

Jenny Min

Professor Hayes

CSCI 235

Feb 10<sup>th</sup> 2020

### Can Both Ad Blocking software and Advertisement be Ethical?

Growth of economy in the country is bigger everyday as well as advertisement skill of each market. As we are living in technological society, we see so much different type of technical advertisement. Many people get frustrated about it at the same time. As long as both ad blocking and advertising are respectful to device user, everything can be balanced in marketing society.

Ad blocking is ethical if the software does not tend to invade device user's privacy. The history of portable computer devices such as tablet, phone, and laptop are short. People carry 'online' in their hand on daily basis. As people have exposed to information society, they put their own foot in to danger unintentionally where personal information can be leaked easily. Ad blocking software is designed to launch on individual's device and keep an eye on whether advertisement algorithm is popping up on website so that the user cannot be annoyed or distracted from what his or her doing. Since ad blocking can directly reach to specific device, there is a risk of privacy invasion if the software intends to collect personal information without knowingly. Easy to think personal information is hidden price of a market. Also, there is a possibility that ad blocking is somewhat collecting user's algorithm as well as personal information. If developer is not even aware of the case, that may become a huge problem. So, as long as ad blocking developers are working only to help people from their thing without any bad purpose, people can trust using the software.

Advertising online is ethical when it does not stop people from what they are doing. The biggest purpose of advertisement is obtaining attentions from people whether they are interested in or not. For example, in Seoul, Korea, where I am from, it is common to find a small group of three to four people at a booth on random streets with their company products and some small treats. They try to attract people who are walking to make them into their customer. There are two cases. Some groups stop random people who seem busy going to destination. Another case is that they stop people who are just taking a walk and taking a moment from their busy life. Busy people usually cut them off and keep going their path. However, free-time people usually listen to a group unless they are not interested in the company. Where the point a company stop busy people, I think it is not ethical because they may be in emergency. Applying same principle of advertisement department of a company on street, advertisement online has similar concept. If advertisement does not pop up on middle of article at random time, or middle of video, a company is doing their job to attract company in ethical way by respecting people.

People are trying to live their best in their circumstance. 1 Corinthians 10:23-24 says “I have the right to do anything,” you say -but not everything is beneficial.” I have the right to do anything” – but not everything is constructive. No one should seek their own good, but the good of others”. As this bible verse, both content providers and consumers should think about their position and make its boundary clearer. Everything will be more organized and clear preventing complaints about company’s advertisement.

In conclusion, business and ad blocking developer should concern about device user’s feeling. People do not want to get distracted and business wants to reach out to customers as far as they can go. Both can be balanced without hurting each other. That will make our technological society much organize and cleaner.