



Attitude Survey - Preliminary Report

AdBlock

The Attitude Towards Ad Blocking



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Introduction

It has been approximately 25 years since the internet was first introduced. Today, there are around 600 million websites available in the world. Many of them have advertisements that can cause annoyance or create distraction. With AdBlock, these advertisements will be removed from the screen. Downloading AdBlock is fast and simple, however there may be those who are not aware of its existence or those who believe that it may be wrong to block this content as it is supporting the websites.

What is AdBlock?



AdBlock is an extension for the browsers (*such as Safari and Firefox*) which blocks certain material handed over the internet via Web. It helps the users to directly access the web page without interacting with the advertisements. AdBlock was first released in 2009 by Michael Gunglach (*BetaFish Incorporated*). It is free to download and available in various languages.

Aim

The aim of the survey is to investigate the awareness among people of different age groups and occupations regarding AdBlock.



Method

The survey contains 7 questions and each question (*except the first*) have the following possible options to answer:

1. Yes
2. No
3. Don't Know

The first question is optional, it depends on the participants if they want to answer or not. I will publish the survey on my Facebook page, send to my family members and friends via email and distribute among the fellow students.

Questions

1. What is your age?
2. Do you know about AdBlock?
3. Do you use AdBlock?
4. Do you think AdBlock is helpful?
5. Would you be willing to pay for AdBlock if it was not free?
6. Is there any alternative to AdBlock?
7. Would you recommend AdBlock to others?



Hypothesis

I am expecting to have positive replies from young participants because Adblock is well know extension among computer users. Apart from that, it will be interesting to discover if people who usually do not interact with computers have information about it.

