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ADVERTISEMENTS AND THE INTERNET

The word Internet was first used in The New York Times publications several decades ago, back in 1988 when a writer, John Markoff, wrote an article about computer viruses. Back in 1988, there were already 60,000 computers connected to the Internet, which is something many people may find hard to believe, especially since it has taken so many years for people to become accustomed to using computers and the Internet each day. One can simply imagine the millions of computers that are now connected to the Internet during this period in time. It is believe that there could be about five billion computers connected to the Internet, but there could be even way more than this. Over the past decade or so, the Internet has grown and expanded into something entirely different. It is not just a way of getting things done, it has become a way for people to stay connected and at this point, most people feel as though they cannot go a single day without using the computer. As technology has advanced over the years, other advancements have been made as well, which includes the use of advertisements on the Internet. For several years now, companies both big and small have been working on increasing their online presences. This has become something that is crucial for businesses at this period in time, especially with the increase in mobile devices and tablets that can easily be connected to the Internet from just about anywhere. When advertising on the Internet first started, it started off in the same way that advertising typically has started off on television and the radio, advertising to an audience as a way of trying to make an impression. Advertising content was created and placed in a spot where the general public could see. As the Internet has evolved, so has advertising on the Internet. Content is so much different than it ever was before and advertising has become such an advanced practice. Advertisers and marketers are now able to target certain individuals based on demographics and on the things they like, helping to increase the effectiveness of the advertisements. While advertising may work in favor of the advertisers and marketers, some question whether or not it is really a good thing. In fact, some people believe too much advertising can actually put people off, preventing the Internet from being able to grow in the future. There are mixed emotions on the subject but some feel that advertisements are literally killing the Internet as we know it.