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Ethics of Adblocker

Advertising is a way that companies make money. They make money by either selling the empty space on their website or by making you watch an advertisement before you are able to watch or listen to your podcast or YouTube video. Most people find these annoying because they just want to see what they are there for and do not want to get distracted by things popping up on the sidebars and header. (Broida, 2015) Some advertisements can be appropriate and helpful, while others can be inappropriate or intrusive. Adblocker is a way for people that use the internet to not have to see these annoying, intrusive, or inappropriate advertisements. Adblocker is a web extension that blocks different advertisement by not allowing them to load at all. They block them from loading from the webpage that they originate from. (Strickland, 2014) This brings up many questions since that is how many companies make their money and keep their websites free to use, since it costs money to host a website and keep a domain. This raises even more questions such as is adblocking ethical, is advertising ethical, and what guidelines should be recommended to advertisers and consumers.

Why would adblocking be ethical in certain situations but not others? There are some advertisements that would be fine looking at while others would violate some Biblical principles. Because as it says in Matthew 5:28 if you look at someone with wrong intent you commit adultery in your heart and having no one watching and no one to know you are doing it makes it easier to sin. There are others that can cause harmful effects like malware that pop up when you

are on a website and just want to close the advertisements but end up clicking on one that downloads malware to your computer that can harm it in many different ways. Also, adblocker does cause problems with business competition when one company pays the adblocker so that only their advertisements are shown and not a competitor's. (Kelly, 2020) The problem is most advertisements are fine and do not have anything wrong with them, but they are annoying which is something most people do not want. These advertisements have nothing wrong with them morally so skipping them and blocking them is stopping the website from making money. Having the advertisements are also the payment for using the website without an actual payment. (Matthew 22:21) So, there are some advertisements that are ethical to block, by Biblical morals, and others that are not ethical to block.

Advertising is ethical. It is a way for companies to get their name out. There is nothing wrong with most advertisements because they are not harmful nor do they depict inappropriate situations. The problem is the advertisements that are harmful or inappropriate. Those are the ones that raise problems, but overall advertisements are an ethical way to get a company's name out.

The guidelines should be decided on by what pleases God and what does not. If the advertisement does not follow God's principles, then it should be blocked. If it does then it should not be blocked. Also, one could very well just leave the site. (Challies, 2016) So, it depends on what one thinks about the subject, but you should give to Caesar what is Caesar's because you use their site if the advertisements are morally correct you should let them stay where they are so the website can make its money. Companies should make their advertisements according to God's commands so that the consumers do not have to worry about blocking them.

In conclusion, advertisements are a good money maker for companies. As long as they stay morally correct, they should not be blocked so that the websites can make their money for you being able to use their site for free. The questions that pop up by using adblocker are is it ethical, is it ethical to advertise, and what guidelines should apply to these two things.