

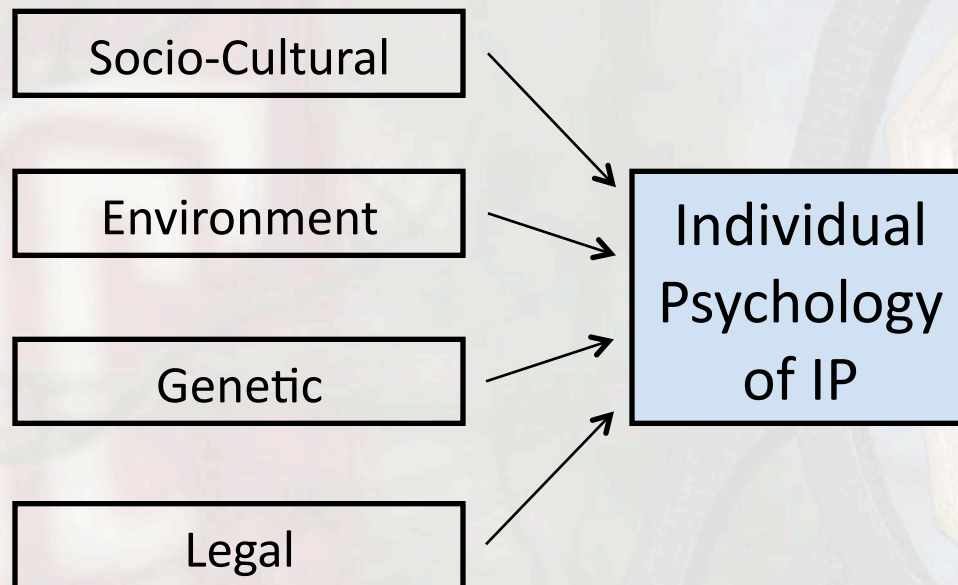
The Public Psychology of Intellectual Property

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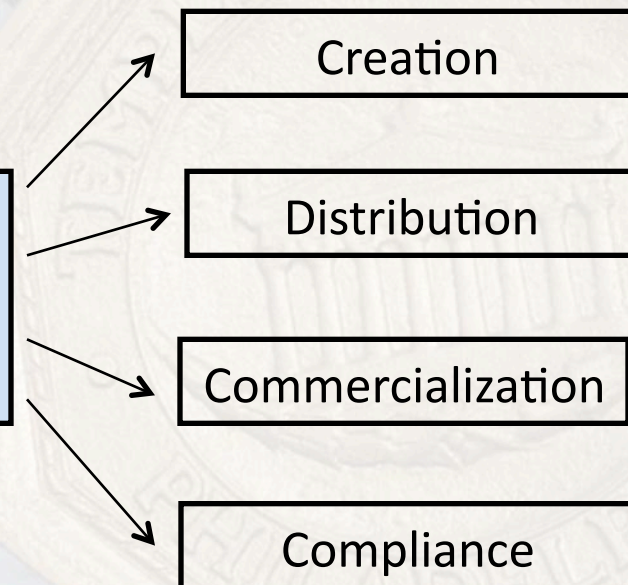
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Incentive Model of IP Behavior

Psychological Determinants



Behavioral Actions



Research Questions

1. How do popular conceptions of IP rights accord with actual law?
2. How do popular conceptions of IP rights vary across types of creative achievement?
3. What is the popular understanding of the basis for IP rights?

Percent Awarding IP Rights

	Copyright Condition	Patent Condition
Study 1: <i>Infringement</i>		
Study 2: <i>Creativity Threshold</i>		
Study 3: <i>Independent Creator</i>		
Study 4: <i>Joint Creator</i>		

Percent Awarding IP Rights

	Copyright Condition	Patent Condition
Study 1: <i>Infringement</i>	59 (law: IP rights)	70 (law: IP rights)
Study 2: <i>Creativity Threshold</i>	75 (law: IP rights)	60 (law: no IP rights)
Study 3: <i>Independent Creator</i>	60 (law: IP rights)	55 (law: no IP rights)
Study 4: <i>Joint Creator</i>	39 (law: no IP rights)	44 (law: IP rights)

IP Perception versus IP Law

	Copyright Condition %	Patent Condition %
Study 1: <i>Infringement</i>	—	≈
Study 2: <i>Creativity Threshold</i>	≈	+
Study 3: <i>Independent Creator</i>	—	+
Study 4: <i>Joint Creator</i>	+	—

- ≈ Participant responses were similar to actual IP law.
- > Participant preferred stronger IP rights than actual law.
- < Participant preferred weaker IP rights than actual law.

Percent Awarding IP Rights

	Copyright Condition	Patent Condition
Study 1: <i>Infringement</i>	59	70**
Study 2: <i>Creativity Threshold</i>	75	60**
Study 3: <i>Independent Creator</i>	60	55
Study 4: <i>Joint Creator</i>	39	44*

Statistics present the percentage of respondents granting IP rights in each scenario.

** Difference in copyright and patent response mean is significant at the .001 level.

* Difference in copyright and patent response mean is significant at the .05 level.

Basis for IP Rights

Study	Basis for IP Rights	Patent Condition	Copyright Condition
Study 1: <i>Infringement</i>	Entitled	67	68
	Incentive	22	12
	Expressive	11	20
Study 2: <i>Creativity Threshold</i>	Entitled	47	57
	Incentive	40	22
	Expressive	13	21
Study 3: <i>Independent Creator</i>	Entitled	63	57
	Incentive	25	18
	Expressive	12	26
Study 4: <i>Joint Creator</i>	Entitled	62	58
	Incentive	25	25
	Expressive	13	17

Predictors of IP Strength

	β coefficient
Gender ^a	-.017
Race ^b	.025
Age	.100**
Political Identity ^c	.034
Income	-.071*
Education	.065*
IP Experience	-.059*

* Result is significant at the .05 level. ** Result is significant at the .01 level.

^a 0 = female; 1 = male.

^b 0 = Caucasian; 1 = non-Caucasian.

^c 7-point scale: 1 = extremely liberal; 7 = extremely conservative.