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Adblock Usage in Web Advertisement

V. Santhi[*1], S. Abirami[2]

[*1]Assistant Professor, Department of Computer Applications, Bon Secours College for Women, Bharathidasan University, Thanjavur, Tamil Nadu, India

[2]M.Sc, Department of Computer Science, Bon Secours College for Women, Bharathidasan University, Thanjavur, Tamil Nadu, India

ABSTRACT

Web users are increasingly turning to ad blockers to avoid ads, which are often perceived as annoying or an invasion of privacy. While there has been significant research into the factors driving ad blocker adoption and the detrimental effect to ad publishers on the Web, the resulting effects of ad blocker usage on Web users' browsing experience is not well understood. To approach this problem, we conduct a retrospective natural field experiment using Firefox browser usage data, with the goal of estimating the effect of ad blocking on user engagement with the Web. We focus on new users who installed an ad blocker after a baseline observation period, to avoid comparing different populations. Their subsequent browser activity is compared against that of a control group, whose members do not use ad blockers, over a corresponding observation period, controlling for prior baseline usage. In order to estimate causal effects, we employ propensity score matching on a number of other features recorded during the baseline period. In the group that installed an ad blocker, we find significant increases in both active time spent in the browser (+28% over control) and the number of pages viewed (+15% over control), while seeing no change in the number of searches. Additionally, by reapplying the same methodology to other popular Firefox browser extensions, we show that these effects are specific to ad blockers. We conclude that ad blocking has a positive impact on user engagement with the Web, suggesting that any costs of using ad blockers to users' browsing experience are largely drowned out by the utility that they offer.

Keywords: AdBlockPlus, Unblock Origin, Trivial Algorithm.

I. INTRODUCTION

For an average user, a typical day on the Web involves exposure to ads. Indeed, advertising has become the primary revenue model for many popular websites, most notably search engines, media outlets and streaming services. There has been substantial research into user perception of online ads and the steps taken to avoid them. Ads are often seen as annoying, or lead to a negative Web browsing experience, and the prevalence of behavioral or retargeted ads raises concerns about privacy. This in turn leads to reduced effectiveness from the point of view of ad publishers. As a result, Web users are increasingly turning to ad blocking to mitigate the negative effects of online ads. A recent study estimates that over 600M devices worldwide were using ad blocking by the end of 2016, of which over half were mobile; this represents a 30% increase since 2015. During the early years of development of the internet, advertisements displayed on websites were not considered as invasive. Usually, they were presented in the form of static or dynamic banners which included graphic designs. As technology

developed and IT solutions became more available, the manner in which advertisements were shown on websites also developed.

II. LITERATURE SURVEY

Native Advertising and its Effects on Online Advertising Native Advertising and its Effects on Online Advertising According to Financial Times Limited (2013), the digital revolution has made many business models obsolete and advertising companies see this as a welcome change. Online social networking and internal structural changes in the media market have changed how online advertising is done. This change has many concurrent forms and implications, and the most apparent of them might be the change in the various strategies and tactics companies are adapting in response to said changes; mainly advertising online in the form of native advertising; while one company is inhibiting media profitability in its current form, at the same time furthering the its corporate sponsors' agenda to promote and implement native advertising-or "non-intrusive" advertising-as the norm of online advertising. Abstract According to Financial Times Limited (2013), the digital revolution has made many business models obsolete and advertising companies see this as a welcome change. Online social networking and internal structural changes in the media market have changed how online advertising is done. This change has many concurrent forms and implications, and the most apparent of them might be the change in the various strategies and tactics companies are adapting in response to said changes; mainly advertising online in the form of native advertising; while one company is inhibiting media profitability in its current form, at the same time furthering the its corporate sponsors' agenda to promote and implement native advertising-or "non-intrusive" advertising-as the norm of online advertising.

Adaptive filtering of advertisements on web pages
We presented a method to dynamically create custom filters to avoid downloading unwanted URLs with minimal interaction with the user, using a weighted-majority type algorithm. Both the standalone extension (AdBlockLearner) and the test driver (AdBlockLearnerTest) are available in [2], including source code and documentation. They are compatible with most versions of Mozilla Firefox.

Adblocking and Counter-Blocking: A Slice of the Arms Race Adblocking tools like Adblock Plus continue to rise in popularity, potentially threatening the dynamics of advertising revenue streams. In response, a number of publishers have ramped up efforts to develop and deploy mechanisms for detecting and/or counter-blocking adblockers (which we refer to as anti-adblockers), effectively escalating the online advertising arms race. In this paper, we develop a scalable approach for identifying third-party services shared across multiple websites and use it to provide a first characterization of antiadblocking across the Alexa Top-5K websites. We map websites that perform anti-adblocking as well as the entities that provide anti-adblocking scripts. We study the modus operandi of these scripts and their impact on popular adblockers. We find that at least 6.7% of websites in the Alexa Top-5K use anti-adblocking scripts, acquired from 12 distinct entities – some of which have a direct interest in nourishing the online advertising industry.

Green Mining : Energy Consumption of Advertisement Blocking Methods
Extending battery life on mobile devices has become an important topic recently due to the increasing frequency of smartphone adoption. A primary component of smart phone energy consumption is the apps that run on these devices. Many apps have embedded advertising and web browser apps will show ads that are embedded on webpages. Other researchers have found that advertising libraries and

advertisements tend to increase power usage. But is the converse true? If we use advertisement-blocking software will we consume less energy, or will the overhead of ad-blocking consume more energy? This study seeks to determine the effects of advertisements on energy consumption, and the effects of attempts to block the advertisements. We compared different methods of blocking advertisements on an Android mobile phone platform and compared the power efficiency of these methods. We found many cases where ad-blocking software or methods resulted in increased power use.

Blocking online advertising-A state of the art.

Compared with online advertising industry, there is an even faster increase of ad blocker usage, which influence badly on publishers' and advertisers' business. Thus more and more companies initialize their counter-ad blocking strategies, in which customers choose to either disable their ad blockers or leave without seeing the content. There are also companies which abandon their counter-ad blocking strategies after conducting them for a while due to insufficient understanding of users' ad blocking behavior. In this study, we employed a quasi-experiment framework and collected a large-size data with the cooperation with Forbes Media. We aim to identify factors influencing ad blocker usage. Furthermore, we will model the interaction effects among user profile, online behavior patterns, device features on ad blocker usage propensity. Our study contributes the literature of understanding ad blocker usage by evaluating those principles using big amount of real-world data.

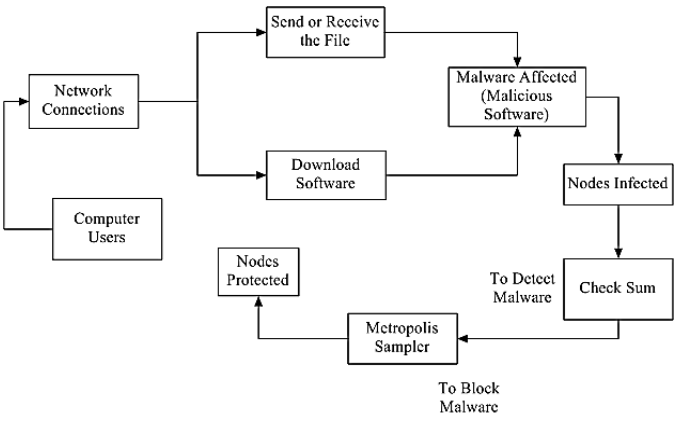
III. METHODS AND MATERIAL

EXISTING PROCESS

Research concerning users blocking advertisements constitutes a new research area both in the scope of analysis of collected data regarding that topic, determinants concerning users blocking advertisements and IT tools. The paper refers to this and systematizes knowledge in the scope of types of online advertisements and methods for blocking them using an adblock, and it identifies reasons and main categories of reasons for users blocking advertisements.

PROPOSED METHODOLOGY

The research presented in the paper was confronted with results of an analysis of application of ad blocks. The obtained results will facilitate conducting further, more thorough research. Considerations included in the paper can constitute a set of recommendations for publishers displaying advertisements on websites and they can be useful for drawing conclusions and preparing guidelines for projects supporting sustainable development in the scope of online advertising.



Connecting Network and Data Exchanging: -

Computer network that interconnects computers or systems within a large-scale network among internet networks, it connects individual computer terminals, mobile devices, and computer networks to the Internet, enabling users to access Internet services, such as email and the software application. Network computer devices that originate, route and terminate the data are called network nodes. Nodes can include

hosts such as personal computers, phones, servers as well as networking hardware. Two such devices are said to be networked together when one device is able to exchange data information with the other device, whether or not they have a direct connection to each other.

Ad Block occurred (i.e. Ad Block Software):-

Malicious software, is any software used to disrupt computer operation, gather sensitive information, or gain access to private computer systems. Malware is defined by its malicious intent, acting against the requirements of the computer user, and does not include software that causes unintentional harm due to some deficiency. The term badware is sometimes used, and applied to both true (malicious) malware and unintentionally harmful software. During the data transferring or downloading Computer users often download malware (i.e. malicious software) to their computer by unknowingly visiting a malicious webpage hosting a drive-by download attack, clicking on a malicious link included in email, opening an attachment which includes an exploit, and destroy the data.

Detecting, Blocking using Check Sum and Metropolis Sampler:-

Anti-malware software is computer software used to prevent, detect and remove the virus software. But the malware (i.e. malicious software) occurred during download the software or clicking the malware link in spite of clicking the e-mail unknowingly it affects entire system. Check sum algorithm was originally developed to detect malware based on the priority of other kinds of malware during the data processing. And encounter based algorithm is used to block the malware (i.e. malicious software). Metropolis Sampler algorithm is to block and encounter the malware. To prevent the nodes and against to filtered the thread. And it is recover the data in a large scale systems.

Nodes Protected from Ad Block:-

Using metropolis sampler makes it more security for Internet activity to be traced back to the user during the visits of Web sites, online posts, and other communication forms. It intended to protect the personal privacy of users, as well as their freedom and ability to conduct confidential communication by keeping their Internet activities from being monitored. Assuming the networks is fully trustworthy, the system node must provide the means to properly authenticate to connect other nodes. Other nodes may impersonate trusted computers, thus requiring system authentication. The nodes and user may be trusted but within an untrustworthy environment.

IV. RESULTS AND DISCUSSION

CONCLUSIONS

The paper shows the reasons for using adblock programs and presents the current most popular programs of that type as well as their characteristics. Apart from aforementioned, a survey study was conducted involving a group of Polish internet users, which shows that they actively and consciously block the display of advertisements in their web browsers. In this study we show how to adblock software technologies are applied in Polish environment. We discover a strong desire to block advertisements and well known ways to do this. Also in Poland there are many adapted solutions to improve adblock accuracy and coverage.

FUTURE ENHANCEMENT

Future directions of research will concern the problem of intrusiveness of advertisements and ways for decreasing it. As it was mentioned in the paper, users are not against advertisements being displayed—they oppose the way in which they appear on their screen, e.g. by suddenly covering the viewed content. Further research will be also aimed at a quantitative analysis regarding elements blocked

on websites, such as unwanted advertisements, scripts tracking user's activity and malicious activities (malware).

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