

The Ad blocking software removes advertising content, including intrusive ads, from websites. So, the webpage will look nicer and cleaner, load quicker, have less battery usage, and fewer data used. It also protects user privacy and security and prevents creepy crawlers from tracking our browsing activity for more targeted advertisements. Also, the downside of Ad blocking software is that the content producer may stop producing the content we want to see because ads support content producers. If they can't make a dime from content production, we will not see the contents we want. The content industry depends on ads to exist, and ad blockers, especially paid ones, depending on the content industry to survive. When the product is free, we are the product because we must contribute our time watching the advertisement to pay for the content we want to see. We did not physically offer producers money does not mean we do not have to pay them. In 2015, ad blocker caused publishers nearly 22 billion dollars. If a part of that money can go to producers' pockets, they will make higher-quality content for us. An ethical ad blocker seeks to balance between protecting user privacy and security and supporting the economic interests of publishers and content creators. It satisfies the need of viewers, producers, and publishers by blocking harmful advertising content, such as pop-ups, auto-playing videos, and malware-infected ads while allowing non-intrusive ads and other forms of sponsored content that comply with industry standards and best practices.

I am pro about ethical ad blockers. Take the biological chain as an example, one support another, and one benefit from another. A farmer was eager to increase the

population of sheep by slaughtering wolves. Everything worked well in the beginning. As time went by, the farmer regretted it because the sheep were getting lazy, and disease spread out within them. In utter desperation, the farmer must bring back the wolves, and this decision achieved significant results. I believe that the same concept applies here. When an ad blocker does its thing, the content producer will be less productive, and the quality of the content will decrease. Fewer people are willing to browse the contents they want. Hence, the number of users of ad blockers also decreases. I admit that I hate advertisements, but I had no choice. When weighing the pros and cons of watching advertisements, I believe the pros are more than the cons. Ads on some video streaming websites last up to a minute long. I would close the tab and refuse to waste my time on it. It's upon us to decide. I hope that ethical ad blockers can introduce to more internet users. A safe and clean internet-using environment is crucial to every individual. The most unbearable are those ads driven by malware that pop out anytime and play music for no reason or those that keep flashing to get internet users' attention. I would see this discomfort behavior as harassment and an invasion of privacy.