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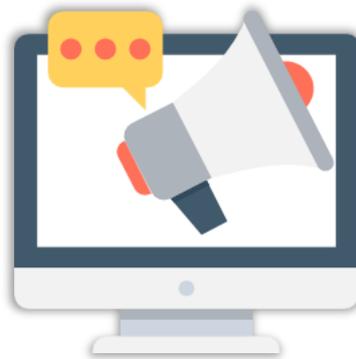
Falcand Héloïse   1114654

Michaux Nicolas   1114234

Berthelot Ondine   1114651

Duron Baptiste   1114622

Boeri Marina   1113521

ESSCA
ÉCOLE DE MANAGEMENT

– MARKETING RESEARCH –

FINAL REPORT

« To what extent are people willing to accept online advertisement »

ESSCA
ÉCOLE DE MANAGEMENT

ANGERS • PARIS • BUDAPEST • SHANGHAI

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1 Introduction

1.1 Summary of the online advertisement market

The online advertisement market is huge, it is making around 227 800 M per year or at least was in 2017, could it be more in 2018?

We all know about online advertising, under various form maybe, but we all experienced it. Ads, are sorted under several forms.

In the scope of our research there are:

- Display Ads: (Static images like banners, square ads around content, text ads, floating banners that move on the screen or float above the content, popup ads, video that autoplay whenever a site is consulted.)
- Social Media Ads (promoted ads, or not that appear on Facebook, Instagram etc.)
- Search Engine Advertising, so Pay per click, Cost per thousand. They can be improved with Search Engine Optimization (Google AdWords). It's the websites you'll see first whenever you make a research on Google for instance.
- Video Ads, usually on YouTube, it's the ads that appear before the video you want to watch start, you can also have some on Google, Facebook, Twitter and Vimeo.

The online advertising market is split in two parts, like websites, online advertising has to adapt, not only to its audience but also to the format, therefore there is advertisement on smartphones which is making more or less 60% of the total revenue and letting the rest to computers. To get deeper into the market's revenue it is also split in matter of the form of advertisement: SEA is by far the biggest part of the revenue, making approximately 50% of it, followed by displayed advertisements.

1.2 Explanation about the research topic

We wanted our research topic to be helpful in many ways:

-make the link between our courses (digital marketing, strategy, etc.)

-make us learn more about an environment we will work in later

-improve our knowledge and make us go beyond a question

Our topic is about online advertisement, we want to understand it, understand what work for and against it, how it is seen, how it can be improved, if it's is going to disappear or change, how it could change, what people want to do with it, the alternatives to it.

Here is how we formulated the issue:

To what extent are you willing to accept online advertisement?

1.3 Purpose and significance of the research

The principal purpose of this research is that it would allow us to better understand this principal marketing issue that is online advertising. As we are all in Master marketing, this issue is significant to understand; we wanted here also to find a potential solution to it, if we are tomorrow's marketers we need to feel at ease with this subject we will deal with later.

The significance of this issue should not be forgotten, a research on online advertising also means dealing with what ties its hands: adblockers. Adblockers and mainly Adblock plus downloads and use is increasing everywhere. Therefore, we had to analyse the importance and the impact of adblockers on online advertising, the user's habits and needs and the reaction toward this search engine extension.

The last but not the least purpose of our research was to get deep into the subject of online advertising and look for alternatives that would ally new techniques and technologies of today but also to think about future online advertising and what it could become.

2 Methodology

2.1 Research approach and data collection

Our research approach consisted in interviewing 15 people with questions that we considered covered the best the topic. The aim of these interviews is to best understand the internet users' point of views on online advertising, and what are the well-perceived aspects or the aspects that could be bettered or changed.

In order to collect that information, the interviewees selection was rather flexible, as the most important for us was that they use the internet frequently. Therefore, the type of sampling that we chose was a convenience sampling, covering a panel that included men and women from different backgrounds, with the only condition that they were regular internet users.

Our data collection consisted in first writing down all the information, by doing transcriptions of the interviews. Then, after reading them all, we chose five categories that we found relevant to our topic: First impression of online advertising, reasons to use an adblock, reasons not to use an adblock, final approach to online advertising, and the alternatives to the current system of online advertising.

From those categories, we picked up various codes that were the most present through the different interviews, to help up better analyse this content.

2.2 Main interview questions

The main interview questions we decided to ask to lead our interviews are the following:

1. The presentation of the interviewee (age, background, etc.)
2. How often do you use the internet?
3. Could you detail your internet usage? The websites that you use every day and the problem you encounter?
4. What do you think about online advertising?
5. Have you ever left a website because of the advertising? If yes, why?
6. Do you have an adblocker? If yes, what is the benefit for you? If no, why?
7. Have you ever encountered problems with you adblocker?
8. What do you do when you face an adblock wall?
9. Would you change your habits if a website asked you to remove your adblocker for financial help?
10. What if websites found an alternative solution?

These questions are meant to give a track to follow, in order to be sure, we get all the information needed to answer our problematic. However, we adapted the proceedings of the interview to what the interviewee had to say. For instance, if we talked to someone who was not an adblock user, we adapted the second part of the interviews by asking questions that concentrated more on their perception of advertising, and understanding why they do not use an adblock.

2.3 Data analysis

After collecting the data, we chose to analyse it through categories and codes, that will be detailed further along. These codes enabled us to define different types of words used by the interviewee, revealing their perception on the different categories' topics. We then decided to count those words, in order to have an idea of what codes seemed to be the most significant.

3 Analysis

3.1 Category explanation

3.1.1 First impression

This category aims to gather all the statements related to the opinion of interviewees on the online advertisement. It can be a positive or a negative opinion. And it focusses on the first opinion and the first idea they have in mind.

> *"I often have the feeling that there are more advertisements than real content on websites." (N3)[1]*

3.1.2 Reason to use an AdBlock

This category gathers all the statements related to the reasons the interviewee uses an AdBlock. We identified several reasons such as the efficiency, the safety or the choice.

> *"I don't have to struggle and fight against these pop ups to get the information I want." (B3)*

3.1.3 Reasons not to use an AdBlock

On the other hand, we also noticed that some users don't use an AdBlock or for those who use one, they also have some arguments to defend the idea to not use one. And finally, sometimes the interviewees are asked by websites to disable their AdBlock and we wanted to know the reasons why some users accepted to do so. So, we created a category to gather all the statements related to the reasons not to use an AdBlock.

> *"You sometimes have to disable your AdBlock to have access to the information." (B1)*

3.1.4 Final approach to online advertisement

We noticed that the opinion of interviewees sometimes changed during the interview. They develop a critical mind that create some new statements about the online advertisement. Then, we decided to group these new statements in a new category that we called the "final approach". It gathers both positive and negative final opinions.

> *They have to make money anyway so I totally understand. (H2)*

3.1.5 Alternatives

And finally, at the end of the interview we asked to our interviewees if they had some ideas about new solutions against the drawbacks of online advertising they described. We also suggested them a new solution about cryptocurrency. Indeed, some websites launched a new service that allows them to earn money thanks to the use of the power of the user's computer to dig bitcoin. This new method is a possible solution against online advertisement but it is also fair for the provider of the content because he can earn money. So, we asked our interviewees how they react to this news solution. Then, we created this category to group all the ideas about these new alternatives to online advertisement.

> *That would be great to create a pack with YouTube, Spotify […] and you would pay a certain amount of money per month. (H2)*

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[1] This indicates from which interview this statement has been retrieved.

3.2 Table, category and codes

FIRST IMPRESSION ON ONLINE ADVERTISING		
CODE	**VERBATIM**	**FREQUENCY**
ANNOYING	"I'd say it is a problematic thing because it is often annoying." **(B2)**	758
INTRUSIVE	"I feel really targeted by advertisement." **(O1)**	281
TOO MUCH SUPER-ABONDANT	"I often have the feeling that there are more advertisements than real content on websites and especially on social medias." **(N3)**	414
POSITIVE	"Sometimes it is useful because it is ads about websites that I checked." **(B1)**	372

REASONS TO USE AN ADBLOCK		
CODE	**VERBATIM**	**FREQUENCY**
EASY	"It is very useful and very easy to use." **(B2)**	58
FREE	"Also, it was free, that is a big advantage!" **(O3)**	33
EFFICIENT	"I don't have to struggle and fight against these pop ups to get the information I want." **(B3)**	179
SAFE	"It's also less risky to get a virus by clicking on stupid advertisements." **(H1)**	120
CHOICE	"I just want to have the choice." **(N1)**	89

REASONS <u>NOT</u> TO USE AN ADBLOCK

CODE	VERBATIM	FREQUENCY
Not profitable for website/ understand the business model of websites	"Not contributing to the life of a YouTuber or a website brings a little guilt. So, I do feel a little guilty." **(O1)**	322
Miss targeted advertisement	"Sometimes I forgot about what I wanted to buy, and I am not aware of some promotion I could be interested in." **(N3)**	83
Adblock wall And incompatibility	"You sometimes have to disable your adblock to have access to the information" **(B1)**	293

FINAL APPROACH TO ONLINE ADVERTISEMENT

CODE	VERBATIM	FREQUENCY
POSITIVE	"They have to make money anyway so I totally understand." **(H2)**	260
NEGATIVE	"I don't want and I don't need advertising. I am not looking for advertising on the internet I am just looking for content or specific things." **(B2)**	434

REASONS TO USE AN ADBLOCK		
CODE	**VERBATIM**	**FREQUENCY**
CRYPTOCURRENCY	"If they're transparent on their method, yes, it may be the next solution for users." **(N1)**	191
READY TO PAY	"That would be great to create a pack like with YouTube, Spotify and so on. Like a pack would be great, and you would pay a certain amount of money per month." **(H2)**	188
ACCEPTANCE	"I'd rather remove advertising myself than having a software in my computer. So yeah I would choose advertising if I had the choice" **(B2)**	79
LEGISLATION	« Like implementing regulations about it, to set up a limit number of ads a website can have. New laws, new regulations, that could be an alternative" **(H1)**	38
CONSUMER EXPERIENCE	"They should do more about the consumer experience for me" **(H2)**	26

3.3 Frequency analysis
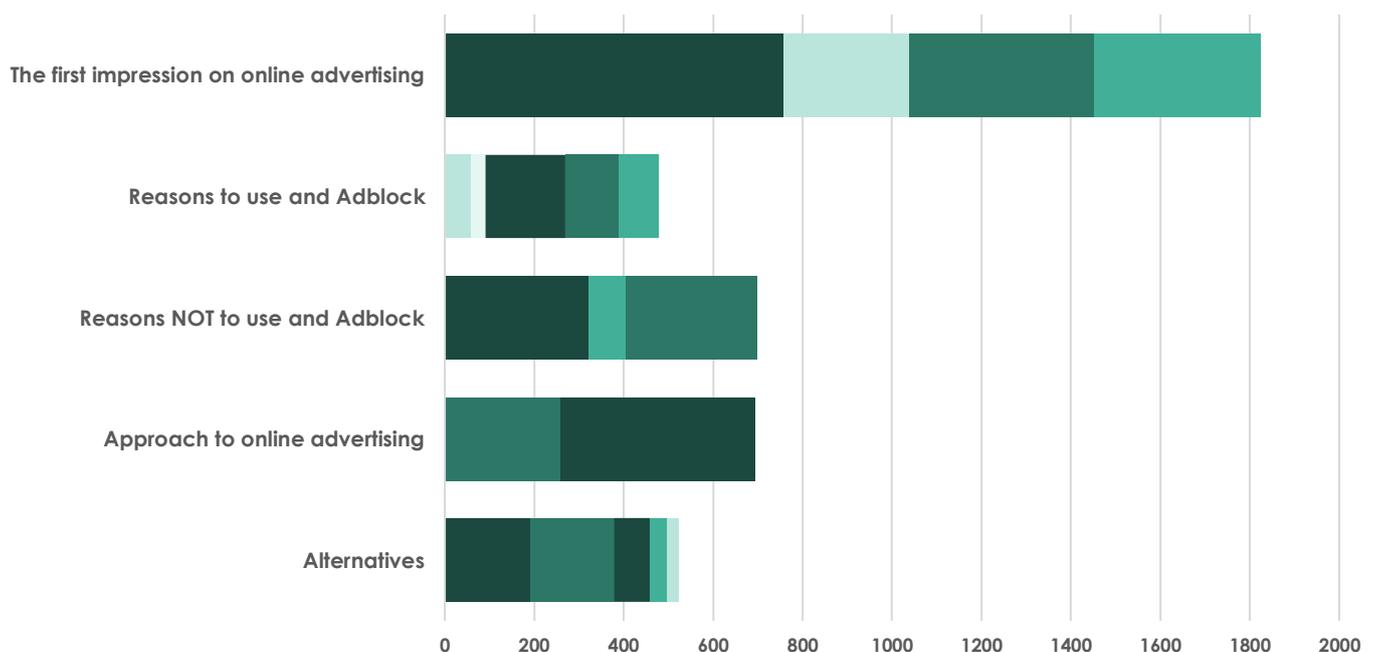
4 Results and findings

4.1 Is the general perception of online advertisement all negative?

4.1.1 At first, pretty negative…

During our interviews, we saw that online advertising was not very really appreciated. We came with 3 main negative impressions.

The first one is "annoying". A major number of the interviewees said that advertising is irritating. People don't want to watch advertising. More and more websites are putting advertising to make money but this is making the users angry. *"it is very very very annoying like you are just playing one game for 1 minute and you have to watch a 30 seconds ad to continue" (**B1**); "And sometimes I can't skip or mute it. So, it can be very annoying." (**N2**); "90% of the time it's annoying" (**H1**)*

The second code is "intrusive". Internet users that we interviewed mostly said that ads on the internet are intrusive and so annoying. Many websites are using pop-ups because it is an amazing way to attract the user's attention. And to continue they must close them. Of course, it is a good way for the customer to see your ad, but it is usually perceived as invasive. *"Ads popping up on the screen" (**B1**); "It's like someone is stalking you" (**M1**); "you click on one thing and you have 5 pop-ups that appears and I was like "F***!" (**B1**).*

The last negative code is abundance. The subjects we interrogated think that advertising is too much present on the internet. As we said before, a lot of websites are putting more advertising to earn money. It is harder to find information and this is discouraging the users. *"It feels like there is more and more" (**M2**); "it's quite difficult to manage to get the right info because there are a lots of pop ups appearing. "(**B2**); "There are always so many ads before the video" (**H1**); "there are really too many advertisements online. I often have the feeling that there is more advertisement than real content on websites and especially on social medias" (**N3**)*

But, even if people don't like advertising, some of them find it useful and actually like it. *"I have advertising on my Facebook wall and it is quite relevant because those things maybe can interest me" (**N1**); "it is bothering me but sometimes It is useful because it is ads about websites that I checked " (**B1**); "I think that online advertising can be very*

*relevant and incites you to buy" **N3**); "Sometimes there is a funny video" (**H1**); "I prefer without advertising but I understand that some websites have to earn money to survive and continue to give info and to exist" (**B2**)*. This shows that people are willing to see advertising but to a certain level. A website with not so much advertising where the ads are targeting the user with things he liked can impact much more the consumer.

4.1.2 …but people seems to be attached to advertisement when targeted …

As we said above, targeted advertising can be the key to attract customers without making them think that there is too much. When people see what they like, it doesn't seem to be ads that annoy them but something much more fun and enjoyable to see. *« sometimes I like to see some ads, like on Facebook it is well targeted so it is sometimes interesting because you can have ideas for gifts or clothes or anything and same thing for Instagram" (**B1**); "sometimes, the videos can actually be cool." (**H1**); "sometimes I like to be update of promotions and I'm curious so advertising can be interesting. But it also depends If it's targeted." (**N3**)*.

Targeted advertising could be the only way to attract customers. As the interviewers said, having advertising that interests you make the commercials cooler and more attractive. And at the end the user is more receptive.

4.1.3 … and understand its importance.

Even if people don't like advertising, most of them understand that they need advertising. *"I feel like everything provided on the internet is still very wide and mostly free compared to what it would cost in the physical world, so I get that advertising is a source of revenue not neglectable for those companies" (**N2**); "a course website or articles that have ads on the side, well it doesn't bother me, it's ok. And if it can help the website, well it's ok for me. Because I don't have to click on it, it doesn't pop-up so there is no trouble for me and it helps the websites" (**B1**); "I have no problem to change my way of using internet if it is to help websites that provides interesting information and good content." (**B2**); "Because for me good information has a price and I totally understand it" (**B2**); "It is a bit annoying because I have advertising after but that's the price to pay if you want to get information" (**B3**)*

So as said above, when the information on the website is relevant, the users could disable their adblock to see the advertising allowing the website to get some money,

so maybe the answer is here. When people find the right info easily, they have no problem to help the website. So, website creators should find the right balance between too much advertising and the minimum required for them to continue developing their websites.

4.2 The Adblock users

In order to understand the Adblock users, let's review the definition of an Adblock. This is a content filtering advertisement pages on web browsers (Google Chrome, Apple Safari, Firefox, Opera and Microsoft Edge), so that users are not bothered with pages popping while using the internet. This content is free of use and can be downloaded very easily. The most common ad blocker is called Adblock, and appeared in 2009. Today, ad blockers are used by many internet users, especially millennials, who are more likely to find themselves on websites that engender a lot of pop up pages and advertisement. These content blockings have become a challenge for enterprises, who see their online advertising strategy being more and more limited.

4.2.1 Who are they?

30% of all Internet users will have an adblocker by 2018. These numbers are surprising and may be a problem for the advertisers. But who are these users who stop the ads to pop up on their screen?

AGE	Under 24	25 - 34	35-49	50-59	60 and more
Percentage of users	55%	45%	33%	31%	26%

A study in France came with the table above: more than 1 millennial out of 2 is using an ad blocker and the numbers are still rising.

Our research contributed to confirm those numbers. All of the 15 interviewees are using an ad block. It shows that they are more and more to use it. Even if our panel can be

biases because of the young age of the interviewee, it demonstrates from this new trend. Moreover, studies showed that millennials are among the main users of an Adblock.

4.2.2 Why are they using it?

According to our study, it appears clearly that advertisement is usually associated with a negative image. The words "intrusive", "annoying" came back really often (more than 500 words within the 15 interviews). We can take for example Joshua, one of our interviewees, who declared "*90% of the time it's annoying*"[2]. For most of them, this is simply too much, and it bothers them while surfing on the internet. This is these same people who are seeking for a solution. Free, easy to access and efficient.

As a matter of fact, when asked why they are using an adblocker, the subjects tend to answer that this is really efficient. An interviewee told us that "*It is extremely useful. Like it changed my life".*[3]It is proof of how life changing this extension can be. As we created codes and categories, we distinguished five main reasons why.

- Its easiness: a simple extension. It does not take long to install, and does not use so much space on a computer like a software would.
- It is free
- An efficient solution: currently, there is no better option to get rid of the online advertisement.
- It is safe: according to the interviewee, using an Adblock would prevent them from getting a malware/virus. Yet, it has not been proven, people still have a feeling of safety[4].
- People want to have the choice: being in control.

Moreover, a study made in the UK, US, Germany and France showed what pushed the internet users to install an ad blocker. It validates our analysis. As a matter of fact, 64% of the people who answered said that they are using an ad blocker because they think ads are annoying/intrusive. Another interesting number is that 54% of ad block users say that ads were disrupting what they were doing. These 2 statistics really

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[2] Cf Interview H1
[3] Cf Interview B1
[4] Cf Interview N1 *"Before, I had a lot and a lot of advertisement because of this malware."*

shows how much advertiser must adapt their advertising. Finally, the third reason is that users are concerned about security so 39% are using ad block to prevent malwares and keep using internet safely.

4.2.3 Why not using it?

If 30% of internet users are using an Adblock, still 70% remain left. We can therefore wonder why are they not using it?

Our research allowed us to develop three points. First of all, even if at first approach, people react negatively to online advertisement, they usually understand the business model of websites, and this includes the fact that to get free content on the internet, websites need advertisement. Otherwise, it would not be profitable. Adrien thus said, *"Because for me good information has a price and I totally understand it"[5]*.

Another explanation is people do like advertising when targeted. Thanks to targeted side banners, we are able to discover new products, services that might interest us. When related to subjects that interest us, we are keener to accept online advertisement. Some users of an adblock even miss targeted ads. *"I discovered a lot of nice accessories for drawing"* declared an interviewee to Marina[6].

Finally, the question of the Adblock walls is an obstacle to the use of ad blockers. More and more websites are asking such users to disable their adblock in order to access to the whole content. Sometimes, the webpage is limited. *"Some websites, they ask me to remove or at least disable my AdBlock if I want to continue on the website. So, I do it because I have to."[7]*

4.3 III- Is there any alternatives?

It appears clearly that the increase of the Adblock users represent a major issue for the online advertising business, but also the free internet. So far, online advertisement was/is one of the main source of income for public website, and therefore supports free content on the web. But what if advertising was not the only solution?

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[5] Cf Interview B2
[6] Cf Interview M3
[7] Cf Interview B3

The illegal website "The Pirate Bay" found, as a matter of fact, a new way of making money out of the number of visitors, without using adverting. According to theconversation.com the website is using the cryptocurrency Monero. As long as visitors are staying on the page, The Pirate Bay's revenue are increasing.

Attention economy seems not to be the only economic model anymore. Recently companies like Amazon proved that the access to computing resources could be a source of new income. A valuable income. Why not changing the economic model then? This is a win-win situation for both consumers and websites.

If this solution rises, publicists will see their entire business evolve.

Nevertheless, cryptocurrency is not the only alternative solution to the online advertisement. When asked, our panel also declared that they would be willing to pay to get a free-from-ads internet. Like the creation of a package including various options/websites. We can therefore ask ourselves, will Internet be charged with fees in a near future. Following the model of Spotify or Netflix, should we get a premium account to access some of our favourite websites? This solution seems to be the more logic one. On the one side, it will help website to stay profitable, and it would prevent from getting intrusive advertisement all the time.

Legislation could also be an alternative. Numerous laws have already been implemented, but Internet could be more regulated regarding online advertisement. Why not setting up a maximal number of ads per page? This could solve many problems and push people to turn off their adblock on the long run.

Finally, as it is currently the trend, developing a more targeted advertising system. Gaming advertisement has been proven to be really effective already. Enhancing the consumer experience is working, especially on young targets. Videos, tutorials explaining how the products has been made, what is the benefit out of it, or the experience it will provide the consumer are efficient. Moreover, they are accepted by internet users. Our marketing research proved it, in some way, people are accepting online advertisement. So, it is the new challenge: how to entertain the users so that ads are not perceived as negative, intrusive or annoying.

5 Conclusion

5.1 Implication for manager and practitioners

The main goals of this research was to help advertisers review their online strategy. We were able to define a few elements thanks to the interviews he had. First, it is quite clear that for most of the internet users, online advertisement is perceived as "annoying" and "intrusive". However, when well-targeted, it can be seen as useful and help them discover products that are interesting for them personally. Therefore, it is important to find a balance between intrusion and personalised ads.

Secondly, we found that almost all of our interviewees, yet chosen randomly and from different backgrounds, had activated an Adblock on their computers, to prevent from being bothered with ads. That being said, even the Adblock users seem to understand the need for websites and brands to use advertisement as a source of revenue.

As for the alternatives that could be chosen, our panel suggested many ideas, such as crypto currency Monero, access to computing resources so as already used by Amazon for instance, or even the creation of website option packages. Finally, the option that seems to be the easiest to be put into place by the managers and practitioners is to simply develop a more targeted advertising system. Indeed, this kind of advertising is the one that appears to be the most accepted and the most useful to the panel we interviewed.

5.2 Limits

The first limit of our qualitative study is the lack of representativeness of the global French users. Among our interviewees, only one is more than twenty-five years old. In order to guarantee that all the users categories are represented we should conduct another study which could take in account others group.

Then, we should also be looking for more people who don't use and AdBlock. Since only 30% of internet users have an AdBlock, we should try to reach this proportion to guarantee the perfect representativeness of our panel.

Finally, a quantitative study will allow us to quantify our results and to offers to managers specific figures.

6 Appendix

6.1 Interview N1

NM: Hello Armand, Thank you for coming. Please enter and take a seat.

AC: Hello, thanks.

NM: So, I am going to explain the purpose of this interview. But first, as stated in the email I sent to you, do you mind if I record the sound of our conversation? It will help to transcript and analyse what we will discuss.

AC: Okay, well no problem for me!

NM: Okay, great! So we will have a talk for maybe thirty minutes. The subject of this interview is about your habits when you visit websites.

AC: Okay.

NM: Mainly your habits online. You should like say whatever you think. Don't hesitate to tell me something that you have in mind. There is no bad answer and just tell me what you think. Is it okay for you? Are you ready?

AC: Yes, sure.

NM: Okay, so the first question I wanted to ask you is maybe can you present yourself a little bit? Who are? How old are you? Maybe what is your background in education? Your occupation… ?

AC: Okay. So… I'm a student in ESSCA which is a French business school. And I'm in the second year.

NM: Okay

AC: I'm studying a lot of topics… like… economics… financial accounting… micro economics… macro economics…

NM: Okay and sorry I didn't get your answer. In which year are you?

AC: In the second year.

NM: Okay, second year. So you are a student, to better understand your background can you tell me maybe the occupation of your parents?

AC: Yes! So my mother is a chemist.

NM: Yes.

AC: Now, she works for the big French group Auchan. And my father is… a… how to say… he manages… the banking…

NM: banking accounts?

AC: Yes… for big other companies like Toyota.

NM: Okay, so in a banking company… or directly..

AC: Yes, Credit Agricole.

NM: Okay, well thank you. And how old are you?

AC: 19.

NM: 19 okay. So my first question will be How often do you use the internet? And can you maybe describe me your activities on the internet? What do you do? Which kind of website do you visit?

AC: ah, actually… I use the internet mainly on my smartphone.

NM: Oh, okay! So maybe, can you describe to me all the devices you use?

AC: Oh yes!

NM: So, your smartphone…?

AC: My smartphone, my personal computer.... and that's pretty all. I don't have internet on my TV at home, so…

NM: Okay, so you have two devices. And do you know maybe how many times do you spend on the internet?

AC: Well, on my cell phone, I would say… maybe 4 hours a day… and on my computer two hours.

NM: Okay, so you are a hard user?

AC: Yes!

NM: Maybe describe me, how do you do, how do you spend your time on the internet? What kind of information do you look for?

AC: I use it first, during my work. I use it for an association. I have a lot a research to do online for the Junior-Entreprise.

NM: Oh, okay!

AC: And obviously also on the different social networks such as twitter, Facebook, instagram.

NM: Yes.

AC: And I also watch a lot of videos on YouTube… a… yes… I would say that this is much more about checking the news…

NM: So you are checking the news? Updating social networks?

AC: Yes, that's it.

NM: Okay! So you told me about the websites you visit the most, So maybe we can talk about social networks and checking the news. Which kind of website do you use?

AC: Mainly Twitter when I want to check the news. But also some English newspapers like The Daily Week.

NM: Oka The Daily Week.

AC: The Guardian. And I'm interested in some economic news so I read also some articles of the New York Times.

NM: Okay. Well, this is good. Do you have any problem that you are facing with when you spend your time on the internet? Like, things that you are getting upset or…

AC: Euh… Maybe… But… When I'm not sure about what I'm looking for, I just put keywords and sometimes I won't find it…

NM: Okay, so, sometimes you have some problems to find information.

AC: Yes, maybe on Google. Sometimes, I don't have the answers to my questions.

NM: Okay. I note it down. It can be all kinds of problems. Things that you are getting upset on the internet.

AC: Oh yes! Maybe the access for example!

NM: Okay. Can you tell me more about that?

AC: Well, for instance, in public transportation, we don't have internet connection all the time.

NM: Okay, I see.

AC: It is a problem to optimize my time.

NM: Do you think of anything else?

AC: I don't know, I think that's it.

NM: Okay! My next question is 'What do you think about online advertisement?'

AC: Euh… This surprises me because… when I'm connected to Facebook, I was just checking some stuff I would like to buy for my birthday or something else. ==And I have advertising on my Facebook wall and it is quite relevant because those things maybe can interest me.== ==So I have a good opinion on==… euh

NM: You have a good opinion on online advertisement. So you don't have any problem with that?

AC: No==. It is not disturbing for me.==

NM: Okay, it is not disturbed for you because this sponsored content is special for you? It is personalized? Or just because you don't have any problem with online advertisement?

AC: Yes==, it is maybe because it's personalized. Yes, because I have an interest in those advertising.== And… ==I understand also the… the politics behind this.== And ==if I am a company on the web I find this great to make advertising.==

NM: Okay, so you accept the online advertisement because you understand that…

AC: ==It's useful.==

NM: Okay, for the website. Okay. And sometimes are you facing… too big advertisement content? Sometimes you think this is disturbing your navigation?

AC: Yes ==on some websites, there are too many advertising banners and this is disturbing==. But this is only on some websites I think. For instance ==on Facebook, I think it's great==. But ==sometimes the user experience is not well built.==

NM: And sometimes, do you quit the website because of an advertisement?

AC: Maybe I will not quit immediately but I can have a bad opinion about this website because… euh… according to me it means that ==they see you as a user to bring money and not a user of the service they offer.==

NM: Okay. Do you use a system or an app to block advertisement?

AC: Yes! Actually, I have Adblock.

NM: Okay. On your laptop? On your smartphone? Both?

AC: Euh… No. Just on my computer?

NM: And why are you using an ad blocker?

AC: Euh… It was because I had a malware two years ago.

NM: Okay, I see.

AC: And so I had a lot and a lot of advertisement because of this malware.

NM: So, you decided to install an ad blocker?

AC: Yes.

NM: And Today? Are you still using it because of this malware?

AC: I decided to keep it after. And I think that maybe today my feeling about online advertisement is good because it immediately delete advertisement in which I'm not interested in. That's why I have a good opinion about online advertisement.

NM: Have you already seen a website that asks you to turn off your ad blocker to access the website?

AC: Yes. But I'm not ready to just disable it.

NM: Okay. So you keep it. And what are you doing?

AC: I often quit the website in this case.

NM: Before you were telling me that online advertisement was not really a problem for you, but when a website ask you to disable your Adblock, you prefer to quit the website. What is the difference here?

AC: Because, actually, they ask me something that I'm not ready to do. I think that it's… going too far. I just want to have the choice

NM: You are ready to accept online advertisement on websites because it is their business model…

AC: Actually, it was because I had several pop-up advertisements. And this is this kind of advertising that I want to avoid.

NM: Okay, I see. So, are you changing your habits when you are online because of ad blockers or because of online advertising? Did you change something recently?

AC: No, I don't think so.

NM: And what if the website found a new solution, a new kind of business model that allows you to access the website without having advertisement? What are you thinking about that?

AC: I think it could be great. I am interested in the new business model of websites. I am just waiting for the solution.

NM: Okay. I want to introduce to you a solution that found the website "the pirate bay". And I don't know if you know how bitcoin works. Actually, to create new bitcoins you need a lot of energy and computers to dig bitcoins. So you need a lot power and it costs a lot of money. And what "the pirate bay" did: they used the power of user's computer who was visiting the website. So by installing quickly, just the time the user were on the website, a small software which was using the power of your laptop for a short period. And your power was used to create value and money for the pirate bay. So this is maybe one of the new business models that some company tries to develop. How do you react to this? Is it for you better or worse?

AC: Actually… I knew that this exists for scientific research because they need energy. And they ask people to contribute to the research with their computer's power. In this case I was not aware, but I think this a good idea… euh… I'm just wondering… if it is better for the life privacy. But, if they're transparent on their method, yes, it may be the next solution for users. I mean I don't mind giving them a little bit of my power.

NM: Okay. Is there anything else you want to add? Maybe something that we didn't discuss about. Or you have a new thing in mind about a question.

AC: Yes. I was thinking about advertising… on games. On my cell phone, I have a free game and if you want to go beyond the different levels. You have to pay or watch videos,… and this is annoying because on my cell phone I just have to watch the advertisement and I can't do anything else. So it's a problem.

NM: Okay. Well, thank you. Do you want to add anything else? Do you have a question?

AC: euh… No, that's fine.

NM: Well, thank you Armand. This is the end of our your interview. It was nice and interesting to discuss with you.

AC: Thank you.

6.2 Interview N2

NM: Hello Arthur, Thank you for giving me a moment of your time. Please enter and take a seat.

AG: You're welcome.

NM: So, I am going to explain the purpose of this interview. First, as I told you, I would to record our discussion. It will allow me to transcript your interview and to analyse after. Is it okay for you ?

AG: Yes sure, go on!

NM: Thanks. So I have just one rule to tell you. Do not hesitate to tell me something. There is no bad answer and you should not censor yourself. Is it okay for you? Are you ready?

AG: Okay. Yes!

NM: Okay, so the first question I wanted to ask you is maybe can you present yourself a little bit? Who are? How old are you? Maybe what is your background in education? Your occupation… ?

AG: Well, I'm a 21 student. My parents work both of them in big big firms… My dad is in the handling of big professional accounts on the European level for Europcar and my mum is a managing partner in one of Illiale subsidiary.

NM: Okay. So… How often do you use internet?

AG: I would say probably every 2-3 hours if not less.

NM: Okay and so in total during a day?

AG: Hum… Maybe… 3 hours. At least.

NM: Could you describe me your internet usage? The websites you visit? Your daily routine? The devices you use?

AG: Most of it is about personal content such as keeping up to date with what's going on with the things I'm interested in.

NM: Okay.

AG: I also use it of course to check on global news and at last I frequently have to use it for research papers for my uni.

NM: Okay. Are you facing with any problem when you navigate online? It can be all kind of problems. You can tell me several

AG: Not particularly, it depends on the device I'm going online with, some are slower than others but most generally no.

NM: Okay. Do you want to add something else?

AG: Hum… no I think it's good.

NM: Okay. What do you think about online advertising? Is it a problem for you? If yes why? If not why?

AG: <mark>it is not as long as it is kept in decent proportions otherwise if it's too much I might just quit the website.</mark>

NM: Okay. So you have ever left a website because of its online advertisement? Can you tell me more about that?

AG: Yes, I have because like I said <mark>when there is too much adds it's just too much and it prevents me from doing what I intended to do</mark>, So <mark>I have a tendency to quit on it and go and see somewhere else</mark>.

NM: Does it happen often?

AG: I think that it depends of the category of the website. <mark>Some of them such as less officials website display a lot of add</mark>. <mark>And I would say intrusive adds</mark>. Also, on some video on demand websites, I have to watch some pre-roll add to access the video I want. <mark>And sometime I can't skip or mute it. So it can be very annoying.</mark>

NM: Yes, I see. My next question is : Do you have an Adblocker? And why?

AG: Yes I do and I use it because <mark style="background:#00ff00">it allows me to control which website I wanna have adds on and which I don't just so that I can have it both ways.</mark>

NM: On which device do you have it?

AG: Only on my laptop. Not on my smartphone.

NM: And why you don't have it on your smartphone?

AG: I could have it… <mark style="background:#00ffff">But it doesn't work on apps such as YouTube</mark>.

NM: Have you ever encountered problems using an adblocker ?

AG: No particularly no, I wasn't able to install it on the first computer I had without ever really knowing why but since, <mark style="background:#00ff00">I have changed computer and it's all been working just fine ever since.</mark>

NM: Do you know what an adblock wall is?

AG: Hum…I don't think so.

NM: Okay, so, An adblock wall is a webpage that ask you to disable your adblock to access the website

AG: Oh Yes I know it aha.

NM: Have you ever seen an adblock wall ?

AG: Oh yes! Many times!

NM: What do you feel when you face with an adblock wall.

AG: I feel like everything provided on the internet is still very wide and mostly free compared to what it would cost in the physical world, so I get that advertising is a source of revenue not neglectable for those companies, I'm not irritated by it I just weight the pros and cons about how much I wanna go to that website and then I decide if I want to stay and it on just change to another one.

NM: Okay, I see. And would you change your habits if a website asks you to remove your adblock to help it in a financial way?

AG: I don't think it's the fact that they would ask me to help them that would matter, it would rather be about my assessment of how the firm would deserve the hint that I would give. But once again it's already kind of what I do on the day to day basis so it wouldn't really CHANGE my habits but any way you got whatever I was trying to say.

NM: Okay. Thank you! Do you think of anything else? Or do you want to add anything else? Maybe something we didn't talk about…

AG: I don't know, I think that's it.

NM: Okay well thank you very much Arthur. Thank you for your answers!

6.3 Interview N3

NM: Hello Léa, Thank you for accepting to answer my questions. I am going to explain the purpose of this interview. First, Do you mind if I record our discussion. It will allow me to transcript your interview and to analyse it after. Is it okay for you ?

LF: Yes, no problem.

NM: Thank you. So I have about ten questions to ask you and I just want to tell you that there is no bas answers. You should hesitate to tell me everything that comes to your mind. Is it okay for you ?

LF: Okay. Yes!

NM: Are you ready?

LF: Yes sure.

NM: Okay, so first I would like you to tell me about your background. How old are you? What is your occupation?

LF: So I am 21. I am currently studying in a business school to obtain a master degree in supply chain and operation management.

NM: Okay and can you tell me the occupation of your parents?

LF: My father is an engineer and my mother is an architect.

NM: Okay. Then, can you tell me how often do you use internet?

LF: Well, Every day, almost 5 hours per day

NM: Okay and so in total during a day?

LF: Hum… Maybe… 3 hours. At least.

NM: Could you describe me your internet usage? The websites you visit? Your daily routine? The devices you use?

LF: I visit several websites. First… hum… I think that the one I use the most is obviously Google. I do a lot of research on it for several purposes : work, study and so on… hum… Then I would say that I use a lot social medias especially Facebook and Instagram. I don't how many hours I spend on them every day but probably too much…

NM: Aha okay.

LF: And…finally… I visit a lot of other websites to do some research for my study, and just for fun. I also consult a lot the website of my school. And that's it I think.

NM: Okay. And can you tell me which device do you use ?

LF: Mostly my laptop for internet research and navigating on websites and mostly my smartphone to on social medias.

NM: Okay. Are you facing with any problem when you navigate online? It can be all kind of problems. You can tell me several.

LF: The first thing that comes to my mind is that there are too many adds… And then I would also say that sometimes it is hard to find the relevant information. It can take a lot of time. And also I think I spend too much time online…and…some websites are grabbing my mind to waste my time I find.

NM: Okay! Can you tell me more about online advertising? Why this is a problem for you? And what do you think about it?

LF: Yes… First, I think that there are really too many advertisement online. I often have the feeling that there are more advertisement than real content on websites and especially on social medias. And also, even if I think that online advertising can be very relevant and incites you to buy, but sometimes you just have pop-ups opening out of nowhere. Moreover, when you want to watch some video, for example in mytf1replay, you need to set out your adblock, because if you don't you can't watch the further video. And usually those ads are lasting 1:30 for a 5 minutes video.

NM: Okay. So have you ever left a website because of online advertising?

LF: Yes. Sometimes. Because I felt I was losing time. The advertising that I can't close are the most likely to force me to quit a website. But I think that this more that I don't visit the website anymore. I try to avoid websites that I know it will display me too many adds. I think this is bad that developers and marketers didn't find the perfect balance.

NM: Yes I see, and in order to avoid adds did you try other methods such as adblockers?

LF: Yes I do, on my computer. I have less disturbing ads but sometimes I forgot about what I wanted to buy, and I am not aware of some promotion I could be interested in.

NM: Oh so you still think that there is an advantage of online advertising ?

LF: Yes… as I said, sometimes I like to be update of promotions and I'm curious so advertising can be interesting. But it also depend If it's targeted.

NM: Okay. Have you already encountered problems using your adblock?

LF: Hum… I don't know I don't… I don't think so.

NM: Okay…and…

LF: Oh…or… to set it off when needed.

NM: Okay, what do you mean?

LF: Well sometimes you have to turn it off.

NM: Okay. Do you know what an adblock wall is?

LF: Not at all.

NM: An adblock wall is a page that ask you to disable your adblock to access the website

LF: Oh yes sure! I just didn't know the term. But yes that is what I was saying. Sometimes you can't access the website. And this is a kind of war between adblock and the websites editors.

NM: And what do you do when you face an adblock wall? What do you feel? Do you disable it or something else?

LF: I feel forced to do it, and I often quit the website.

NM: You said often, so this means that sometimes you stay on the website?

LF: Yes.

NM: Then, How do you make your choice to stay and disable your adblock or to leave the website with and adblock wall?

LF: It will depends of the content of the website. If it is a cause that I like, why not. Also if I think that if I don't have choice, for instance the information I am looking for is only available on this website or if this is the only way to watch the video, I will make a choice if it worth it or not. And Finally it also depends of the kind of adds I will have. If I will have a tons of pop-ups and full page adds, I won't disable my adblock and I will go somewhere else. But if it's….hum…only small…banners I can choose to stay and disable it.

NM: And would you change your habits if a website asks you to remove your adblock to help it in a financial way?

LF: Only if I like the website cause.

NM: Okay, I have just few lasts questions. Do you see an alternatives to online advertisement?

LF: Hum… Some websites offers a kind of premium service. You can pay and you don't have adds anymore. But I'm still very familiar with free online service and I'm not willing to pay for most online services such as YouTube or news.

NM: Okay. And one last thing. I want to introduce to you a solution that found the website "the pirate bay". Do you know how bitcoins are created?

LF: Not at all.

NM: Well, you need a lot of energy and computers to dig bitcoins. So you need a lot power and it costs a lot of money. The pirate bay used the power of user's computer who was visiting the website. So by installing quickly, a small software which was using the power of your laptop for a short period, only the time users were online on the website. And this power is used to create bitcoin, so money for the pirate bay.

LF: Well, I didn't know at all this process. I can't tell if I would accept it, I have to test it first. But if it totally transparent on the process and I don't see any difference. Why not!

NM: Okay. Well this is the end of this interview. Do you want to add anything else? Maybe a topic we didn't talk about. Or you have another idea that came to your mind?

LF: No, that's it.

NM: Then, thank you Léa for coming and that you took the time to answer my questions!

6.4 Interview B1

Baptiste: Hello Ambre! How are you doing? Great day isn't it?

Ambre: Hi Baptiste I am fine. Yeah we should enjoy the good weather as it's gonna be winter soon.

Baptiste: Yes, Winter is coming.

Ambre: (laughing) It is!

Baptiste: So Ambre, I am gonna ask you a couple of questions, if there is any problem or if you have any questions or if you don't feel good about answering a question, don't hesitate and tell it to me alright?

Ambre: No problem.

Baptiste: So Ambre could you please talk a bit about yourself?

Ambre: Yeah sure, so my name is Ambre I am 21 years old, currently studying at ESSCA, which is a management school and in particular I am studying Marketing and that's it, that's who I am.

Baptiste: Ok we are now moving to the first question which is, how often do you use internet like in your daily life?

Ambre, Well, I am using it every single time but if I had to give the number of hours per day I think it would be around 5-6 hours a day. At least 5 hours a day. Because in the morning it's the first thing I'm using, or when I'm not doing anything like at night well like all the time.

Baptiste: But is it like increasing during the week days or during the week-ends because the week days you are working at ESSCA as you said in a management school so are you using it more at school or usually more during the weekends?

Ambre: Well I forgot to say that I am also working after the courses so I don't have real weekend or free-time. So, the weekends I don't have more time than in the week so yeah I am using internet at school too for work researches but also for my free time at school and on the weekends I can't use internet when I am working so I think that I am kinda using it less in the weekends than the weekdays. But… yeah… it's almost the same because I am using it first thing in the morning, then when I have a break or when I am coming home and so on. So, I am saying like 5 hours but it dispatched all along the day.

Baptiste: Could you just describe a little bit how you use it like what are the website you are using through the day and if you encounter any problem, what are they?

Ambre: Huuuum … well, when we are talking about internet, I am thinking about like WIFI and everything? so is that it?

Baptiste: Yeah it's using internet in general

Ambre: Ok so even video games and stuff. So, as I probably said, the first thing in the morning that I am doing is checking my mails so the main problem I am having is like internet problem like it is not charging. But when I am using internet differently like for games, sometimes I can't even play because of all these ==ads popping up on the screen==. Same for like applications. I have an app that allows me to check the buses arrival and schedule and to access it ==I have like to watch 30 seconds of a video and it is annoying==…

Baptiste: Ok. Now not for the games, but more for researches, even for fun, do you spend time on Facebook, do you spend time on YouTube, do you spend time on anything?

Ambre: Well in the morning I am going on Instagram, Facebook is more my mid-day activity or during my break. I don't know why, but it's like that. And … at night also I'm checking and I am not really having issues during that time. But usually at school, well,

usually at school I have to check some websites but I don't have a lot of examples as it really depends on the work to do, on the subject. So yeah I am checking a lot of websites and currently I am looking for an internship so I am checking a loooot of websites usually companies websites and also Linkedin.

Baptiste: Oh ok ok. But now we are going to one of the main questions of the interview, so, what do you think of the advertising online? Like advertising through the websites.

Ambre: Huuuuum well… it depends on the website uuuhhh or app because as I said I am using a lot of apps. So, for the websites the one which have a lot of advertising that I am using is Facebook. When I am using it on my computer, not the phone, well this targeted advertising so sometimes it is bothering me but sometimes It is useful because it is ads about websites that I checked before so I already know the product and I already like it. And it appeared that sometimes these advertising convinced me to buy the product. But sometimes I receive ads about a website that I visited for pleasure with no particular purchase intention. But to be honest it doesn't really bother me as it is on the side of the page and not pop-ups that… that… that popup on the screen and bothers you. Compared to this type of advertising, it is absolutely not bothering me. But I have this issue with streaming because I am watching a lot of series on streaming platforms and there are a lot of ads on these websites, especially pop-ups ads. And now talking about applications, like the bus app I was talking about or even games because I am playing a lot on my phone. And really, it is very very very annoying like you are just playing one game for 1 minute and you have to watch a 30 seconds ad to continue and it is this over and over again so you are really wasting time and also don't enjoy playing because of these ads.

Baptiste: Ok. But did it happen to you like you are on the home page of a website and then you have an ad popping up and another and left the website because of this overdose of advertising? Like too much advertising you can't even access the website?

Ambre: Well yeah, for the streaming more than once, it really happens a lot of time, because you just want to watch an episode of your favourite series and you can't even find among this website full of advertising and pop ups. Like you click on one thing and you have 5 pop-ups that appears and I was like "F***!" so I had like to go back where I was, close all of these pop-ups and find my way in the maze of advertising. I even

stopped looking at a series because it always took me a lot of time to get it and it was too tiring…

Baptiste: But because of all these problems of advertising and especially pop-ups did you install an adblocker.

Ambre: Yeah recently I did, I had to.

Baptiste: What's really the benefit of it?

Ambre: I have not used an adblocker for years because I didn't know it existed. So, for many years I have been struggling with my series and all of that. And one day I heard about it so I downloaded it and really it is extremely useful. Like it changed my life. Ok sometimes you still have some ads like I don't know why, but it is like one or two that are appearing so I just have to close it and it disappears so it is not very annoying. So now of course I am using it for streaming but also in my daily researches on the internet and it is actually amazing because sometimes I am clicking on an unsafe website so I am using adblock and it stops all the pop ups and viruses that could have come on my computer. So, it is a huge amount of time gained especially for watching my series (laughs). And also, it is less boring and annoying to surf on the web. But, now that I am thinking about it, I don't think it makes it safer because it is not because it stops the ads that it is preventing you from viruses you can still have some on your computer. So, it is not because you have an adblocker that you can do whatever you want on the internet. So, I don't think that it is beneficial for the safety of your computer. But I don't care because I am paying attention and also it is really good not to have ads.

Baptiste: You know, there was a study made in Germany, UK, US and France and actually 39% of the people using an adblocker installed it for security concerns. Because they think pop-ups brings viruses. So, I think that's what you are talking about.

Ambre: Yes, exactly I think adblockers stops ads but don't stop viruses. For me adblocks are not for safety and stuff but more like a gain of time and a way to enjoy more our time spend on the web.

Baptiste: Ok, I get your point. But, now that you are using an adblocker, did you encounter any problem when surfing on the web?

Ambre: Yeah, well I had one in particular, sometimes when you are going on a safe website, for something like school research or something else, you have to click on a link to access a file on the website and if you have an adblock you won't be able to access it. And it is not just a pop-up or an advertising, it is something you need. So, I had this problem like two weeks ago, it was for our marketing course, to get the files we needed we all had to disable our adblock because it was stopping the website and the documents that we need to come on the screen. And it was not the first time I was doing it because for example for school research and work you sometimes have to disable your adblock to have access to the information for example when you go on the financial time page or like on newspaper pages you have to disable your adblock. It happens a lot of time but I think this is the only problem I have with adblock. And it is not a real problem to sometime disable it for some website because the information on these websites are relevant and usually the advertising is not that intrusive. So yeah just for these websites I am ok.

Baptiste: But can it change your way to use these adblocker if for example you know that a website needs these advertising to kind of survive. Will you, for helping the website, disable it for every time you will use this website or you just don't care?

Ambre: To be honest with you, I don't really care, and I think most of the people won't care. Actually, it is more that we are selfish and we don't want ads so we don't care if this website needs those ads to, as you said, survive or just live. We just want to surf on the web fluently and just don't waste time on removing a pop-up which is most of the time sexual if not worse or it's not interesting like it's games we don't care about most of the time so I think there are many websites I am going on that needs those ads but I really really don't care I just want to be free and not be bothered.

Baptiste: But, if these websites offers you advertising on the side which as you said doesn't bother you and which is targeting you with ads about things you are looking for or like, would you disable it in that case?

Ambre: Well those kinds of ==ads which are on the side even if they are not targeting me, they are not really bothering me. Because it is not like pop-ups. If I am not clicking on it, well nothing will happen== so it is not a problem to have it and maybe I won't even look at it because I am reading the article or looking for information I need, so I will just see that there is an ad on the side but I won't look at it. So yeah it could change my behaviour as I am not using adblock for that, I am using it for ==ad coming up like pop-ups==. This is the main reason why I am using it. But if there is a sexual ad on the side because sometimes it happens on the streaming website like there are some banners, pop-ups and most of the time I don't care but sometimes it is too much and I'm fed up, and usually ==I'll leave the website and go on another one because it is really disturbing and bothering me.== In another case, like I don't' know but ==a course website or articles that have ads on the side, well it doesn't bother me, it's ok. And if it can help the website, well it's ok for me. Because I don't have to click on it, it doesn't pop-up so there is no trouble for me and it helps the websites.==

Baptiste: ok but if these websites find a new solution to get money bothering their users, would you agree? For example, do you know the website piratebay?

Ambre: well I've heard of it

Baptiste: Well this website to make money, every time their users download something, there is a small software that goes in the computer and converts the time they spend on the website into money.

Ambre: In Bitcoin right?

Baptiste: Yeah, that's how they make money

Ambre: Hum, that's ==very interesting.==

Baptiste: The problem is that at first the users didn't know. But now they are warned.

Ambre: Now that you are telling me, I remember, I've heard about it.

Baptiste: Well these users had the choice to use the software or have advertising. And it appears that a huge number of users preferred the software rather than the ads. Would you prefer something like this which is less intrusive?

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Ambre: Well completely, I would totally agree. As you said it is less intrusive and if this kind of software doesn't bring virus or isn't too heavy for the storage of the computer, well I think this is an amazing option. It could be more useful because in general the ads are not very interesting and are there to convince us to buy and get money for the website. But I think I would prefer to have this kind of little software with which I could use any website I want without being bothered. And without being bothered, the website gets its money. So, I think it could be great. And sometimes I like to see some ads, like on Facebook it is well targeted so it is sometimes interesting because you can have ideas for gifts or clothes or anything and same thing for Instagram. So maybe choosing between ads or the software could change the way we see ads on the internet. Because seeing ads that I like for example clothes, jewellery or watches that are interesting. And I am almost every time going on the website and checking because it is, most of the time, very beautiful and even if I am not buying it, it gives me ideas for later. And I don't find it intrusive because it is one of my point of interest so I think in that case if it's not all the time, once a week, even less, and if it's well targeted its ok. If not, I would prefer the software.

Baptiste: If the advertising on every website, were adapted to each user, making it more interesting and less intrusive like being on the side, do you think adblockers would be less used?

Ambre: Well yes, it depends on the person but I think they will use less adblockers because it won't really bother them. Because the reason why, I think, most users have an adblock is for intrusive ads with pop-ups and also safety. This is why you download an adblock.

Baptiste: ok, well this is the end of the interview, do you have any question for us

Ambre: No… I think that's it for me.

Baptiste: Thank you very much!

Ambre: My pleasure.

6.5 Interview B2

Baptiste: Hello Adrien! Please, have a sit. How are you doing?

Adrien: Hi Baptiste I am fine.

Baptiste: Thank you very much for coming

Adrien: No problem it is a pleasure!

Baptiste: So Adrien, I am gonna ask you a couple of questions, if there is any problem or if you have any questions or if you don't feel good about answering a question, don't hesitate and tell me, ok?

Adrien: No problem.

Baptiste: So, Adrien could you please introduce yourself?

Adrien: So, my name is Adrien, I'm 21 Years old almost 22 and currently I'm in my 4th year at ESSCA doing a Master of consulting. And for myself, I am quite sporty and I also like to play video games on the internet or on the PlayStation.

Baptiste: Ok great! So, we have a bunch of questions here. First question: How often do you use internet? like in a week?

Adrien: I would say quite a lot, because actually I use it almost every day I would say around 4 or 5 hours because first I have to get my courses files which are on Esscanet and to go there I need internet. Also, I'd like to do a lot of researches for my exams and for the reports I have to give back to… For some courses. So I would say like 4 or 5 hours a day typically and much more in the week end because I have more free-time.

Baptiste: Ok, so in this time where you use internet, could you tell us more in details on which sites you are going? Like in a typical day in the week days what's the percentage and what's the percentage for weekends?

Adrien: Well… I would say… I use internet for around 60% of my time on the internet for work including research and also including my courses on the Esscanet. I spend a lot of time on Outlook to respond to emails but also to see my agenda and check the

courses I have. I would also say that Facebook takes 20% because I discuss a lot with my friends and also there are some news, sports videos and other things that are very interesting. About the sports videos, I spend a lot of time on the Bein sport page to check the resume of the games that happened during the night, the weed or the weekend like champions league or Europa league because I like football and also to check the statistics. So that would be 20% of my time and the rest would be all the other websites like the news. I have usually going on Le Figaro to read the newspaper and also going on exchange platforms such as whats app to speak with my friends here in France but also around the world because I travelled a lot. I am also going on Linkedin like social networks but more professional ones to see the offers for internships or job offer but also to update my network.

Baptiste: Ok, fine. And when you are going on these websites, do you encounter any problem?

Adrien: Huuum when you go on internet you mean?

Baptiste: Yeah

Adrien: Well often mainly when you do some researches you went to enter a website and there is lots of advertising on it so it's quite difficult to manage to get the right info because there are a lots of pop ups appearing. Another problem would also be… huuum sometimes it's difficult to find information as there are no table of content. And regarding the advertising, I think it is more… I'd say it is a more problematic thing because it is often annoying and when you have to click for example when I am watching a football game on streaming websites there are lots of pop ups and I can't watch properly my game and I have to delete many pages that are appearing so it is very very annoying but also when I am doing some researches.

Baptiste: Ok. So if you had one word to describe advertising, what would it be?

Adrien: Huuum I would say annoying….Yeah definitely because often it is not useful for me or it is about things I don't want to buy or I don't want to read or sometimes it is a video that pop-up out of nowhere and if you are watching a video it is very bothering.

Baptiste: Ok! But have you ever left a website because of the advertising like so many pop-ups you can't even access to the website like you give up.

Adrien: Yeah yeah yeah many times and very often for the sports games as I told you for the streaming websites because I have to find the right one with the less advertising, with the less pop-ups and which has good quality or at least something watchable. I also have an antivirus and when there are all these pop ups coming up I am thankful to have one because there is still a chance that a virus so I am careful and when I confront this type of situation, usually I close the website and go on another one to try to find another info. Yeah it happens a lot of times, at least more than once a week.

Baptiste: Fine! But if you go on a website which gives you advertising that you like, for example Bein sport advertising and which are not popups and just like on Facebook with the ads on the side. If it is like this, is it ok for you?

Adrien: Well, I prefer without advertising but I understand that some websites have to earn money to survive and continue to give info and to exist, so yeah but still, having advertising is very annoying for me and I don't need ads to buy things on the internet.

Baptiste: Ok! But with all these advertising do you use an adblocker?

Adrien: Yes! I have Adblock I installed it like 3 years ago on my computer and … yeah I use it and it is very useful and very easy to use, it is just an extension to install.

Baptiste: Ok so it is useful for you so the real benefit of this adblocker is that you don't have advertising anymore?

Adrien: I still have some advertising but it's mainly for the advertising I don't want to see like the pop-ups and the cookies. But for the kind of advertising which is on the side as you were saying before, it is not really useful for that there are still some remaining. It is just useful for the pop ups I don't want. But sometimes when I click on some advertising it still appears and adblock can't block everything.

Baptiste: So, you think it cannot block you from anything or it has like partnership with the sites to not remove everything?

Adrien: Well I don't know that a very interesting question. Because sometimes I am really asking myself why some ads are still remaining. But I don't kow how adblock works but I think majorly some websites needs some advertising to live and to earn money so maybe there is a partnership not to remove everything and just the ones which are super annoying.

Baptiste: O, but did you encounter any problem with adblock.

Adrien: Well… except the fact that it doesn't block everything… Ah! Yes of course, sometimes when I want to access a website for example bein sport to watch football games and so on, I have to … not uninstall but disable it for this website to continue and it is a bit annoying because I must see the advertising even if I am not interested.

Baptiste: Ok so, usually you are disabling it for the websites you want to access, right?

Adrien: Yes exactly!

Baptiste: ok but if it is a website just for your researches and you get in front of an adblock wall, do you disable it or change website?

Adrien: Well it is simple. If the content on this website seems to be relevant, interesting and useful for my researches or for what I am doing, I will make the effort to disable it and then access the website but usually, I don't want to disable it so I try to find another website because if there is something asking me to remove it, maybe there is a virus so I don't take the risk. Maybe it is not true but I prefer to use another website.

Baptiste: You know, there was a study made in Germany, France, UK, and US and the third reason why people were actually using an adblock was about security issues. actually 39% of the people using an adblocker installed it for these reasons. Because they think pop-ups brings viruses. So, I think that's what you are talking about that it can affect your computer with all these pop-ups and do you think that having an adblocker can protect your computer from everything?

Adrien: Yeah, I think there is protection in a sense where when you go on a website that you don't know, I mean not a website for a company or a social network that is world famous, but I am talking about small blogs and small pages and I think there is

a risk that if you click on this advertising they will bring you to another website that will put viruses into your computer. I think it is useful as without these ads you can't click on them and so won't get viruses but I won't protect you from everything.

Baptiste: ok so you think that the major problem of advertising, the main reason why people are installing adblocker is because of the popups?

Adrien: Yes exactly!

Baptiste: It is not because of the ads on the side.

Adrien: No, I don't think it is really about advertising but more about protection and viruses coming in your computer.

Baptiste: ok, there was another study where actually 40% of the people would be ready to disable their adblock if the advertising was not intrusive like pop-up and was targeting them by offering ads they want to see. Would you be ready to disable it?

Adrien: hum… Well… I'd say no because I don't want and I don't need advertising. I am not looking for advertising on the internet I am just looking for content or specific things. Maybe I will look at the advertising if it is an obligation, but I won't be very keen to look at this advertising. Really, I am not using internet for ads or pop ups.

Baptiste: But, would you change your way to use internet like would you be ready to disable your adblock if you know that a website really needs money to survive and asks you to remove it so can see the ads and they receive their money.

Adrien: Yes, no problem, for example with Bein sport that what I am doing. As I said before, to access the website I have to disable it. And I understand because they say they need this advertising to earn money. I understand and also the content on this website interests me so no problem. I have no problem to change my way of using internet if it is to help websites that provides interesting information and good content.

Baptiste: So this is majorly for websites that you want to use, but if it's like for researches and you go on a website where you can access the information, you don't have an adblock wall but there is just a square asking you to remove your adblock to get money.

Adrien: There is no problem, first I'll check if the information is relevant second, I'll check if the website looks "safe" and if it is, I will do it. Because for me good information has a price and I totally understand it. So there is no problem for me. But I don't care for websites that are made very quickly and that could bring me viruses.

Baptiste: Do you think the websites should find a new way to make money without advertising. Do you think they can find a new way?

Adrien: Do I think they can, I don't know, really I have no idea how it works but it could be possible to access information without advertising that doesn't concern you, yeah it would be interesting.

Baptiste: Because, do you know the website Piratebay?

Adrien: Yes, I've heard about it

Baptiste: Well, uhhh on this website there is no advertising, but they make money. How? well every time their users download something from the site, there is a small software that installs itself in the computer and converts the time they spend on the website into money for them at first it was hidden but now the users know about it. So, it doesn't affect your computer, allows you not to get advertising and give money to the website in Bitcoin. So do you think it is a very good idea because you have no advertising, you can watch anything you want, download anything you want without advertising and the website is making some money. Do you think it is a good idea or not?

Adrien: Well I think it could be a good idea but to be honest with you, I wouldn't go for it because I think installing, without your knowledge, a software in your computer, even if it is harmless to your computer, I wouldn't agree because I don't know to what extent the system could be developed and to what extent the information could be used. Because I know it is just for making money but you never know what the information they collect could be used to afterwards.

Baptiste: Ok! Well at first, the users were not aware of that, but now they tell you everything that it does. So what it does is that the power of your computer is kinda connecting to every other one with the software, making it a giant computer that makes

Bitcoin because to make Bitcoins you need an extremely powerful computer. So it is using a small capacity of a lot of computer to build an enormous one that can do the job to create Bitcoin. It doesn't look for files or anything, just use a bit of your computer's energy.

Adrien: This thing has 2 problems, the first one is that they started the system without letting the users know and that not very ethical. So why do you do a system without telling the people? And second, I think Bitcoin is used for many illegal things and you don't know for what it is used, I am totally against it even if a lot of people say it is a great way and a great innovation, I am against it and for me it is a no for this proposition.

Baptiste: ok so if you had the choice between this and advertising what would you choose?

Adrien: I'd rather remove advertising myself than having a software in my computer. So yeah I would choose advertising if I had the choice

Baptiste: ok, well this is the end of the interview, do you have any question for us

Adrien: Nope that's fine

Baptiste: Thank you very much!

Adrien: No problem.

6.6 Interview B3

Baptiste: Hello Romane! How are you doing? Please, have a sit.

Romane: Hey Baptiste I am great, thanks for asking.

Baptiste: Thank you very much for coming

Romane: No problem

Baptiste: So Romane, I am gonna ask you a couple of questions, if there is any problem or if you have any questions or if you don't feel good about answering a question, don't hesitate and tell me, ok?

Romane: Seems good to me.

Baptiste: ok, so first Romane, could you please talk a bit about yourself?

Romane: So my name is Romane, as you said, I am 21 years old and I am in my 4th year in a Business School at ESSCA in Paris.

Baptiste: Oh same as me! What a coincidence.

Romane (laughs)

Baptiste: so my first question. How often do you think you are using internet? Like how much time do you think you are spending on the web in a day?

Romane: Well it depends on the day, for example if I have to go to school I will use it on the way to get there. Then I'll use it during the courses to get my files to follow the course on the intranet of ESSCA. At lunch time or at break I'll spend some time on Facebook to talk with my friends. Then I'll use internet on the way back either to work or to make the trip appear faster. And finally at home for researches for my work and during the night I am usually playing a bit to relieve stress. So I really use it every time and all day long. But in the weekend it is quite different. I have more free time so I am doing other things like riding horses, going out so I don't spend that much time on the internet but regarding to my parents I still use it a lot (laughs).

Baptiste: ok so could you tell us in more details what you are looking for on the internet? Which sites you are using and so on?

Romane: Well mainly during the week the websites that I am looking at are more for my researches. But I also use it for games and social medias but it is minor compared to the other websites. I am actually looking for an internship so I am going through many websites looking for job offers. But during the Weekends, the time I use it, it is more to relax so like playing video games, watching movies, tv series and so on and I think that's all.

Baptiste: Ok so you use more internet for leisure during the Weekend and in the evening whereas it is more for work on week days right?

Romane: Yes that's exactly it.

Baptiste: Fine! So with all this time you spend on the internet, and all these websites that you are going through, did you encounter any problem?

Romane: Well… not especially… huuuum I have one but I don't know if I can say it.

Baptiste: Yes you can go ahead no problem. We are not here to juge you, just to get information.

Romane: ok so, I am watching all my tv series and movies via streaming websites and sometimes it is not working so I have to find a new link, get through all these pop ups, close them all, click on a new link, close the pop ups again and it is very annoying. I am really wasting time.

Baptiste: Ok so, what do you think about online advertising?

Romane: Well for me online advertising is completely normal and doesn't bother me that much as I understand it is the major way websites makes money so I understand. Except for the pop ups that really annoy me the rest is totally fine, I accept to have some advertising on my computer as long as it can help the website and it is not that much intrusive. It doesn't really bother me as I am not really paying attention to it. When I am scrolling down on Facebook, I know that there are ads on the side but I don't really care.

Baptiste: So, it is not bothering you, you understand that it is necessary for the websites to have ads to live.

Romane: Yes, I totally understand because I think this is the only way they can make money because we can go on their websites for free even if they pay hosts monthly to publish their websites so for me that's normal that you have some advertising and it is not bothering me. After when you go on Youtube and have to watch a 1 minute ad before watching yours, it is a bit annoying because you have to look at it, it's not like the ads that are on the side. If it is a short video and after you can skip it well it is fine but when you have to wait, it is annoying.

Baptiste: So huuum have you ever left a website because of the advertising? Like so much advertising you can't get the information you were looking for and you just left it.

Romane: Do pop ups count?

Baptiste: Yes it does

Romane: Ok, because with normal advertising, I don't think I left a website for that but yeah it happened to me and just 2 days ago, I was looking for a movie and I clicked on a website and there were so many things I was lost so I left the website. But it is rare.

Baptiste: Ok, so now, do you use an Adblocker?

Romane: Yes I do, it is adblocker plus if remember well.

Baptiste: ok and for how long did you use it?

Romane: Well not for a long time, it is like 3 weeks now. I know it could be weird but I learned about it not a long time ago.

Baptiste: Ok, And what's the real benefit of it?

Romane: Well the main reason are the pop ups. As I said, I often go to streaming websites and having adblock changed my life as ==I don't have to struggle and fight against these pop ups to get the information I want==. I don't know if Adblock blocks other kind of advertising.

Baptiste: yes it does, usually the more intrusive one's like pop ups.

Romane: Oh ok, I didn't know.

Baptiste: So you have been using AdBlock less than a month if I am right, did you encounter any problem?

Romane: Huuuum yeah, sometimes when I am going through ==some websites, they ask me to remove or at least disable my AdBlock if I want to continue on the website. So I do it because I have to== and sometimes it doesn't work, the website didn't

understand I disabled it so it's a bit annoying, But I think this is the only problem I encountered.

Baptiste: So are you doing it only for websites that are asking you or websites that you know and trust?

Romane: Well no not really I am just doing it if the websites asks me to. If it doesn't I don't really see the point in bothering myself to disable it.

Baptiste: Ok so it doesn't matter which website it is, as soon as it asks you to disable it, you do it?

Romane: Yes, because I want to get that information so I have to. It is a bit annoying because I have advertising after but that's the price to pay if you want to get information.

Baptiste: Ok, do you think it can change your way of using internet like would you be ready to disable your adblock if you know that a website really needs money to survive and asks you to remove it so can see the ads and they receive their money. like for researches and you go on a website where you can access the information, you don't have an adblock wall but there is just a square asking you to remove your adblock to get money.

Romane: Hum well it depends on the website I think… huuum… Well no I think I wouldn't. At least I don't think so. As I said, if I am not blocked, I have no reason to bother myself to do it.

Baptiste: So do you think websites that needs money should make an adblock wall to make users disable it and earn money.

Romane: Yes I think this is their only way to stop adblockers.

Baptiste: But with this, do you think users will disable it or will leave the page and go on another one.

Romane: Well, some onf them will leave the page but I think like if half of the users disable it, well it is better to have half than 0 you know

Baptiste ok I understand. And what if websites find a new alternative to make money.

Romane: Like get money with no advertising?

Baptiste: Exactly!

Romane: Like what for example?

Baptiste: For example, do you know the website piratebay?

Romane: Yes, I've heard about it, the downloading website?

Baptiste: Yes, well, uhhh on this website there is no advertising, but they make money. How? well every time their users download something from the site, there is a small software that installs itself in the computer and converts the time they spend on the website into money for them at first it was hidden but now the users know about it. So, it doesn't affect your computer, allows you not to get advertising and give money to the website in Bitcoin. So do you think it is a very good idea because you have no advertising, you can watch anything you want, download anything you want without advertising and the website is making some money. So everyone is happy. Do you think it is a good idea or not?

Romane: Well if it doesn't affect my computer, I think it could be an amazing idea. As long as it doesn't bring viruses and so on, it could change the way we go on the web because if we don't have ads bothering us it could be better for us and also better for the website because they get their money anyway. But if all the website are doing it like if each website that you are visiting installs a small software in your computer, at the end, you won't have any space anymore.

Baptiste: so if there was a single software for the entire web would it be a good idea for you

Romane really, I prefer this than having ads

Baptiste: ok, well this is the end of the interview, do you have any question for us

Romane: Nope that's fine

Baptiste: Thank you very much!

Romane: No problem.

6.7 Interview M1

Marina: Hello Marie! How are you?

Marie: Hello Marina, I'm fine, how are you?

Marina: I'm good as well, thank you. Thank you very much for agreeing to meet me and   answering   my   questions.

Marie: No problem at all.

Marina: Shall   we   start?

Marie: Sure!

Marina: OK, so first of all, I am going to ask you to present yourself if that's ok. Just in order to know who you are, how old you are, what you do for a living…

Marie: Alright, I am Marie, I'm 22 years old and I live in Paris. I just finished my degree in journalism and now I work at a firm that produces documentaries.

Marina: OK Thank you. So my first question is: how often do you use the internet?

Marie: Well I use it all the time, I'm a journalist-investigator, so I have to use the internet everyday at work to make researches and stuff. I never spend a day without the internet at work, it would be impossible to work!

Marina: And how about outside of work?

Marie: I guess it would be impossible without internet outside of work too! I always use many apps on my phone that need the internet, like Facebook, WhatsApp, Twitter…. And news alerts… That kind of things.

Marina: So you would say that outside of work, you mostly use the *internet on your mobile?*

Marie: Well, I do most stuff on my phone, but I also spend time on my computer, to watch series online or for some research…

Marina: Ok thank you. And when you use the internet, whether it's on mobile or computer, at home or at work, do you encounter any problems?

Marie: Well, I guess the problem that can annoy me the most is when the Wi-Fi is slow. Sometimes when I am watching a movie at home on my computer, I have to press pause and wait a few minutes for it to download, it's very annoying!! I don't really meet this problem at work tough.

Marina: Alright. Hum, now, what do you think about online advertising?

Marie: Oh that's right, that's actually another problem I often meet. Especially for websites to find a series online. There is always a lot of advertising popping, and you never know whether it's a virus or just an ad. It's really annoying! And even on social media like Facebook, it's not only popping, it's like on the page you are looking at, and it's all the time. It's actually kind of scary because it is always showing you products related to where you are or what you recently looked at or bought. It's like someone is stalking you!! It's quite creepy when you think about it.

Marina: And have you ever left a website because of advertising?

Marie: Well, Facebook, it's not like it were virus, I know Facebook is safe for that. And also, I couldn't not go on Facebook! So I just have to accept the ads.

Marina: And what about other types of sites? Have you ever closed any because there was advertising?

Marie: Well, yes. I always close the sites when it was not too important for me to go there and it shows too much publicity or pop ups. I'm like 'ok, never mind, it was not really important anyways!'. And… hum yes and I always close it when it asks me to deactivate my Ad Block.

Marina: Oh,   so   you   have   an   Ad   Block   on   your   computer?

Marie: Yes, of course!

Marina: Why   did   you   install   it?

Marie: Well, it's really annoying to have pop ups all the time with advertising. It doesn't stop all of them, but the majority! It's so much better to use the internet with an Ad Block.

Marina: And   have   you   ever   had   problems   using   the   adblocker?

Marie: Not really. Except the sites that make you close the adblocker to continue using the site. But I always just close the site and use another one that lets you keep your adblock! There are so many websites for everything, I don't have to use a particular one more than another, so… Plus, the main sites that are the most popular don't use that system that makes you deactivate your Ad Block, so that doesn't even happen that often anyways!

Marina: And do you think you would change that habit of closing the site, if the website asked you to remove the Ad Block to help them financially?

Marie: I don't think so… I mean I already guess that the reason they ask me to remove the ad block is for financial reasons. But I guess maybe it would be better for them to specify it, in a nice friendly way! It would encourage people to actually do it, and not just be annoyed and leave (haha). But me, I don't know, I don't think so. Except if it's a website that I really like or a concept I think is very good and I actually care if they succeed!

Marina: Has it ever happened? That a website you like asked you to remove your Ad Block and you did it?

Marie: No… Well, at least, not a website I cared enough about!

Marina: OK. One last question: Do you think website could find an alternative solution to online advertising?

Marie: Well, I think there are already alternatives. There are fund raising for instance. I'm surprise how well that works because I would never think about giving money to people I don't know, and ask nothing in return, except for like charity or really important causes. But anyways, it actually works quite well in many cases!! But I'm guessing it is not enough, and online ads bring them much more money, so that couldn't really be a replacement. I don't really know how they could find another source of revenue than ads. So maybe the only thing they should do is just change the was they put ads, so that it's less annoying, more fun. But maybe they are already doing that, I mean I already have a few example in mind!

Marina: Would you like to share those examples?

Marie: Well, for instance there was that video ad on Youtube, where there was a bear walking close to a group of people camping, and then you could choose to click on different buttons to see different types of ending to that story. It was done in a funny way, and if you didn't want to click to see the end of the video, the initial video it was actually quite short like 10 seconds, so not really bothering! I don't remember what brand it was so I guess it didn't work for me (hahaha)

Marina; (hahaha) Thank you very much for answering my questions!

Marie: I hope it was at least a little helpful, sorry if I didn't have many ideas

Marina: No, don't worry, your answer will be very helpful! Thank you!

6.8 Interview M2

Marina: Hello! How are you?

Théo:　　　I'm　　　very　　　good,　　　how　　　are　　　you?

Marina: Very good as well, thank you. So, as I told you, I would like to ask you a few questions about your internet habits, if that's ok!

T:　　　Of　　　course!　　　Happy　　　to　　　answer.

M:　　First　　of　　all,　　can　　you　　introduce　　yourself?

T: My name is Théo, I'm 25 years old and I live in Paris. I don't know what else to tell you,　　　what　　　would　　　you　　　like　　　to　　　know?

M:　　What　　do　　you　　do　　for　　a　　living?

T:　　I　　work　　in　　a　　bar　　in　　Paris,　　as　　a　　bartender.

M: OK, thank you! Hum, so are you an internet user?

T: Yes, of course!

M:　　Right.　　How　　often　　would　　you　　say　　you　　use　　the　　internet?

T: Well, pretty much every day I guess… As I work during the evening and the beginning of night time, I'm often "geeking" on my computer during the afternoons.

M:　　What　　is　　it　　you　　call　　"geeking"?

T: Mostly watching Netflix or chilling on Facebook, sometimes playing video games online.

M: OK. And when you're at work, do you sometimes also use the internet or is it just when　　you　　are　　at　　home　　on　　your　　computer?

T: No, at work I don't have access to a computer. But I use the internet on my phone!! SO actually yes, I use the internet at work too. Not for working though! (haha) It's only to check my messages, like on Whatsapp, Messenger, Snapchat… What did I answer again　　when　　you　　asked　　how　　often　　I　　was　　on　　the　　internet?

M: You said "more or less everyday"

T: (haha) I'm going to change that answer to "more or less all the time"

M: (haha) OK, noted. Are there any other websites you are often using? Except for online video games, Netflix and the social media you just talked about?

T: Not really. I also check the news, or read random articles sometimes but there are no particular websites I have in mind. When I use the internet just to check some information or something, I use the first pages that appear in Google. Or just simply go straight to Wikipedia. Other than that… It's mostly just chilling and entertainment.

M: OK. And have you ever had any problems while you were using the internet?

T: Hmm… What do you mean by problem?

M: Well, anything that had annoyed you, or stopped you from searching or doing what you wanted to… Anything you would consider, problematic or disturbing, really.

T: The worst is when your computer just won't work and you are in the middle of doing something important. But I guess it's more a computer problem than an internet problem. Otherwise, last year I had a virus on my computer, it was really not cool, I had to bring it to the store and have it repaired. I think it was because of a streaming website   when   I   binge   watched   breaking   Bad.

M: OK thank you. What do you think about online advertisement?

T: Oh that's actually a problem too! Well, not really a "problem", but it's super annoying. I feel like there is more and more of that, it's not cool. There is enough advertising on TV, in the metro… And now it's also on your internet.

M: Have you ever left a site or thought about leaving a site because of online advertising?

T: Definitely.

M: In what circumstances?

T: Whenever there is too much advertising like on the edges of your website page and you have to click on a little cross to make them disappear, that really pisses me off! So instead, I just click on the bigger cross and just close the whole page. I never do anything really useful or important on the internet anyways so, it's ok if I just close the page (ahah)

M: Do you use an adblocker?

T: Yes, I have Ad Block. I don't know if it changes much, I don't remember what it was like before I had it. Because you know, I had the virus last year and I kept going with my computer even though I knew I had a virus, so I think sometimes I had adverts because of that. So even with Ad Block, I still have a lot of ads. It's better now that I fixed   the   virus   though.

M: Have   you   ever   had   a   problem   using   that   adblocker?

T: No. I don't think you can have any problems with it. It's very safe, everyone has it and I never heard anyone who had infected his computer with it or anything…

M: OK.   Have   you   ever   faced   an   Ad   Block   wall?

T: What is that?

M: It's when a website asks you to disable your Ad Block, if you want to enter their site. Have   you   ever   seen   that   situation?

T: Yes!   I   had   that   a   few   times.

M: And   what   did   you   do?

T: I don't remember… I guess I just closed the site, I don't believe I ever disabled my Ad Block. And as I said, I never do anything very serious on the internet so it doesn't really   matter   for   me.

M: Would you consider disabling your Ad Block if a site said it was to help them financially?

T: I don't think so… I mean, if I really need to use the site, maybe. Or if it's a friend's website. Otherwise, I wouldn't really care, I don't want to lose time disabling it and then downloading it again, just for a few minutes on one site that is not useful.

M: What   if   websites   find   an   alternative   solution?

T: I don't think they will. I mean, I actually have no idea how websites earn money, except if it's a brand's website or a government site… I think it's mostly or only with commercials…So there is no alternative solution, we just have to get used to seeing many ads all the time and try to be careful not to fall for them every time!

M: Alright, that's the end of my questionnaire. Thank you very much for answering my questions.

T: No problem at all! Glad I can help!

6.9   Interview M3

Marina: Hello Hippolyte! How are you?

Hippolyte: I'm   great   thank   you.

Marina: So, as I told you, I would like to ask you a few questions about your internet habits,   if   it's   still   OK   for   you.

H: Yes,   no   problem.

M: OK,   so   first,   could   you   introduce   yourself   please?

H: My name is Hippolyte, I'm 22 years old. I'm from the Parisian suburbs and I'm currently living in Bordeaux. I work as a tattoo artist, but I also work part time as a salesperson   in   a   clothing   store,   just   to   have   a   little   extra   money.

M: OK thank you! So let's start with my first question: how often do you use the internet?

H: I think I use it every day, except very occasionally when I'm away for the holidays and there is no connection!

M: And what do you use it for?

H: Mostly to talk to my friends, or to follow tattoo artists on Instagram… Also to post picture of my work! That's how people hear about me and that's how they contact me most   of   the   time,   so   I   really   need   to   be   present   there.

M: On   Instagram?
H: Yes.

M: OK! And hum, do you ever have any problems using   the internet?

H: Hmm I don't think so.

M: OK. Now, what do you think about advertising online?

H: It depends, sometimes there is too much, sometimes it's nice because you discover things. Like on Facebook or Instagram, I think it's nice. Otherwise no.

M: Why on Facebook and Instagram?

H: Because it makes you discover things, like nice clothes. And according to your purchases online, it makes you see things you might like, which is nice. I discovered a lot of nice accessories for drawing, like cheap spray paint, or things like that. Also, I discovered events that I was interested in going to, I don't know if it counts as advertising.

M: And so you find that Facebook and Instagram do that better that other sites?

H: I think so… Maybe it's because I'm always almost exclusively on Facebook and Instagram!

But I think this kind of advertising is more efficient than "normal" advertising.

M: What kind of "normal" advertising?

H: I don't know, like on TV or the radio, there are so many ads that you don't care about, like I wouldn't care about ads for a car, I cant' drive, or ads for like women clothes. At least on Instagram, it's more personalized, as I said, it's according to your previous purchases.

M: OK! Have you ever left a website because of online advertising?

H: hmm I don't think so.

M: Alright. And, do you use an adblocker?

H: Yes! Maybe that's why it doesn't bother me that much, there is not THAT much advertising I guess...

M: What would you say is the benefit of an adblocker for you?

H: Well, that! I don't have that much advertising with the adblocker. I guess if I didn't have one, I would be more bothered. Now I'm OK with advertising, it's not too much.

M: Have you ever encountered problems with an adblocker?

H: No, never.

M: What do you do when you face an Adblock wall?

H: I usually just give up.

M: So you never want to disable your Adblocker?

H: Well, at least up till now, I never have.

M: Do you reckon it would change anything if the website notified you that the reason they want you to disable it, is because they need financial help?

H: Maybe! I guess I would do it. In fact, maybe I'll have to do that if I ever get my website and need advertising on it. For now, it's not the case, because I only use the social media to work, but maybe in the future. Or maybe I'll never have to create a website, because I feel like it's becoming more current to promote your businesses on social media than with blogs or whatever, but I'm not an expert!

M: Could you think of any alternative solutions?

H: Well, as I said, I think soon most the commercials will take place on social media rather than random website, so I think it will be less of an issue for people. At least for me, it's less irritating to have ads on social media. As I said earlier, it's always based on your personal info or your latest purchases, so it's even kind of nice sometimes. But again, I am no expert so I'm not sure! I think it could mean less irritated people though, especially since it's less new pages opening, and more ads just on the corner of the page.

M: OK, thank you very much for your time Hippolyte!

H: You're very welcome!

6.10 Interview H1

Interview of Joshua Liehr, a German student, 22-year-old.

Héloïse: Hello, can you introduce yourself a bit? Like your name, age, occupation.

Joshua: Well, hello. I'm Joshua. I'm 22 years old. I'm a German student at the Hochschule Pforzheim and I study logistic and purchase. I come from Berlin… What else can I tell you about me? (smile). I'm glad to be able to help you with your study.

Héloïse: How often do you use Internet?

Joshua: Every day.

Héloïse: Can you detail a bit more? What kind of device are you using? In average, how long to you surf on the web per day?

Joshua: Well, I use Internet on my smartphone, all day, every day. And on my laptop. I have to think about it, but I would say around five hours a day minimum. Sometimes more.

Héloïse: and which websites are you visiting? Do you encounter issue while surfing on the web?

Joshua: What do you mean by issue? Like something that doesn't work or is annoying?

Héloïse: yes, sort of.

Joshua: Well I use Facebook, and it uses a lot of my data when I don't have Wi-Fi. I use Instagram, snapchat and all the social media. What'sApp, Twitter and so on… this is what I do on my smartphone. I'll say that the biggest issue is the use of datas when I'm not connected to the WIFI, and the use of battery. Otherwise, I don't think of some kind of "issues".

I watch a lot of YouTube videos too. And this uses a lot of datas. But on my phone, the problem with YouTube is that there are always so many ads before the video…

Héloïse: What about when you're using your laptop?

Joshua: hmm, I don't know. Basic stuff. Like login on my university account, email address, the Moodle, calendar… I use more my phone than my laptop because my laptop is kind of slow. But yeah, I watch new shows on YouTube, cooking videos. I don't really go to any website. Ok, maybe GMX. They show me some news.

Héloïse: What do you think of online advertising?

Joshua: It's annoying, they always want me to buy something, or click on the link… First of all, there is YouTube. They always put so many ads before the videos.

90% of the time it's annoying. Sometimes there is a funny video, but often it's not even products I would buy. Sometimes of course, I see some stuff like if I looked for a flight and I will see some flights on my Facebook page. But I'm not a big fan on the ads.

Héloïse: Have you ever leave a webpage because of the advertisements? If yes, can you explain why?

Joshua: Yeah I have done that. For example, if they want me to turn off the adblocker. It's annoying because I'm kind of lazy to turn it off. Sometimes it also shows me that it's not a good website (if it's a good source with so many apps). On YouTube videos also sometimes I don't watch the video if there are too much ads before.

Héloïse: So you're using an adblocker. Why? What's the benefit?

Joshua: Because it's practical. No more pop-up, no ads. That's better to surf on the net then. It's also less risky to get a virus by clicking on stupid advertisements. This way my computer is more "protected".

Héloïse: Do you have problems with the adblocker you're using?

Joshua: Well yeah. Sometimes a Website is maybe a bit slower and sometimes I can't see the actual content because they prohibit me if I have an Adblock.

Héloïse: and what happens when there is an Adblock wall?

Joshua: Most of the time it's like telling me that I can see the content but not the whole content. The beginning of the text but not read all of it. Sometimes, they just ask to turn the Adblock off.

Héloïse: Do you do it? Does it have an impact on you to know that in order to offer free content, website need online advertising to be profitable?

Joshua: No not really. If I'm really researching for something, like for real project for university, yes in this case I will turn it off. But on a regular basis it doesn't change my habits. I know it that they need advertising to make money. And it also depends on the company, the website. For example, for YouTube videos I'll turn it off. Because they

need to earn money, and I'm watching their video, so yes I can understand. Plus, sometimes, the videos can actually be cool.

But for big companies and organization's website, I would do it less. They're already making so much money that they don't really need online advertising to "survive". It's not their core business. So I would'nt really care that they don't get paid because of the adblock I use.

Maybe for websites I go often to I'll change my habbits. But otherwise I don't really care.

Héloïse: what if website would find an alternative solution to online advertising, would you be interested? and can you think of alternatives to online advertising?

Joshua: How do they make money? For me seeing no advertising is cool but what's the alternative solution?

Héloïse: Well the website of the Pirate Bay found a solution by using a software that download itself on your computer while going on the website. And this software is using the calculation power of your computer to generate money. They use the system of the bitcoin, meaning they are creating a cryptocurrency. I can send you the article about if you're interested by the subject later. Concretely, the more time you spend watching videos on their website, the more money they make. Because this system transforms the time that visitors spend on the page into money. So yeah it's sneaky, because users were not aware about this, but it's also smart. Would you accept such a software to be installed on your computer and that uses the power of it, in order to have no more advertisement?

Joshua: How does it create money? It sounds a bit easy. I would not do it if it's installing something on my computer. Who knows if it's bad for your computer? It could be a virus, or they could get access to my data. I mean, look, they get a free access to your computer, willingly. It doesn't mean they would not redo it without your consent. Then it can be risky. You don't know what are they really doing with the power of your computer. And what kind of data do they really access? Is it really legal? It's a bit sneaky…

Héloïse: true, but then, what solutions do you think of? Would you pay for example YouTube to get free from ad access?

Joshua: I don't know. Some advertisements can be okay. Depends if there're small, or if I can click it away. On Facebook, it's not really annoying. Like some ads are cool, or are just on the side of the page. So I don't need them to go away. Like it's not in the middle of the page, prohibiting me to see the content like some stupid pop-up do. On Instagram I'm not really annoyed by advertisement too. Plus it's usually videos and they are more targeted. It's actually products that I could buy. Or that I discover. New shoes or bar… so this kind of ads are okay. It's more the advertising that block my computer or the one I can't turn off, you see when it doesn't close. This is really annoying. But I'm okay with a bit on the side, small.

Héloïse: and for YouTube? Would you pay to get a free from ads access to YouTube? Like Netflix or Spotify?

Joshua: mm, for YouTube, yes, I'll pay. Because I'm watching a lot of videos. Like 2€ per month, that would be correct. But for websites, no I would not.

Héloïse: so except getting a premium access, no alternative solution. And you also mentioned the fact that you like some ads. So what does it mean?

Joshua: (laughing) maybe not erasing all of the online advertising. But we could reduce the number of ads per website. Like implementing regulations about it, to set up a limit number of ads a website can have. And limit it to small banners, or on the side advertisements. Yeah, new laws, regulations… it could be an alternative solution.

Also I don't think that, for a company, it's not easy not to do online advertisement. They need it to get new customers.

Héloïse: earlier you said that you were discovering new products thanks to online advertising. So it has a positive impact on you too right? As a consumer.

Joshua: True, true… it's a tricky debate (laughing). On the one hand it's annoying, but it's also something that I can like.

Do you have other questions, or?

Héloïse: No that's the end of it. Thanks for your help anyway. This is gonna be useful for my research.

Joshua: Sure, no problem.

6.11 Interview H2

Interview of Marion, a French student, 21-year-old

Héloïse: Hello, first can you introduce yourself? Who you are, your name, what you're doing…

Marion: Hi, I'm Marion, I'm 21, I'm a student studying international business. I'm doing an internship at Adidas. (laughing) Is it always open questions like this?

Héloïse: Yes it is. It helps us with our study about online advertisement and the consumers' behavior towards it. So how often are you using internet?

Marion: Every day. Actually, every hour, just when I'm not sleeping.

Héloïse: And can you detail me what are you doing on the internet? Which websites are you visiting, do you encounter any issue…

Marion: Does work count to?

Héloïse: Yes.

Marion: So, for work, I use software to achieve my daily target/mission. I usually go on social media but like 15% of my time. I also go online shopping, because I really like it. It's easier and cheaper.

Héloïse: What kind of website?

Marion: Asos, all of the main one… and when I have something going on in my mind, I directly use Google to find it. And translaters also when I don't find a word… What else? Mostly Google, Facebook, Asos, Wordreference, and all of the travelling websites, things to plan travels.

Héloïse: alright. And what do you think about online advertisement?

Marion: At some point, advertisement was too much. But now it's better.

Héloïse: So, what do you think of online advertisement?

Marion: I used to think it was too much but now it's better. Mm it's okay when you're looking for something and they give you an alternative to what you were looking for. But I really hate when they're showing me something I don't look for. Like showing you 10 times the advertisement of the store…

Héloïse: I see. And have you ever left a website because of online advertisement? And if yes, can you explain why?

Marion: Yes, but it doesn't happen on the most popular, successful websites. It's more for when I look for some specific products on some weird website (laughs). When I search for song lyrics for example. And suddenly you've got like 10 000 pop-ups that appear. But otherwise no.

Wait wait wait. I really hate when you go on a website and there is a pop up telling you won something, or explain how to get rich. You can't close it, it's annoying.

Héloïse: okay. Do you use an adblocker? If yes, what's the benefit of it?

Marion: Yes!

Héloïse: That's why haha!

Marion: Yes! haha true, that's why I don't have ads! I have nothing now.

Héloïse: do you have any problems whith your adblock?

Marion: Yeah when I wanna check some streaming movie, the website doesn't allow it. But I will never unable my adblock.

Héloïse: And what do you do?

Marion: I search for something else.

Héloïse: but what happens when you get an adblock wall? What do you do?

Marion: I feel like.. like sometimes I go on Le Figaro, and at this point I'm like ok yeah when I feel that it is really important then I'll turn it off, but otherwise no.

Héloïse: Only if it really matters to you so…

Marion: yes, only if it matters.

Héloïse: could it change your habits to know that to get free content on the internet websites need advertisement to be profitable? I mean to surf on the net for free. Website need to get in some way, to earn money, and this is doable thanks to ads. Knowing it, would you disable your adblock for instance, or modify the way you see the online advertisement?

Marion: but does free internet still exist?

Héloïse: well, are you paying to go on the web? Except your BOX I mean.

Marion: Oh I get it. Mmm I have to think about it. Sometimes, like in the Nouvel Obs, sometimes some articles are really nice but you have to pay for it.

Héloïse: no but not in this case. I was thinking more in general. Like every time you're using Google. Google needs to make money to be able to provide you with broad answers, links and so on. And there are always plenty of side ads, like small banners and all.

Marion: Oh, right. But the ads on the side I'll never click on it.

Héloïse: Knowing the fact that you have free content thanks to ads would it change your perspective?

Marion: As long as it's not too oppressive. They have to make money anyway so I totally understand.

Héloïse: Okay. And can you think of alternative solutions to online advertisement?

Marion: Mmm… Instagram, social media advertisement.

Héloïse: right, but more regarding the web, the "real" online advertisement.

Translation in French to explain it more clearly.

Marion: Alternatives so that they can make money? So that the website? I thinks it's no longer up-to-date physical advertisement. No.

On youtube it's so annoying. On youtube videos.

Héloïse : so to make it clearer for you. The deep issue is that to offer people free content online, website need to make money, and this is doable thanks to the online advertisement. This is their current economic model. But imagine that they would find a new way to make money, without any advertising. Would you be happy? And can you think of any alternative solutions from there? The goal, on the long run, is that people finally disable their adblock.

Marion: No I don't have any alternative solution. (thinking) I don't understand. An alternative like an alternative for the website so we can use internet for free?

Mm, well that would be great to create a pack like with YouTube, Spotify and so on. Like a pack would be great, and you would pay a certain amount of money per month. Same as you're paying Netflix, but with more options.

Héloïse: you're saying that you would pay for having a free-from ads YouTube for instance?

Marion: no, not just YouTube. It really has to be a full package. That would be a great solution I think. Because, honestly, adblock is already the best solution. A very good one. It's free haha. So I don't see the point to disable it so far. But a package could be a solution. I'm using Spotify premium now, and it's amazing. It totally revolutionizes my way to listen to music. Every 5 songs no more advertisement. That's great.

Plus, all of these new concepts are shifting to premium accounts. Free internet doesn't really exist anymore, from my point on view…

Héloïse: Well the website of the Pirate Bay found a solution by using a software that download itself on your computer while going on the website. And this software is using

the calculation power of your computer to generate money. They use the system of the bitcoin, meaning they are creating a cryptocurrency. I can send you the article about if you're interested by the subject later. Concretely, the more time you spend watching videos on their website, the more money they make. Because this system transforms the time that visitors spend on the page into money. So yeah it's sneaky, because users were not aware about this, but it's also smart. Would you accept such a software to be installed on your computer and that uses the power of it, in order to have no more advertisement?

Marion: so they're calculating some bitcoins code… It implies that there is an organization that supervises this system.

Does it really exist? Does it have an impact on the consumer? Like my computer?

Héloïse: yes, it exists. They're currently using it on their website. And Amazon recently declared that they were considering using such a solution. First because they would make a lot of profit out of it. Second, no more advertisement, so for such website, it would work.

If there is an impact on your computer? No not really. I mean, I'm not an expert, but still it won't break your computer.

Marion: After, it bothers me. I'd rather like it to be a win-win situation. Right now it's more about the company making profits…

Plus, ok, I know it needs a lot of power. It's not like the miners at the beginning. Today, it need really a lot of calculation power and all. But still. What do I gain from it? I'm not sure people are ready for it. They need more time and looks risky.

Héloïse: Apparently not. According to recent studies, it appears that people are more willing to accept such softwares rather than advertisement. I guess they got sick of it… Pretty surprising.

What do you think of it?

Marion: Well the bitcoins as a time-limit. It cannot always work. So you were saying that they would earn more money than with advertisement?

But how do companies/brand do advertisement? If we take the reverse problem?

Héloïse: That's the question. Should we change the model? Or do we really need advertisement?

Marion: We don't really need it any longer. I mean I'm more influenced by people and social media. This is what touches me. Even offers, I don't work like this. Not sensitive.

Héloïse: yes but influencers on Instagram for example, it's a form of online advertisement.

Marion: Yeah that's advertisement, but different from banners. It sells the experience, the consumer experience with the product. People are more sensitive to it. It's a bit obsolete all of those things.

Héloïse: and what do you think of the gaming advertisement? Like contests to win some special offers, promotion code, snapchat filters…

Marion: yes, this is okay. They should do more about the consumer experience for me. Online advertisement is boring. I'm not looking at it anymore. Games as ads is cool. It's more an experience people live, from my basic point of view… otherwise, it's too much.

Héloïse : But do you think it would work for every business? Like Jardiland. Autant nike, Adidas, oui ça a un impact, mais pour jardiland ou ce genre de company…

Marion : yeah but people might not google "Jardiland" or this kind of stud, are they?

Héloïse : true, but it stays in your head. They day you're gonna be looking for plants and all, you'll think of Jardiland because one day you saw an ad about it.

Marion: But are they doing online advertisement. Is it really relevant for this business model?

If you click on something you're supposed to like it already. It's more personnalised.

Héloïse : You can click on stuff you don't like also. Just out of curiosity, you see what I mean ? like doing useless research.

Marion: As long as it is targeted, I don't mind.

Héloïse : What could push you to disable your adblock?

Marion: Absolutely nothing.

Héloïse : Ok, thank you for your help. I think we're done with the questions.

6.12 Interview H3

Interview of Florence, teacher, 56-year-old

Héloïse: Hello, first can you introduce yourself? Who you are, your name, what you're doing…

Florence: So, Florence Poyet, I'm a mother of three children. I'm 56 years old and I'm teaching marketing, communication to BTS students. It's a reconversion. I used to be a project manager within a marketing team.

Héloïse: So how often are you using internet?

Florence: Every day.

Héloïse: Can you detail a bit more? What are you doing on the internet? Which websites are you visiting, do you encounter any issue…

Florence: so I distinguish to main usage of internet: on a personal side and on the professional side. The personal use of internet is really intrusive. Every time I'm in the metro, bus, car I'm using internet. First to check the news on website like BFMTV, Le Monde… I use my smartphone's apps, the meteo, Google… And of course, the banking app. And when I'm home, if I have to search for something, my first reflex is to Google what I'm looking for.

On a professional perspective, I use internet for the emails, the school intranet where we share our documents and all. I can only access the software we're using by using internet. Otherwise, for my classes, to prepare it, and while the class I use it: showing to my students some videos related to a particular topic, various sources… also for more personal purposes. Like documentary research. If I think this is relevant with the subject currently study, then I can reuse it in class. It can be good for preparing an exam for example.

Héloïse: In average, how much time do you spend on the internet?

Florence: Oh my god! I haven't thought about it, but a serious number of hours for sure.

Héloïse: and do you encounter any problem while surfing on the net?

Florence: issues… well informatic problem sure. But it's more related to the work environment. Like having no internet, no signal, a computer that is not working. And at home we have the "fibre" so it works well. In the country side we are in what we call a "white zone", meaning there is absolutely no connection or signal. So, there we can't do much.

Héloïse: what kind of device are you using?

Florence: I'm using what's closer to me. At home or outside for a quick research, I'll use my smartphone. But for something more serious, then my computer. Especially if I need to download some documents and so on.

Héloïse: What do you think of online advertisement?

Florence: it is really annoying. There are some websites which are more intrusive than others, where there are incessant ads. But I recently downloaded Adblock and it goes way better now.

Héloïse: And before having an adblock, have you ever left a website because of the advertisement?

Florence: Yes, I did. Often. I don't know if you remember this by the way. You know, when I always had those pages opening saying that I had to click on some link to become rich or that they would explain me how to become richer… really a pin in the ass. But since I have adblcok I'm more chill. I still have some ads, but not completely crazy ones. It's more relevant to what I'm looking on the internet. Like if I go on my bank website, then I'll receive ads about getting a loan, a new online bank and so on.

Plus, they leave me alone haha. I mean, like not poping up around. I couldn't even close them sometimes!

Héloïse: so do you feel "safer" sort of with your Adblock?

Florence: no. No. I don't see Adblock as an antivirus or this kind of software. It's more like I put a paper on my box saying "no ads please".

Héloïse: and what do you do when you're facing with an adblock?

Florence: it never happened to me.

Héloïse: never? So you have absolutely no problem with it?

Florence: no.

Héloïse: Does it have an impact on you to know that in order to offer free content, website need online advertising to be profitable?

Florence: well yes. Look, all of the press groups for example. I'm not an abo so i don't access it. But it's not advertisement. Or yes, Les Echos for instance. Because i'm not registered I can't read their article online.

Héloïse: that's normal. With Adblock, Les Echos doesn't work.

Florence: oh, right.

Héloïse : since you seem to be a bit annoyed by advertisement in general, if we could find an alternative to it, would you be receptive to it? and to which alternative could you think of?

Florence: Meaning what?

Héloïse: I don't know, a way for the websites to be profitable without using advertising.

Florence: Oh! Yeah, but then we would have to pay right? Like they would create some premium accounts, or we would have to pay to access the content.

Héloïse: and are you willing to pay to get a free-from-ads internet?

Florence: it depends. Honestly, if it's for my work as a teacher, no way. Imagine every time I'm searching for documents, information for a class I would have to pay to work… that would be a total non-sense. I won't pay!

For my personal use of internet… it depends but I could. But for professional stuff, no way.

Héloïse: Do you have any other ideas of alternatives?

Florence: well, I think we are at a point in life where people are saturated with advertisement. It's just too much on a general perspective. Yet, we need it.

Héloïse: We need it?

Florence: yes, to communicate, to be known or to introduce our products, activities. And us, as consumers, we need these information to be aware of it, knowing it exists. Economically speaking, we would be in a terrible situation without it. Currently the information comes to us whatever happens. We stay inform passively, but we're kept updated. And that's also how companies get to be known by the consumers.

If this exchange of intel stops, what would we do? How to replace it? How would companies grow? Of course thanks to the press and RP we can communicate. So in

a way advertisement is replicable but not completely. If you wanna communicate about an event you're creating, you're buying advertising space.

Except direct marketing… and still, that's not a mass media. So it's impossible to reach as many people. I don't see really alternatives. Maybe changing the esthetic of the ads, the ergonomic.

Héloïse: would new laws and regulation be solution?

Florence: yes, regulating the ads would be an alternative. Like having quotas. They could set quotas per webpage. Or a timing. Instead of getting a pop-up every 30 seconds that we need to click away, we could just get one, but every 30 minutes. Something like that would be efficient.

Héloïse : so in a way, can we say that you like advertisement ?

Florence: of course. On TV, some videos…

Héloïse: Talking about online ads.

Florence: Oh. On internet. No. I don't really look at hem. Just close them. I don't use my computer to be annoyed by this.

Héloïse: and what about the bitcoin?

Florence: like what?

Héloïse: Well the website of the Pirate Bay found a solution by using a software that download itself on your computer while going on the website. And this software is using the calculation power of your computer to generate money. They use the system of the bitcoin, meaning they are creating a cryptocurrency. Concretely, the more time you spend watching videos on their website, the more money they make. Because this system transforms the time that visitors spend on the page into money. So yeah it's sneaky, because users were not aware about this, but it's also smart. Would you accept such a software to be installed on your computer and that uses the power of it, in order to have no more advertisement?

Florence: so they would get my IP addres? And from who would they get money?

Héloïse: well by using your calculation power. The more time you spend on it, the more they make money. Like if 1min was the equivalent of 3 cents.

Florence: oh, like the Telethon is doing. But this time would be sold to someone right?

Héloïse: Yes. Like Amazon explained that they have so many visitors they gould get millions out of it and they would sell the time to some companies that need it to develop something new. So would it bothers you to get such a thing on your computer?

Florence: no, not at all. Except if it gives them access to other datas of my computer. This I don't feel confident about.

Héloïse: Ok. Well that's it. Thank you very much for your help.

6.13 Interview O1

Ondine: Hi, thank you for being here, for my interview. So, I am going to begin with a few usual questions. What's your name?

Louis: My name is Louis Garde.

Ondine: What is your job or occupation, your age and education?

Louis: Well, I am twenty, I'm a student at ESSCA in Boulogne Billancourt. I'm in fourth year in a Master in Marketing, I'm going to do Web marketing next year.

Ondine: So, I'm going to ask you about Internet but online advertising, I will come back to this later on. To begin: how much do you use Internet? Your daily use…approximately.

Louis: I'd say like…3 hours a day?

Ondine: Concerning your smartphone, and everything?

Louis: Mmh…well then probably four.

Ondine: Ok, can you detail your use of Internet please?

Louis: Oh, uh it really depends, I mean: On my phone, I mostly browse social media, and then and on my computer, I…go on YouTube a lot, a bit on forum, also social medias uh…what else I check the news.

Ondine: Mmh, do you buy anything?

Louis: Yeah, yeah! I buy quite a lot from Aliexpress.

Ondine: Ok, good, so I'm going to ask more precisely, which sites do you visit during a normal day? Like…the name of the sites, like, let's take a normal day, you wake up, what do you do?

Louis: Well, I mean I don't use the Internet after waking up, like, I go through my whole morning routine and on my way to school I check social medias, so Facebook and Twitter, uh…then when I'm at school usually if the class is boring I check Facebook a bit more, and then when I get home that's when I watch YouTube, like on the evenings.

Ondine: Ok, thanks, so what are the main issues you're facing on Internet?

Louis: Uhh… I mean apart from my connection going down once in a while, I don't see major issues. Well… I did have some problem with ads being annoying when I was not using adblockers, so I do use adblockers now, but sometimes there is websites that you know, tell me that I cannot browse them without turning my Adblocker off so that's kind of annoying

Ondine: That is called an adblock wall, we'll come back to this later on. Now what do you think about online advertising?

Louis: I mean… In a way it's good because it's, it helps my favourite websites to survive because it gives them money but at the same time like as a user, like, commercials, online ads can be very intrusive and constraining.

Ondine: Like, do you have ads because of what you looked at before? For instance, you go on a website and suddenly an add pops-up and it's from Aliexpress, like something you just look at.

Louis: I mean, yes, pretty much but as I said, now that I use Adblock very much less than before, but now the sponsor post on social media, they're close to what I browse and what I look at you know? I feel really targeted by advertisement… Also on Facebook they have the possibility with what you like or what you're interested in to target you better with them ads.

Ondine: Yes, and also pages, they use your location also, the spots you go at too…

Louis: Yes, very frightening!

Ondine: So, when you have online advertising do you click on it? Or?...

Louis: I usually ignore it you know, it's not always necessary, it takes time, mainly the YouTube ads you know? They are not well targeted and they last so long… It's really rare that I click on an add because, it really has to be something I happen to be looking for or…like it really has to be out of look, that's why I ignore them, they feel like nothing more than anything, just something on the top of your screen but… eh, not for me.

Ondine: So, you already quite answer the following question but I'm going to ask it anyway: do you use an Adblocker, and if yes which one and how does it help you?

Louis: Well, I use Adblock plus, it blocks, banners, it blocks pop ups, video ads before actual videos on YouTube for example so basically, I don't suffer from target or untargeted wild advertising. I recently learned that Facebook implemented like, video ads before the actual Facebook videos and I was not even aware because Adblock blocks all of them. I can really surf free. It's not a question of what the ads are about, it's more the pop-up problem, you know, you watch a movie and then advertising forbids you or goes in front, Adblock is really helpful in this way.

Ondine: Good! So, do you face any problem with Adblock plus?

Louis: I mean sometimes like, when I'm checking out a YouTuber that I really like, I feel kind of guilty that they're not getting any money from me with the ad before because I block it but hey, I am their follower and I like their videos, therefore they still earn money. But not contributing to the life of a YouTuber or a website brings a little guilt. I mean, ads are part of the life of a normal website it is something that I accept so I do feel a little guilty.

Ondine: Besides this you don't face real problems with it.

Louis: Well, no. It doesn't shut down, or uninstall, it works just fine – exactly like a normal program, like a Chrome extension you'd install.

Ondine: Perfect! So, to come back to the Adblock wall, do you know what it is?

Louis: Maybe, can you explain?

Ondine: So, an Adblock wall is like a barrier a site puts on, usually streaming sites, or newspaper so you must deactivate your Adblock to enter it

Louis: Ah, yes! Right

Ondine: What happens or what does a site tell you when you hit their Adblock wall?

Louis: Usually * chuckles * they must know that I feel guilty because they try to guilt-treat me by saying like "We work hard to provide you with content for free so if you could be nice and turn your Adblockers down so that we could live and…" you know like, when I'm into the content I just cannot go away and let them starve you know?

Ondine: Anything else they do?

Louis: Sometimes they try to offer to buy premium subscriptions that are turning the Adblockers off or that let you browse without advertising.

Ondine: But then you have to pay. And you don't have to pay with Adblock so you prefer to stick with Adblock.

Louis: Yes, of course.

Ondine: So, when you face an Adblock wall what do you do?

Louis: I mean it depends, for example there is some online newspapers that require me to turn my Adblock down, and if the article is appealing, if it's an article I'm looking for I'd deactivate my Adblocker, but if it's something I picked out of curiosity, I'm just going to look away, find it on another platform or forget about it.

Ondine: To talk a little more about the fact that websites need advertising, can it change your habits to know that a website you're visiting needs advertising? I mean, you already answered that but if tomorrow YouTube shuts down because you use Adblock and they need advertising for staying "alive" like, what would be your reaction?

Louis: I don't think I would delete Adblock from my computer, I don't really care about platforms, I care about content creators, YouTube is not important, YouTubers are. If YouTube can't be available without Adblock and all the viewers go, then the YouTubers

will go to another platform, find other ways to make money, so no, I don't really care about websites themselves, it's more the people behind them.

Ondine: Not about the content either? Not the one created, the existent, made by the platform.

Louis: I mean, if it is content that I am really looking for then I might temporarily deactivate my adblocker.

Ondine: Like, on YouTube, you told me you use it on a daily basis, so if tomorrow you can't go on YouTube anymore because you're using Adblock, of course you're going to turn Adblock down, because you need YouTube.

Louis: I'm not even sure it is worth it… If YouTube ads were reasonable, I probably would, but like, they're so long and un-skippable and they're to such a level of annoyance that I don't think it is worth it.

Ondine: But, you wouldn't stop going on YouTube, right?

Louis: I mean, if I had to turn my adblockers off to go on YouTube, I would probably stop going there.

Ondine: Definitely? Where else would you go?

Louis: I'm sure there is other website, with other content creators and I would just find new ways to…

Ondine: Because you know that when a website has videos on, it's usually linked to YouTube.

Louis: I mean, there is Dailymotion Vimeo…

Ondine: Those are quite obsolete.

Louis: Yeah

Ondine: So, you wouldn't put Adblock down for the few minutes of your day?

Louis: I'd probably give it a try, but probably I would be really upset and annoyed.

Ondine: So, what if website found an alternative solution?

Louis: I mean, it's already kind of happening, because there has been a whole controversy with the advertisers pulling back from YouTube and giving less money to YouTube and we've seen many YouTubers resort to sponsored content for example, well they are directly paid by brands to create their own contents related to them and like, I'm totally fine with that because I can skip the videos if I am not interested I

Ondine: Like those make-up YouTubers with all their brushes and foundations ha-ha.

Louis: That's exactly it, they are paid by make-up stored or whatever and I could not care less. Therefore, you know it still gives me freedom   as a user, what I don't like about online advertisement, it's that it's aggressive and it doesn't leave you with the choice.

Ondine: But what if it was better targeted and really focusing on your needs like if it was analysing – it might be scary- analysing the content of everything you're on: such as Facebook, your daily habits etcetera. and it was really targeted without you knowing about it but like you'd be – let me give you an example- lacking toothpaste at home and then you have an ad for toothpaste right before looking at a YouTube video and you're like "oh, thanks God I had this ad, so I can remember". So, if it was, THAT targeted, would you like advertising?

Louis: mean if it was that targeted, I think I would probably be ok with it I mean there is still the notion that hum that…

Ondine: Privacy?

Louis: No, not even privacy, I don't care about privacy, it's that I don't have the choice to skip it, if it happens to be something I'm not interested in, I mean, nothing is flawless, there's always going to be some ads I'm not going to be interested in and the fact that I cannot skip them is really upsetting to me.

Ondine: Ok and on your own, if you had to think about an alternative solution, what would you think about?

Louis: Like, one that doesn't exist?

Ondine: Yeah, or one we didn't talk about yet.

Louis: I mean, I already mention, sponsored content which I'm a big fan of. Hum… I mean I know there is some social media that pay their most influent users like that give them a share of the turnover and I think it's an interesting solution because it brings influencers who know they could get an income from websites, and the website grows thanks to that and hum, it's kind of a virtuous circle so that's interesting too.

Ondine: If those alternatives all existed would you uninstall Adblock? Or keep it?

Louis: I would turn it off, but I do not think I would uninstall it because like, even with all those solutions I don't really trust advertisers that much and I know that someday they might come up with a new trick to get as much of my time as they can and I would still like to keep my adblockers handy in case that happens.

Ondine: Ok, so, thank you for your time and answers

6.14 Interview O2

Ondine: Hi, thank you for being there. I'm going to begin with a few questions. What is your name, occupation, your age, your hobbies?...

Arthur: Ok, I'm Arthur Winzelle, I'm 22, I'm studying in a business school in Paris. I love the piano, theatre, I like everything linked to Internet.

Ondine: About internet, can you tell me how much you use it?

Arthur: Per day?

Ondine: Daily.

Arthur: I think…hum, if you count all the series I watch and videos, I maybe spend around 5 hours.

Ondine Counting also your smartphone?

Arthur: My smartphone? Oh no more! Maybe 7

Ondine: Which sites do you visit during a normal day?

Arthur: Social medias, Facebook, YouTube, Netflix, I spend 1 hour per day on it and of course, my mail.

Ondine: You do not buy anything on Internet?

Arthur: Occasionally but not so much, maybe once a month. More on Price minister or Wish, EBay and Leboncoin.

Ondine: Do you also play any game online?

Arthur: Yes and no, I mean I used to.

Ondine: When you're browsing on internet what are the main issues you're facing?

Arthur: If you want to create an account on some sites, it is very complicated. Hum…I don't know…Ah yes, pop-ups! Everything linked to the ads, the pop-ups is annoying. And some ads that you cannot delete now you have to go through some steps to delete them.

Ondine: Ok so, you talk about pop-ups, you told me it's an issue, what do you think about online advertising?

Arthur: Uh…it's shit, I really, really don't like it because it's popping from nowhere, there are some website where there is a lot of them, they are about subjects that I don't want to see or don't care at all like "hey do you want to see this women in your area".

Ondine: You don't feel well targeted enough?

Arthur: No, I don't want to be target on the Internet actually, not even well. I don't just feel like online advertising is bad but also that I don't need it. But it's not "bad" actually it's…hum…too present! They are too present, they are always there, on every website.

Ondine: Do you happen to need to exit a website because of advertising?

Arthur: Yeah, because for example when I go on website to see streaming videos, I first cannot see them, they are pop-ups everywhere. Some pop-ups are so hard or long to delete that I have to quit all my tabs.

Ondine: But do you use an Adblocker?

Arthur: Yes

Ondine: Which one?

Arthur: Adblock

Ondine: And how does it help you?

Arthur: First, I installed it for free so… It helps me not to see some pop-ups before all videos and also when I am with some friends or with my family there is a lot of pop-up sometimes even pornographic, it usually happens on movie streaming sites and I don't want to see that when I want to watch a movie, and I saw a few days ago on Adblock that it had blocked around 300 000 ads, and it seems to me that we see a lot of pop-ups every day and my life is better without them, this way, Adblock is very effective.

Ondine: With Adblock do you face any problem?

Arthur: I face problem, because first there are some websites that can show you pop-ups even when Adblock is on, they can cross the barrier. That's not Adblock problem but the high security of the sites. The second problem is that at one moment I had 2 Adblockers, Adblock and Hola, and when both were working on they were deleting each other properties. And at last I heard that Adblock had some virus issues so I deleted it and I didn't use it for a while and the biggest problem is that Adblock only works on Windows. For instance, on a Mac it doesn't work.

Ondine: When you stopped using Adblock did you feel better?

Arthur: I felt better because I am very paranoid on the Internet and I don't want any virus, but I missed it a lot.

Ondine: Do you know what an adblock wall is?

Arthur: No

Ondine: Ok so, an adblock wall is whenever a page blocks adblock and you have to put it down to access the site.

Arthur: Yeah, ok I know it.

Ondine: So, what does a website ask you when you hit an Adblock wall?

Arthur: Usually I can see the top of the page and they tell me that if I want to see the rest of the page you have to unload Adblock and refresh the page. Sometimes they also say that you can do everything you want on the website but every time you change the page, there is a message saying "hey, you are using Adblock, that's not cool, please unload it" but you can use the pages.

Ondine: You know that the website you have ads need it to stay alive, can it change your habits to know that the website you are on needs advertising?

Arthur: It really depends, most of the time, these pages who say they need their online advertisement are magazine or newspapers, so if it's the case I just go on another newspaper. But there are some specific websites who need Adblock put down, so I go on them and put Adblock off. You know like, I use YouTube a lot, one to two hours in a day, but if tomorrow I cannot block ads on it, I'd stop going or go less on YouTube, I would go on it just for the newest videos and then go.

Ondine: What if website found an alternative solution?

Arthur: The thing is that, before when you went on Internet, there were ads, but not too many of them, but now the profitability, needs people to buy more and more so there are more and more ads. So, if there is a new solution which prevent me to see ads and can give money to the websites it's good for me.

Ondine: Do you have any idea of a solution?

Arthur: For instance, YouTube has recently decided not to show ads before its videos but to show quizzes, so instead of seeing the ad, you can click on the quiz which lasts 5 seconds. It shows you for example a type of product and asks you what type is it?

Do you like it? Why? And that's it. But one time is ok, but if you have a hundred quiz to fill in a day, it's annoying.

Ondine: It's even more annoying than looking at an ad?

Arthur: No, because the quiz last 5seconds, now some ads can last 2minutes or even 30minutes. You can skip them but if you don't do it…If you are using your phone at a party and you're playing music and nobody is near the phone to skip the ad, it lasts 30mn.

Ondine: But it doesn't actually solve advertising content. I mean, it's a quiz but it's still an online ad.

Arthur: Yes, I don't know any alternative to get rid of every ad on the Internet…But I'd be glad if there was one, for now I just need to endure them and keep going…

6.15 Interview O3

Ondine: Hi, thank you for your time. So, what's your name your job or occupation, your age and education?

Emma: My name is Emma I am nineteen, I'm a student at La Sorbonne and I have no job yet.

Ondine: So, I'm going to ask you a few questions, first, how much do you use Internet?

Emma: Well, on a daily use…hum I'd say 4 hours in total.

Ondine: Concerning your smartphone also?

Emma: If I add my smartphone, well…5 to 6 hours then!

Ondine: Ok, can you detail your use of Internet please? Which sites do you visit during a normal day?

Emma: Well, on a daily basis, I wake up, check my emails and social medias. I just have Facebook and Linkedin. Then at school I use it for the intranet, research and so

on. And next to this I use it for watching videos of conferences on YouTube or TED. I also listen to some music.

Ondine: Do you buy anything also?

Emma: Oh yes! On numerous websites Aliexpress, Amazon, online shops.

Ondine: Ok, so what are the main issues you're facing on Internet?

Emma: Well, first like everyone it is really slow sometimes, but my main problem is the pop-ups, whenever I watch videos or just browse on Internet it is annoying.

Ondine: What do you think about online advertising?

Emma: Well, two things. On one hand, I am ok with online advertising because it helps me sometimes. You know, I look for instance for strings for my guitar, and then I browse on websites and there is advertising and I see the same ones less expensive somewhere else or other accessories that might be interesting, in this way it's really nice. But on the other hand, when I'm looking for a gift, for my boyfriend for example, and then later we want to watch a movie and the gift pop-ups on the side…well…it's very upsetting. Or even you know, I'm going on a shoe website, I click on some shoes, I really don't like them, but the only fact that I clicked on it, I'll have ads about it, in this way it is too annoying and also I find it intrusive…So, I have very mixed thoughts about it.

Ondine: Any other thoughts?

Emma: Oh yes, also, sometimes you visit one place and then you get advertising for other places like it or near it…Even though I'm not interested, what's annoying about it, it's that it is very intrusive, I'm not talking only about privacy but more about the fact that it is very present, I need to always delete the ads, or delete the cookies or clean my history…

Ondine: So, because of these issues, do you happen to need to exit a website because of advertising?

Emma: Well, you know, yes. Sometimes there is too much advertising or it forbids me to load the content I want to watch or read so I just give up. For instance, streaming sites, if you want to watch a movie and you have to click like 5 times to get rid of advertising.

But I'd say it really depends of the advertising, the one on streaming sites are really not target like "Come here to see the special new way to lose weight", I'd never click on that, it's useless and just making me lose my time. But if I'm well targeted, I don't really mind, as long as it doesn't spoil anyone.

Ondine: So, with these advertising issues, do you use an adblocker?

Emma: Actually no, not that I like advertising but I cannot install one because I have a Mac. But last year on my previous PC I had Adblock. It was really helpful, also it was free, that is a big advantage!

Ondine: Oh, and back then, did you face any problem with it?

Emma: Well, actually I had way more advertising on my PC, sometimes it even crashes my Internet or I had viruses and had to delete my search engine and re-install it. So, when I got Adblock it really changed my life, no more ads anywhere or crashing, it was a relief. Though it was annoying because then, on streaming sites it would not only block the ads but also the content.

Ondine: That the perfect definition of an Adblock wall.

Emma: Is it?

Ondine: Yes, whenever you have to turn your Adblock off in order to see the content because the page needs the advertising.

Emma: Oh, right!

Ondine: What does a website ask you exactly when you hit an Adblock wall?

Emma: Well, it's usually written on the top of the page "Uninstall Adblock in order to see content", that's for usual blocked content. But on online newspapers for instance,

they put up a special message like "Please we need you to deactivate your Adblocker in order to see the page, we need it to keep the site alive". So, you feel kind of tricked with the guilt that they won't exist or make money because of you, and also that you cannot read their content. It's usually papers that are important or with good content that ask you this kind of favour, they know you need them as much as they need you.

Ondine: So, what is your reaction to this kind of message?

Emma: I don't automatically quit the page. If I need the content, I won't mind for a few minutes to have an advertisement for something I shopped earlier just in the corner of the page, if it's not harassing me, well I just don't look at it, read my article and that's it.

Now, if it's like, an ad every 2 paragraphs or pop ups that appear and reappear every 5 seconds, I'll quit the page.

Ondine: Can it change your habits to know that the website you're visiting needs advertising?

Emma: Yes, I mean, I put myself through the process that has to endure the creator of the page, mainly when it's a small site, they need the advertisement or they're done.

Ondine: What if websites found an alternative solution?

Emma: Well, as I said, when the ads are just on the side and not intrusive pop ups people don't really mind, so, a first alternative is to first get rid of pop ups, no one like pop ups even if they're targeted, something appears on your screen you don't even look at it, you just delete it, if it comes again, you exit. Then for the side advertisement the companies who want to put their ads should be really careful and use product placement, you are shopping for music accessories, there is an ad for Woodbrass on the side.

Ondine: And an alternative to have no content at all?

Emma: You know it's funny, because I actually read an article about this, and if the web didn't have advertisement it would cost around 175 euros per year. We would never pay such a price! So, Google recently created an alternative called Contributor,

in exchange of 1 to 3 dollars contribution you'd have no ads of partner websites but there would just be pixels instead or a "thank you note". The product is not yet developed but it is very interesting.

Ondine: Ok, so, thank you for your answers