

What would the internet look like without advertising?

Internet without advertising in our times is something gargantuan, very rarely there are websites in which they do not appear. Even if we do not notice them at first glance, it may turn out that a given page is simply an advertisement for the author himself. In order to answer the question of what the internet would look like without advertisements, let's first consider the prime factors of the phenomena of internet advertisements, where did they come from and how did they influence the development of the internet?

The whole idea of the internet was not based on the creation of a broadcast medium for advertising it was more of a side effect and something people all over the world started using it for, was it a good decision? It certainly had a positive impact on the development of the Internet within its size. After all, large corporations would not have invested their enormous budgets in online advertising if they did not see their enormous potential and monetary benefits in it. On the other hand, it had a wrong effect on the privacy of the users of the medium. Corporations track users in terms of their interests and display the most relevant ads based on the collected information. This is a big disadvantage of this type of solutions and in this respect the internet without advertisements would be a much friendlier place. Another of the overriding features of the internet with advertising is its opacity and interference with the user's current operations. The best example of this type are advertisements on websites such as Spotify or YouTube, where on the platform, in order to use the content "for free", advertisements are displayed, which usually disturb users and temporarily block access to the desired information. Lots of ads spoil the UX of using the site, pop-ups, ads with audio or huge banner ads on a mobile site are just some of the many bothersome aspects of advertising. The best example of this type are advertisements on websites such as Spotify or YouTube, where on the platform, in order to use the content "for free", advertisements are displayed, which usually disturb users and temporarily block access to the desired information. Lots of ads spoil the UX of using the site, pop-ups, ads with audio or huge banner ads on a mobile site are just some of the many bothersome aspects of advertising. The best example of this type are advertisements on websites such as Spotify or YouTube, where on the platform, in order to use the content "for free", advertisements are displayed, which usually disturb users and temporarily block access to the desired information. Lots of ads spoil the UX of using the site, pop-ups, ads with audio or huge banner ads on a mobile site are just some of the many bothersome aspects of advertising.

Enterprises and E-commerce without advertising on the Internet

How enterprises and large corporations find themselves in such an Internet. If there would be no place for advertising on the internet for large corporations, where would they move? Certainly, in such a case, the traditional methods of advertising in newspapers, on billboards and on TV still reign. Instead of being transferred to the company's website after one click on the advertisement, the client would have to get there somehow differently. It is possible that then other technologies similar to QR codes would develop, allowing you to quickly move to the website of the company noticed in the ad. Certainly, this is a certain impediment to the operation of enterprises, the client generally expects simple and quick solutions - if the purchase on the website or reaching it is not easy, it will certainly be discouraged and the advertising will be wasted. The conclusions are that What would happen then with big websites that somehow have to earn for themselves? This is a very interesting observation - after all, maintaining large server rooms is expensive, theoretically, if no other sources of income were found, such internet would not exist.

Benefits of no advertising on the internet

Removing all ads from the internet will leave a void, how to fill it? Most people would rather enjoy this void, the use of websites would become less burdensome and more transparent, and their content would be more reliable due to the lack of sponsored content. Mobile versions of websites would be easier to use and people would be more likely to visit their favorite websites.

Commercial vs social advertising

If we could replace commercial ads with social ads, e.g. various types of social or charity campaigns. This could have a positive impact on human activity in terms of education, relationships and increase social sensitivity to the surrounding negative aspects of the functioning of our world.

Internet without advertising and social aspects

An ad-free internet would take much of it into the real world. This has negative aspects, the aesthetics of cities, streets and parks would look even worse than in the present situation. People wishing to get away from the constant 'bombardment' with their ads would have such an opportunity in the Internet world. Would it have a positive impact on society? The Internet is an effective tool in searching for information, but the virtual world in too large amounts does not have a good effect on interpersonal relations and, consequently, on the health of the human psyche. Product placements, including personal care products, are driving online celebrities, who, with their idealized figures on the Internet, promote a false image of the ideal of beauty of a woman and a man, and thus people who observe them fall more and more into rejecting the beauty of their body and striving for, for example, unrealistic figures that are naturally impossible to achieve, this has a negative impact on human psyche. Each of the celebrity's fans believes that their influencer's life is perfect (when in fact it is not) and they compare it to their own, which can lead to depression. Companies sponsoring and thus supporting such activities have a negative impact on the society and in this respect, the Internet without advertising would be a more beautiful place. that their influencers' lives are perfect (when it really isn't) and they compare it to theirs, which can lead to depression. Companies sponsoring and thus supporting such activities have a negative impact on the society and in this respect, the Internet without advertising would be a more beautiful place. that their influencers' lives are perfect (when it really isn't) and they compare it to theirs, which can lead to depression. Companies sponsoring and thus supporting such activities have a negative impact on the society and in this respect, the Internet without advertising would be a more beautiful place.

But people need a goal, and consumerism and the advertising associated with it are good because they create that goal and soothe the need to strive for something. Being productive in the end to buy a dream product with your hard earned money and be temporarily happy with it is a never-ending lifestyle for many people.

Internet advertisements and the reliability of information

The current internet is teeming with product placements, false endorsements, or product tests. Certainly, without advertising, such situations would not take place on the Internet, and any information that we could find in it would be reliable and objective. The result of this is always some online shopping, increasing confidence in proven products. People who would record such recommendations would be trusted creators, and the scandals related to advertising products that cheat the customer would be forgotten.

What would mainly people use the internet for without advertising?

The Internet would be a friendlier place for sure. Without advertising, he would have a greater role in finding information, knowledge, and spreading science. People would be more likely to look at it as a trusted source and less often to buy and sell products over the Internet, but it is not known what impact the lack of advertising on portals would have, whether it would become too expensive for everyday users, and thus whether people still that they would like to use it so willingly.

Online privacy with advertising, and online without advertising

In today's internet, our every move is tracked by large corporations. As you know, the main corporations responsible for this are Facebook and Google. They do this to get to know us as well as possible and then sell information to advertisers. It is a business model where our privacy is earned. On the Internet, without advertisements, there would be no place for such a practice, and thus our data, behavior, problems, interests would only go to people with whom we would like to share them, and not to large corporations. There are also good aspects of this approach, if the user is looking for the dream product, he will get it right on the tray in the proposed advertisements, in such a situation, if it is the product he was looking for, each party - the advertiser, the advertiser and the customer - wins.

Unfortunately, the world is not so colorful and with time it is not known how deeply into our privacy large corporations will enter, it may turn out that we will wake up in a world where they tell us what to eat, drink, what products to use and which political party to hate. It is very possible that we already live in such an internet and the internet without advertisements would be the worst nightmare of these global corporations.

Positive and negative effects of advertising on the Internet

Positive

- Very often you can find items on the Internet that we would never have thought of purchasing, but after good marketing and promotion, customers decide to buy them and they become useful items that we use in everyday life. Such items are, for example, LED bulbs connected via WiFi, on which, while reading a book, we can set the color and intensity of light. As customers, we would never think about this device, but once it is there, it becomes a very nice accessory during the evening routine.
- Taking into account people using the Internet, we can notice the phenomenon of dividing into social groups in which the age aspect is of key importance. Older people using web browsers often decide to leave the advertisement to be listened to while being aware of the possibility of omitting it. It is conditioned by getting used to other media in which advertising is inseparable. As a result, such people feel identified with the platform because it is familiar to them and not limited by their age.
- Often, when using the Internet, a certain advertisement will interest us whether it is the appearance or the form of the message. The best example of such advertisements are music pieces that are remembered and positively influencing our mood, which makes us return to a given song more and more often.

The negatives

- A certain group of ad recipients may have severe symptoms of a mental illness, e.g. obsessive-compulsive disorder. An advertisement that such a person receives at one time in turn may aggravate the symptoms of his illness.

- On some social platforms, there are advertisements that limit access to information needed at a given moment, eg YouTube, if we want to quickly turn on a song or a movie that we need, we are often disturbed by advertisements. And platforms such as Facebook, Instagram, Snapchat are platforms that are designed to provide random materials, so advertising is not necessarily something that will hurt us in receiving information. It often becomes useful when we need a given product. On these platforms, you get suggestions about products that you were looking for before but could not find them in your web browser. This gives you a lot of options related to the choice of a product based on price, quality of workmanship or the source from which they come.