Adblock - Ethical or not?

Yes, using adblock is ethical

Main points:

- Adblocks simply filter how data gets displayed on a user's personal device
- Ads can be disruptive to a user's experience on a website
- Increases safety, can prevent viruses and scams

Adblocks are simply a filter

- Why should you be forced to look at ads on a website?

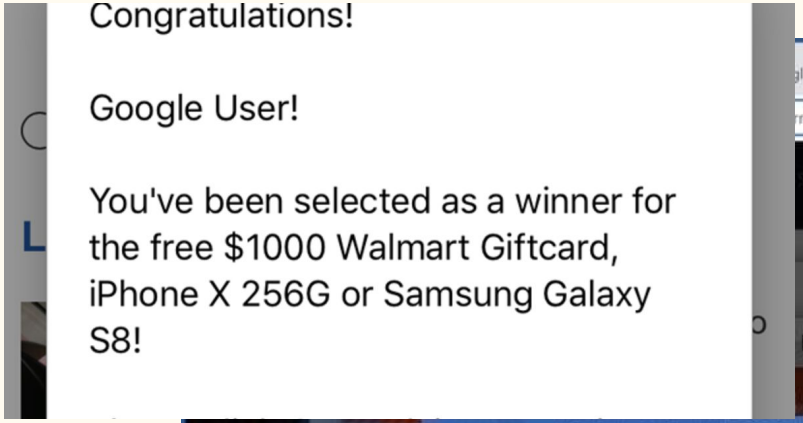
- Adblocks are simply editing the data that your personal computer receives

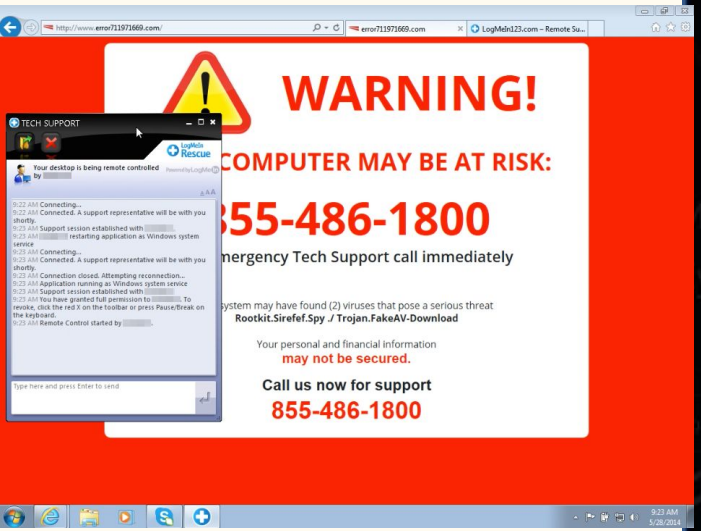
- Yes, the owners of the website will not get a tiny bit of revenue. They could deny you the service if you ignore the ads, but that’s an ethical conversation on it’s own.

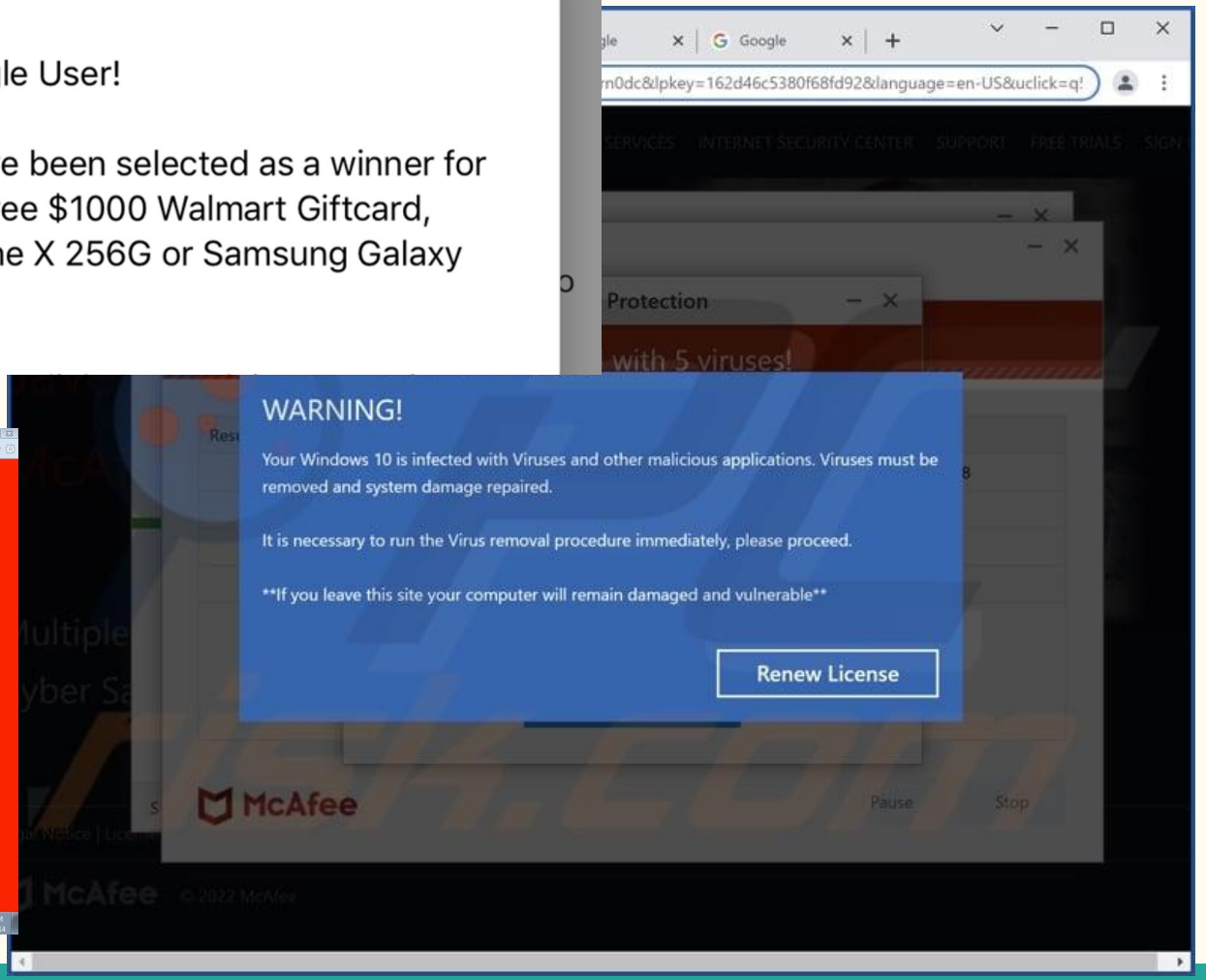
Ads can be disruptive to a user's experience

- Make pop-ups on your browser
- Make navigating a website more difficult (blocking links from being clicked, for example – also an accessibility issue!)
- Play loud/annoying sounds
- Mimic your operating system
- Promote fake news
- Show inappropriate content
- Be completely irrelevant

STOP
Your PC is infected!
Scan now
Update your antivirus (free)


Congratulations!
Google User!
You've been selected as a winner for the free $1000 Walmart Giftcard, iPhone X 256G or Samsung Galaxy S8!


WARNING!
COMPUTER MAY BE AT RISK:
855-486-1800
nergency Tech Support call immediately
ystem may have found (2) viruses that pose a serious threat
Rootkit.Sirefef.Spy ./ Trojan.FakeAV-Download
Your personal and financial information
may not be secured.
Call us now for support
855-486-1800


Google
Protection
with 5 viruses!
WARNING!
Your Windows 10 is infected with Viruses and other malicious applications. Viruses must be removed and system damage repaired.
It is necessary to run the Virus removal procedure immediately, please proceed.
If you leave this site your computer will remain damaged and vulnerable
Renew License
McAfee
Pause
Stop

Adblocks increase safety by preventing scams and viruses

- Malware infected, and also Malvertising
  - redirects to malicious websites
  - “drive-by download”

- Older people and less tech savvy people are more likely to be scammed.

- Adblocks can also prevent tracking and allow you to browse the internet more anonymously, maintaining your privacy

Concerns about using it

- You can always enable ads on specific websites of your choosing.

  You can whitelist these websites in order to support the websites financially.
- Adblocks are legal to use

- In the end, it should be up to the user's discretion if they want to use an adblocker and/or if they want to make exceptions for certain websites.

References

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https://www.imperva.com/learn/application-security/malvertising/