

Though there is much we can say about ad blockers, we must consider the obvious, consumers want choices. Whether that choice is the freedom to stream movies, or the ability to post their moment on social media; the fact of the matter is, users, want the freedom to choose. Therefore, this poses several questions; the first being, "Under what conditions are adblocking's ethical?", "Under what conditions is advertising ethical?", and lastly, "Is it reasonable for companies to draw added attention to their ads?", "What is considered acceptable or unacceptable practices?" and "what guidelines, from a Christian perspective, should the providers and consumers follow?"

After properly examining the nature of ad blocking, it seems that it has become a complex and complicated service centered around user experience. Of course, the internet has a wealth of free content provided by many institutions and site developers to anyone who will like to access it. But, with a need to provide content for free, these providers seek to offset their costs by selling ad spots to companies. In many cases, the advertising solicited by the company can be intrusive and or offensive to site users. For this reason, many users choose to block, possibly causing site developers a loss in revenue. Therefore, this brings us to our first question, "Under what condition is blocking ethical? If viewed objectively, it would seem that the user has an implicit obligation to allow ads due to the web content being for free. However, choosing to block ads doesn't seem to be a question of ethics but of preference. So, if we viewed this in the context of 1 Corinthians 10:23, 24, "23I 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. 24 No one should seek their own good, but the good of others," it seems to place the users and the providers both in a peculiar situation. With content being provided for free, while allowing ads that are intrusive to users, it seems fair that the tradeoff for both the users and the providers

would be to allow the ads which support the providers financially, as the providers commit to doing everything possible to protect the users. However, this can be challenging. And poses a few questions; "under what condition is advertising ethical, is it reasonable for companies to draw attention to their ads, and what can be considered best practices?" Much like the user, it would seem that there is an implicit obligation on behalf of the providers and companies to give the users the ability to choose what and how they would like to be solicited. Unfortunately, in several cases, many companies have seemingly crossed the line and have performed unethical practices like paying to play to have their companies exempted from being blocked. Of course, all advertising isn't bad. It would seem that advertising would be viewed as ethical when it brings awareness to things that may be harmful to, or helpful to the users. The question, "is it reasonable for companies to draw attention to their ads, is one that may come with mixed opinions. As companies seek to grow in a highly competitive world, it seems almost necessary that an extra effort be made to have consumers notice their products. But, in an attempt to capture market share, companies would need to consider the customer's needs, wants, preferences, as well as consider implementing best practices, giving the customers the ability to do ad personalization. This would grant users the ability to choose which ads they see, as well as pass some of the financial benefits of allowing ads to the users through discounts and rebates. Now, though the users and the providers both fall on different sides of the ad blocker issue, the responsibility for what's best is a moral obligation to be observed by users, providers, and companies. In this case, it appears that all parties would benefit from a pursuit of refining the user's online experience. But, for this to be successful, it would require each party to consider how their actions impact one another as proposed in Luke 6:31, [We should] do to others as [we] would have them do to [us]. (James)

Works Cited

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