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The Ad blocker that is described in the video, was created by Darius Kazemi, and introduced as “The Ethical Ad Blocker”. It simply blocks completely any website which is ad supported. Some questions arose about this “Ethical Ad Blocker”, because something that blocks the whole website that is ad supported doesn’t seem to possess much in the way of nuance. According to Kazemi, the whole concept comes from the idea of if the product is free, you are the product.

The things that people see on the internet, don’t have to be paid for by them because they have already been paid for by their eyes and what they see. So, the ethical ad blocker suggests that the ethical way to not see the ads is not entering the zone at all. There are some important contrary opinions on the topic such as from Emily Eifler that says “If content is the pleasure, then ads are the work that you do to earn it.” However, there’s a whole discussion in how advertising slices time, space, coherence, and attention from entertainment, to show everyone everything else that is out there. In theory, it was supposed to be something that we are interested in, but sometimes that’s not necessarily the case, as most of the ads are just what the companies want you to think that you need when you really don’t. That happens because advertisement companies found out that things are more likely to be consumed if projected to a large audience over and over again.

After watching the video and reading the text, I feel like I can understand both sides of the Ad blocker situation. Particularly, I find ads to be really annoying most of the time, but the few times that it was actually effective, helped me to get flight tickets that I was looking for a while cheaper than normal, or made me start a course that I didn’t think of before that was actually really interesting for me to do.

My final decision would be to make it optional. If a person wants to have access to an ad supported website and they don't want to see the ads, they should have been given the option to pay for the ad free access at least. It's extremely complicated to fully have an opinion in this matter nowadays, since we live in a capitalistic world and everything around us is transformed in a way to make money every second of the day, however, I think that people should have at least the free will to choose the type of ads they want to see, or if they can pay for a ad free access to the ad supported websites.

Overall, I think that people would be more likely to accept the ads if they weren't so intrusive while you're navigating online, and if the ads that show up weren't sometimes really inconvenient and embarrassing. As I said, I understand both sides of this matter, but if ads have to keep existing, it has to be in a respectful manner towards the people who are flooded with them.