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### Ad Blockers and the effect of ads on user experience

The birth of free internet rapidly expanded the connectivity of our society today and with it the birth advertisements along margins of internet pages that keep the internet free. However, over the past several years the general public began to become frustrated with ads. This led to creating Ad Block which is an extension of internet that would prevent ads from effecting a person's browsing. I believe that blockers are ethical when you run into scam ads and ads that are of inappropriate nature, as are ethical when promoting a new product but not in an excessive format, such as covering the entire page. Based in a Christian worldview the consumers should respect the ads that providers make and the providers should be respectful of a consumer browsing experience and not filling their screen causing them to dismiss the company.

In an annual report it is seen that the use of adblocking software is on a linear growth to block out more and more ads (Ryan). Since most of these are just people who are annoyed with ads there are situations where adblocking is ethical or essential. A situation where adblockers can be ethical is when your ads have become scam or inappropriate ads where you're no longer being promoted products. In most situations, the ads collect and sometimes exchange your information and is a breach of your privacy (Loui and Miller 8). If we look at 1 Corinthians 10: 23 it can be argued that it can be applied to ad blockers because of "...you-say but not everything is beneficial... but not everything is constructive." that those things which are not beneficial or constructive ought to be blocked by an ad blocker.

Conversely, ads shouldn't be blocked for example this can be tied into Luke 6:31 by blocking ads they are saying that they would want the same done to them if they are trying to a viewer then adblocker is unethical because of lost revenue due to a customer. Tim Challies says he feels like he enters a "implicit agreement" with every website that he will not block the ads (Challies). This is because cutting off the ad revenue can negatively impact the site, blog, or podcast and could lead to other issues (Strickland).

In a Christian worldview the providers have a moral duty to present not only an enjoyable experience but a safe one for the user. For example, all advertisers are expected to be honest about what they advertise to everybody and trustworthy with their business (Loui and Miller 8). However, at the same time they are expected to protect the privacy and confidentiality when people interact with their ads. Not every company that puts out ads does this which is why adblocker is so big. It is important for them to follow this to gain trust but is also important for consumers to be turning off adblocker so that websites don't fail or downgrade due to lack of income. This can also hurt the consumers by a raise in prices of items to make up for lost cost as well as loss of access to some websites. In 1 Peter 4:9 the call to offer hospitality on the internet can be extended to allowing these companies to make their ad revenue by disabling adblockers.

Adblockers are a controversial topic within the technology sector due to the power they hold over businesses income. If anything is to change and revert to before adblockers companies have to start by making less obstructive ads and ones that are appealing to the eye during an internet search. It is also the consumers responsibility to give these companies another try to redeem themselves from the mistakes they made by creating such intrusive and inappropriate ads that obstruct a user's view of what they wanted to see on the internet.

### Works Cited

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