The Morality of AdBlock

“28But I tell you, everyone who looks at a woman lustfully has already committed adultery with her in his heart. 29If your right eye causes you to sin, gouge it out and throw it away. For it is better that you lose one of the parts of your body than for your whole body to be thrown into hell. 30And if your right hand causes you to sin, cut it off and throw it away. For it is better that you lose one of the parts of your body than for your whole body to go into hell.” (Matthew 5:28-30, CSB)

Marketing is a breakneck, no holds barred, free-for-all tactic that companies use to sell product. As members of a world that continues to live against Christian principles, many companies use less than moral marketing tactics in order to catch the attention of people browsing the internet. There may be ads for certain websites that are more tasteful, but in general, the ads out on the internet are absolute moral degeneracy. It is for this reason that I believe internet ads are not ethical, that ad-blockers are biblically sound, and that consumers, not necessarily content providers, are responsible for maintaining their own Christian virtue.

But are ad blockers actually ethical? Some people would say that ad blockers are not. The bible says, “Whatever you wish that others would do to you, do also to them” (Matthew 7:12). Blogger Tim Challies says that because of this rule, whatever he takes he must also give. If someone wants to start a business, they assume risk for the possibility of reward; however, if someone wants to start a website, pay for the domain, and pay for the server space to handle users, it somehow means the users assume risk. Needing to cover expenses doesn’t give domain owners the right to advertise without user consent. Conversely, I do believe that this gives content providers the right to do whatever they want with their website. As Christian consumers, it is our job to hold ourselves accountable, not the job of others to keep us of Christian virtue.

God made us to rule over this Earth (Genesis 1:28, CSB), and part of ruling this Earth and keeping with Christian integrity is ruling your own life, or rather, allowing Christ to rule your life. When morally degenerate websites like Pornhub account for more traffic than Amazon, Twitter, and Netflix combined (Huffington Post 2013), one must think that the over-sexualization in internet ads may have something to do with this massive breakdown in Christian morality. Going back to the original verse, Matthew 5:28, if one is exposed to an over-sexualized ad, which leads to lust in the mind, that person has already committed adultery. There is hardly any regulation on the ads that are put out on the internet, and rightfully so, because it is not the job of content providers to keep us sinless; however, this means that internet users should have the freedom to filter what they want to see.

In conclusion, as Christian consumers it is our job to filter what we see on the internet. If someone wants to read a clickbait article about something that interests them, they should be able to do it without the satanic marketing tactics that so obviously cause man to fall into sin. Christ calls us to, “Deny [ourselves], take up [our] cross, and follow him.” (Matthew 16:24). We do this by his glory alone, and to show his glory we deny ourselves daily. This includes the self-gratification of indulgence into the over-sexualization of the human body, or dark and grungy advertising, that make up the vast majority of internet ads. Regardless of how awful their marketing is, it is their right, but it is our Christian duty to keep our minds from falling into the sins of the flesh. If that self-denial come through the use of ad blockers, then it is an ethical use of such software.

Works Cited

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