

Chapter 6

1. What is the “ethical adblocker” described in the video?

Display advertising on web pages captures our attention and often prevents us from seeing the content we want. It also makes the pages take longer to load, they are heavier (you have to download more Kb to see them) and their execution consumes more CPU. The last three mobile elements are critical in devices because they influence three crucial variables, charging time, consumption of our data rate, and battery life.

In the video, it can be seen as an ethical blocker that helps you to block the high spam of the ads, many of which could have viruses and infect your data

is that today several of the companies that block Ads have various ways of operating since the internet is the main target of everything and more currently with the constant demand of users with access to the internet for which they must generate a balance and seek the protection of the user from any ad with possible viruses, spam or that damages the system. Ethically, it is the right thing to do since today many of the companies that protect you from ads come to present you with ads for their own benefit, especially those that are free programs.

2. Where do you stand on the use of ad blockers?

I feel like on the one hand having a reliable ad blocker and setting it to block certain ads based on your needs and a lot of its perks like faster page load.

Lower resource expenditure (bandwidth, CPU, memory, etc.)

Cleaner display of web portals.

Greater privacy by remaining outside the segmentation of advertising platforms.

Less chance of infection.

The disadvantages are that

If too many people use ad blockers, your favorite sites on the Internet won't be able to provide the free content you enjoy most. Many websites have begun making direct appeals to visitors to turn off their ad blockers, including Wired, The Guardian, and OkCupid. Others have dramatically altered the types of advertising they are willing to accept. However, the perception of advertising as an unwanted and unnecessary intrusion does not help these sites to change the way their visitors view ads.

Low quality:

Less frequent and lower quality publications to minimize costs.

Incomplete information:

If the media or web portals opt for subscription models, there will be a lot of information that you can only access by paying.

so I am inclined to a balanced way to use Ad Blockers which help your cyber and personal security which generate better use of the network that is why I am in favor as long as a balance is maintained as in the case of the ethical blockers and I think that in the future there could be a blocker that is regulated by ads that you would be interested in and not ads that are more spam, cyber traps or do not attract your attention.