

Cultural Practices and Digital Piracy in Yoruba Society in Nigeria

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► BACKGROUND OF THE STUDY

- The development in digital technology has brought significant progress in the quality of life of people in the world, however, this confluence also provided a safe haven for illicit behaviour such as digital piracy. Nigeria is rated among countries where digital piracy is rife, it was rated 83% in 2012, 82% in 2011, and 83% in 2008 (Business Software Alliance, 2014).



► RESEARCH PROBLEM

- The shared norms in the society will influence people's thinking about what behaviours and actions are socially acceptable and what behaviours are socially condemned. These socio-cultural practices influencing digital piracy have not been well explored in Nigeria. This hiatus is what this study intends to fill.

► RESEARCH QUESTIONS

- What are the cultural norms affecting digital piracy in Yoruba society in Nigeria?
- Does the belief system affect digital piracy in Yoruba society in Nigeria?

► RESEARCH OBJECTIVES

- Investigate the cultural norms affecting digital piracy in Yoruba society in Nigeria
- Find out the effect of belief system on digital piracy in Yoruba society in Nigeria.

► SIGNIFICANCE OF THE STUDY

- For academicians, the study will provide a framework and empirical results that will focus on the effect of cultural practices on digital piracy in Nigeria and this will serve as a foundation upon which future researches on digital piracy could be built upon.
- For practitioners, police, and policy makers, the result of the findings will help them in formulating policies that will eradicate the menace of digital piracy in Nigeria.

► THEORETICAL FRAMEWORK

- Hofstede's Cultural Dimensions Theory and Social Learning Theory (SLT)

► RESEARCH METHOD

- Mixed methods research design which consists of survey, in-depth interview and observation methods will be used.
- MAXQDA software will be used to analyse the quantitative and qualitative data to be obtained.