

# Big-brother is watching!

First of all, I would like to thank you for that interesting article. To be honest, this is not the first time when I hear about this issue. But this time something made me look at the problem more carefully.

Earlier I used to think about it like "I am not against the annoying ad: this helps people to support their web-servers for my free". It was simple logic - nothing is gratuitous. And it would be fine for me even now. That is because even that cherished old web which the author misses needed some resources to exist. That astronomy, philosophy and etc are people's labour - it has its price (of course, there are free sources of it but not free content also). In general, I want to say that it is more possible to pay for something than to get something good for free. "Fee-paying" is the most likely condition in life. It is not surprising. So, ad in web is optimal. (While I am writing this text I am listening to music in my browser and I have to meet some ad from time to time - from freebie my stingy heart starts beating more often ☺). If I am wrong, please, let me know.

But human greed does not know any limits. And the author is right that the way the modern web is evolving is terrifying. Clever, insidious, greedy people regard other as the way to enrich themselves as usual. They have been looking for different and elegant loopholes to get easy money or even the power during all human history. As we can see web became good opportunity to do this. This people are an integral part of society and manifestations of our sinfulness. Other people (that cannot make profit from first type or even may suffer from them) can disapprove it (like the author) or they can justify it (we like to use other people to reach something we want, we have to do this). But even here there is great need in balance: use within reasonable limits and be used within reasonable limits. So, it is bad that the third-parties play on our weaknesses. In this way people turns into soulless mechanisms which are able to be well-controlled. And according to my moral principles (I kept up to learn) this process is unacceptable.

If humanity did not find the way to stop the consumer society, then that clever, insidious, greedy people will find the way to provide us in purgatory with advertising about legal services.