




PRELIMINARY SURVEY REPORT

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ATTITUDE TOWARD ADBLOCKERS

Introduction

Advertisement is the main reason many people feel annoying, both in real life and in the virtual world. However, since digital life is not bound by physics, adblockers is easy to setup and to use as well. There are many studies about adblockers in general and now adblockers in general are very popular. Most of them exist in the form of browser extensions.

Recently there is a new battle between adblocker developers and web developers. Some of the websites have found a way to force users to turn the adblockers off in order if they want to access the contents. However, adblockers also found a way to bypass that mechanism and it has unofficially create an arms race between them and the advertisers. This survey will research the attitude between users and their relationship with adblockers and their attitude towards online advertisements.

Questionnaires & Themes

In order to test the hypothesis below, I expect to ask these following questions:

1. What is your age?
2. What is your gender (M/F)?
3. Do you install any adblockers in your browser?
 - a. If yes, please name it.
4. Have you ever gotten a popup that distracted or annoyed you while browsing the web?
5. Have you ever gotten a popup that completely locked you out?
6. Have you ever gotten distracted by the amount of advertisements on a website?
7. Have you visited or known any websites that asked you to turn off your adblocker?
 - a. If yes, would you turn the adblocker off or find a solution to bypass that?
 - i. If you found a solution, please name it.

Hypothesis

Most people find it annoying by the amount of advertisements/popups on the web. Young people tend to use adblockers more. Some of them might even go as find a way to bypass the anti-adblocking mechanism.