

# Research

## Web Tracking

- More and more websites are using trackers [2]
- Advertising companies like Google or Meta generate billions in revenue [1]

## Use

- Insights into user behavior for website owners [4]
- Prevention of malicious online activities [9]
- Bot detection [8]

## Misuse

- Data collection without explicit consent [7, 6, 5]
- Manipulation concerns: Cambridge Analytica (2016) [10]
- Mass surveillance by governments, corporations, and other political actors [3]

# Mitigation

## Ad Blockers

- Adblock
- Adblock Plus
- uBlock Origin
- Privacy Badger
- Ghostery
- AdGuard
- AdLock

## **Browsers**

- Chrome
- Safari
- Edge
- Firefox
- Brave
- LibreWolf
- Mullvad
- Tor

## **Other Tools**

- VPN services
- Search engines
- Canvas blocker add-on

## **Survey**

### **Key Questions**

- Awareness of web tracking practices.
- Recognition of targeted advertisements.
- Interest in learning about tracking.
- Acceptance of data use for advertising.
- Opinions on targeted advertising based on demographic factors.

## **Results**

plots

# Project

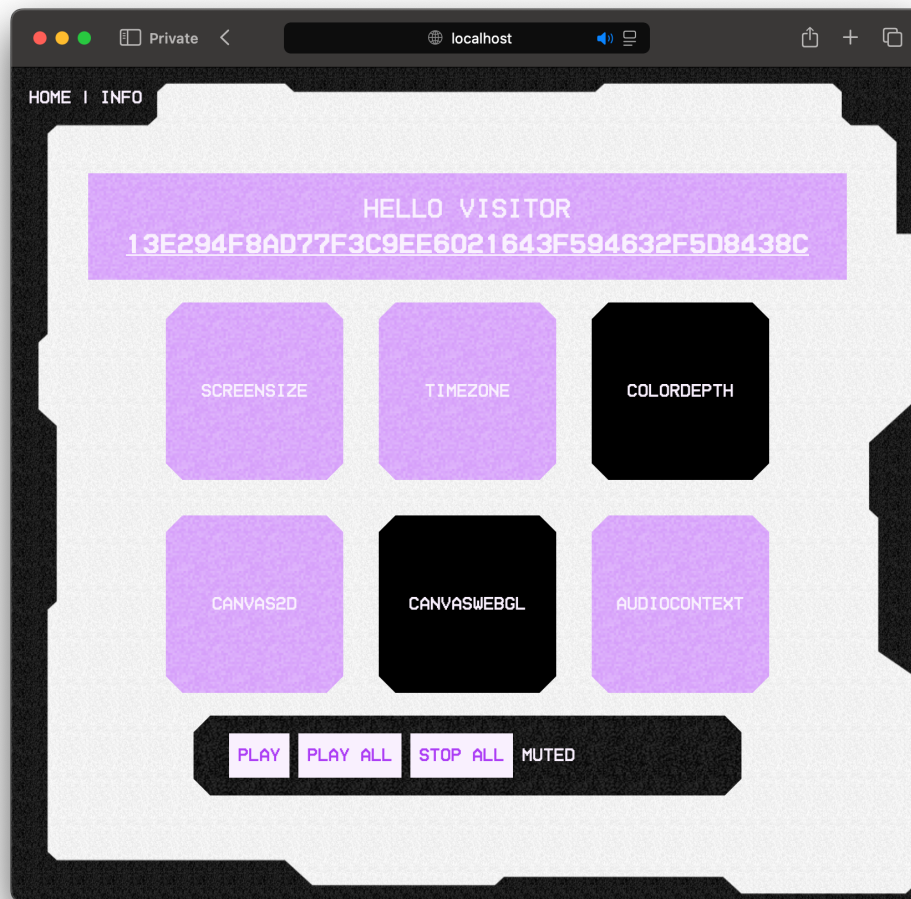


Figure 1: Project - main Page

- Short description with image
- working on design
- and music

- and mobile friendliness
- and text

## Outlook

- Final evaluation of the survey
- Finish the project
- Finish writing

## References

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- [9] TraceMyIP Team. *How IP Location Data Is Created. Who Collects and Uses IP Data. - TraceMyIP*. Learning IP Tracking & Security Technology. Aug. 31, 2023. URL: <https://www.tracemyip.org/learn/how-ip-location-data-is-created-who-collects-and-uses-ip-data-2381/> (visited on 12/10/2024).
- [10] H. Twetman and G. Bergmanis-Korats. “Data Brokers and Security. Riga: NATO Strategic Communications Centre of Excellence.” In: (2021). URL: <https://stratcomcoe.org/publications/data-brokers-and-security/17> (visited on 01/14/2025).