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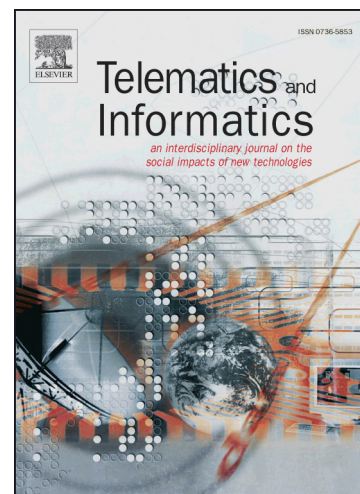
To use or not to use ad blockers? The roles of knowledge of ad blockers and attitude toward online advertising

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To use or not to use ad blockers?

The roles of knowledge of ad blockers and attitude toward online advertising

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Abstract: The rapid spread of ad blockers potentially threatens the sustainability of the hitherto dominant business model of ad-supported websites, in which users get web content free in return for allowing themselves to be exposed to advertising. Focusing on the users' perspective, this study proposes that (a) adoption of ad blockers is positively influenced by the level of knowledge of their advantageous features; (b) the decision to continue using ad blockers is negatively affected by attitude toward online advertising; and (c) this attitude is positively shaped by perceptions of online advertising's pleasure, credibility, and economic

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