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ADBLOCK / ADBLOCK PLUS IN THE PRACTICE OF BELARUSIAN INTERNET-USERS

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the thesis research is Belarusian Internet users. The subject of the research is the research subject of the thesis is ad blocking blockers AdBlock / AdBlock Plus. The aim of the thesis is to describe the situation of using AdBlock / AdBlock Plus in the practice of Belarusian Internet users. The methodological basis of the thesis consists of general scientific methods: the method of analysis and synthesis, the method of deduction and induction, the historical method, as well as the private scientific method used in conducting sociological research (the survey method).

In the process of writing this thesis following results were obtained: prerequisites for the use of ad blockers are such causes as annoying and distracting advertising, a large amount of banner advertising and the slow speed of the Internet, the threat of a computer being infected with malicious software, and the site gathering information about users; describes the results of global research on the use of ad blockers in the US, UK, Italy, Canada, Romania, Poland, Russia; studied the situation of using AdBlock / AdBlock Plus in the practice of Belarusian Internet users.

The novelty of the results is due to the absence of such studies in Belarus. The results obtained are characterized by the possibilities of a better study of the Belarusian Internet user, who blocks Internet advertising. Thesis materials can be used in marketing activities.

Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: blocking internet advertising, internet advertising, ADBLOCK, AdBlocking, AdBlock, AdBlock Plus, internet advertising blocking in Belarus