

What Is Adware And Should You Care?

Adware is as annoying as spyware for computer users. What is adware? Adware stands for advertising supported software, it is a software that can automatically play, displays, or downloads ads to your computer after a software has been installed that contains the adware, or even when you are using that specific downloaded application. Certain adware as a matter of fact can be classified as spyware, because it is privacy invasive software. How does Adware work? Well the advertising functions are built into or perhaps bundled with another software, this software will mark or make notes as to what internet sites you have gone too, and it will go off of this information to pop up advertisements on your computer that match the sites you have visited. Why do people create Adware? Well sometimes the developer of the software will put in the adware because it is a way to allow him or her to recover the cost of developing the software. At times this may also allow the developer to offer their software for free or a reduced price. In fact at times the income the developer earns off of these ads may motivate them to create more software with the adware bundled in, or upgrade the current software. Of course when these advertisements pop up on your computer you're not thinking of the money the developer made, you just thinking how annoying these interruptions are to your work or fun. Adware can also be known as shareware, although there are shareware that does not have adware bundled with it. The shareware that is advertising supported is adware, while a shareware program that is not supported by ads is just normal shareware. At times a way for the developers to make more money they will offer a registered copy of the shareware and it will promise no advertisements. Just a few samples of some of the better known programs that have adware bundled with the downloads are as follows: Adobe Reader Kazaa AOL Instant Messenger Yahoo Messenger Bonzi buddy Messenger Plus! Live Smiley Central Burn4Free Comet Cursor RealPlayer Gator Hotbar Incredimail WeatherBug Windows Live Messenger Zwinky This is only a partial list of programs, but you can tell some of the more popular downloads have adware bundled with them. So basically be careful at what you download or get an adware remover. I found it amazing that some of these had adware attached to them, while others had messed with my old computer so I had a feeling that something was wrong with the download. How many people have Yahoo messenger though? Millions if not billions of people, and I bet none of them was aware of the adware being bundled with it. Same with AOL Messenger, again billions have this program downloaded onto their computer, where they aware of the adware? The biggest surprise I felt was Adobe Reader, I really wouldn't have guessed that being bundled with adware. It just goes to show you, you truly never know what all you are downloading. As far as removing adware, there are several programs that will detect and remove adware. In fact some of these choices have the option of removing both adware and spyware. Two horrible things that you can remove at once that is great!

About the Author

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