**Aspects of Adblocking, Anti-Adblocking and Anti-Anti-Adblocking**

Blocking ad blockers boosted Facebook's desktop ad revenue 18 %
(https://techcrunch.com/2016/11/02/add-cash-plus/)

Facebook will bypass web adblockers, but offer ad targeting opt-outs
(https://techcrunch.com/2016/08/09/facebook-will-bypass-web-adblockers-but-offer-ad-targeting-opt-outs/)

Facebook's blocker-blocking ads blocked by blockers
(https://techcrunch.com/2016/08/11/facebooks-blocker-blocking-ads-blocked-by-blockers/)

https://adblockplus.org/blog/oh-well-looks-like-facebook-just-got-all-anti-user

Facebook rolls out code to nullify Adblock Plus' workaround
again(https://techcrunch.com/2016/08/11/friendblock/)

https://adblockplus.org/blog/fb-reblock-ad-blocking-community-finds-workaround-to-facebook

https://www.facebook.com/ads/about/?entry_product=ad_preferences

UPDATE: @TechCrunch @joshconstine say that FB had a workaround, but there's
already a workaround to that workaround. Just update filters ;)
(https://twitter.com/adblockplus/status/764056041332047872)


Papers:

Adblocking and Counter-Blocking: A Slice of the Arms Race
(http://sec.cs.ucl.ac.uk/users/smurdoch/papers/foci16adblocking.pdf)


Detecting Anti Ad-blockers in the Wild

(https://www.degruyter.com/downloadpdf/j/popets.2017.2017.issue-3/popets-2017-0032/popets-2017-0032.pdf)

Measuring the Impact and Perception of
Acceptable
Advertisements(http://conferences2.sigcomm.org/imc/2015/papers/p107.pdf)

Annoyed Users: Ads and Ad-Block Usage in the Wild
(http://conferences2.sigcomm.org/imc/2015/papers/p93.pdf)

The Ad Wars: Retrospective Measurement and Analysis of
Anti-Adblock Filter Lists
(https://conferences.sigcomm.org/imc/2017/papers/imc17-final113.pdf)

Ad-blocking: A Study on Performance, Privacy and Counter-measures
(https://arxiv.org/pdf/1705.03193.pdf)

Anti-Adblock Killer (https://xuhaiyang1234.gitlab.io/AAK-Cont/)

Anti-Adblock Killer (https://reek.github.io/anti-adblock-killer/)

https://filterlists.com/

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Ad Blockers Popularity Boom — Why Is It Happening?
(http://www.mobyaffiliates.com/blog/ad-blockers-popularity-boom-why-is-it-happening/)

Anti Adblock in WordPress — You Probably Need It, Here's Why
(https://www.codeinwp.com/blog/anti-adblock-in-wordpress/)

German judges explain why Adblock Plus is legal
(https://arstechnica.com/tech-policy/2016/12/german-judges-explain-why-adblock-plus-is-legal/)

## Ad-Blocking, Anti-Adblocking and Anti-Anti-Adblocking

Advertisements are a pretty big revenue stream for a lot of websites. However to address various privacy concerns and improve their browsing experience of these websites many users are using some kind of adblocker programs and tracker blocking programs. Adblock plus being one of the popular ones. Increasing popularity of adblockers pose a significant threat to the advertising revenues.

   To combat adblockers 2 strategies have emerged 1.Acceptable ads program used by the likes of Google, Microsoft 2. Anti-adblockers used by Yahoo! Mail, WIRED and Forbes. The latter strategy has emerged as an increasingly popular solution.

 Anti-adblockers detect the presence of adblockers and use several techniques such as simply notifying  the user that the tool interferes with content and the user-experience other-times the message blocks the user from accessing the content until they have turned off the ad-blocker. In some extreme cases the goal is to circumvent the tool completely. Interactive Advertising Bureau(IAB) recently released a script to DEAL(Detect, Explain, Ask, Limit) with ad-blockers( Ad Block Detection Code Access Request. https://www.iab.com/ad-block-detection-code-access-request/ ,2016.)

 In our paper we propose to study(or develop) approaches to:
1. Study the usage of these anti-adblocker scipts, their mechanism.
2. Find the primary providers of these scripts.
3. Their usage on top 5K Alexa websites.
4. Their impact on popular ad-blockers.
5. Economic impact of anti-adblockers.
6. Legality and ethics of adblocking and anti-adblocking.
7. Alternatives to anti-adblocking like whitelisting and acceptable ads program and look at anti-adblock killers.

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