
TOP SOCIAL NETWORKS FIGHT BADWARE



Both Google and Facebook are known for being competitors of one another but even with their own battles against one another, the two companies have a similar enemy and that enemy just so happens to be bad advertising. The term bad is not just bad but it is potentially harmful. Some may think of bad advertising as just ineffective, advertising that did not work or did not reach the targeted audience. However, this kind of bad advertising means that the advertisement actually does more harm than good, causing people to turn away. For example, if an individual is online and they are seeing online advertisements that they believe cannot be trusted or could have malicious software attached to them, they may end up blocking out advertisements, which would ruin a large portion of the revenue that both Google and Facebook rely heavily on. Because this type of bad advertising could occur and cause individuals to block out advertisements, several different companies have joined together with StopBadware. The companies include Google and Facebook, along with AOL and Twitter. With their collaboration, they have formed the Ads Integrity Alliance as a way of fighting off bad advertising and ensuring that the advertisements displayed to Internet users are actually safe and not considered bad at all. The Ads Integrity Alliance has several different purposes that it is working on. It wants the best practices to be developed and wants any type of trend data to be shared with both law enforcement and regulators. This may sound a bit familiar, especially for those who remember Google's initiative to team up with StopBadware a few years ago, back in 2006. At that time, however, concerns were often focused on the applications that could be downloaded by Internet Users, ultimately leading to bad advertising and advertisement that could be associated with malware. At the time, the group also had lots of concerns about spyware because that type of software gathers the personal information of other people without receiving their consent to do so. Credit card numbers and social security numbers could be amongst those stolen with spyware. Google has since worked on a number of different ways to prevent badware and will continue to do so. In fact, Google claims to have disabled nearly 150 million different advertisements for thousands of advertisers based on violations they made of the Internet users privacy. It seems to be a continuing problem amongst advertisers, which is why this initiative is being made and is also the reason why these different companies are gathering together to fight off Badware, in hopes that they can prevent their websites from being compromised with bad advertisements that frustrate Internet users and cause them not to use the websites for a lack of trust.

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