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Detecting Anti-Adblockers using Differential Execution Analysis

Master's thesis
in COMPUTER SCIENCE

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Supervisor's statement

Hereby I confirm that the presented thesis was prepared under my supervision and that it fulfils the requirements for the degree of Master of Computer Science.

Date

Supervisor's signature

Author's statement

Hereby I declare that the presented thesis was prepared by me and none of its contents was obtained by means that are against the law.

The thesis has never before been a subject of any procedure of obtaining an academic degree.

Moreover, I declare that the present version of the thesis is identical to the attached electronic version.

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Abstract

Ads are the main source of income of numerous websites. However, some of them are fairly annoying which causes many users to use adblocking browser extensions. Some services, in turn, use specialized scripts to detect such plug-ins and silently report them or block some content as a punishment. The goal of this thesis is to build a pipeline for detecting such scripts based on a differential execution analysis, a method provided by other authors in 2018. Such a mechanism can be used later to analyze the prevalence of anti-adblockers on Polish websites or to build an extension capable of circumventing such scripts.

Keywords

dynamic analysis, differential execution analysis, javascript, anti-adblockers, ads

Thesis domain (Socrates-Erasmus subject area codes)

11.3 Informatics, Computer Science

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Software and its engineering. Dynamic analysis

Tytuł pracy w języku polskim

Wykrywanie skryptów blokujących rozszerzenia typu AdBlock w przeglądarkach

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Introduction

In modern-era Internet most webpages operate for profit. Most of them, however, choose to provide free content in exchange for displaying paid ads. Unfortunately, not all websites play fair. Some of them concentrate on displaying as many ads as possible and generate traffic by using click-baits and other shady practices. Even websites with valuable content can have overwhelming amount of ads. This leads to grave dissatisfaction of some portion of users. To make their browsing experience better, they turn to use of ad-blocking extensions.

The amount of users doing that cannot be ignored. In 2019 there was over 615 million devices worldwide with adblocker installed [1]. This, in turn, leads to loss of revenue for many businesses. To combat this, some of them choose to deploy anti-adblockers, which generate warnings or even block content entirely for users with adblockers.

Chapter 1

Basic concepts

1.1. Definitions

- Execution event – each occurrence of control executing some statement, entering or leaving a control structure etc.
- Execution trace – a series of execution events collected during program execution. It is dependent both on program structure and its input (also implicit such as randomly generated numbers)
- Execution index – a concept formally introduced by Xin et al. [6]. For our purposes it is any function that uniquely identifies execution points. In our case it will be a statement source map information with the current function stack
- Stable marriage problem – given equally sized sets of men and women and their matrimonial preferences, find a stable matching, i.e. matching in which there exists no pair of man and woman in which they both would have better partner than currently assigned. It can be solved using Gale-Shapley algorithm [5]

1.2. Adblockers

TODO: References?

Ads are the main source of income for numerous websites. By displaying ads, authors are able to provide valuable content free of charge.

However, there are multiple reasons why users may not want to see ads:

- There are websites which sole purpose is to earn money by displaying as many ads as possible without providing any interesting or original content They often generate traffic using click-baits and similar shady practices.
- Ads often lengthen pages loading times. The slower the connection, the more frustrating it becomes.
- Ads increase webpage payload size, which generates higher cost in case of mobile connections.
- Some ads track users, which raises privacy concerns
- Ads can be used to spread malware

One of the solutions is to use special browser extensions, called ad blockers, that prevent ads from being displayed. Their work is based on community-curated list of filters. Those filters are used to first identify some portions of website as ads and later remove.

The removal depends on the type of ad. Whole page overlay can simply be not shown without disrupting website UI. On the other hand, after removing banners, there remain some blank space, which is usually fixed by repositioning adjacent elements. In some cases, particularly when ads are served from domain of some ad provider, the requests loading ads can be blocked, thus saving the bandwidth and data usage.

There is some controversy concerning morality of use of such extensions. One of the most popular ad-blocking extension, uBlock Origin states in its manifesto, that users should have control over what content should be accepted in their browser [4].

1.3. Anti-adblockers

As mentioned earlier, ads are the main source of income for numerous websites, including some news services. Users using Adblock deprive such websites of their rightful income. To recover lost revenue, many websites started deploying anti-adblocking scripts. Their goal is simple – when they detect that content blocking extension is present, they take some action, potentially mitigating the problem. The action can vary from simply just reporting the use of extension to the backend to blocking the content entirely.

Anti-adblockers come in many variants. There are simple, custom scripts written specifically for one service, but there are also some sophisticated scripts provided by third parties, designed to be run on any site.

1.4. JavaScript execution model

Event loop [2]

1.5. Differential Execution Analysis

1.6. Detecting anti-adblockers

Paper "Measuring and Disrupting Anti-Adblockers Using Differential Execution Analysis" by Zhu et al. [7] introduced a method of detecting anti-adblockers using Differential Execution Analysis.

Chapter 2

Trace collection

2.1. Methods overview

There are a few distinct ways to obtain execution trace of JavaScript code.

The simplest (and most limited) methods use only mechanisms present in the language. More elaborate inject special tracing code to analyzed script. The last kind modify the engine to produce the desired data.

2.2. Dynamic in-JS code injection

JavaScript is a very dynamic language. For this reason it is relatively easy to write code that will modify each function present in the environment to log each entry and exit, possibly along with all the arguments and return value [3].

Snippet **TODO: add snippet showing how to do that** is an example of a code that does just that. It replaces function definition with new one that logs its arguments before calling the old function and logs return the return value after that.

It is also possible to traverse recursively the entire global object and replace each function this way.

However, this is not enough for the needs of Differential Execution Analysis. The most obvious limitation is that it's not possible to instrument control statements. Another major shortcoming is that function can be instrumented only after they are defined. It is quite an obstacle, because JavaScript allows to define function practically anywhere and it is very common to use anonymous functions as callbacks. It is not possible to instrument such callback without modifying the instrumented code, which brings us to the next method

2.3. Static code injection

Less limited approach is to statically rewrite the instrumented code and inject tracing code wherever it is needed.

2.4. Engine instrumentation

Chapter 3

Trace collection by V8 instrumentation

3.1. V8 architecture

3.1.1. JS built-in functions

3.2. V8 usage in chromium

3.2.1. Extensions model

3.3. Chrome's extensions architecture

3.4. V8's *--trace* flag

3.5. Bytecode injection

3.6. Controlling Chrome programatically

Chapter 4

Trace analysis

4.1. Trace untangling using execution index

4.1.1. Optimizations

4.2. Trace matching using SMP

4.3. Noise filtering

Chapter 5

Evaluation

5.1. Evaluated websites

5.2. Detected anti-adblockers

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