The Effects And Dangers Of Online Advertisements

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Abstract. Human life has developed in many aspects since the evolution of computer started. The main function of creating new technologies is to make human life easier. New technologies are being invented everyday which creates limitless opportunities for developers to make use of these technologies to serve a specific purpose or task. The Advertising used to be print paper or TV ads. Today mobile and online video creates new ways to contact with customers. Today Ads are kind of the most popular online advertising market in the world and trading ad spaces over the Internet. Currently the social online ads like Facebook and YouTube have some preferred set of users they wish to reach by showing their ads but some cases force the users to watch their Advertising. Ethan Zuckerman wad created the first pop-up advertising on the web was 15-Aug-2014. The pop-up advertising most using in the pc application and browser, and APPs for smartphone. The small internet windows that pop up on your screen can be useful, annoying or dangerous often used by advertisers to get your attention or by viruses to trick you into clicking on them. This guide gives them basic information about your identity. Some dangerous pop-up can leak your private information like your name, number, credit card member, and etc. In this paper we sum up, all these facts contribute to show how danger the pop-up advertising with developing new pop-up advertising to leak the user identity.

1 Danger of on-line advertisements:

Pop-up ads or another ads are always forms of on-line advertising on the WWW intended to attract web traffic or get some email addresses. Pop-ups are generally new web browser windows to display advertisements. The pop-up window, containing an advertisement is usually generated by JavaScript using cross-site scripting (XSS). Recently we can use Adobe Fladhbut to secondary payload also be generate by another vulnerabilities/security holes in browser security.

A variation on the pop-up window is the pop-under advertisement, which opens a new browser window hidden under the active window. Pop-up doesnt interrupt the user immediately and are not seen until the covering window is closed, making it more difficult to determine which web site opened them.

– The technology of pop-up ad.
Most of pop-up advertising using simple JavaScript. The fighter 1 sow the methodology used in across the web. Most of advertisers use this methodology to create a window in front of the user screen.

```
// create a new window in front of the current site
window.open( URL, windowName[, windowFeatures] );

// push the loaded advertisement back behind the browser
window.focus();
```

Fig. 1.

Modern browser allow this instruction window.open which executed only if the user click somewhere in page or non-interactive calls using timer callback. Load events, etc.

– Fake close buttons
Usually the browser have some unwanted pop up ads. Normally the users respond by dismissing the pop-up through close button or cancel button. Because this is only way to close the ads. Some ads when the user click close or cancel button the ads will create new screen look similar previous ad like fighter2.
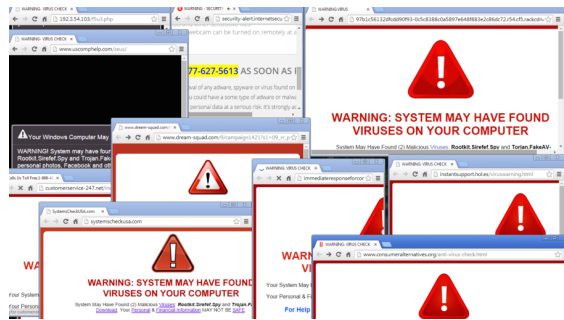

Fig. 2.

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– URL redirection
EBay has been compromised so that people who clicked on some of its links were automatically diverted to a site designed to steal their cre fighter as fighter 3.
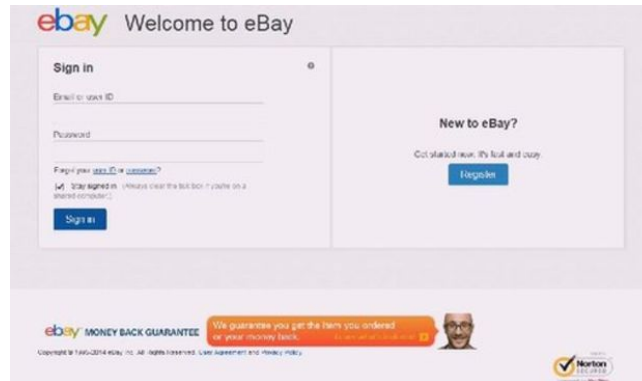

Fig. 3.

1.1 the ways of the attackers:

– The new reaches say the first way is Sex trafficking to Identify potential victims in online advertisements. The Fighter 4 shows some indicators to get ethnicity and movement which present throughout the advertisement circled in red. The attacker easily can take the victim identity throw replaying this advertisement.

Fig. 4.

1.2 Methodology:

In this reach we will develop the pup-up advertisements using WordPress software because this software is the most complete free Popups plugin, scroll triggered popups, compatible with social networks, Gravity Forms, Ninja Forms, Contact form 7,Mail.

There are multiple display filters that can be combined

- Show popup depending on referrer
- Show popup to logged / non logged users
- Show or not to mobile, desktop and tablet users
- Show or not to bots / crawlers like Google
- Show depending on page template, if page is parent, page name, page type
- Show depending on post type, post template, post name, post format, post status and post taxonomy

First of all we have to create account in this software to go to home page as figure 5 and 6.
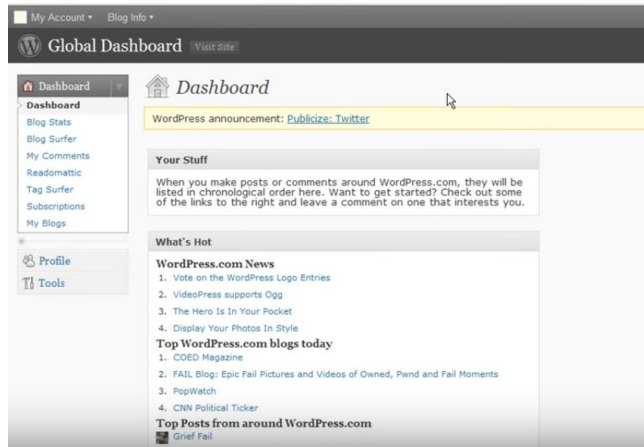

Fig. 5.

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Fig. 6.

After creating account we should connected with database as fugure7
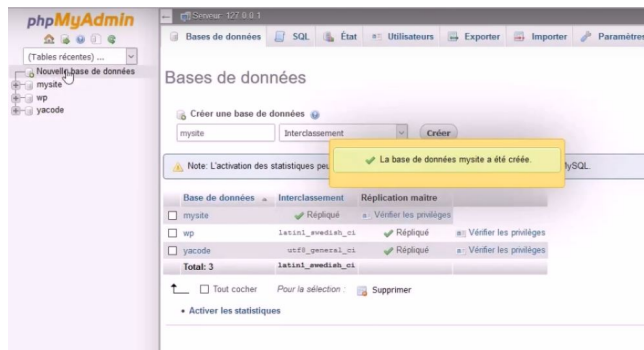

Fig. 7.

New we can design the pup-up advertising prompt from user to fill in his detail. The victim will thought this pup-up from browser also if he doesnt fill, the pop-up come again.

1.3   Results

By sending the link of the pup-up ad to anyone by Facebook. When the victim open the link. The pup-up will stick in the victims browser and keep asking him to file his information like figure 8.
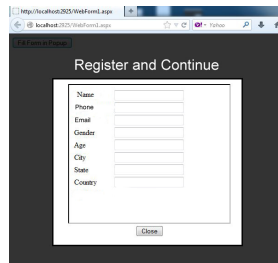

Fig. 8.

Figure 9 showing the actual working of the pup-up

Fig. 9.
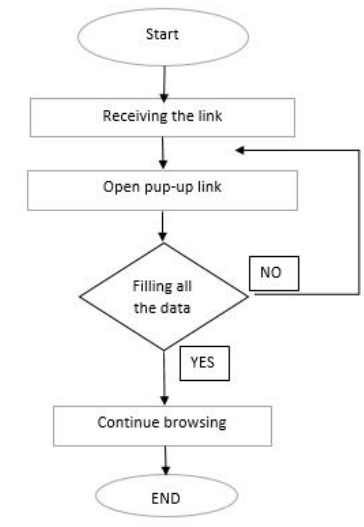
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When the victims fills the pup-up Ad by their information, all the data will save in the database that we created before.

Figure 10 shows all the data inside the database whichs all the information victims

	A	B	C	D	E	F	G	H
1	Name	Phone	Email	Gender	Age	City	state	Country
2	kinan	185458526	Kin@gmail.com	M	22	cyberjaya	selangor	malaysia
3	ADAM	174413229	adam-ww@gmail.com	M	25	cyberjaya	selangor	malaysia
4	Harris	173310047	harr-icc@hotmail.com	M	21	Bandar Hilir	melaka	malaysia
5	nur	162219967	nur22@gmail.com	F	26	Alobor	cairot	Egypt
6	aisyah	113326178	aiy-23@hotmail.com	f	23	cyberjaya	selangor	malaysia
7	Motaz	185687415	motaz88@hotmail.com	m	24	//	Johor Bahru	malaysia
8								
9								

Fig. 10.

1.4 Discussion

According to the experiment and result the online advertising can seek your personal information and open unwanted windows but we can avoid the attacker to play unwanted pop-up ads by flowing these steps. If you are using google chrome browser
1-Select Settings from the Chrome menu.
2-Click the Advanced Settings click.
3-Click the Content Settings button.
4-Toggle the Pop-ups option to "do not allow" or select exceptions.
If you are using other browser just download "adbloak" to kill all the dangerous ads.

1.5 CONCLUSION

In conclusion the online advertising over the world has many advantages and disadvantages. The advantages are takes your business to a whole new level targeting much more audience. It is also low cost and offers small business to invest in online marketing cutting down in initial cost of marketing. The disadvantages ads also makes your visitors that you are only writing for money, not for the visitors, and you will lose the reader's trust and this study has shed light upon how the pup-up advertising can be dangerous and leek your personal information according to the result of the experiment.Finally don't forget to install "adblock" to your browser to protect you from attacker.

References

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