

### What Do We Know about Digital Piracy? A Bibliometric Analysis

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#### Abstract:

Digital piracy has been a severe problem for many years. For decades, many studies have tried to identify the reasons and solutions for how digital piracy should be handled. This study provides a deeper picture of digital piracy literature through bibliometric analysis and proposes directions for future research. By retrieving data from 1,359 published articles from a database of WoS, the study conducted citation, co-citation, and bibliometric coupling analysis to view the intellectual structure of the digital piracy literature. The analysis identified software piracy as the most popular theme in digital piracy literature, opening up research opportunities for future research. The theory of planned behavior, deterrence theory, and the general theory of crime are three theories that are frequently used as underpinning theories for studying digital piracy. The results also indicated that religiosity, gender differences, and price issues are trending themes for upcoming research. This research provides intellectual structure of digital piracy literature and is intended as guidance for future research. This research is the first research that offers a comprehensive study exploring digital piracy literature through bibliometric study.

**Keywords:** digital piracy, movie piracy, software piracy, music piracy, bibliometric analysis.

### 我们对数字盗版了解多少？文献计量分析

#### 摘要:

多年来，数字盗版一直是一个严重的问题。几十年来，许多研究试图找出数字盗版的原因和解决方案。本研究通过文献计量分析提供了数字盗版文献的更深入的图景，并提出了未来的研究方向。该研究通过从沃斯基数据库中检索1,359篇已发表文章的数据，进行引文、共引和文献计量耦合分析，以了解数字盗版文献的知识结构。分析认为软件盗版是数字盗版文献中最流行的主题，为未来的研究开辟了研究机会。有计划行为理论、威慑理论和犯罪一般理论是经常被用作研究数字盗版的基础理论的三种理论。结果还表明，宗教信仰、性别差异和价格问题是未来研究的趋势主题。这项研究提供了数字盗版文献的知识结构，旨在为未来的研究提供指导。这项研究是第一项通过文献计量研究探索数字盗版文献的综合研究。

**关键词:** 数字盗版、电影盗版、软件盗版、音乐盗版、文献计量分析。

## 1. Introduction

Digital piracy has become a global economic issue and is likely to continue. After the COVID-19 epidemic, many reports indicate increased digital piracy consumption in 2021 (MUSO, 2022; Aquilina, 2023; Torska, 2023). Digital piracy is widely recognized to bring harm to both the targeted industry and the unaware consumers. For instance, digital piracy harms the US GDP by approximately \$47.5 billion to \$115.3 billion in the US GDP annually. In comparison, publishers lose about \$300 million due to e-book piracy annually, and piracy within the music industry accounts for annual losses of around \$12.5 billion and is also responsible for the loss of 71,060 jobs (Aquilina, 2023; Torska, 2023). Despite the government's efforts, digital piracy continues to rise as piracy is still a lucrative business in this century.

Driven by this, previous researcher tried to explore and identify factors related to piracy, for instance affective belief (Tjiptono et al., 2016; Phau et al., 2014), attitude (Urbonavicius et al., 2018; Koay et al., 2020), awareness of law (Reardon et al., 2019), cognitive belief (Al-Rafee & Cronan, 2006; Tjiptono et al., 2016), demographic factor (Arli et al., 2017; Fleming et al., 2017; Pai & Chie, 2017), ethical judgement (Miranda & Kim, 2014), facilitating condition (Casidy et al., 2017; Phau et al., 2016), moral judgement (Cesareo & Pastore, 2014; Ryu & Park, 2018), novelty seeking (Camarero et al., 2014; Urbonavicius et al., 2018), perceived behavioral control (Alleyne et al., 2015; Koay et al., 2020), perceived benefit (Hati et al., 2020; Ryu & Park, 2018), perceived risk (Akbulut & Donmez, 2018; Alleyne et al., 2015; Borja et al., 2015), perceived value (Culiberg et al., 2016), price (Im & Jung, 2016; Ryu & Park, 2018), self-efficacy (Camarero et al., 2014; Phau et al., 2016) and subjective norm (Alleyne et al., 2015; Sardanelli et al., 2019).

Each of them significantly contributes to the realm of digital piracy. However, a limited number of studies specifically delve into mapping digital piracy from the perspective of consumer behavior. Conducting a systematic literature review can advance this field, offering a comprehensive overview and suggesting an opportunity for future research.

This study aims to bridge this gap in the literature by presenting empirical data on the current state of research in the digital piracy domain through a bibliometric analysis. Web of Science (WoS) database was employed to extract pertinent bibliometric information. The study identified the most prevalent terms in abstracts, frequently used keywords in articles, highly cited authors and documents, prominent journals, and the most prolific organizations and countries in this field.

## 2. Literature Review

### 2.1. Bibliometric Analysis

Bibliometric analysis is a scientific tool for studying bibliographic data using statistical methods (Hassan et al., 2022). This analysis helps distill the intellectual structure of a large amount of scientific data using quantitative methods (Hassan et al., 2022; Donthu et al., 2021). Donthu et al. (2021) divided bibliometric analysis into two major parts: performance analysis and science mapping. Performance analysis examines how much each publication contributes to the field of science being studied. In contrast, science mapping examines the relationships between publications, including citation analysis, co-citation analysis, bibliographic coupling, and shared word analysis (Donthu et al., 2021; Srivastava et al., 2022; Pelit & Katircioglu, 2022). Thus, bibliometric analysis decomposes and summarizes the enormous scientific literature by making sense of large amounts of unstructured data rigorously. When performing bibliometric analysis, RStudio, VOSviewer, and Microsoft Excel are the most commonly used software (Pelit & Katircioglu, 2022).

### 2.2. Digital Piracy

Before British copyright law, internal rules applied by the printing and bookselling community stressed what party owned the rights to print and sell certain books. The term "piracy" labeled the actions of printers who reprinted a book that someone else had declared as owned. The term implies that book piracy was treated similarly to seafaring pirates' thefts from others (Fisk, 2011). The word became well-known as also describing plagiarism and unauthorized reprinting.

Today, "piracy" is more commonly used to describe the illegal copying and distribution of movies, music, and software. Presently, the term "pirate" applies not only to someone who makes illegitimate copies available but also to their consumers, making both the parties who upload and download the files considered pirates (Fisk, 2011).

Digital piracy began to flourish with the invention of personal computers in the 1970s. At that time, there were no strict legal channels regarding piracy, despite the recognition of intellectual property, especially for software. However, before digital piracy in the software industry, the world was familiar with the word "bootleg" in music (Guldberg & Sunden, 2004). Overall, there are several forms of pirated products: software (Petrescu et al., 2018; Gergerly & Rao, 2021), music (Reardon et al., 2019; Borja et al., 2015), movies (Makin & Bowers, 2020; Phau et al., 2016) and e-books (Hati et al., 2020; Kukla-Gryz et al., 2015).

There are only a few bibliometric studies related to digital piracy. Instead of using bibliometric analysis, previous studies prefer literature review (Goode, 2012) and meta-analysis (Eisend, 2019a, 2019b; Lowry et al., 2017; Tyrowicz et al., 2020) to reveal the reason why consumers are willing to involve in digital piracy and the impact of digital piracy.

Previous research offered meta-analysis and

literature review methods to map digital piracy studies. Eisend (2019a) analyzed 1,373 effect sizes of 174 studies from 36 countries. The study proposed attitude, intentions, and behavior in his framework to study digital piracy. Another meta-analysis was performed by Eisend (2019b), investigating 788 effect sizes from 207 independent samples provided in 196 manuscripts. The study found that consumers' institutional and social context impacts the differences in morality effects on justifications and responses to piracy. According to Lowry et al. (2017), there are four aspects of keys to maximizing in predicting digital piracy: 1) outcome expectancies (considerations of rewards, perceived risk, and perceived sanction), 2) social learning (positive and negative social influence and piracy habit), 3) self-efficacy and self-regulation (perceived behavioral control and low self-control), and 4) moral disengagement (morality, immorality, and neutralization). The conclusion was drawn based on 257 studies with 126,622 participants to examine all the significant constructs and covariates used in the literature using social cognitive theory.

In contrast to the studies that investigated the antecedents of digital piracy, Tyrowicz et al. (2020) performed a meta-analysis of 40 articles to investigate the impact of piracy on sales. The study concludes that there must be a clear conclusion in the literature explaining the impact of digital piracy on sales. Through a systematic literature review, Goode (2012) found six research gaps in digital piracy literature, including the lack of study in the area of supply of pirated digital materials, piracy for non-desktop environments, alternative distribution methods, the quality of pirate materials, the behavior of piracy groups, and the benefits of digital piracy.

Bibliometric analysis is preferred over meta-analysis and systematic literature review when analyzing large quantities of data, mainly to summarize large data sheets (Donthu et al., 2021; Pelit & Katircioglu, 2022). Meta-analysis is fit to use when the goal is to summarize the significance of the relationship between variables. At the same time, a systematic literature review is suitable when the dataset is small (Donthu et al., 2021).

### 3. Methods/Materials

The recommendations of Donthu et al. (2021) are used to conduct the bibliometric analysis. The guideline to conduct bibliometric analysis described by Donthu et al. (2021) was also applied in a recent bibliometric analysis article by Srivastava et al. (2022), Mukherjee et al. (2022), Pelit and Katircioglu (2022).

#### 3.1. Step 1. Selection of the Scientific Database

Scientific databases of Elsevier's Scopus, Clarivate Analytics's Web of Science (WoS), Google Scholar, Dimensions, Crossref, and PubMed are widely used for bibliometric analysis. Scopus and Web of Science are the most common databases (Donthu et al., 2021). Since combining the results of both databases may

result in omissions and duplications, Donthu et al. (2021) suggest choosing a database instead of combining two or more databases. This study chose WoS since our search on digital piracy resulted in 1,359 articles for WoS instead of 515 documents from the Scopus database. WoS database has also been referred widely to conduct prior bibliometric studies (Pelit & Katircioglu, 2022; Ahmed & Hussainey, 2023).

#### 3.2. Step 2. Setting Up the Search Formula

In this stage, the researcher decides to choose the technique to obtain the bibliometric analysis (Donthu et al., 2021). Overall, the main techniques of bibliometric analysis consist of two classifications: performance analysis and science mapping. Performance analysis provides information regarding the "contributions" of each research constituent when science mapping accounts for the relationships between research constituents (Donthu et al., 2021; Srivastava et al., 2022). The choice of bibliometric analysis techniques should involve co-citation analysis, bibliographic coupling, and co-word analysis when the study intends to review the literature field's past, present, and future (Srivastava et al., 2022). This stage also requires the researcher to set the criteria for performance analysis, which is analyzed and presented descriptively. The bibliometric analysis also required the use of network visualization software. The user interface-based tool of VOSviewer (Van Eck & Waltman, 2010) is widely suggested in bibliometric analysis literature (Donthu et al., 2021; Srivastava et al., 2022).

#### 3.3. Step 3. Collection of the Data

The keyword "digital piracy" was set to explore the literature. The search documents box was filled with "digital AND piracy." Additional words of "movie piracy," "software piracy," "e-book piracy," "music piracy," "copyright infringement," "piracy," and "internet piracy" were added. As a result, 7,239 documents were found. The period was set to "all years". Other types of documents other than articles were excluded and yielded 4,188 documents. This research focuses on a behavioral study related to digital piracy; therefore, for the Web of Science categories, we only select research areas that may be related to consumer behavior and related social sciences, such as "computer science information systems", "economics", "business"; "information science library science," "management"; "communication"; "criminology," "social science interdisciplinary"; "computer science interdisciplinary," "ethics," "humanities multidisciplinary"; "sociology"; "film radio television," "psychology multidisciplinary," "psychology social," "music," "psychology experimental," "social issues," "Asian study," and "religion". Then, we also applied English-only documents and excluded non-English documents. In the end, the selected search resulted in 1,359 documents. The data of selected articles were downloaded in win format (tab-limited). Then, the downloaded data were analyzed through the

VOSviewer program to perform bibliometric analysis.

### 3.4. Step 4. Running and Reporting the Bibliometric Analysis

As suggested by Donthu et al. (2021), we analyze both performance analysis and science mapping. Performance analysis was executed with the support of the "analyze result" menu of the WOS website. The performance analysis provided information on leading documents, authors, journals, organizations, and countries. For the science mapping and visualization, VOSviewer was used to perform citation analysis, co-citation analysis, bibliographic coupling, co-occurrence analysis, and co-authorship analysis. Figure 1 shows the flowchart of the research methodology.

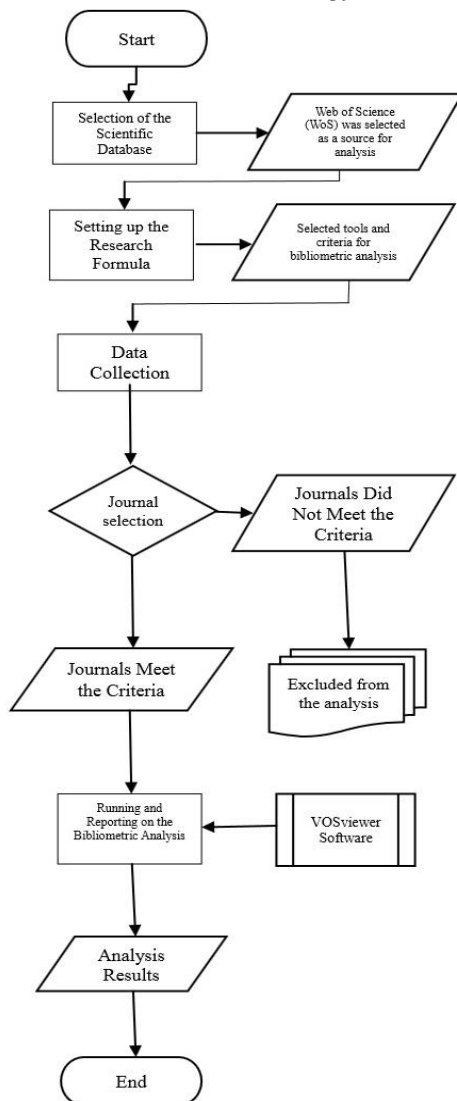


Figure 1. Research methodology flowchart

## 4. Results

### 4.1. Results of the Performance Analysis

This section further describes the most prominent authors, journals, organizations, and countries influencing the literature on digital piracy.

#### 4.1.1. Performance Analysis of Leading Articles

A total of 1,359 articles were published in 1976–2023. The work by Connor (1976) was the earliest

dated article that can be obtained. Based on the number of total citations, Peace et al. (2003) is the most prominent article with 296 citations. In the second position is Husted (2000), with total citations of 211. Givon et al. (1995) was positioned third with total citations 209. The list of high-citation articles in the digital piracy literature is shown in the following table.

Table 1. List of high citation articles in digital piracy literature (Web of Science, 2023)

No.	Name and Year of Publication	Journal	Total number of citations
1	Peace et al. (2003)	Journal of Management Information Systems	296
2	Husted (2000)	Journal of Business Ethics	211
3	Givon et al., 1995	Journal of Marketing	209
4	Al-Rafee & Cronan, 2006	Journal of Business Ethics	203
5	Moody et al., 2018	MIS Quarterly	198
6	Oestreicher-Singer & Zalmanson, 2013	MIS Quarterly	196
7	Cronan & Al-Rafee, 2008	Journal of Business Ethics	183
8	Myry et al., 2009	European Journal of Information Systems	180
9	Moore & Chang, 2006	MIS Quarterly	179
10	Yoon (2011)	Journal of Business Ethics	170

#### 4.1.2. Performance Analysis of Leading Authors

Performance analysis provides the list of leading authors based on the number of published articles. George Higgins was the author with the most articles (18 articles). In the next place are Thomas Holt (10 articles), Fandy Tjiptono (10 articles), and Michael Smith (10 articles), followed by Antonio Andres (9 articles) and Catherine Marcum (9 articles). The following table summarizes the leading authors with the most publications.

Table 2. Authors with most publications (Web of Science, 2023)

No.	Author	Publication Total	Institution
1	Higgins, George E.	18	University of Louisville
2	Holt, Thomas J.	10	University of Copenhagen
3	Tjiptono, Fandy	10	Victoria University Wellington
4	Smith, Michael	10	Carnegie Mellon University
5	Andres, Antonio Rodriguez	9	German University of Cairo
6	Marcum, Catherine	8	Appalachian State University
7	Telang, Rahul	8	Carnegie Mellon University
8	Arli, Denni	8	Griffith University
9	Krawczyk, M.	8	University of Warsaw
10	Waldfoegel, Joel	7	University of Minnesota

11	Phau, Ian	7	Curtin University
12	Vida, I.	7	University of Ljubljana
13	Moores, T. T.	7	Baruch College Zicklin School of Business

#### 4.1.3. Performance Analysis of Leading Journals

The *Journal of Business Ethics* published the most articles among the selected documents, with 59 articles. In the following position, *Information Economics and Policy* published 49 articles. In the third place, *the International Journal of Communication* has published 29 articles. The following table shows the sources of selected articles analyzed in this study.

Table 3. List of journals with most publications (Web of Science, 2023)

No.	Journal	Article Total
1	Journal of Business Ethics	59
2	Information Economics and Policy	49
3	International Journal of Communication	29
4	International Journal of Cyber Criminology	25
5	Deviant Behavior	21
6	Publishing Research Quarterly	21
7	Computers in Human Behavior	20
8	Information Systems Research	20
9	Journal of Management Information Systems	16
10	Information Management	15
11	Journal of Computer Information Systems	15
12	Convergence	14
13	Journal of Business Research	12
14	MIS Quarterly	12
15	New Media Society	11

#### 4.1.4. Performance Analysis of Leading Organizations and Countries

The top organization with the most publications in the list mostly comes from universities. In the top five positions, the University of Texas records 44 publications, followed by the State University System of Florida (34 articles), the University of London (22 articles), the University of Texas Dallas (20 articles), and the University of Louisville (19 articles). The universities with the most articles on digital piracy are summarized in Table 4.

Table 4. Organizations with the most articles (Web of Science, 2023)

No.	Organization	Number of Articles
1	University of Texas System	44
2	State University of Florida	34
3	University of London	22
4	University of Texas Dallas	20
5	University of Louisville	19
6	Michigan State University	18
7	State University of New York	18
8	University System of Georgia	18
9	Indiana University System	17
10	Monash University	17
11	University of North Carolina	17
12	University of Wisconsin System	17

The analysis of the geographical spread of the top 5

countries shows that the United States is the most dominant country, which published 555 articles. The United Kingdom is number two with 126 articles, followed by China (91 articles), Australia (76 articles), Germany (57 articles), and South Korea (50 articles). The following table summarizes the list of countries with top publications.

Table 5. Countries with the most articles (Web of Science, 2023)

No.	Country	Number of Articles
1	USA	555
2	England	126
3	China	91
4	Australia	76
5	Germany	57
6	South Korea	50
7	Taiwan	49
8	Canada	48
9	India	47
10	Spain	42

#### 4.2. Results of Science Mapping and Visualization

This subsection discusses the output results from science mapping analysis using VOSviewer software. Four types of analysis were carried out: citation analysis, co-citation analysis, bibliometric coupling, and co-occurrence analysis.

##### 4.2.1. Document Citation Analysis

Citation analysis reflects citations as the basic unit of analysis (Chaudhuri et al., 2023). Citation analysis is based on the understanding that publications that cover the same topic will follow and quote one another (Dwivedi et al., 2023). Ultimately, this pattern of mutual citation will form an intellectual linkage and form a literature of body knowledge (Donthu et al., 2021; Chaudhuri et al., 2023). Citation analysis also enables researchers to understand knowledge flows and ideas' diffusion between scientific disciplines (Dwivedi et al., 2023). The minimum number of citations of a document was set to 5. Based on the criteria, 766 documents meet the threshold.

VOSviewer provides 19 clusters for 607 items. Figure 2 shows 5 of 19 notable clusters in green, light blue, red, brown, and light green. In the green cluster, the works of Bossler and Holt (2010) (links: 12, citations: 123), Higgins (2005) (L: 43, C: 129), and Holt et al. (2012) (L: 24, C: 143) have the highest citations compared to other papers in the same cluster. Based on their titles, the cluster mainly focuses on studying the role of self-control in digital piracy. In the left-below side of the network, the light blue cluster gathers articles with models for explaining digital piracy, mostly involving ethical and moral justification behind the behavior. Al-Rafee and Cronan (2006) (L: 72, C: 203), Moody et al. (2018) (L: 5, C: 198), Myyry et al. (2009) (L: 9, C: 180), and Moores and Chang (2006) (L: 57, C: 179). In the right-below of the network, no dominant articles were shown in the papers in the red cluster. Music piracy is the main topic for the papers in the cluster, such as Mortimer et al. (2012) (L: 14, C:

98), Montoro-Pons et al. (2021) (L: 44, C: 9), Smith and Telang (2010) (L: 15, C: 97). Software piracy is studied chiefly by articles in brown cluster, such as Husted (2000) (L: 53, C: 211) and Marron and Steel (2000) (L: 37, C: 127). On the right side of the network (light green cluster), articles by Peitz and Waelbroeck (2006) (L: 71, C: 161), Shy and Thisse (1999) (L: 38, C: 132), and Banerjee (2003) (L: 25, C: 78) investigated and identified strategic analysis and policy formulation to overcome piracy.

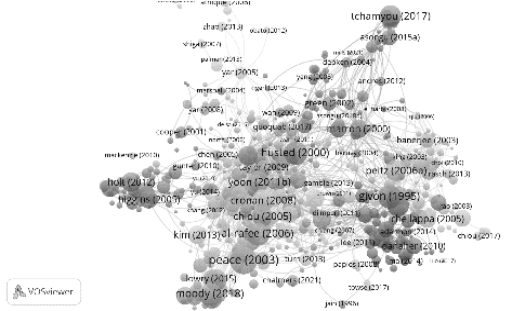


Figure 2. Document citation analysis

4.2.2. Organization Citation Analysis

Sources citation analysis shows the intellectual linkage between journals formed by digital piracy literature. The sources citation analysis also shows Journals widely referenced in digital piracy literature. Organizations citation analysis shows the citation relationships between organizations in digital piracy literature. This analysis also shows organizations that are widely cited by other organizations in the digital piracy field. The threshold for organization citation analysis was set as follows. The minimum number of documents of an organization was set to two, and the minimum number of citations of an organization was also set to two. Of the 1143 linked organizations, 357 met the thresholds.

The analysis resulted in 343 organizations classified into 12 clusters. Figure 3 provides several organizations with high citations; they are the University of Louisville (links: 100, total link strength: 402), Michigan State University (L: 131, TLS: 317), University of Texas Dallas (L: 98, TLS: 224), Carnegie Mellon University (L: 82, TLS: 203), University of Texas (L: 100, TLS: 167), Curtin University (L: 94, TLS: 218), Monash University (L: 114, TLS: 332), Griffith University (L: 96, TLS: 262), University of Ljubljana (L: 99, TLS: 193), Hong Kong University of Science and Technology (L: 159, TLS: 324), and University of Hong Kong City (L: 116, TLS: 215).

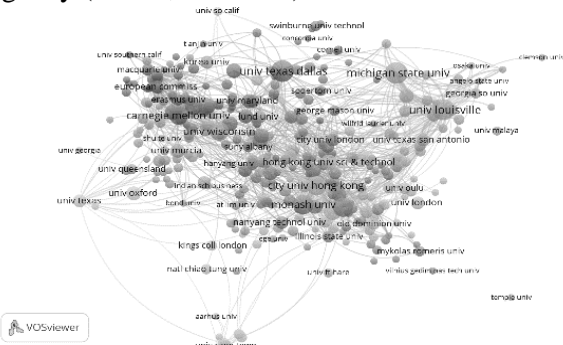


Figure 3. Organization citation analysis

4.2.3. Country Citation Analysis

Country citation analysis shows which countries have a strong influence on digital piracy research citations. This section provides a citation analysis of 78 countries involved in digital piracy literature. A country's minimum number of documents and citations was set to one for the analysis. Of the 78 countries, 73 meet the threshold.

According to Figure 4, the USA (links: 58, total link strength: 3823) has the highest citation compared to other countries. Other countries with notable citations are England (L: 51, TLS: 954), the Peoples' Republic of China (L: 49, TLS: 1099), Germany (L: 40, TLS: 803), Australia (L: 52, TLS: 858), and Taiwan (L: 51, TLS: 741).

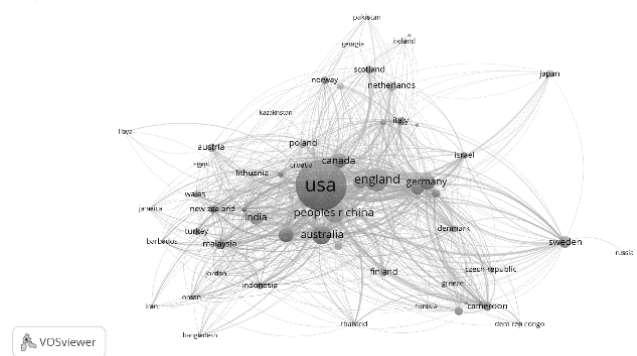


Figure 4. Country citation analysis

4.2.4. Source Citation Analysis

The threshold was set as "one" for the minimum number of documents and citations of a source. Of the 496 sources, 406 meet the requirements. As a result, VOSviewer identified 286 related sources with 23 clusters. The result of the source citation analysis is shown in Figure 5. According to the Figure 5, high citations sources for digital piracy literature are 1) *Journal of Business Ethics* (links: 171, total link strength: 1266, documents: 59), 2) *Information Economics and Policy* (L: 95, TLS: 447, D: 49), 3) *International Journal of Cyber Criminology* (L: 70, TLS: 238, D: 25), 4) *Deviant Behavior* (L: 54, TLS: 225, D: 21), 5) *Computers in Human Behavior* (L: 97, TLS: 375, D: 20), 6) *International Journal of Communication* (L: 25, TLS: 55, D: 29), 7) *Journal of Management Information Systems* (L: 82, TLS: 278, D: 16), and 8) *Information Systems Research* (L: 87, TLS: 349, D: 20).

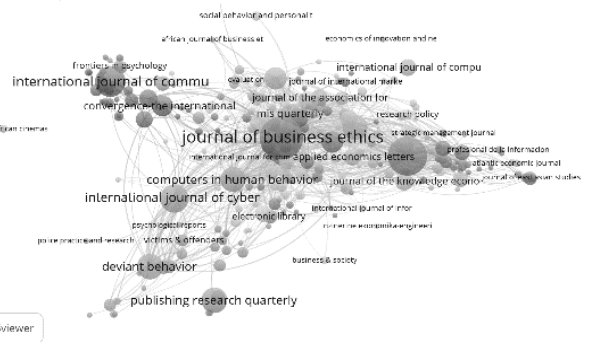


Figure 5. Source citation analysis

### 4.3. Co-Citation Analysis

Co-citation analysis assumes that if two papers are cited by other papers together, there is a high probability that the two papers have a similar theme (Donthu et al., 2021; Oberg, 2023; Pelit & Katircioglu, 2022). For example, papers A and B have a semantic tie when the two papers are cited by papers C and paper D (Oberg, 2023). The more other papers that cite paper A and paper B simultaneously, the stronger the bond between papers A and B. Papers C and D are then cited by other papers together and, in the end, form a network of co-cited publications. For co-citation analysis, the minimum number of citations of cited references was set to ten. Of the 42413 cited references, 502 meet the threshold.

The analysis from VOSviewer gave results of 475 items and six clusters. As seen in Figure 6, the six clusters are represented by colors blue, red, light green, purple, green and light blue. The blue cluster provides Conner and Rumelt (1991) (links: 290, total link strength: 1537, citations: 117), Rob and Waldfogel (2006) (L: 288, TLS: 1246, C: 86), Rob and Waldfogel (2007) (L: 158, TLS: 482, C: 40) as the prominent authors. At the top side of the network, a red cluster displays Jones (1991) (L: 287, TLS: 1062, C: 50), Moores and Chang (2006) (L: 327, TLS: 1452, C: 69), and Peace et al. (2003) (L: 399, TLS: 2963, C: 127) as high citation articles. On the left side of the co-citation network, Gottfredson and Hirschi (1990) (L: 257, TLS: 1178, C: 60), Holt et al. (2012) (L: 93, TLS: 422, C: 73), and Gopal et al. (2004) (L: 360, TLS: 1596, C: 73) are recognizable authors in the light green cluster.

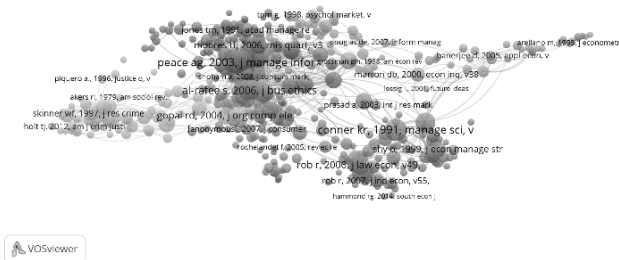


Figure 6. Co-citation analysis results

The purple cluster on the right side of the network displays Douglas et al. (2007) (L: 218, TLS: 460, C: 20), Banerjee et al. (2005) (L: 177, TLS: 495, C: 23), and Marron and Steel (2000) (L: 282, TLS: 911, C: 50) as high citation authors. Next to the blue cluster, Al-Rafee and Cronan (2006) (L: 383, TLS: 2315, C: 98), Lysonski and Durvasula (2008) (L: 336, TLS: 1661, C: 62) are prominent authors in the green cluster. The smallest cluster, the light blue cluster, lists Tan (2002) (L: 320, TLS: 1567, C: 67), Ang et al. (2001) (L: 293, TLS: 1315, C: 63), and Cordell et al. (1996) (L: 198, TLS: 663, C: 41) as well cited articles. Overall, the topics of the six clusters can be classified into society and policy strategy for digital piracy (blue cluster), ethics framework of digital piracy (red cluster, green cluster, and light blue cluster), general theory of crime or self-control theory (light green cluster), and software piracy (purple cluster).

### 4.4. Bibliometric Coupling Analysis

When articles A and B have a list of reference sources that are similar to one another, the two articles likely have similar topic groups. In the end, articles that have reference sources that are similar to one another will form a bibliometric coupling network (Dwivedi et al., 2023; Donthu et al., 2021; Chaudhuri et al., 2023). In contrast to co-citation analysis, which is influenced by the number of citations over time, the number of citations in an article does not change, so that bibliometric coupling analysis tends to give fixed results (Dwivedi et al., 2023). In this research, the minimum number of citations of a document was set to 10. Of the 1325 documents, 534 meet the threshold. As the output, VOSviewer lists 491 items, which were classified into 10 clusters (Figure 7).

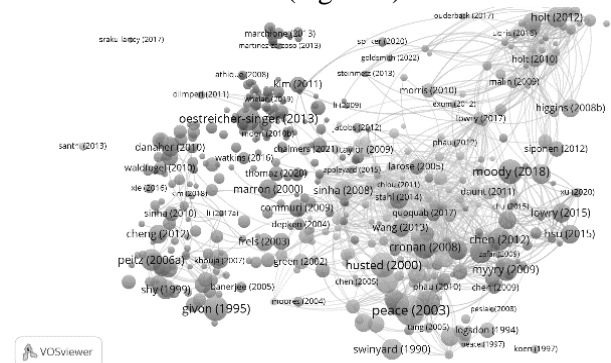


Figure 7. Bibliometric coupling analysis

There are six notable clusters in the network of bibliometric coupling, represented by the green cluster, light blue, blue, red, purple, and light green. In the left side of the network, the article of Peitz and Waelbroeck (2006) (links: 140, total link strength: 432, citations: 161), Shy and Thisse (1999) (L: 191, TLS: 592, C: 64), Chen and Png (2003) (L: 197, TLS: 564, C: 98) have the most similar reference with other articles in the green cluster. In the light blue cluster, the work of Peace et al. (2003) (L: 254, TLS: 932, C: 296) and Husted (2000) (L: 181, TLS: 346, C: 211) have high similarities of reference with another article. Blue cluster provides Lowry et al. (2015) (L: 168, TLS: 547, C: 121), Cronan and Al-Rafee (2008) (L: 229, TLS: 790, C: 183), and Al-Rafee and Cronan (2006) (L: 240, TLS: 847, C: 203) as the prominent articles. On the top side of the network, the red cluster shows Oestreicher-Singer and Zalmanson (2013) (L: 145, TLS: 212, C: 196) and Marron and Steel (2000) (L: 69, TLS: 80, C: 127) as the top contributors.

Next to the red cluster, the purple cluster lists Lowry et al. (2017) (L: 244, TLS: 1283, C: 57), Holt et al. (2012) (L: 114, TLS: 621, C: 143), and Higgins (2005) (L: 195, TLS: 648, C: 129) as prominent authors. As for the smallest cluster among the six clusters, the works by Liao et al. (2010) (L: 229, TLS: 719, C: 118) and Robertson et al. (2012) (L: 252, TLS: 913, C: 52) are top contributors to the light green cluster. Based on the bibliometric coupling analysis, five topics mostly studied are identified as a general analysis of digital

piracy and copyright issues (green cluster), software piracy (light blue cluster), the role of the theory of planned behavior and deterrence theory in explaining digital piracy (dark blue, light green cluster), society and the policy strategy to prevent digital piracy (red cluster), and the role of the general theory of crime or self-control theory on piracy behavior (purple cluster).

**4.5. Co-Occurrence Analysis**

In contrast to previous analysis, co-occurrence analysis determines future relationships among topics in research by focusing on titles, keywords or abstracts rather than publications (Donthu et al., 2021; Ulker et al., 2023). Co-occurrence analysis is useful for predicting future research directions in the research target by identifying thematic clusters and finding notable "words" (Donthu et al., 2021). The threshold of the minimum number of occurrences of a keyword was set to 3. Of the 4427 keywords, 633 meet the threshold.

As shown in Figure 8, co-occurrence analysis through VOSviewer yielded 11 clusters from 633 linked documents. They are classified in cluster 1 (143 items), cluster 2 (93 items), cluster 3 (88 items), cluster 4 (63 items), cluster 5 (63 items), cluster 6 (61 items), cluster 7 (53 items), cluster 8 (37 items), cluster 9 (23 items), cluster 10 (8 items), and cluster 11 (1 item).

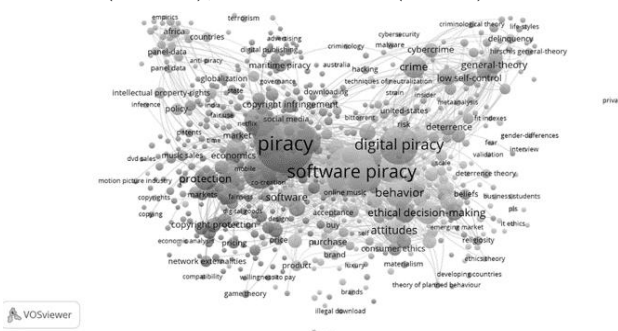


Figure 8. Co-occurrence analysis results

The biggest cluster is Cluster 1, which is marked by a green cluster. The cluster is mainly classified into general keywords related to piracy, such as "piracy", "intellectual property", "copyright", "copyright infringement", "media", "digital rights", and "downloads". A group of keywords related to strategy or approach to prevent piracy are included in Cluster 2 (marked by red cluster). Some of the identified keywords in the cluster are "anti-piracy", "commitment", "policy", "consumer complicity", "copyright enforcement", "software protection", "strategic analysis", and "strategic approach". The next cluster, cluster 3 (marked by light green cluster), is mostly related to keywords with topics of technology and behavior, such as "protection", "computer abuse", "computer self-efficacy", "ethical behavior", "Facebook", "software piracy", "information security", and "information systems".

Apart from the three clusters above, Figure 8 also provides three other clusters that can be considered. In the top left side of the network, an orange cluster displays "Africa", "panel data", "policy", and

"intellectual property right" as significant compared to other words. On the top right side of the network, the purple cluster has "digital piracy", "crime", "general theory," and "delinquency" as recognizable keywords. At the bottom of the network, the light purple cluster displays "software", "buy", "purchase," and "attitude" as notable keywords. Overall, top three most mentioned keywords according to co-occurrence analysis are "piracy", "software piracy", and "digital piracy".

VOSviewer also provides co-occurrence analysis result based on the year of publication. As seen in Figure 9, the keywords "piracy" and "software piracy" are the most cited in 2012, along with "ethical decision-making" and "attitudes". Relatively later popular words are shown by yellow (published in 2018): "theory of planned behavior", "deterrence theory", "gender difference", "price", "religiosity", "music sales", "illegal download," and "cyber-crime".

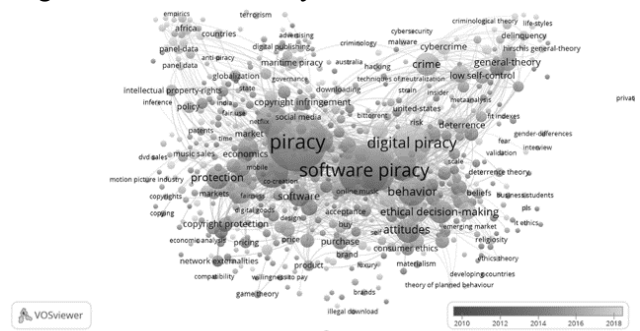


Figure 9. Co-occurrence analysis results based on publication year

**5. Discussion**

The previous literature rarely engaged in a bibliometric approach to study digital piracy. Donthu et al. (2021) mentioned three distinct categorizations of review-oriented research: bibliometric analysis, meta-analysis, and systematic literature review. As demonstrated by Eisend (2019a, 2019b), Lowry et al. (2017), and Tyrowicz et al. (2020), previous studies favored meta-analytical methods and systematic literature reviews over the use of bibliometric analysis. The preference highlights a gap in existing research, calling for a deeper investigation through bibliometric approaches to clarify the state of digital piracy literature.

While meta-analysis primarily aims to determine significant relationships between studied factors, bibliometric analysis identifies large quantities of articles, thereby elucidating emerging trends in research topics through the discernment of intellectual structures (Donthu et al., 2021). Consequently, a meta-analysis study typically incorporates a more limited number of articles (ranging from 40 to 250), contrasting the broader scope inherent in a bibliometric analysis on the same subject.

Eisend (2019a, 2019b) and Lowry et al. (2017) successfully validated several influential factors predictive of piracy behavior. These factors encompass attitude, intention, perceived results, social influences, self-efficacy, and moral considerations. In a departure from this focus on predictors, Tyrowicz et al. (2020)

sought to determine the impact of digital piracy on sales. It is noteworthy that meta-analysis, as exemplified in these studies, is not designed to portray a specific research topic comprehensively. Instead, its purpose is delimited to drawing final conclusions regarding the relationships between two or more variables. Consequently, the meta-analysis-based paper does not picture the piracy literature's current state nor suggest broad topics for future study.

The work by Goode (2012) was the only paper that used a systematic review method to provide the research gap of digital piracy. In contrast with this research that employs quantitative and qualitative studies to review the past literature, Goode's (2012) systematic literature review solely depends on a qualitative approach. The systematic literature review, however, is not advised when the scope of the review is broad, or the dataset is too large (Donthu et al., 2021). While previous research by Goode (2012) only analyzed 231 research papers, this research offers further analysis by extracting data from 1,359 research articles on digital piracy. As a result, bibliometric analysis allows the research to offer further understanding related to the literature on digital piracy, including the prominent writers, publications, organizations, nations, and trending topics.

According to the outcomes of the co-occurrence analysis, it is evident that the term "software piracy" emerges as the most frequently used term alongside "piracy" and "digital piracy". This phenomenon can be attributed to the extensive prior research focused on software piracy. Conversely, alternative forms of piracy, such as "motion picture" and "publishing", exhibit comparatively lower prominence. Publications related to software piracy have actively garnered significant attention (Al-Rafee & Cronan, 2006; Yoon, 2011; Cronan & Al-Rafee, 2008). However, recent data indicates that piracy in the realms of movies and publishing has gained more prevalence in daily life compared to software piracy (MUSO, 2022; Aquilina, 2023).

The study regarding software piracy has had a standing position since the 80s (Bump Jr., 1984). Software piracy is highly popular among the young generation, especially students (Konstantakis et al., 2010; Liao et al., 2010; Yoo et al., 2014). Behavioral studies on software piracy, however, as shown in the occurrence analysis, were mostly published in 2014 (shown by green). Petrescu et al. (2018) delve into the consumer's role as potential offenders, exploring how they might seize the opportunity for online software piracy as part of their routine online activities. The results indicate that factors such as proximity to motivated offenders, target suitability, and the presence of capable guardians play a significant role in shaping consumers' attitudes and their perceived subjective norms regarding software piracy. Burrus et al. (2018) validate the presence of a suppression scenario involving social learning, low self-control, and software piracy metrics. Through a cross-sectional examination

of middle and high school students, the research employed structural equation modelling to affirm the measurement of a secondary social learning factor. It also established the existence of a mediated suppression scenario where low self-control influences software piracy through social learning. Gergerly and Rao (2021) emphasize the importance of evaluating the credibility of findings in software piracy research due to the potential influence of social desirability bias (SDB) on measures of ethical behavior. A significant portion of studies on software piracy approaches the phenomenon from an ethical standpoint, aiming to comprehend the motivations behind individual acts of piracy. Within this ethical research context, respondents' self-reported answers are susceptible to social desirability bias (SDB), leading to potential underestimation or overestimation of responses (Gergerly & Rao, 2021).

From the standpoint of theoretical frameworks employed in behavioral studies, the co-occurrence analysis incorporates the theory of planned behavior (Nandedkar & Midha, 2012; Meireless & Campos, 2018; Park et al., 2018; Petrescu et al., 2018), the deterrence theory (Hati et al., 2020; Jackman & Lorde, 2014) and the general theory of crime. The theory of planned behavior is frequently used as a foundational framework for discerning the precursors of intentions towards piracy (Akbulut, 2014; Akbulut & Donmez, 2018; Aleassa et al., 2010). This theory represents a progressive evolution of the theory of reasoned action (Ajzen & Fishbein, 1980), positing that attitude, subjective norms, and perceived behavioral control exert influence on behavior through intention (Ajzen, 1991).

In contrast to the theory of planned behavior (TPB), the deterrence theory posits that the imposition of appropriate sanctions serves to dissuade individuals from engaging in piracy (Jackman & Lorde, 2014; Jeoung et al., 2012). Consequently, an individual may choose to engage in piracy behavior after carefully weighing the potential repercussions or adverse consequences they may encounter due to this illicit act (Hati et al., 2020). Gottfredson and Hirschi's (1990) general theory of crime, well-known as the self-control theory (Higgins, 2007), states that crimes happen when a person has low self-control over pursuing pleasure (Donner et al., 2014). Previous researchers used the theory to propose that digital piracy occurs when a user does not honor the copyright owner of the digital product (Donner et al., 2014; Higgins et al., 2006; Higgins, 2007; Kos Koklic et al., 2014).

The prevailing trends in publications from 2018 to the present underscore the significance of religiosity (Arli et al., 2018; Koay et al., 2020), gender difference (Tomczyk, 2021; Kukla-Gryz et al., 2021), and pricing considerations (Kukla-Gryz et al., 2021) within the domain of digital piracy. Given the widespread prevalence of digital piracy in developing nations, scholars have directed considerable focus toward understanding the impact of religiosity on this illicit behavior (Arli et al., 2018; Casidy et al., 2016; Koay et

al., 2020). For example, Indonesia has emerged as an ideal research context due to its elevated incidence of digital piracy and the profound influence of religion in daily life (Arlı & Tjiptono, 2016; Arlı et al., 2017).

Religiosity in the context of digital piracy literature is further categorized into intrinsic and extrinsic dimensions (Koay et al., 2020; Arlı et al., 2017). Although previous studies have examined the role of religiosity in digital piracy behavior, the findings still need to be conclusive, leaving a considerable research opportunity for further exploration (Koay et al., 2020; Arlı et al., 2018). Gender-based disparities in digital piracy behavior have been a subject of previous inquiry (Akbulut, 2014; Tjiptono et al., 2016). Contrary to the findings by Moores and Chang (2006), who considered gender differences to be an insignificant factor in driving willingness to engage in digital piracy, similar conclusions were reached by Amodu et al. (2020) and Akbulut (2014).

The pricing of digital goods has consistently emerged as a prominent determinant influencing users' choice between illegal downloading and seeking legitimate alternatives (Kukla-Gryz et al., 2021; Ning et al., 2018). Kukla-Gryz et al. (2021) advocate for further research on the relationship between original and pirated products in the context of pricing, as existing literature has provided limited clarity on what constitutes a "fair price."

The outcomes of the Journal citation analysis reveal notable trends within the digital piracy literature landscape. Notably, the *Journal of Business Ethics*, *Information Economics and Policy*, *International Journal of Cyber Criminology*, *Deviant Behavior*, and *Computers in Human Behavior* emerge as the most frequently cited journals. This finding is corroborated by the performance analysis, which underscores the substantial volume of published works on digital piracy within these journals, including 59 articles in the *Journal of Business Ethics*, 49 in *Information Economics and Policy*, 25 in the *International Journal of Cyber Criminology*, 21 in *Deviant Behavior*, and 20 in *Computers in Human Behavior*.

The *Journal of Business Ethics*, in particular, assumes a pivotal role as a primary conduit for digital piracy scholarship. Noteworthy contributions to the field, such as those by Husted (2000), Al-Rafee and Cronan (2006), Cronan and Al-Rafee (2008), Yoon (2011), Chiou et al. (2005), and Swinyard et al. (1990), further underscore its influence in shaping discourse on digital piracy.

Based on the organizational citation analysis, the University of Louisville, Michigan State University, and the University of Texas Dallas emerge as the most frequently cited institutions in digital piracy literature. Remarkably, these institutions also boast a substantial body of published works, with the University of Louisville contributing 19 articles, Michigan State University with 18 articles, and the University of Texas Dallas with 20 articles. This alignment between citations and productivity underscores their prominent

role in the field. On a broader scale, the country citation analysis underscores the dominance of the United States in terms of both publication volume and citation frequency. While indicative of a robust research landscape, this finding prompts an imperative for an expanded investigation into digital piracy behaviors within other global contexts.

Lastly, the co-citation and bibliometric coupling analyses support the findings on co-occurrence and the citation analysis. Notably, key articles within these networks recurrently address pivotal themes encompassing software piracy, ethical models elucidating piracy phenomena, deterrence theory, theory of planned behavior, general theory of crime, and the policy approaches to mitigate piracy. These collaborative endeavors serve as critical nodes in the collective pursuit of advancing knowledge in the domain of digital piracy.

## 6. Conclusion

This study provided several significant findings. First, the existing analysis shows that software piracy is widely researched within behavioral digital piracy research. The finding shows a gap between literature and practical needs because of the high piracy percentage of non-software products. Second, examining keyword trends reveals that religiosity, gender, and price are prevalent focal points in recent years. Third, the analysis also shows the trending use of the theory of planned behavior, deterrence theory, and general theory of crime. While previous review-based papers on digital piracy primarily focused on confirming the predicting factors of piracy behavior, this study provides a comprehensive overview of digital piracy through bibliometric analysis.

This study facilitates new research to comprehend the studied literature better. In doing so, we support scientists, professionals, governments, and students with current insights into pivotal issues surrounding digital piracy, enriching their information to form a better strategy. Thus, the study's findings also support the interested parties by providing them with a better understanding of the gaps in the literature that relate to studies on the behavioral aspects of digital piracy.

However, this study faces intrinsic constraints that need further attention in forthcoming research. First, this paper only relied on the WOS database for data gathering. While this was a carefully considered and intentional choice, we must note that our review was limited to publications stored in the selected repository, which may have led to the unintentional exclusion of relevant articles that were indexed in other databases. Thus, future research may have different conclusions by performing bibliometric analysis on different sources of journal databases, such as Scopus, EBSCO, or Google Scholar. Second, it is noteworthy that our focus was primarily on articles as the primary source type. Therefore, future studies may consider other sources, such as proceedings and books. Third, the choice of keywords resulted in 1,359 studies of digital piracy.

Future research may capture a broader context of the study by expanding or refining the choice of keywords in the quest for digital piracy studies. Lastly, digital piracy consists of various products, such as movies, music, software, and e-books, so that future research may perform bibliometric analysis for each product. As a result, specific findings might be drawn for every digital pirated product type.

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## Authors' Contributions

All the co-authors of this paper served as the first author's doctoral research supervisors. They provided guidance, correction, and direction in the research and writing processes.

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