintrest was created to share ideas.

9/3/2013 12:15 AM View respondent's answers

I think that it is fine because it is sharing with others. Obviously giving credit where credit is due. I believe it is no different than using a quote from a book for a research paper and then saying where it is from.

9/2/2013 10:11 PM View respondent's answers

Because it's Pintrest. If people didn't do that, then there would be no purpose to the website.

9/2/2013 9:57 PM View respondent's answers

I think Pinterest users mostly use the site for ideas they may have not thought of themselves. I don't think that there are many Pinterest users who desire to steal the work of others.

9/2/2013 8:04 PM View respondent's answers

So that everyone can have access to useful information

9/2/2013 7:51 PM View respondent's answers

I think it is acceptable for people to copy and paste from Pinterest because Pinterest provides the "pin" with a background site so as to not "steal" the information.

9/2/2013 7:31 PM View respondent's answers

It gives credit to the originator through sending it back to the blog or website.

9/2/2013 7:02 PM View respondent's answers

Because those things are on the internet for our benefit. They are there for us to use and learn from.

9/2/2013 6:47 PM View respondent's answers

As far as I can tell, that's what people seem to expect. They expect people will use the info they're putting up.

9/2/2013 6:04 PM View respondent's answers

Because it is not claiming the idea as it's own, only sharing the concept of the idea with others. For example, to share a recipe is not saying "I created this recipe", it is saying "Look at this recipe I found on this site" and by clicking the picture the user can find the recipe on the original website.

9/2/2013 4:55 PM View respondent's answers

Pinterest is an internet site for sharing ideas. People should already know by now that if the put anything on the internet, especially pinterest, it is going to be passed around. And I'd say that is generally what people want anyways. It's like free advertisement.

9/2/2013 4:21 PM View respondent's answers

It's because a lot of people need ideas for different areas, and Pinterest is a great place for that.

9/2/2013 3:40 PM View respondent's answers

The internet is a unique place to share your ideas, I do not believe that it is any different that posting something on facebook or a quote on twitter.

9/2/2013 2:37 PM View respondent's answers

Free to use and find online - just makes it more concise, in one place.

9/2/2013 2:23 PM View respondent's answers

I believe if it is one's own design they can put it on pinterest, but if it is taken then

that should be stated. I do not believe it is wrong, but credit should be given to the original user.

9/2/2013 2:23 PM View respondent's answers

Again, as long as the source is credited with the information, there is no issue.

9/2/2013 2:11 PM View respondent's answers

Because some things people want to share with the world, rather than keeping them to themselves.

9/2/2013 1:22 PM View respondent's answers

Because it is still on the internet and it generally has a link or a way to get back to the original site. Also, because you can get back to the site, credit is generally given to the appropriate parties.

9/2/2013 1:17 PM View respondent's answers

I believe it is accept because people admire the things they see and wish to share them. I believe that is the concept of blogging; nothing is so much 'copied' as it is 'admired and reused'.

9/2/2013 1:16 PM View respondent's answers

Because spreading knowledge is what people do.

9/2/2013 12:50 PM View respondent's answers

I think its supported by the ideal of freedom of information.

9/2/2013 12:09 PM View respondent's answers

It shows that they have similar taste as you and it shows me that they like what I have found.

9/2/2013 11:42 AM View respondent's answers

I think it is acceptable for people to copy and paste interesting recipes ,concepts , quotes , and images on Pinterest because Its gives people a new way to learn and communicate with others.

9/2/2013 10:54 AM View respondent's answers

because the person that put it on the website in the first place knows that it will be copied.

9/2/2013 10:25 AM View respondent's answers

It is not infringing on anyone's rights.

9/2/2013 8:32 AM View respondent's answers

As long as people aren't taking credit for concepts or quotes that aren't theirs, sharing them is a great way to help people find things that they are interested in.

9/2/2013 12:07 AM View respondent's answers

I think it's acceptable because that's what people use Pinterest for; to share ideas, and get ideas from others.

9/1/2013 11:33 PM View respondent's answers

This is acceptable because Pinterest was created for the purpose of sharing posts that may include quotes, images, recipes, etc.

9/1/2013 10:54 PM View respondent's answers

I think that it is acceptable for people to copy and paste interesting things on Pinterest because the people posting ideas know what they are getting themselves into. The website is called Pinterest, on which people pin their interests and others repin and share.

9/1/2013 10:29 PM View respondent's answers

I don't know because I don't have Pinterest and don't know what it is.

9/1/2013 10:12 PM View respondent's answers

I think it is acceptable because Pinterest is a sharing website for ideas, and the such, which are used for good.

9/1/2013 9:39 PM View respondent's answers

So others can try and recreate what you did.

9/1/2013 9:35 PM View respondent's answers

Because people want to share it with others.

9/1/2013 8:54 PM View respondent's answers

I think that it serves as a place where people-women especially-can go to unwind from their day and relax. i think it is important to be allowed to copy and paste because it helps in the sharing of inspiration.

9/1/2013 8:28 PM View respondent's answers

Most of the pictures and recipes on pinterest, if you click on them they are linked to the original website they where posted on.

9/1/2013 8:16 PM View respondent's answers

I do not think it is acceptable. However, I will enjoy the fact that people do.

9/1/2013 8:05 PM View respondent's answers

To create community and give others something new to try or to help them look at things differently. I think because you can find the original source it is ok.

9/1/2013 7:56 PM View respondent's answers

It is a common expectation for user's interesting recipes, concepts, quotes, and images on Pintrest to be copied. It is acceptable for such things to happen because the majority of users expect it to happen and would not share particular information on Pintrest if they did not want it to be copied.

9/1/2013 7:20 PM View respondent's answers

They are not presenting the ideas as their own and are not receiving any compensation for it.

9/1/2013 6:52 PM View respondent's answers

I have never really thought about it being acceptable or not. I just thought the idea was interesting and enjoyed being a part of it.

9/1/2013 6:44 PM View respondent's answers

Because it allows for the ideas to spread more rapidly.

9/1/2013 6:36 PM View respondent's answers

Pinterest has no rule against it.

9/1/2013 6:23 PM View respondent's answers

It is acceptable for here becasue it is a website and you are not using it in the real world, vereses copying a paper for your college class.

9/1/2013 6:22 PM View respondent's answers

Pinterest is available to us because people are willing to share their recipes, concepts, quotes, and images for ANYONE to see. By putting things online, you are pretty much signing an invisible contract saying that you cannot take it back.

9/1/2013 6:19 PM View respondent's answers

NOT SURE

9/1/2013 6:16 PM View respondent's answers

The only way you will discover that a pin has been wrongfully copied and pasted is if you actually click the link to the pin. I think it is acceptable because not many people actually click the links, so they aren't really aware of the false copy and

pasting going on on Pinterest.

9/1/2013 5:59 PM View respondent's answers

I think it is okay as long as the credit is included, which is most times the case on Pinterest.

9/1/2013 5:55 PM View respondent's answers

The original poster uploaded the post because he or she wanted people to see it. Subsequent posts only widen his or her net of potential viewers.

9/1/2013 5:53 PM View respondent's answers

I think its acceptable because again, Pinterest was built to be a community that shares interesting, new, and unique ideas with other people. I don't think there is anything wrong with that.

9/1/2013 5:43 PM View respondent's answers

Since the information is put their in the first place they clearly want their ideas to be shared.

9/1/2013 5:41 PM View respondent's answers

If you put a recipe for everyone to see on the internet then you have given up your rights to keep the recipe a secret and not allow people to share your recipe with the rest of the community.

9/1/2013 5:39 PM View respondent's answers

Because then they can share their ideas with the world and help others out.

9/1/2013 5:37 PM View respondent's answers

Question #7: How does your interaction on websites such as Pinterest differ from your interaction with others in reality?

My interaction in reality is very different than on websites such a pinterest.

Pinterest for me, is solely a gateway of ideas and inspiration.

9/16/2013 11:15 AM View respondent's answers

i interact with people more

9/7/2013 11:29 AM View respondent's answers

It is mostly same since I like to sneak and go. I would rather not to talk in WWW to leave my dumb steps forever

9/5/2013 12:24 AM View respondent's answers

Pinterest is more intellectual than social.

9/4/2013 7:29 PM View respondent's answers

I don't tell people a lot about what I like because people don't seem to care, but on Pinterest people are interested in what I pin, in what I like.

9/4/2013 4:05 PM View respondent's answers

it is interesting to see what other people have pinned but I only really interact with people that I see in real life or know well.

9/3/2013 8:43 PM View respondent's answers

i enjoy spending time on pinterest

9/3/2013 7:57 PM View respondent's answers

Only physical to electronically visible

9/3/2013 6:23 PM View respondent's answers

It doesn't differ much. I don't interact with people on Pinterest, yet I do interact with human beings, so... I'd say I'm more open and social in reality

9/3/2013 3:52 PM View respondent's answers

Mostly other websites are just text and word based. Pinterest shows ideas and things of that nature through pictures or diagrams.

9/3/2013 12:15 AM View respondent's answers

It does not.

9/2/2013 10:11 PM View respondent's answers

On Pinterest it's just repinning stuff. I only follow my friends on there because I know who they are in real life.

9/2/2013 9:57 PM View respondent's answers

I don't really interact much with others on Pinterest. I only get craft ideas from there, so I don't really think there is much correlation between my Pinterest interaction with others and the interaction I have with others in reality.

9/2/2013 8:04 PM View respondent's answers

I talk to people in person and not on Pinterest

9/2/2013 7:51 PM View respondent's answers

My interaction with others in reality is not so far from how I interact with others on Pinterest because I still share my friends' pictures or recipes with other people.

9/2/2013 7:31 PM View respondent's answers

It is virtual, so I am not interacting with a real person.

9/2/2013 7:02 PM View respondent's answers

Pinterest is my way of storing ideas for future reference, whereas in reality I don't do many DIY projects.

9/2/2013 6:47 PM View respondent's answers

I don't use Pinterest to interact with others, I use it for self only.

9/2/2013 4:55 PM View respondent's answers

With Pinterest I don't care who interacts with me. If someone I rarely speak to repins something of mine, I'm flattered. But I'm much more selective about the people I interact with face-to-face.

9/2/2013 4:21 PM View respondent's answers

I need to be more open about what people say or wear. If I like something, I should go out and tell the person.

9/2/2013 3:40 PM View respondent's answers

Pinterest allows me to see and find other ideas from much more creative people than myself or even some of my friends. I do not believe the website hinders my normal interaction with others, I just do not interact with people via Pinterest.

9/2/2013 2:37 PM View respondent's answers

Less online interaction than in real life.

9/2/2013 2:23 PM View respondent's answers

I do not interact with others on Pinterest, so it is extremely different.

9/2/2013 2:23 PM View respondent's answers

Nothing compares with face to face time. Pinterest, Facebook, etc. will only be a complimentary place when personal time is not possible. Nothing will replace face to face time.

9/2/2013 2:11 PM View respondent's answers

I don't know because I have never used Pinterest.

9/2/2013 1:22 PM View respondent's answers

It is a huge difference. I find it very hard to communicate exactly what I'm thinking or feeling through the digital world. I would much rather have a face to face conversation, that way there are no misunderstandings.

9/2/2013 1:17 PM View respondent's answers

Pinterest allows impersonal interactions; you never see the user face to face.

9/2/2013 1:16 PM View respondent's answers

Honestly? You can geek out a little more in Pinterest and people don't care.

9/2/2013 12:50 PM View respondent's answers

Pinterest is limited in its scope.

9/2/2013 12:09 PM View respondent's answers

It doesn't. Pinterest, to me, isn't a form of social communication like Facebook or Twitter.

9/2/2013 11:42 AM View respondent's answers

My interaction on websites such as Pinterest are usually short and to the point and my interaction with others in reality is detailed .

9/2/2013 10:54 AM View respondent's answers

I talk to people in reality on pinterst I don't talk to people.

9/2/2013 10:25 AM View respondent's answers

I do not really interact with others on this site, so this question is not necessarily applicable to me.

9/2/2013 8:32 AM View respondent's answers

If I ran up to someone and yelled "HEY! IF YOU BREAK A GLOWSTICK AND PUT IT IN BUBBLES, YOU GET GLOW IN THE DARK BUBBLES!" they might be slightly afraid of me. But on websites such as Pinterest, excitement over the little things in life is almost expected. I also pin things that would be considered "socially unacceptable" or "strange"

9/2/2013 12:07 AM View respondent's answers

It doesn't really. I don't use Pinterest to get to know or have a relationship with other people.

9/1/2013 11:33 PM View respondent's answers

I do not talk to the people I follow on Pinterest.

9/1/2013 10:54 PM View respondent's answers

On Pinterest you can read what people say, but you don't know how they are saying it. You don't know if they are joking, lying, angry, sad, or happy, but you can in reality.

9/1/2013 10:29 PM View respondent's answers

I don't know because I don't have Pinterest.

9/1/2013 10:12 PM View respondent's answers

My interactions are not different.

9/1/2013 9:39 PM View respondent's answers

It holds nothing on me I love talking with people in person and I don't talk with people on Pinterest.

9/1/2013 9:35 PM View respondent's answers

I actually talk to people more rather than spending time on the internet.

9/1/2013 8:54 PM View respondent's answers

I don't typically pin other peoples things on my real life corkboard so I don't see

how these concepts are related.

9/1/2013 8:28 PM View respondent's answers

If others were giving me a recipe or an idea, I would follow through and complete the task in order to give them feedback on the task and directions.

9/1/2013 8:16 PM View respondent's answers

I have a stronger likeness in creativity from those on Pinterest.

9/1/2013 8:05 PM View respondent's answers

I don't talk to people on websites like Pinterest like I do in reality. The only people I talk to on Twitter or Instagram are people I talk to normally in reality.

9/1/2013 7:56 PM View respondent's answers

My interactions on websites like Pinterest are short, simple, and impersonal. I try to be the opposite with others in reality in order to build a strong relationship.

9/1/2013 7:20 PM View respondent's answers

I don't use my Pinterest.

9/1/2013 6:52 PM View respondent's answers

I don't just take someone's craft or recipe or picture. But, I might sometimes ask to borrow a good recipe or do the craft with that person!

9/1/2013 6:44 PM View respondent's answers

I don't usually share as many ideas in face-to-face conversation versus with the use of Pinterest.

9/1/2013 6:36 PM View respondent's answers

I don't really feel like I interact with others on Pinterest beyond repinning and following.

9/1/2013 6:23 PM View respondent's answers

In reality, you actually have to talk to somebody face-to-face.

9/1/2013 6:22 PM View respondent's answers

On Pinterest, I just repin from others, and others repin from me. The only real communication that is going on is implied. For example, when someone repins my stuff, it lets me know that they like what I pinned.

9/1/2013 6:19 PM View respondent's answers

not sure

9/1/2013 6:16 PM View respondent's answers

The interaction on Pinterest is pretty impersonal; I'm not really talking to anyone, just sharing their ideas.

9/1/2013 5:59 PM View respondent's answers

The difference with my interaction on Pinterest than in real life is that on Pinterest people across the country can see my boards/my style and follow them. While in real life, the only showcase of my style is through what I wear.

9/1/2013 5:55 PM View respondent's answers

On the internet, I am free to be whoever I would like to be. There is complete anonymity, so I am unburdened by social conventions and normalities.

9/1/2013 5:53 PM View respondent's answers

It doesn't really differ at all, if I see something that I like I comment on it and ask the person where they got it from because I want to know.

9/1/2013 5:43 PM View respondent's answers

I'm not sure.

9/1/2013 5:41 PM View respondent's answers

I dont use Pinterest. I use Instagram though
 9/1/2013 5:39 PM View respondent's answers
 The interaction is through pictures, not through words.
 9/1/2013 5:37 PM View respondent's answers

Question #8: To the best of your ability define copyright infringement, then explain how your definition impacts your activity on the Internet, specifically Pinterest.

Copy wright infringement is the use of material that one does not own the title to; allowing others to possibly assume that one is responsible for material that they are not. This is definitely a problem on websites like pinterest.

9/16/2013 11:18 AM View respondent's answers
 copyright infringement is stealing others work, going around the protection they've placed around it, and putting it as your own. By pinning, you're still recognizing the original owner. you're just stating that you like and appreciate this idea that they have come up with/

9/8/2013 3:17 PM View respondent's answers
 it is similar to stealing

9/7/2013 11:30 AM View respondent's answers
 Is to protect your original ideas and works. This concept is merely respected in this time but is a rule that needs to be strictly settled with the agreement of majority

9/5/2013 12:26 AM View respondent's answers
 Pasiing off someone else's legal intellectual property as your own. I always ask permission and cite them.

9/4/2013 7:32 PM View respondent's answers
 I always make sure that what I put up on Pinterest has some sort of credit made to the site or the person in the comments bar for the picture.

9/4/2013 4:09 PM View respondent's answers
 taking something that has been declared someone else's (legally) and claiming it as your own.

9/3/2013 8:46 PM View respondent's answers
 when you take something that is not your own

9/3/2013 7:57 PM View respondent's answers
 Taking something that is not yours and selling it as your own If something is copyrighted, I leave that information there, and I don't make any claims that the pictures are my original ideas

9/3/2013 3:54 PM View respondent's answers
 Copyright infringement to me means that if someone has copyrighted something then they must be given credit for their creation by others who use it.

9/3/2013 12:17 AM View respondent's answers
 Copyright infringement is basically stealing what is not yours. such as taking illegally downloaded music.

9/2/2013 10:13 PM View respondent's answers

Copyright infringement is when someone steals something that is not there's and says it is. However, I do not thinking this is steal on Pinterest because many products allow people to pin from their actual website. It's all about PR.

9/2/2013 10:01 PM View respondent's answers

Copyright infringement is passing off the creations of others-who own a right to the idea or product-as your own. Copyright issues are so widespread, especially with the prominence of the Internet. The idea of copyright infringement causes me to always be careful to give credit to the owners of product or idea-whether it is a recipe on Pinterest or words in an essay.

9/2/2013 8:09 PM View respondent's answers

When someone has an original idea and others take it

9/2/2013 7:52 PM View respondent's answers

Copyright infringement would be the copying of another's work. Copyright infringement usually involves the resale of the product. In some ways, I do think that Pinterest can involve copyright infringement and I know that it can potentially be stealing.

9/2/2013 7:35 PM View respondent's answers

Copyright infringement is when a symbol, product, idea, etc is used without giving credit to the owner of that copyright. Pinterest does not infringe on this because when you click on the pin, it directs you back to the original source.

9/2/2013 7:04 PM View respondent's answers

Copyright infringement would be people stealing other people's ideas and posting them or using them. There are definitely some copyright issues on Pinterest, but they are mostly ideas that you cannot trace back to the source.

9/2/2013 6:49 PM View respondent's answers

I'm not sure, except in very vague terms. It's using making use of something created by someone else in a way that either doesn't give them credit or doesn't give them the payment they deserve or in some other way illegally using their creation.

9/2/2013 6:07 PM View respondent's answers

I believe copyright infringement is to take something which is already owned by law, which is not your own and claim it as your own. On Pinterest, you cannot take any of the "pins" and claim it to be your own idea on your board.

9/2/2013 5:00 PM View respondent's answers

I think it's taking something that has been copyrighted and ignoring that copyright. The internet allows for anything to be up for grabs. So on Pinterest, a copyrighted picture gets passed around so much that no one even knows it was ever copyrighted.

9/2/2013 4:25 PM View respondent's answers

It is taking someone else's work, and putting it as your own. It's basically plagiarism, but on the computer. On Pinterest, you're just liking what someone else has, and also putting it on your profile so others can see.

9/2/2013 3:43 PM View respondent's answers

Copyright infringement is when you take something that is not yours and claim it to be your own. This affects the way I write papers or quote people but does not really affect the crafts or ideas that I repost on Pinterest. It is difficult to keep copyright on things when it comes to Pinterest or the internet in general. When something is put

on the internet, it presents the opportunity for that idea to be stolen.

9/2/2013 2:41 PM View respondent's answers

Taking something that was created and sharing it with others, claiming that it is your own, or not giving credit to the original user. I do not share things on pinterest, i simply search for creative ideas.

9/2/2013 2:25 PM View respondent's answers

Stealing what belongs to someone else. Doesnt effect my usage.

9/2/2013 2:23 PM View respondent's answers

Copyright infringement is the unlawful act of stealing or plagiarizing an item of information without crediting the original source. My activity on the internet does not include the above activity, nor will it ever,

9/2/2013 2:14 PM View respondent's answers

When you break the rules of copyright. It makes me double check to make sure I give sources to whatever I'm sharing.

9/2/2013 1:23 PM View respondent's answers

Copyright is anyone's original work, whether writing, music, or object, including trademarks and logos. I think that some of what happens on pinterest would be considered copyright infringement, but many of the pins that I see have credit to original artists or places where the pin was found.

9/2/2013 1:19 PM View respondent's answers

Copyright infringement is when someone pursues the act of copying someone else. Copyright is when one person may blog something on Pinterest that they themself put up-- but another person can easily reblog without asking or giving credit. My definition affects my internet usage very little unfortunately. I use photos all the time that I've seen on the internet without sourcing them.

9/2/2013 1:18 PM View respondent's answers

Copyright infringement is taking an image or video from someone and using it for monetary gain.

9/2/2013 12:50 PM View respondent's answers

You should give a source when one is required.

9/2/2013 12:10 PM View respondent's answers

Copyright Infringement, to me, is when you take someone's idea that has been copyrighted and claim it as your own. It doesn't, I don't claim for the ideas that I use from the website to be my own.

9/2/2013 11:44 AM View respondent's answers

Copyright infringement is copying or using others people work without their permission. Copyright infringement impacts my activity on the internet because its very tempting to not copy or screenshot something to your iPhone that you really love an especially on Pinterest . When I'm on Pinterest its pretty hard to spot hello kitty and not be tempted to screen shot it and save it as your wallpaper .

9/2/2013 11:01 AM View respondent's answers

Claiming the idea of someone else as your own. As long I a give credit where credit is due, it does not change my activity on the Internet.

9/2/2013 8:33 AM View respondent's answers

Copyright infringement is when someone takes another individual's work/idea and claims it as their own. If I pin something on Pinterest I make sure it leads to a

website where the original creator gets the credit.

9/2/2013 12:11 AM View respondent's answers

Copyright infringement is taking something that isn't yours and using it as your own. I don't use the information as my own when I get it from Pinterest. I know I got it from someone else.

9/1/2013 11:35 PM View respondent's answers

Copyright infringement is using one's work under copyright and violating the terms by reproducing or sharing said work.

9/1/2013 11:01 PM View respondent's answers

Copyright infringement is when someone's works which are copyrighted are violated.

9/1/2013 10:36 PM View respondent's answers

I don't know because I don't have pinterst.

9/1/2013 10:13 PM View respondent's answers

Copyright infringement is stealing someone else's work that is protected by law.

When something is copyrighted, and is to my knowledge, then I respect that person's work and pay for the information. (such as iTunes)

9/1/2013 9:42 PM View respondent's answers

Copyrighting is doing or saying something as your own when in reality it was never yours to begin with. I never copyright. I have never and will never. I don't see how people really can " copyright " on Pinterest unless you said it was yours when it was not.

9/1/2013 9:41 PM View respondent's answers

Infringement is the act of going against another person's given rights.

9/1/2013 8:56 PM View respondent's answers

Copyright infringement is when you copy someones work without their permission. I don't think it is applicable to pinterst because users pin things on Pinterest in order for it to be re-pinned and shared.

9/1/2013 8:30 PM View respondent's answers

Copyright is copying with out giving the creator credit for the idea.

9/1/2013 8:18 PM View respondent's answers

Copyright Infringement is copying anyone's photo, words, ideas, thoughts, etc. and sharing them, unintentionally or intentionally, as personal work. I am held in accountability by government and my conscience to not steal another one's work. However, I will enjoy the copyright infringement of others because I cannot know who is infringing and who is not. Nor do I actually associate the photos with the username because I have no interest in following a certain username.

9/1/2013 8:09 PM View respondent's answers

Copyright infringement is taking someone else's thoughts and ideas that are in the media and publicizing them as your own. I am careful to make sure that I tell people if the image isnt mine.

9/1/2013 7:58 PM View respondent's answers

Copyright Infringement is when one person takes and uses credit of ideas or images without permission or claims those things as their own work. On the internet, I am very carefully not to violate copyrights. On Pintrest, I do not copy and paste other's "pins" to claim them as my own.

9/1/2013 7:25 PM View respondent's answers

Copyright infringement is taking someone else's work and presenting it as your own. However, on the internet, specifically on Pinterest, I don't really even consider copyright infringement when I do things.

9/1/2013 6:54 PM View respondent's answers

I believe copyright infringement is taking any "idea" from someone without their "stamp of approval." It does make me reconsider the idea of Pinterest.

9/1/2013 6:46 PM View respondent's answers

Copyright infringement is stealing someone's ideas and using them as your own. This idea has prevented me from taking music or pictures that aren't my own.

9/1/2013 6:40 PM View respondent's answers

Copyright infringement is using something that is copyrighted without the owner/creator's permission. I would never copy/paste an idea as my own on Pinterest. I just repin and try to link it back to at least the original blog or website it came from, which is more than what the average person does, but I can't say for sure that the blog or website didn't steal the idea from somewhere else.

9/1/2013 6:28 PM View respondent's answers

Copyright infringement- copying somebody's work without permission.

9/1/2013 6:23 PM View respondent's answers

Copyrighting can include stealing ideas and selling them. I don't believe this directly affects me, because I don't actually follow through with most of the things that I pin. I mainly pin them with the intention of replicating it.

9/1/2013 6:22 PM View respondent's answers

taking someone else's idea or work and taking credit for it yourself

9/1/2013 6:17 PM View respondent's answers

Copyright infringement is when someone violates the right of a certain copyright. I am careful on sites like Pinterest to repin things before I click the link because I never know if a pin is "legit" or not due to people changing what the pin is actually linked to.

9/1/2013 6:00 PM View respondent's answers

Copyright infringement is the distribution through various mediums of intellectual property by a third party without the original party's knowledge or consent. On the internet, we must, therefore, receive permission before we decide to take ideas that are not our own.

9/1/2013 5:59 PM View respondent's answers

Copyright infringement is copying or using someone else's ideas, information or materials as if they were your own; without giving credit to the source.

9/1/2013 5:58 PM View respondent's answers

Copyright is taking something as your own that you did not originally create and taking the credit or rights to it. I don't think this impacts Pinterest because you can see where that person originally retweeted it from. And also, you can click on the picture where the idea came from and go directly to the site in which it can be found and where credit can be given.

9/1/2013 5:45 PM View respondent's answers

Infringing on a person or company's rights they have set for an idea/product by stealing and/or sharing the product/idea without consent with the owner of the

product/idea I dont use pinterest. If i did I would still share ideas i liked on pinterest because the users on pinterest do not have copyrights on their posts.

9/1/2013 5:43 PM View respondent's answers

I did not notice that it is copyright infringement.

9/1/2013 5:41 PM View respondent's answers

Copyright infringement is when you try and take something that isn't your idea. But anything on the Internet becomes public information and you lose the rights to it.

9/1/2013 5:40 PM View respondent's answers

Question #9: What would you consider stealing on Pinterest? Can you steal on

Pinterest?

Yes. You can take ideas as your own without crediting pinterest for the idea.

9/16/2013 11:18 AM View respondent's answers

Stealing on Pinterest would be totally removing the links and ownership the original poster placed, and reposting it as your own.

9/8/2013 3:17 PM View respondent's answers

copying of ideas

9/7/2013 11:30 AM View respondent's answers

It's legally wrong, but tolerated in some degree

9/5/2013 12:26 AM View respondent's answers

Passing off someone's own work as your own, like art, pictures or recipes that they made themselves

9/4/2013 7:32 PM View respondent's answers

I don't think that you can "steal" on Pinterest because people assume that you got it from some other website and no one thinks that it's your original work anyways.

9/4/2013 4:09 PM View respondent's answers

i don't think that you can steal on pinterest because what is up there is fair game. if you put something on the internet you can't expect to keep it.

9/3/2013 8:46 PM View respondent's answers

not really because it always says a persons name under the pin so they are given credit

9/3/2013 7:57 PM View respondent's answers

No, I would not. And yes, it is possible with the copy/pate option.

9/3/2013 3:54 PM View respondent's answers

I don't know.... I don't think you can steal on Pintrest unless you take someones idea and pass it off as your own and try to monetarily gain from doing so.

9/3/2013 12:17 AM View respondent's answers

I think stealing would be not giving credit to those that you got the things you did from pinterest.

9/2/2013 10:13 PM View respondent's answers

I do not think you can. It always gives a source to the pinner.

9/2/2013 10:01 PM View respondent's answers

I hadn't really thought of it before, but I guess you can steal on Pinterest if you don't give credit to the creator. I don't think that I would intentionally steal from Pinterest though. I never really say that things I create are my own idea unless they truly are. I

will readily acknowledge the fact that I got my ideas from there.

9/2/2013 8:09 PM View respondent's answers

I don't think you can steal on Pinterest, but if you are taking ideas that aren't yours the. It could be considered stealing.

9/2/2013 7:52 PM View respondent's answers

I do not think that you can literally steal on Pinterest because every "pin" has a background site and has been put on Pinterest for others to see. Although, I do in fact believe you can "steal" from someone in the regard of an idea. You can "steal" plenty of ideas from Pinterest and call them your own.

9/2/2013 7:35 PM View respondent's answers

No.

9/2/2013 7:04 PM View respondent's answers

I don't think it's actually possible to 'steal' on Pinterest because you're not sure who the original owner of the idea is.

9/2/2013 6:49 PM View respondent's answers

I have no idea. Like I said, I'm not on Pinterest often enough to know all the ways it can be used. Sorry!

9/2/2013 6:07 PM View respondent's answers

Before this survey I had not considered Pinteresting as stealing. I am unsure about the laws concerning this concept and if pinterest, being a massive collection of online websites, is technically stealing. Is it stealing to google a recipe and then print it out and put it in your cookbook? That's basically what pinterest does except virtually.

9/2/2013 5:00 PM View respondent's answers

Stealing on Pinterest? I guess if you claim a picture, quote or idea is your own when it actually isn't is stealing. But I don't think there is really stealing on Pinterest. Pinterest is for sharing.

9/2/2013 4:25 PM View respondent's answers

I would consider stealing if you legitimate put it as your own and took credit. No I do not think you can steal on Pinterest. It is completely safe.

9/2/2013 3:43 PM View respondent's answers

I do not know how you could steal from Pinterest. People put their ideas up with the intention of them to be shared and created by others.

9/2/2013 2:41 PM View respondent's answers

If taking a recipe is considered stealing from pinterest, or taking ideas for decorations or crafts is considered stealing, than yes you may steal on pinterest

9/2/2013 2:25 PM View respondent's answers

NO.

9/2/2013 2:23 PM View respondent's answers

It is possible, should the user not credit the original source of the information. it is just like plagiarism. Should the source not be credited, it is illegal.

9/2/2013 2:14 PM View respondent's answers

I don't know...I don't use Pinterest remember.

9/2/2013 1:23 PM View respondent's answers

I think you can steal on pinterest, it is a matter of taking something that someone has the copyright on and claiming it as yours or your personal work.

9/2/2013 1:19 PM View respondent's answers

I do not believe you can steal on Pinterest.

9/2/2013 1:18 PM View respondent's answers

If someone is stealing something for a profit then yes.

9/2/2013 12:50 PM View respondent's answers

Failing to quote a source, or using something when a paid alternative exists.

9/2/2013 12:10 PM View respondent's answers

I don't think so.

9/2/2013 11:44 AM View respondent's answers

I would consider stealing on Pinterest is when you take a special recipe and introduce it to your family as your special dish you created when its really someone else special dish they created. You can steal on Pinterest because whether someone post information its still unfair to call it yours.

9/2/2013 11:01 AM View respondent's answers

If you consider if your own idea or work.

9/2/2013 8:33 AM View respondent's answers

Stealing on Pinterest is more difficult that it is on other sites, however it is not impossible. Stealing on Pinterest would be taking a piece of art or a concept without a source and taking the credit for it. However, most things that are pinned have original sources, so this is difficult to do.

9/2/2013 12:11 AM View respondent's answers

I wouldn't consider anything on Pinterest as stealing. I think that other people share ideas so other people can use them.

9/1/2013 11:35 PM View respondent's answers

If a picture has a copyright statement, then yes, sharing the post on your Pinterest board would be considered stealing.

9/1/2013 11:01 PM View respondent's answers

I would consider stealing ideas on Pinterest. I suppose you can steal on Pinterest if the person who's pin you repined stole the idea then pinned it.

9/1/2013 10:36 PM View respondent's answers

I don't know because I don't have pinterest.

9/1/2013 10:13 PM View respondent's answers

I believe someone would be stealing on Pinterest if he/she takes a copyrighted item and sells it/exploits it on the web.

9/1/2013 9:42 PM View respondent's answers

You could say it was your idea when it never was.

9/1/2013 9:41 PM View respondent's answers

Yes. Copying pasting without giving credit a.k.a. plagiarism.

9/1/2013 8:56 PM View respondent's answers

I don't believe you can steal anything on pinterest.

9/1/2013 8:30 PM View respondent's answers

Stealing on pinterest would be posting a picture without the link through the website, so that when you click on the picture it would no longer take you to the website.

9/1/2013 8:18 PM View respondent's answers

Stealing on Pinterest would be copyright infringement. Yes, I can, from what I know.

9/1/2013 8:09 PM View respondent's answers

Repinning a picture that you didn't take and telling people that you did. Yes you can,

I have seen people do it. My friend posted a picture and I saw another friend pin the same things saying she had taken it

9/1/2013 7:58 PM View respondent's answers

I would consider it to be stealing on Pinterest only if a user claims to be a photographer of a photo, creator of a recipe, or builder of a workout plan as their own. I do not believe "repinning" other users' pins as stealing.

9/1/2013 7:25 PM View respondent's answers

I would consider stealing on Pinterest to be a situation where you stole a friend's camera, took his memory card, and presented the pics on Pinterest as your own. So, yes, I guess you can steal on Pinterest.

9/1/2013 6:54 PM View respondent's answers

I never thought it is "stealing" to re-post or do anything on Pinterest. I'm not sure if it is stealing, but there is a possibility that there could be some copyright problems!

9/1/2013 6:46 PM View respondent's answers

You can't really steal on Pinterest, but if I could I would probably steal the ideas for a lot of the home improvement/DIY stuff.

9/1/2013 6:40 PM View respondent's answers

Reposting an idea as your own without giving credit to any source could be considered stealing.

9/1/2013 6:28 PM View respondent's answers

Like I said I only steal pictures and recepies fro me.

9/1/2013 6:23 PM View respondent's answers

I wouldn't and don't steal on Pinterest. I take creative ideas and mostly use them for my benefit. I think that stealing would be taking an idea that was seen on Pinterest and turning around and selling it to others without giving the original creator credit.

9/1/2013 6:22 PM View respondent's answers

stealing other peoples ideas. of course you can steal on pinterest

9/1/2013 6:17 PM View respondent's answers

I wouldn't steal anything on Pinterest.. I am not really sure how stealing would apply to Pinterest.

9/1/2013 6:00 PM View respondent's answers

It is rather difficult to know if theft can occur on Pinterest. If Pinterest owns everyone's accounts, then the ideas spread through Pinterest may, in reality, belong to Pinterest as soon as they are posted, making reposts an act of simple information sharing rather than actual theft.

9/1/2013 5:59 PM View respondent's answers

I would consider it stealing on Pinterest if someone posted somethig original and then someone posted the same thing without giving that person credit.

9/1/2013 5:58 PM View respondent's answers

I don't think you can steal on pinterest because everything can be traced to the orginal source and credit can be given there. Sharing ideas with others is not stealing in my opinion.

9/1/2013 5:45 PM View respondent's answers

No you cannot steal on Pinterest. If you post something on Pinterest you should expect people to like, share, comment on your idea/post.

9/1/2013 5:43 PM View respondent's answers

I do not think so.

9/1/2013 5:41 PM View respondent's answers

No I don't think you can steal on Pinterest. Anything you put on the Internet automatically becomes public information and you lose the rights to it.

9/1/2013 5:40 PM View respondent's answers

Large National Medical Corporation

Question #1: In your own words, how would you describe Pinterest? (What is Pinterest?)

It is a conglomerate of different interests that are available to the user in one space.

9/30/2013 4:06 PM View respondent's answers

A website that enables people to display their likes and dislikes through pictures. It allows people to view what others are doing, whether it be exercising, cooking, decorating or vacationing.

9/30/2013 2:48 PM View respondent's answers

It's phenomenal.

9/30/2013 2:33 PM View respondent's answers

a wonderful place for inspiration

9/30/2013 2:32 PM View respondent's answers

Never signed up. Do not have time.

9/28/2013 4:31 PM View respondent's answers

Electronic bulletin board

9/27/2013 9:47 PM View respondent's answers

Marketplace of ideas and products

9/27/2013 9:35 PM View respondent's answers

I'm not that familiar, but I hear it's addicting

9/27/2013 8:28 PM View respondent's answers

Repository of ideas, images and lifestyle interest.

9/27/2013 7:45 PM View respondent's answers

A place for women to find hobbies

9/27/2013 7:39 PM View respondent's answers

an online community used express yourself, plan events and collect ideas.

9/26/2013 3:09 PM View respondent's answers

Pinterest is a social media site that allows users to manage images and content in an organized manner.

9/4/2013 10:37 PM View respondent's answers

An online inspiration blog that gives me ideas and broadens my outlook on crafts recipes and everyday living.

9/3/2013 10:53 AM View respondent's answers

Pinterest is a collection of ideas, recipes, craft ideas, etc. It is a form of social media that allows individuals to connect and share ideas, projects, etc.

7/8/2013 6:35 PM View respondent's answers

It's a place to save web pages so you can go back and see them later easily.

7/8/2013 12:20 PM View respondent's answers

A place I can collect my favorite things and ideas.

7/1/2013 12:30 PM View respondent's answers

funny pictures

7/1/2013 10:12 AM View respondent's answers

bulletin board to post your "want list"aka, the dream kitchen you want, ideas for a wedding, suggestions from others on tips for all sorts of stuff

7/1/2013 9:35 AM View respondent's answers

Board to keep your found ideas and search for new ones.

7/1/2013 9:32 AM View respondent's answers

A database of creative ideas posted into a fee by users of the website.

7/1/2013 9:11 AM View respondent's answers

online pin board for visual and social bookmarking by creating theme based image boards

7/1/2013 9:09 AM View respondent's answers

A place to get ideas and spark creativity

7/1/2013 9:08 AM View respondent's answers

Electronic pin boards - a way to "bookmark" things you find on the internet and store them in one place

7/1/2013 8:48 AM View respondent's answers

Pinterest is a place that I can use to gather ideas.

7/1/2013 8:44 AM View respondent's answers

It is an electronic pin board for pinning things that you like to buy, cook, places you like to go.

7/1/2013 8:36 AM View respondent's answers

A place where you pin things your like. Its wierd, you just look at pictures and make a pin board thing

7/1/2013 8:25 AM View respondent's answers

A place where you collect things you like, that inspire you and that give you ideas to create.

7/1/2013 8:17 AM View respondent's answers

Online photo sharing style pin board.

7/1/2013 8:08 AM View respondent's answers

Pinterest is an online sharing scrapbook or Bulletin Board of sorts. You "pin" items/photos of interest that you find on the internet to your selection of "boards" for further use or for others to also pin

7/1/2013 8:00 AM View respondent's answers

Colorful, fun exciting way to gather new, creative ideas for cooking, crafts, fashion, travel, dreaming...

7/1/2013 7:56 AM View respondent's answers

Pintrest is the new "photobucket"

7/1/2013 7:50 AM View respondent's answers

A virtual corkboard full of crafts, recipes and ideas.

7/1/2013 3:20 AM View respondent's answers

An app that allows you to organize things that interest you.

6/30/2013 10:52 PM View respondent's answers

place to share interests

6/30/2013 6:13 PM View respondent's answers
Place to find visaul Creative ideas

6/30/2013 3:36 PM View respondent's answers
Addictive, and a good place to find crafty ideas.

6/30/2013 2:58 PM View respondent's answers
A social website used to share items of interest with others.

6/30/2013 2:51 PM View respondent's answers
It's my online scrapbook. A place to save things I used to tear out of magazines.

6/30/2013 2:00 PM View respondent's answers
A site to find information about anything, and to spark interest in something new

6/25/2013 4:32 PM View respondent's answers

Question #2: How would you describe Pinterest is used primarily?

Pinterest is used to give people ideas.

9/30/2013 4:06 PM View respondent's answers
To inspire people to try new things and gain ideas for different projects. To share with others ideas and projects.

9/30/2013 2:48 PM View respondent's answers
Inspiration

9/30/2013 2:33 PM View respondent's answers
inspiration, distraction, and time filler

9/30/2013 2:32 PM View respondent's answers
Design idea.

9/28/2013 4:31 PM View respondent's answers
To gather ideas

9/27/2013 9:47 PM View respondent's answers
Ideas

9/27/2013 9:35 PM View respondent's answers
Ideas

9/27/2013 8:28 PM View respondent's answers
Community of information for an enjoyable life.

9/27/2013 7:45 PM View respondent's answers
Finding ideas for junk

9/27/2013 7:39 PM View respondent's answers
to plan events

9/26/2013 3:09 PM View respondent's answers
Pinterest is used to bookmark content. Using images and virtual pinboards, the site allows its users to organize content for easy access.

9/4/2013 10:37 PM View respondent's answers
For inspiration

9/3/2013 10:53 AM View respondent's answers
Crafting, event planning, recipe searches, fitness ideas

7/8/2013 6:35 PM View respondent's answers

To save (pin) web pages for later use.

7/8/2013 12:20 PM View respondent's answers

Recipes and style ideas (home and self)

7/1/2013 12:30 PM View respondent's answers

recipes

7/1/2013 10:12 AM View respondent's answers

ideas, dreams, "wish list"

7/1/2013 9:35 AM View respondent's answers

To plan parties/weddings and to get decoration ideas for home.

7/1/2013 9:32 AM View respondent's answers

Entertainment and inspiration.

7/1/2013 9:11 AM View respondent's answers

to find all sorts of great ideas

7/1/2013 9:09 AM View respondent's answers

Recipes, home decor ideas, DIY

7/1/2013 9:08 AM View respondent's answers

Organized deas and inspirations

7/1/2013 8:48 AM View respondent's answers

Most people use it for idea pertaining to health recipes, fitness and crafting.

7/1/2013 8:44 AM View respondent's answers

To shop for things, recipes to make, or crafts to make.

7/1/2013 8:36 AM View respondent's answers

to kill time

7/1/2013 8:25 AM View respondent's answers

Inspiration for many things.

7/1/2013 8:17 AM View respondent's answers

On a virtual pinboard to get creative using personal style, interests, and projects.

7/1/2013 8:08 AM View respondent's answers

In general, Pinterest is used like you would dogear a magazine to go back and look at later. To store articles of interest.

7/1/2013 8:00 AM View respondent's answers

Colorful, fun exciting way to gather new, creative ideas for cooking, crafts, fashion, travel, dreaming...

7/1/2013 7:56 AM View respondent's answers

It's where people share photos of humor quotes, fashion, design and much more.

7/1/2013 7:50 AM View respondent's answers

It is used to share thoughts and ideas with others

7/1/2013 3:20 AM View respondent's answers

I haven't used it long enough to answer this properly.

6/30/2013 10:52 PM View respondent's answers

to share your tastes with others

6/30/2013 6:13 PM View respondent's answers

Mindless browsing

6/30/2013 3:36 PM View respondent's answers

Sharing ideas and wasting time.

6/30/2013 2:58 PM View respondent's answers

Recipes, arts and crafts ideas

6/30/2013 2:51 PM View respondent's answers
 To save ideas you don't want to lose and an organize.
 6/30/2013 2:00 PM View respondent's answers
 research, information gathering
 6/25/2013 4:32 PM View respondent's answers

Question #3: How do you use your Pinterest?

I like to look for DIYs on Pinterest. I primarily use it for crafty ideas, hair styles, nail designs and recipes.

9/30/2013 4:06 PM View respondent's answers
 For cooking, exercising, fashion and travel.

9/30/2013 2:48 PM View respondent's answers
 New clothes, recipes, and designs

9/30/2013 2:33 PM View respondent's answers
 inspiration and distraction

9/30/2013 2:32 PM View respondent's answers
 I don't v

9/28/2013 4:31 PM View respondent's answers
 Search for things/ideas I want to learn

9/27/2013 9:47 PM View respondent's answers
 Look for ideas

9/27/2013 9:35 PM View respondent's answers
 Randomly

9/27/2013 8:28 PM View respondent's answers
 Catalogue references of interest for the day I'll need them or just want to daydream.

9/27/2013 7:45 PM View respondent's answers
 I only did once and wasn't interested

9/27/2013 7:39 PM View respondent's answers
 to plan events

9/26/2013 3:09 PM View respondent's answers
 Personally, I use my Pinterest for inspiration, pinning high quality images to reference later. The primary reasons I use the images are to remember fashion, highlight things that I wish to purchase and to bookmark things I want to read later. Also, I use it for my public relations work, pinning inspiring design and articles.

9/4/2013 10:37 PM View respondent's answers
 For creative ideas

9/3/2013 10:53 AM View respondent's answers
 Craft and recipe ideas, event planning, gift ideas, etc

7/8/2013 6:35 PM View respondent's answers
 To save web pages for later use (such as recipes, exercises, places to vacation to, good ideas, etc.

7/8/2013 12:20 PM View respondent's answers
 Recipes, staying on top of trends, getting ideas for new projects, party planning

7/1/2013 12:30 PM View respondent's answers
 funny pics

7/1/2013 10:12 AM View respondent's answers
 wedding ideas and planning

7/1/2013 9:35 AM View respondent's answers
To search for new recipes, hair styles, and home ideas.

7/1/2013 9:32 AM View respondent's answers
To look up inspiring and creative ideas.

7/1/2013 9:11 AM View respondent's answers
for all sorts of idea from home to style to outdoor

7/1/2013 9:09 AM View respondent's answers
To search for DIY ideas, fashion trends, recipes

7/1/2013 9:08 AM View respondent's answers
Repinning of others interests - for recipes, DIY home and garden projects, holiday ideas, vacation spots, parenting advice, crafting

7/1/2013 8:48 AM View respondent's answers
I use Pinterest for tracking media trends, crafting and DIY ideas and recipes.

7/1/2013 8:44 AM View respondent's answers
I look for crafts to make at home, ways to decorate my home, clothing to buy, and healthy recipes to make.

7/1/2013 8:36 AM View respondent's answers
I am not active. i just look at other people's pictures

7/1/2013 8:25 AM View respondent's answers
Yes occasionally

7/1/2013 8:17 AM View respondent's answers
I collect, store, and organize graphics I like, diy projects, decorating inspirations, quotes, recipes.

7/1/2013 8:08 AM View respondent's answers
I use Pinterest as described in the previous question, but specifically for recipes that I am interested in. Also, because I make jewelry, I pin jewelry ideas that I might re-create. I also have boards like of things I love. For example, I have a board called "Places I have been" I look all over for actual postcard images of places that I have been". I have a Scottish Terrier, so I have a "Scottie" board. I have a board of famous quotes that I love. I could go on and on... I think I have about 40 boards.

7/1/2013 8:00 AM View respondent's answers
Colorful, fun exciting way to gather new, creative ideas for cooking, crafts, fashion, travel, dreaming...

7/1/2013 7:56 AM View respondent's answers
I use my pintrest for things that I like, for motivation to work out- and to learn how to do certain workouts. I also use pintrest for design ideas and for when I buy my home.

7/1/2013 7:50 AM View respondent's answers
I use it mainly for crafting, sewing, embroidery etc.

7/1/2013 3:20 AM View respondent's answers
I mostly use it to keep track of "wishlist" products

6/30/2013 10:52 PM View respondent's answers
I only look. I do not repin.

6/30/2013 6:13 PM View respondent's answers
Mindless browsing

6/30/2013 3:36 PM View respondent's answers
Find crafty inexpensive ideas to use for classes I teach and games to play with my kids.

6/30/2013 2:58 PM View respondent's answers
Recipes, arts & crafts ideas, home decorating tips, beauty tips.

6/30/2013 2:51 PM View respondent's answers

To organize recipes, home design, party ideas and health and wellness ideas for future reference.

6/30/2013 2:00 PM View respondent's answers

gather information quickly

6/25/2013 4:32 PM View respondent's answers

Question #4: How would you describe your interaction with others on

Pinterest?

Limited. I like to see what other people have pinned but I don't necessarily pin any of my friends.

9/30/2013 4:09 PM View respondent's answers

The only things I do on Pinterest are pin from things I see that I like and want to remember, so I interact with others on a regular basis when I am on the website.

9/30/2013 2:54 PM View respondent's answers

I interact by following people who have interesting styles and innovative boards.

9/30/2013 2:37 PM View respondent's answers

I sort of interact by 'repinning'

9/30/2013 2:35 PM View respondent's answers

I don't.

9/28/2013 4:33 PM View respondent's answers

Limited

9/27/2013 9:48 PM View respondent's answers

Limited

9/27/2013 9:37 PM View respondent's answers

Positive

9/27/2013 8:31 PM View respondent's answers

Limited to nonexistent. Strictly use it to collect ideas and images.

9/27/2013 7:52 PM View respondent's answers

i barely interact with other users unless i am looking at their boards or repinning their pins

9/26/2013 3:12 PM View respondent's answers

I follow friends and designers and pin the content they pin that I find interesting or useful. Also, I occasionally comment on interesting pins.

9/4/2013 10:41 PM View respondent's answers

Im able to comment or like certain pins that give the pinner feedback

9/3/2013 10:58 AM View respondent's answers

almost zero interaction with others

7/8/2013 6:36 PM View respondent's answers

I follow friends pins and a few of unknown people that I have a common interest in (e.g. gardening and natural healing).

7/8/2013 12:24 PM View respondent's answers

I like to get new ideas from others on the site.

7/1/2013 12:31 PM View respondent's answers

dont do it

7/1/2013 10:14 AM View respondent's answers

I don't have much interaction with others on Pinterst. I'm using it as a bulletin board to post ideas that my family can see since they all live out of state.

7/1/2013 9:40 AM View respondent's answers

I don't interact with others.

7/1/2013 9:13 AM View respondent's answers

good

7/1/2013 9:12 AM View respondent's answers

Little to no social interaction - the majority of my pins are from others I follow, though

7/1/2013 8:56 AM View respondent's answers

Mostly repinning pins.

7/1/2013 8:52 AM View respondent's answers

I don't interact with others very much unless I find something I really like to share.

7/1/2013 8:37 AM View respondent's answers

none

7/1/2013 8:25 AM View respondent's answers

It is similar to most social media where you can find and follow other friends. On Pinterest, you follow their "Boards".

7/1/2013 8:19 AM View respondent's answers

Minimal

7/1/2013 8:18 AM View respondent's answers

I really do not interact with others on pinterest.

7/1/2013 8:08 AM View respondent's answers

I follow people with similar & unique interests

7/1/2013 8:01 AM View respondent's answers

I do not interact with others through pintrest.

7/1/2013 7:51 AM View respondent's answers

Minimal

7/1/2013 3:22 AM View respondent's answers

I do not interact with others.

6/30/2013 6:18 PM View respondent's answers

None

6/30/2013 3:38 PM View respondent's answers

Nonexistent. I don't really psy attention to who is pinning what.

6/30/2013 3:10 PM View respondent's answers

Minimal

6/30/2013 2:55 PM View respondent's answers

I repin a lot of other people's ideas.

6/30/2013 2:02 PM View respondent's answers

none

6/25/2013 5:22 PM View respondent's answers

Question #5: Do you see any issue with dual sharing? Why or why not? (See

above definition)

I don't think that it is a bad thing because it gets the recipe, quote, or image out there. It is almost like free publicity.

9/30/2013 4:09 PM View respondent's answers

There could definitely be a problem with copyright issues because people can take pictures of designs or recipes without paying for it. This could be an ethical and legal issue. I have never felt convicted about it, though.

9/30/2013 2:54 PM View respondent's answers

I do not see a problem.

9/30/2013 2:37 PM View respondent's answers

No! I love it!

9/30/2013 2:35 PM View respondent's answers

Intellectual property. Giving credit where credit is due.

9/28/2013 4:33 PM View respondent's answers

No. It's all public info in a public domain.

9/27/2013 9:48 PM View respondent's answers

No, placed to share

9/27/2013 9:37 PM View respondent's answers

No, the ideas are for sharing

9/27/2013 8:31 PM View respondent's answers

No. There should be no expectation of privacy in this electronic age. Keep a diary or scrap book.

9/27/2013 7:52 PM View respondent's answers

no because you can share ideas and get inspired by others.

9/26/2013 3:12 PM View respondent's answers

Yes, I do. Personally I don't do it because it could lead to ripping off web traffic. Pins have the potential to drive high amounts of web traffic, which can affect a company's bottom line. "Dual sharing" is stealing.

9/4/2013 10:41 PM View respondent's answers

I dont have any issue with dual sharing

9/3/2013 10:58 AM View respondent's answers

No - if you find it interesting, share it with the world!! As long as you aren't passing the idea off as your own, its fine.

7/8/2013 6:36 PM View respondent's answers

No because if you share the same interest then this can be very helpful as others have done the work of finding the page already.

7/8/2013 12:24 PM View respondent's answers

No

7/1/2013 12:31 PM View respondent's answers

no

7/1/2013 10:14 AM View respondent's answers

Yes and No. Yes if they are posting personal information that will be see by all. No if it's just simple ideas, tricks, tips or recepies

7/1/2013 9:40 AM View respondent's answers

N/A.

7/1/2013 9:13 AM View respondent's answers

no

7/1/2013 9:12 AM View respondent's answers

No - the reason you follow someone is because you tend to share the same interests and are inspired by what they pin

7/1/2013 8:56 AM View respondent's answers

No. I see Pinterest as a way to get my clicks on my site. As long as the pin links back to original source, I don't see a problem. If the pin doesn't link back to a source, I rarely re-pin it.

7/1/2013 8:52 AM View respondent's answers

No, not if its shared already.

7/1/2013 8:37 AM View respondent's answers

no

7/1/2013 8:25 AM View respondent's answers

Not at all. Everyone has the right to choose who they want to follow and whether or not you want your profile private.

7/1/2013 8:19 AM View respondent's answers

No

7/1/2013 8:18 AM View respondent's answers

The only issue that I see with "dual sharing" would be copyright infringement. Most items on pinterest are not labeled as copyright protected.

7/1/2013 8:08 AM View respondent's answers

No... As long as the original creator is cited.

7/1/2013 8:01 AM View respondent's answers

I do not!

7/1/2013 7:51 AM View respondent's answers

No

7/1/2013 3:22 AM View respondent's answers

No. If you repin, you should expect others to repin as well.

6/30/2013 6:18 PM View respondent's answers

None

6/30/2013 3:38 PM View respondent's answers

No, because I'm not on it enough to notice.

6/30/2013 3:10 PM View respondent's answers

No. People post things to share with others. Thats the point of the site.

6/30/2013 2:55 PM View respondent's answers

Not really. If its something you want to keep private, you shouldn't be posting it online.

6/30/2013 2:02 PM View respondent's answers

copyright infringement?

6/25/2013 5:22 PM View respondent's answers

Question #6: Why do you think it is acceptable for people to copy and paste interesting recipes, concepts, quotes, and images on Pinterest?

True artists just want their work to get out there, they don't care as much about profiting from it. I don't think that sharing these things should be a problem.

9/30/2013 4:09 PM View respondent's answers

If you are not selling the recipes, concepts or images, then I don't think it's the worst thing in the world.

9/30/2013 2:54 PM View respondent's answers

Because these things are not being sold.

9/30/2013 2:37 PM View respondent's answers

because it helps with inspiration

9/30/2013 2:35 PM View respondent's answers

Connection point with others of same interest v

9/28/2013 4:33 PM View respondent's answers

Because it's already publicly shared

9/27/2013 9:48 PM View respondent's answers

Public domain with no harm

9/27/2013 9:37 PM View respondent's answers

People display the information to share

9/27/2013 8:31 PM View respondent's answers

Primary purpose is to share information, not profit. Would it matter if it were in a different medium?

9/27/2013 7:52 PM View respondent's answers

you can find it anywhere else on the internet

9/26/2013 3:12 PM View respondent's answers

I think it is plagiarism, so I don't think it is acceptable unless proper credit is given.

9/4/2013 10:41 PM View respondent's answers

Because if someone likes a certain pin they should be able to pin it to their boards as well so they can use it

9/3/2013 10:58 AM View respondent's answers

It's a way to share ideas, etc with the world

7/8/2013 6:36 PM View respondent's answers

Because if you share the same interest then this can be very helpful as others have done the work of finding the page already.

7/8/2013 12:24 PM View respondent's answers

yes, because they drive to a different website; people are not claiming they created them

7/1/2013 12:31 PM View respondent's answers

because they post them originally

7/1/2013 10:14 AM View respondent's answers

we can all use help with life

7/1/2013 9:40 AM View respondent's answers

Because it provides people with a sense of unity in the online community. It also allows people to share interesting ideas with others, and sometimes it helps out with projects.

7/1/2013 9:13 AM View respondent's answers

because people can do self promotions and allow others to share their talent

7/1/2013 9:12 AM View respondent's answers

Sharing the same interests - typically, most pins are repins from websites, blogs, magazines, etc. and not from the individual anyway

7/1/2013 8:56 AM View respondent's answers

This Pinterest is a social network. To exist in the online community, participation in

Pinterest is essential to engagement.

7/1/2013 8:52 AM View respondent's answers

It's a public forum meant for sharing.

7/1/2013 8:37 AM View respondent's answers

dont know

7/1/2013 8:25 AM View respondent's answers

Because it's done in other formats regularly, however, pinterest provides a faster and more practical format to exercise this.

7/1/2013 8:19 AM View respondent's answers

yeah. They aren't being used to promote a business or anything of that type.

7/1/2013 8:18 AM View respondent's answers

It is a community of people who want to share with others. If one wants to "protect" their work, there are ways to do so to prevent others from copying and posting.

7/1/2013 8:08 AM View respondent's answers

In my opinion, if you post it on a cite like Pinterest, you are giving others an opportunity to benefit from your idea... As long as it is not sold for profit or the original creator is cited.

7/1/2013 8:01 AM View respondent's answers

Everyone wants to learn new things, or share funny and inspiring stories. This is one of the best ways to do so.

7/1/2013 7:51 AM View respondent's answers

Because there is path that links to the source.

7/1/2013 3:22 AM View respondent's answers

Pinterest is there for others to share; it is common knowledge to go on that site and share your likes and dislikes.

6/30/2013 6:18 PM View respondent's answers

It's known for Sharing

6/30/2013 3:38 PM View respondent's answers

Its acceptable because you would do this with your friends and family so why not share on a more broad spectrum. (Unless it it violates copyright laws or any law for that fact)

6/30/2013 3:10 PM View respondent's answers

It sites where you got it from.

6/30/2013 2:55 PM View respondent's answers

Because its a forum for sharing ideas and information.

6/30/2013 2:02 PM View respondent's answers

yes - if you post it you are putting it in the public domain

6/25/2013 5:22 PM View respondent's answers

Question #7: How does your interaction on websites such as Pinterest differ from your interaction with others in reality?

I don't interact with people on Pinterest half as much as I interact with them in person. I'm not sociable on Pinterest.

9/30/2013 4:09 PM View respondent's answers

I just pin pictures and exercising tips on Pinterest. I don't really interact with people. In reality, I have conversations about things that I like, new ideas or inspirations.

9/30/2013 2:54 PM View respondent's answers

It is not vocal.

9/30/2013 2:37 PM View respondent's answers

There is not a true contact with other users.

9/30/2013 2:35 PM View respondent's answers

Avoid humans.

9/28/2013 4:33 PM View respondent's answers

When you copy someone in real life, you give credit.

9/27/2013 9:48 PM View respondent's answers

Less likely to take and share

9/27/2013 9:37 PM View respondent's answers

I believe people share more in written

9/27/2013 8:31 PM View respondent's answers

I don't know anyone as creative or talented in reality. Pinterest has all the good stuff without the ads.

9/27/2013 7:52 PM View respondent's answers

i interact on Pinterest with people who I don't keep up with in reality.

9/26/2013 3:12 PM View respondent's answers

Pinterest shows off who I am accurately; my boards and pins reflect me. However, I have very limited interaction with others on Pinterest besides what I see they have pinned. On comparing the interaction: My interaction with others on Pinterest is comparable to looking at people without ever talking to them. I would know things about them but not much.

9/4/2013 10:41 PM View respondent's answers

I can browse anyones boards and take their ideas as my own, where in reality I would not find those people and ask for their recipes or ideas

9/3/2013 10:58 AM View respondent's answers

I interact with others in reality - I have almost zero interaction with individuals on pinterest.

7/8/2013 6:36 PM View respondent's answers

Because I'm not using Pinterest to be social. I'm using it for research, ideas, etc.

7/8/2013 12:24 PM View respondent's answers

It's more impulsive and there's not conversation really.

7/1/2013 12:31 PM View respondent's answers

it doesnt

7/1/2013 10:14 AM View respondent's answers

I limit my interaction with others on websites. I feel like you never really know who you are dealing with. I would rather deal with someone "real"

7/1/2013 9:40 AM View respondent's answers

I do not speak with the people in Pinterest, unlike in reality where I do. Outside of the internet I am more sociable.

7/1/2013 9:13 AM View respondent's answers

interaction is different being u see these indiviuals through there pins it shows u a different side to people.

7/1/2013 9:12 AM View respondent's answers

I really interact with those on Pinterest - I like Pinterest because I used to save magazines for inspiration and now I can just save electronically. It is space-saving and I could care less if people follow or interact with me online in this situation - so it does not differ from reality with me.

7/1/2013 8:56 AM View respondent's answers

Pinterest, for me, is the first step. Many times, it is the first encounter I have with a company or brand. Typically, if I am interested in a product, I go to the website or the store.

7/1/2013 8:52 AM View respondent's answers

There are people I don't know looking at the things that I like. That doesn't happen outside of Pinterest.

7/1/2013 8:37 AM View respondent's answers

It's a visual experience between people that doesn't involve all the jargon of the same topics discussed in person or through other sites.

7/1/2013 8:19 AM View respondent's answers

It doesn't really. I use Pinterest occasionally.

7/1/2013 8:18 AM View respondent's answers

It does not. I would be browsing magazines or books for the information otherwise.

7/1/2013 8:08 AM View respondent's answers

I am more likely to share or interact with a stranger than I would in reality.

7/1/2013 8:01 AM View respondent's answers

Not much difference. I would not repin anything that I would not share with a friend in conversation.

6/30/2013 6:18 PM View respondent's answers

There is no personal contact.

6/30/2013 3:10 PM View respondent's answers

This is way for me to explore a lot of things with the choice of whether I want to interact with people.

6/30/2013 2:55 PM View respondent's answers

It unlikely I would ask someone for a recipe and actually follow through to get them to write it down

6/30/2013 2:02 PM View respondent's answers

taking information without offering any

6/25/2013 5:22 PM View respondent's answers

Question #8: To the best of your ability define copyright infringement, then explain how your definition impacts your activity on the Internet, specifically Pinterest.

Copyright infringement is stealing someone else's work. I won't illegally download anything but on pinterest if the pin is attributed to a website that it originally came from I don't see that as wrong.

9/30/2013 4:12 PM View respondent's answers

Copyright infringement is using anything that has a copyright without asking the permission of the owner of that copyright. This should impact activity on Pinterest by limiting what can be pinned and what can be uploaded.

9/30/2013 2:56 PM View respondent's answers

Infringing on copyrights happen when original images and ideas are used for profit without the permission of the owner. I do not copy images and ideas from Pinterest for anything more than to generate my own ideas (and occasionally for personal use).

9/30/2013 2:41 PM View respondent's answers

Can't say that I know what that is.

9/30/2013 2:36 PM View respondent's answers

Infringement is stealing someone else's idea or intellectual property. Internet laws are needed to control plagerism

9/28/2013 4:37 PM View respondent's answers

If you copy an original work it's an infringement. Pinterest is public domain and everything there is public and not protected.

9/27/2013 9:51 PM View respondent's answers

Taking something that is someone else's and using for your gain.

9/27/2013 9:39 PM View respondent's answers

To use copyrighted material without permission. I'm not sure if the sharing of information on these sights is considered copyright infringement, but I'm going to find out.

9/27/2013 8:47 PM View respondent's answers

Using copyrighted material without the owner's consent in any form, partial or in it's entirety. I am probably infringing but really don't care as I don't plan to use any of the information for commercial purposes. If looking at a photo of a place I never knew existed brings me pleasure, my enjoyment is of the place itself, not the way the photographer captured the image. If anything, photographer infringed on nature's copyright.

9/27/2013 8:15 PM View respondent's answers

using other companies ideas without asking their opinion.

9/26/2013 3:13 PM View respondent's answers

Copyright infringement is taking the work of others and using it without crediting them. By stealing others' work, particularly online work, bottom lines can be affected as web traffic could decrease.

9/4/2013 10:43 PM View respondent's answers

CI: Taking someones idea as your own and not attributing it to the source. It doesn't.

9/3/2013 10:59 AM View respondent's answers

Copyright infringement is stealing someone else's idea and passing it off as your own. When I am posting something on Pinterest, I am not taking credit for it - just sharing someone else's idea

7/8/2013 6:38 PM View respondent's answers

Copyright infringement is when you steal someone's work or when you post the work for others to see without citing the owner. With Pinterest you are simply making a pin of the overall idea of the website and you then click on the pin and it takes you directly to the website so you are not stealing it.

7/8/2013 12:29 PM View respondent's answers

When you claim to own the idea or concept that someone else created.

7/1/2013 12:31 PM View respondent's answers

stealing

7/1/2013 10:16 AM View respondent's answers

I never really thought about it.

7/1/2013 9:42 AM View respondent's answers

copyright is to take from another...for me I usually pin the images only avail I have yet to upload any of my own.

7/1/2013 9:14 AM View respondent's answers

The stealing of unique idea or product that is protected by a patent.

7/1/2013 9:14 AM View respondent's answers

I guess that if someone unknowingly had a photo of something posted that became viral on pinterest, then it would be a copyright infringement by the original poster. When other repin on Pinterest, they are truly unaware if there is a copyright or not.

7/1/2013 9:03 AM View respondent's answers

Copyright infringement is the use or duplication of another's content or ideas without their consent. In regards to Pinterest, I try to not re-pin items that are not linked back to the original post.

7/1/2013 8:57 AM View respondent's answers

Copyright infringement is using someone else's brand, product, or content and repurposing as your own or modifying it in an unacceptable way. I don't think this applies to Pinterest unless people are sharing things that others don't want to share.

7/1/2013 8:39 AM View respondent's answers

It's an illegal format of stealing through the internet. I see Pinterest is a shared site, where most of the information is already accessible legally through the internet, but at a more convenient and organized reach.

7/1/2013 8:27 AM View respondent's answers

N/a

7/1/2013 8:19 AM View respondent's answers

Copyright infringement basically means that you are violating a sole owners copyright to their work b reproducing without permission.

7/1/2013 8:12 AM View respondent's answers

Omitting the original creator when pinning an idea.

7/1/2013 8:04 AM View respondent's answers

When someone copies something that was not approved by the original maker.

7/1/2013 7:53 AM View respondent's answers

Copyright infringement is the unauthorized use of an item that is owned/protected by someone other than your self .

7/1/2013 3:26 AM View respondent's answers

Copyright infringement is the use of works under copyright, infringing the copyright holder's exclusive rights, such as the right to reproduce, distribute, display or perform the copyrighted work, or to make derivative works, without permission from the copyright holder. If I repin something, it is with the distinct knowledge that there is no infringement.

6/30/2013 6:21 PM View respondent's answers

I think copyright infringement is when you take someone's idea and pass it off as

your own. If I ever couldn't find the link that leads back an author or originator, I would not repost it. I try to verify any pins I use and give credit to any idea I use to where I obtained the information or idea.

6/30/2013 4:17 PM View respondent's answers

Taking someones elses product and using it as your own. We pin thingsbob our boards but pinterest notes who we get it from so we site our references.

6/30/2013 2:58 PM View respondent's answers

Copyright infringement is claiming someone else's work as your own. You can credit work on Pinterest to avoid this problem.

6/30/2013 2:03 PM View respondent's answers

copyright infringement is when someone steals for their own use or benefit something that was created or thought of by another...

6/25/2013 5:23 PM View respondent's answers

Question #9: What would you consider stealing on Pinterest? Can you steal on Pinterest?

I have never thought about it but I don't think that it is stealing on Pinterest. Do people some how profit from pinning something they did not come up with?

9/30/2013 4:12 PM View respondent's answers

Stealing on Pinterest would be taking something and calling it your own or trying to sell it as your idea.

9/30/2013 2:56 PM View respondent's answers

I think it is stealing if the original ideas and images are sold without permission of original source.

9/30/2013 2:41 PM View respondent's answers

I think from a design stand point, you have the ability to copy some one else's design without ever physically touching their design.

9/30/2013 2:36 PM View respondent's answers

I have viewed and seen great ideas. Hmm. This is tough. I like creative ideas but wish it could be noted who designed the product or idea.

9/28/2013 4:37 PM View respondent's answers

You can't "steal" anything on a public site because it has no copyright.

9/27/2013 9:51 PM View respondent's answers

Taking something you know is not meant to be taken

9/27/2013 9:39 PM View respondent's answers

I would not consider stealing at all! But now I need to find out if sharing others ideas is stealing?

9/27/2013 8:47 PM View respondent's answers

Taking credit for something that is not yours. Most of my ions are re-pins, so I don't make any claim to the original subject matter. I think the first pinned is the criminal, if they can be called that, but I view the Pinterest community as a library in which all books are reference books. Copyrighted material is for personal use...and that's how pin nets are primarily using the pinned material, for personal use...on a massive

scale.

9/27/2013 8:15 PM View respondent's answers

nothing, no

9/26/2013 3:13 PM View respondent's answers

Stealing is using copy/pasting another's image or text without linking to or crediting the original. Stealing is an option on Pinterest, and from what I've seen (and can imagine,) it is done often on the site.

9/4/2013 10:43 PM View respondent's answers

Claiming a pin and saying you created it when you did not, you pinned it from someone else.

9/3/2013 10:59 AM View respondent's answers

I'm not sure how you could steal on Pinterest.

7/8/2013 6:38 PM View respondent's answers

I don't think your able to steal unless you copy a website, create your own website and paste the words of the original website onto your own and then pin that to Pinterest.

7/8/2013 12:29 PM View respondent's answers

Only if you take the original image used to drive to one website and drive to yours.

7/1/2013 12:31 PM View respondent's answers

no

7/1/2013 10:16 AM View respondent's answers

Never thought about that

7/1/2013 9:42 AM View respondent's answers

yes taking images from others who may have not placed a copy right reserved on anything they may want the right to.

7/1/2013 9:14 AM View respondent's answers

Any copyrighted idea protected by a patent.

7/1/2013 9:14 AM View respondent's answers

I believe if it is posted on the internet, it is up for grabs. If it was posted unknowingly, then it would be the original poster who is responsible. It seems that most pins I repin come from a magazine or a blog, though, and I assume people have initially posted those to share. If you do not want those to be shared, then you should ensure all the social sites you belong to are secure and you lock your photos so they cannot be shared. Pinterest also has "secret" boards you can use, so if you don't want personal things repinned then you should use that feature.

7/1/2013 9:03 AM View respondent's answers

I would classify stealing, on Pinterest, as pinning something and claiming it is yours.

Yes, stealing is possible on Pinterest, but no more so than on any other medium.

7/1/2013 8:57 AM View respondent's answers

I have no idea.

7/1/2013 8:39 AM View respondent's answers

I believe content owners aren't at risk on Pinterest. Because it is not necessarily being downloaded it is on a shared site where links are provided to their specific page where you can access otherwise on the internet.

7/1/2013 8:27 AM View respondent's answers

Im sure you can't. There has to be fine print. Using someone's idea isn't stealing as long as you do it your way.

7/1/2013 8:19 AM View respondent's answers

I don't think that you can "Steal" on Pinterest. I'm pretty sure that we all "sign" an agreement when we sign up to use Pinterest. If you don't want something re-pinned from one of your boards, then you shouldn't post it. Much the same as tearing out photos from a magazine and using thumbtacks to pin them to a corkboard.

7/1/2013 8:12 AM View respondent's answers

Again... if the original creator is not cited/credited for the idea, then it is stealing. A poster should be aware of their rights and the possibility that someone may steal their idea before they decide to post.

7/1/2013 8:04 AM View respondent's answers

I don't think you can steal. Once something is online it is now become public knowledge. I don't see how sharing a photo of any sort would be considered stealing, especially if it is used for inspirational or learning uses.

7/1/2013 7:53 AM View respondent's answers

No. Yes, you could post a pin that didn't path correctly which wouldn't show the source. When you utilize someone else's work, credit/source should be mentioned.

7/1/2013 3:26 AM View respondent's answers

Not sure on both. I do not repin so I have not had that situation arise. I would think you could "steal", there are those with no morals or ethics and would steal pics/sayings that they are not allowed to do.

6/30/2013 6:21 PM View respondent's answers

I'm not sure you can... honestly I never thought of using the gathered information as stealing since I always try to remember to mention or document where I foundy source.

6/30/2013 4:17 PM View respondent's answers

Not that I am aware of.

6/30/2013 2:58 PM View respondent's answers

The whole point of Pinterest is sharing. The only way it would be stealing would be if you claimed it was your idea.

6/30/2013 2:03 PM View respondent's answers

i don't think you can steal on Pinterest - you are knowingly sharing in a public domain, and the fine print probably says once you post something, its up for grabs

6/25/2013 5:23 PM View respondent's answers

Appendix D

Interview protocols

Copy of interview protocol #1: *(Answered survey finding no harm in Internet sharing)*
Blogging and Copyright Infringement Within a Pinterest Generation

Principle Investigator: Ashley McAlpin

Liberty University School of Communication

(Interview begins:)

1. Do you see any harm in dual sharing, as described previously, within the Pinterest community?
2. How do you establish your personal moral compass online?
3. How do the actions of your peers impact these decisions?
4. Would you say that your actions are in line with the general public's use of Pinterest?
5. How do you see Pinterest as a means of communication?
6. Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?
7. How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

Copy of interview protocol #2: *(Answered survey finding harm in Internet sharing)*
Blogging and Copyright Infringement Within a Pinterest Generation

Principle Investigator: Ashley McAlpin

Liberty University School of Communication

(Interview begins:)

1. Do you feel that internet stealing is unacceptable?
2. How do you establish your personal moral compass online?
3. How do the actions of your peers impact these decisions?
4. Would you say that your actions are in line with the general public's use of Pinterest?
5. How do you see Pinterest as a means of communication?
6. Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?
7. How would you alter the use of Pinterest if you had the means to do so?

Appendix E

Interview transcripts:

Interview #1: (Protocol #2)

(Interview begins)

Principle Investigator (PI): Thank you so much for your time. I appreciate your assistance with this study. Before we begin, would you say you answered the online survey finding harm in dual sharing, or no?

Interviewee #1 (I#1): Of course! I love Pinterest! Uhm, yes, I do see a problem with dual sharing.

PI: Ok, awesome. Ok let's start. First, how do you establish your moral compass online?

I#1: I use my Biblical worldview to establish a means to my actions everywhere. If it is against the law, then I think you should not do it.

PI: Great. How do the actions of your peers impact those decisions?

I#1: I see a lot of people who post and share on Pinterest without giving credit, that is why I don't do it. I think it makes them look shady. I try to always give credit where credit is due.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#1: No, I try to give credit back to the original source; like the blog or site.

PI: How do you see Pinterest as a means of communication?

I#1: I think it is a great tool to tell others about your ideas, but I don't know if the communication really spans beyond that. It's hard to say really, because I think we look at communication as being face to face sometimes.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#1: I think that the laws are good. I don't really understand them all, but maybe they could be made a little more applicable or at least more well known. I'm not really sure, but I think the laws are needed.

PI: How would you alter the use of Pinterest if you had the means to do so?

I#1: I think there should be, like, a tool or something. Something that has it so you have to have the original source in order to publish it, not just like anyone can put anything up.

(Interview ends.)

Interview #2: (Protocol #2)

(Interview begins)

(PI): Thank you for coming. I appreciate your help with this study. Before we begin, would you say you answered the online survey finding harm in dual sharing, or no?

(I#2): Hi, uh yes, yes I did see an issue. I am a writer. A couple of years ago I wrote the first draft of a book I was working on. Well, I put it up on my blog, just so friends could read it and stuff. Well, someone stole it. I was so mad! I started seeing things

that were mine, but my name wasn't on them or anything. When I did your survey I knew I had to come help, because I have been on the other side of this.

PI: Oh goodness! That is horrible. Well let's jump in. First, how do you establish your moral compass online?

I#2: If it is mine I keep it. I don't share at all. Not my stuff, and not anyone else's stuff. I don't share anything online. I know that it is hurtful and destructive when content is distributed without your knowledge

PI: Great. How do the actions of your peers impact those decisions?

I#2: When my peers do it I tell them no to, it would not make me do it though.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#2: No, because Pinterest allows you to post and share anything, making content seem like it is theirs when it really isn't.

PI: How do you see Pinterest as a means of communication?

I#2: I see it as a way to tell people that you like their stuff, it helps people to know you and your style better.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#2: Social networks have made everything seem free and public. We need those laws because people need to be protected. Original ideas and images should be protected online, just like they are offline.

PI: How would you alter the use of Pinterest if you had the means to do so?

I#2: I think that there needs to be stricter enforcement of laws. No one should be able to steal someone else's work...maybe by the use of permanent watermarks or something.

(Interview ends.)

Interview #3: (Protocol #1)

(Interview begins)

PI: Hello! Thank you so much for coming. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#3: Nope

PI: Ok, perfect. So, how do you establish your moral compass online?

I#3: I just think about how would I feel if this was done to me.

PI: How do the actions of your peers impact these decisions?

I#3: I think that my friends all share, but it isn't to harm anyone, None of try to hurt anyone online.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#3: I think that my actions are the same as everyone else's because we watch each other. I am always aware of what everyone is doing online, because those are the trends. That shows me what is ok to do and not do.

PI: How do you see Pinterest as a means of communication?

I#3: It is a communication of styles. It is a cool way for trends to spread really quickly.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#3: I think that once it is on there it is on there... anything can happen. You are contributing it to the people you share it with.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#3: I don't know because there is no way of knowing what is original and what is not I guess... It's all just a little bit confusing.

(Interview ends.)

Interview #4: (Protocol #1)

(Interview begins)

PI: Hey! Thanks for coming. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#4: No

PI: Ok, perfect. So, how do you establish your moral compass online?

I#4: Through trial and error. I start doing something, then through trial and error I might find out it is wrong based on what other people do or say.

PI: How do the actions of your peers impact these decisions?

I#4: Sometimes it is easy to just say because everyone is doing it it must be ok to do, I think it all has a lot to do with the way my friends act online too.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#4: Yes.

PI: Ok, so how do you see Pinterest as a means of communication?

I#4: I don't communicate on Pinterest, but if I did I guess it would just be images and stuff.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#4: Not, because that is what Pinterest is. Pinterest couldn't exist if we followed those old laws. They aren't enforced anyways.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#4: I would need to look into the rules a bit further so I know where exactly I stand and how bad the consequence are before I use Pinterest again.

(Interview ends.)

Interview #5: (Protocol #1)

(Interview begins)

PI: Hey! Thanks for coming. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#5: No

PI: Ok, cool. So, how do you establish your moral compass online?

I#5: If I am not selling, or reselling, something, then I don't care. There really is not a problem with it if you aren't taking money from someone else.

PI: How do the actions of your peers impact these decisions?

I#5: I try not to let them. I look at what they do and I ask myself 'is that right or wrong?' Then I just go from there. I guess sometimes they might impact me, but I try to not let it.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#5: Yes. I totally think so...It's hard to not use Pinterest the same way as everyone else..

PI: Ok, so how do you see Pinterest as a means of communication?

I#5: The biggest is following others and liking their stuff.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#5: Pinterest following the laws wouldn't be practical. If someone puts it up there, then it is up there. They are basically giving up their rights to it.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#5: I would not change my actions at all, because I am not selling what I share or anything. I don't think I am doing anything 'wrong.'

(Interview ends.)

Interview #6: (Protocol #1)

(Interview begins)

PI: Hey! Thanks for coming in to see me on such short notice. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#6: No

PI: Ok, good. So, how do you establish your moral compass online?

I#6: Do unto others type thing. How would I feel.

PI: How do the actions of your peers impact these decisions?

I#6: I don't think my friends do it, but even if they did it wouldn't really impact what I do. I am an artist, so I value art.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#6: Yes.

PI: Ok, so how do you see Pinterest as a means of communication?

I#6: you can talk to people and connect by following people that have the same interests as you do.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#6: Ya, but I mean if someone puts something up there they are putting it there for people to share, so actually I don't know if they should change.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#6: There is no way to know...I just try not to steal I guess.

(Interview ends.)

Interview #7: (Protocol #1)

(Interview begins)

PI: Hey! Thanks for coming in. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#7: No

PI: Ok, good. So, how do you establish your moral compass online?

I#7: I won't download music or movies or anything because that is stealing, but if it is free like Pinterest I don't have any issues.

PI: How do the actions of your peers impact these decisions?

I#7: Most of my friends do the same thing (dual sharing) online, and that makes me think that I am doing no harm. Especially because none of them have ever gotten in trouble or anything.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#7: I don't think that I use it as much as a lot of other people do. Some people are on there all the time!

PI: Haha, so how do you see Pinterest as a means of communication?

I#7: You go on peoples' boards and share their stuff, it is all communication if you think about it.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#7: I would say that definition doesn't really work for Pinterest because a lot of people actually want their stuff to get out there... with Pinterest most stuff leads back to something else.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#7: I don't think I would change anything because I don't really do anything wrong. I am not saying that I made any of that stuff, I am just saving it for later..

(Interview ends.)

Interview #8: (Protocol #1)

(Interview begins)

PI: Alright, thanks for waiting! Oh, and thanks for coming in. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#8: No

PI: Ok, good. So, how do you establish your moral compass online?

I#8: Typically I go by the 'do unto others' rule, but I feel that if it is online and you share an idea or image that isn't yours, but you aren't getting anything from it, then it is ok. It isn't as big of a deal to me, online, what I do.

PI: How do the actions of your peers impact these decisions?

I#8: I know that the way others do things impacts me online and off. It makes me feel like whatever we are all doing is ok because we are all doing it. Especially when it comes to pictures. If others aren't saying where they got them, then I justify that so I don't have to say either.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#8: Ya, especially because of the way it was created. We all use it like it was made to be used I think.

PI: So how do you see Pinterest as a means of communication?

I#8: People are sending messages and others are receiving those messages. Sometimes the messages are misunderstood, in terms of original creation verses sharing, but overall it is just me telling the world what I like. Others are flattered that their stuff is shared I think. It tells them it was good.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#8: I don't think that that is practical at all. With the web everything is so fast, ready to go at all times. No one wants to worry about permission before sharing something they like; they want to just share it right away. It just isn't practical.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#8: I do have an understanding, but I still wouldn't change anything. There is nothing to lose and that is a lot of work to follow the actual laws I think.

(Interview ends.)

Interview #9: (Protocol #1)

(Interview begins)

PI: So first, thank you for taking time to sit down with me. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#9: No

PI: Ok, good. So, how do you establish your moral compass online?

I#9: With online it can always be traced back to you. As long as you don't lie and say you made something there is no real issue to me.

PI: How do the actions of your peers impact these decisions?

I#9: I don't think they really impact me much.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#9: Ya, especially because of the way it was created. We all use it like it was made to be used I think.

PI: So how do you see Pinterest as a means of communication?

I#9: It is a great way for people to share different ideas and stuff. I think that it communicates a lot about the specific person actually.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#9: People today don't look at laws, we don't care, especially not online. I think that as long as people know I didn't create it, then it is ok.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#9: I probably just wouldn't post anything.

(Interview ends.)

Interview #10: (Protocol #1)

(Interview begins)

PI: Ok, you ready? Before we start, do you see any harm in dual sharing as previously described within the survey?

I#10: Nope, not at all.

PI: Ok, good. So, how do you establish your moral compass online?

I#10: I try not to share too much personal information online. But I think that that is all I really care about honestly.

PI: How do the actions of your peers impact these decisions?

I#10: I got into Pinterest because my friends were on there, so I learned what to do based on watching them.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#10: Yes. I think it is hard not to use it that way...

PI: So how do you see Pinterest as a means of communication?

I#10: It is communicating a lot of different ideas. You communicate through sharing and liking and following.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#10: We all know it I think, but we don't abide by it. We just don't care enough, I don't think.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#10: I wouldn't change anything because it is commonly accepted to do it. I mean no one says anything to anyone about it, so why would I change the way I act?

(Interview ends.)

Interview #11: (Protocol #1)

(Interview begins)

PI: Ok, thank you for coming in! Before we start, do you see any harm in dual sharing as previously described within the survey?

I#11: Nope, I don't think so.

PI: Ok, awesome. So, how do you establish your moral compass online?

I#11: If say I am on Pinterest, then I feel anything that is posted is acceptable to be shared or used because it is already on the site, unless of course it says it is copyrighted or something.

PI: How do the actions of your peers impact these decisions?

I#11: I have a good grounded group of people that I watch. I know they know what is right and wrong, so I follow their example when I am unsure.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#11: Yes. I think that they are. I use it the same way as everyone else.

PI: So how do you see Pinterest as a means of communication?

I#11: Pinterest is used worldwide; it is a cultural bridge. It is cool to see things from other areas. You are communicating and others are communicating what you couldn't do with words.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#11: No. Technology is so far past where it was with those laws. Everything can spread so quickly now. I thin something different has to actually happen.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#11: I would definitely not use it at all. I would maybe just look but not post.

(Interview ends.)

Interview #12: (Protocol #1)

(Interview begins)

PI: Hello! Before we start, do you see any harm in dual sharing as previously described within the survey?

I#12: Nope, I don't think so.

PI: Ok, awesome. So, how do you establish your moral compass online?

I#12: Basically it all depends on the website. On certain sites everything is open and free, like Pinterest. If it isn't an open website like that I usually just don't use it. I think everything should be free anyways. Basically it all depends on the site. If the page is open, like Pinterest, then it is open. Everything can be shared or used.

PI: How do the actions of your peers impact these decisions?

I#12: Yes, because you are always influenced online, and no because not all of my peers are online.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#12: Yes. That sounds right.

PI: So how do you see Pinterest as a means of communication?

I#12: It allows you to send different messages and ideas, anywhere with the click of a button.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#12: Not for Pinterest. On Pinterest you are glorifying someone's creation when you share it. It is a good thing! It can make it spread so fast, the blog or website I mean.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#12: I would need to look into the rules a bit further so I know where exactly I stand and how bad the consequences are before I use Pinterest again.

(Interview ends.)

Interview #13: (Protocol #1)

(Interview begins)

PI: Hi! Before we start, do you see any harm in dual sharing as previously described within the survey?

I#13: No

PI: Ok, awesome. So, how do you establish your moral compass online?

I#13: I make sure if it isn't my own work that I attribute it to a source.

PI: How do the actions of your peers impact these decisions?

I#13: My friends all do the same thing, so I know it can't be wrong. We would not all just break the law I don't think.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#13: Yes.

PI: So how do you see Pinterest as a means of communication?

I#13: You can interact with pinners who like the same things as you like. It makes it really fun because you don't have to know them in real life.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#13: No, Pinterest wouldn't even exist if those were followed. I don't think that they make any sense either. We should be able to share and explore online without rules.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#13: I wouldn't want to change, that would be too much of a hassle overall.

(Interview ends.)

Interview #14: (Protocol #1)

(Interview begins)

PI: Hi there! Thank you for coming in. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#14: No

PI: Ok, awesome. So, how do you establish your moral compass online?

I#14: If I need to, and I can easily see who created the image, then I will make sure to give credit to them when I post it or use it.

PI: How do the actions of your peers impact these decisions?

I#14: If I see that one of my friends is liking something I post, then I post more of that. It also gives me a good gauge I guess of how I should be using different social media.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#14: I think that I am more focused on fashion and design than a lot of people are, so I wouldn't say my usage is the same.

PI: So how do you see Pinterest as a means of communication?

I#14: It is communicating your fashion and style to people who don't really know you, but you can get them to follow you. Like having virtual friends in a way.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#14: I think that having laws is practical, because if I were on the other end I would want that. But as long as you give credit it is ok.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#14: I would just double check things before posting them probably.

(Interview ends.)

Interview #15: (Protocol #1)

(Interview begins)

PI: Hey! Thank you for coming! I appreciate you helping me out. Before we start, do you see any harm in dual sharing as previously described within the survey?

I#15: No. Personally I believe that if you are posting content online that you should be prepared for it to be shared.

PI: Ok. So, how do you establish your moral compass online?

I#15: Typically I try to post things that would be meaningful to others and to myself.

PI: How do the actions of your peers impact these decisions?

I#15: Dual sharing is basically how pins go viral online. So, if I post something and my peers repost it, there is a greater reach and possibility of the pin to go viral.

PI: Would you say that your actions are in line with the general public's use of Pinterest?

I#15: Yes, I would say that my pinning actions are in line with those around me.

PI: So how do you see Pinterest as a means of communication?

I#15: Pinterest is used as a traffic generator. It's a way for organizations to gain views of their websites via pinned material.

PI: Copyright laws are in place to prevent the distribution of material by anyone other than the creator, do you feel that this is practical for the Pinterest generation? Why or why not?

I#15: No, I do not feel that it is practical. Pinterest has evolved to be a network of sharing.

PI: How would you alter your actions online with a greater understanding of the legality of posting non-original content to Pinterest?

I#15: Personally, I wouldn't alter my actions online.

(Interview ends.)

Appendix F

IRB Approval letter



The Graduate School at Liberty University

June 20, 2013

Ashley McAlpin
IRB Approval 1621.062013: Blogging and Copyright Infringement within a
Pinterest Generation

Dear Ashley,

We are pleased to inform you that your above study has been approved by the Liberty IRB. This approval is extended to you for one year. If data collection proceeds past one year, or if you make changes in the methodology as it pertains to human subjects, you must submit an appropriate update form to the IRB. The forms for these cases were attached to your approval email.

Please retain this letter for your records. Also, if you are conducting research as part of the requirements for a master's thesis or doctoral dissertation, this approval letter should be included as an appendix to your completed thesis or dissertation.

Thank you for your cooperation with the IRB, and we wish you well with your research project.

Sincerely,

Fernando Garzon, Psy.D.
Professor, IRB Chair
Counseling

(434) 592-4054



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