



# Defining “Broken”: User Experiences and Remediation Tactics When Ad-Blocking or Tracking-Protection Tools Break a Website’s User Experience



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**CHICAGO**



**Security, Usability, & Privacy  
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# Browser Extensions



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# Built Into Browsers



# “Standard” Enhanced Tracking Protection



The screenshot shows the top navigation bar with four icons: COVID-19 Status (building), COVID-19 Testing (test kit), COVID-19 Vaccine (syringe), and COVID-19 Guidance (shield). Below this is the main report title and a note to refresh the browser. A list of links is provided for further information. The main content area displays the overall COVID-19 status with large numbers for confirmed cases, deaths, hospitalizations, and ICU admissions, along with antigen positive cases and probable deaths. A table at the bottom shows data reported since the last update.

### Georgia DPH COVID-19 Status Report

Note: To ensure the most updated version of this webpage, please refresh your browser.

These data represent confirmed cases of COVID-19 reported to the Georgia Department of Public Health (DPH) as of 10/5/2022, 2:50:13 PM.

- [The latest: What's new with this report?](#)
- [New! COVID-19 Data Resource Guide \(PDF\)](#)
- [Guide: Understand the data \(PDF\)](#)
- [Download the data \(CSV\)](#)
- [Georgia Hospital Beds and Ventilator Use](#)
- [Georgia Medical Facility Patient Census](#)

### Georgia Overall COVID-19 Status

Below you will find information reported to DPH on the total number of COVID-19 tests, confirmed COVID-19 cases (PCR positive), antigen positive cases, ICU admissions, hospitalizations, and deaths attributed to COVID-19. These data are based on available information at the time of the report and may not reflect all cases or tests performed in Georgia. Reported today reflects cases reported since the last website update. As of April 20, 2022, the website is updated weekly.

Confirmed Cases <sup>1</sup>	Confirmed Deaths <sup>1</sup>	Hospitalizations <sup>1</sup>	ICU Admissions <sup>1</sup>
2,241,312	33,524	127,015	16,950
Antigen Positive Cases <sup>1</sup>	Probable Deaths <sup>1</sup>		
668,448	6,850		

### Reported Since Last Update <sup>1</sup>

Confirmed Cases	Antigen Positive Cases	Confirmed Deaths	Hospitalizations
3,700	1,281	88	392

# “Strict” Enhanced Tracking Protection

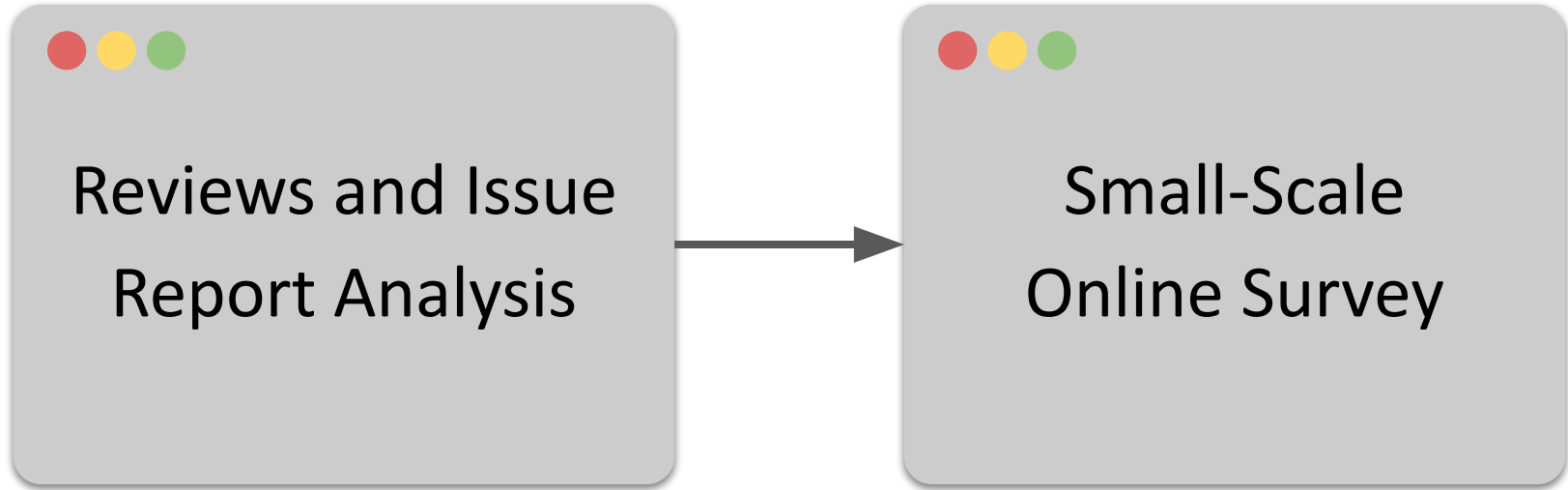


A screenshot of a COVID-19 dashboard. At the top, there are four dark blue buttons with white icons and text: "COVID-19 Status" (building icon), "COVID-19 Testing" (test tube icon), "COVID-19 Vaccine" (syringe icon), and "COVID-19 Guidance" (shield with cross icon). Below these is a thick, dark blue horizontal bar with a red border, which is highlighted. Underneath this bar is a section titled "Additional Reports" with a thin underline. This section contains six report cards in a grid. The first row has three cards: "Influenza (Flu) Report" with a syringe icon and a "Learn more" link; "County Indicator Reports" with a shield icon and a "Learn more" link; and "LTCF COVID-19 Summary" with a building icon and a "Learn more" link. The second row has three cards: "School Aged COVID-19 Surveillance Data" with a graduation cap icon and a "Learn more" link; "COVID-19 Age Trends Reports" with a group of people icon and a "Learn more" link; and "LTCF COVID-19 PCR Test Positivity Rate" with a brown "LEARN MORE" button. The third row has one card: "COVID-19 Breakthrough and Total Infections Reports" with a test tube icon.

What are all the ways these tools can break webpages?

What do users do when they encounter breakage?

How much do users care about these types of breakage?





# Reviews and Issue Report Analysis



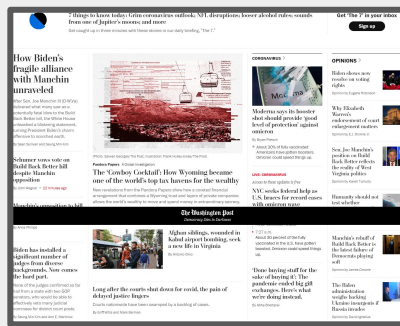
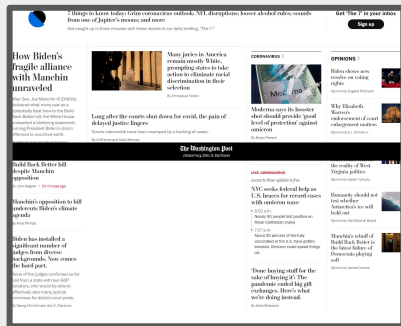
# Extensions used in the analysis



# washingtonpost.com: breakage #1234

taylor1989 opened this issue on Dec 20, 2021 · 1 comment

When uBO is enabled, it sometimes **blocks actual news stories**, leaving spaces on the page. Screenshots show page with uBO enabled and same page with uBO disabled. This same breakage also occurs on other pages of the site, and with all content in their Travel Tips "By the Way" section; see: <https://www.washingtonpost.com/travel/tips/omicron-holiday-travel-health-experts/>  
In all cases, **disabling uBO restores the missing articles**.





Firefox Browser  
**ADD-ONS**



Chrome Web Store



Jane Doe



Slows Or Stops Pages From Loading.



**Ghostery Support**

Hello Jane,

Thanks for reaching out. Sorry to hear you are having ...



John Smith



Needs to be constantly and consistently updated to stay untraceable. **Certain websites have countered adblock with a window demanding it be turned off.....making this thing almost useless outside youtube.**



Jackie Joe



Wow, it works. It flipping works!

18,932  
Reviews &  
Issue Reports

34,423  
Total Posts



Jane Doe



Slows Or Stops Pages From Loading.



**Ghostery Support**

Hello Jane,  
Thanks for reaching out. Sorry to hear you are having ...



John Smith



Needs to be constantly and consistently updated to stay untraceable. **Certain websites have countered adblock with a window demanding it be turned off**.....making this thing almost useless outside youtube.



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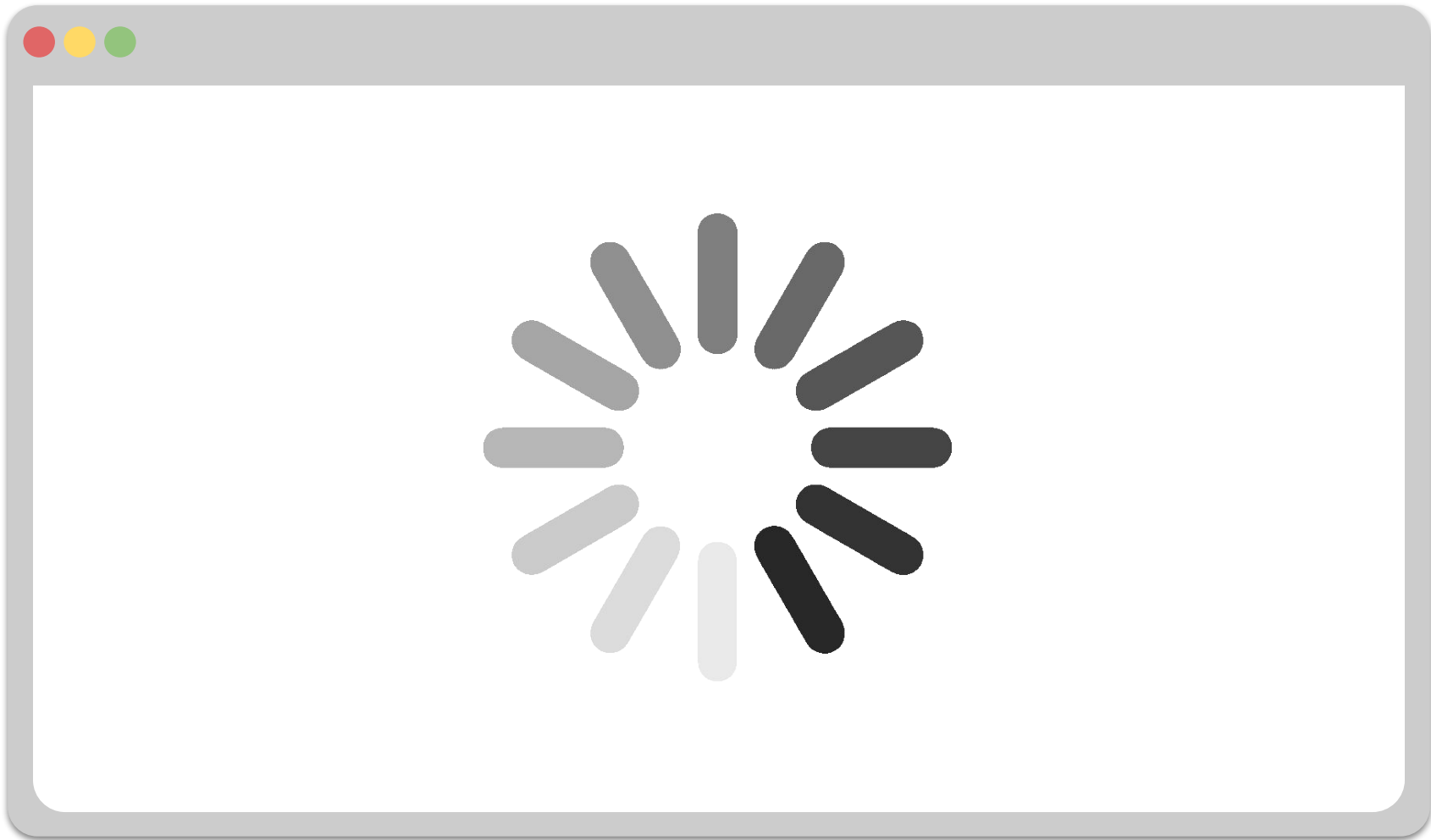


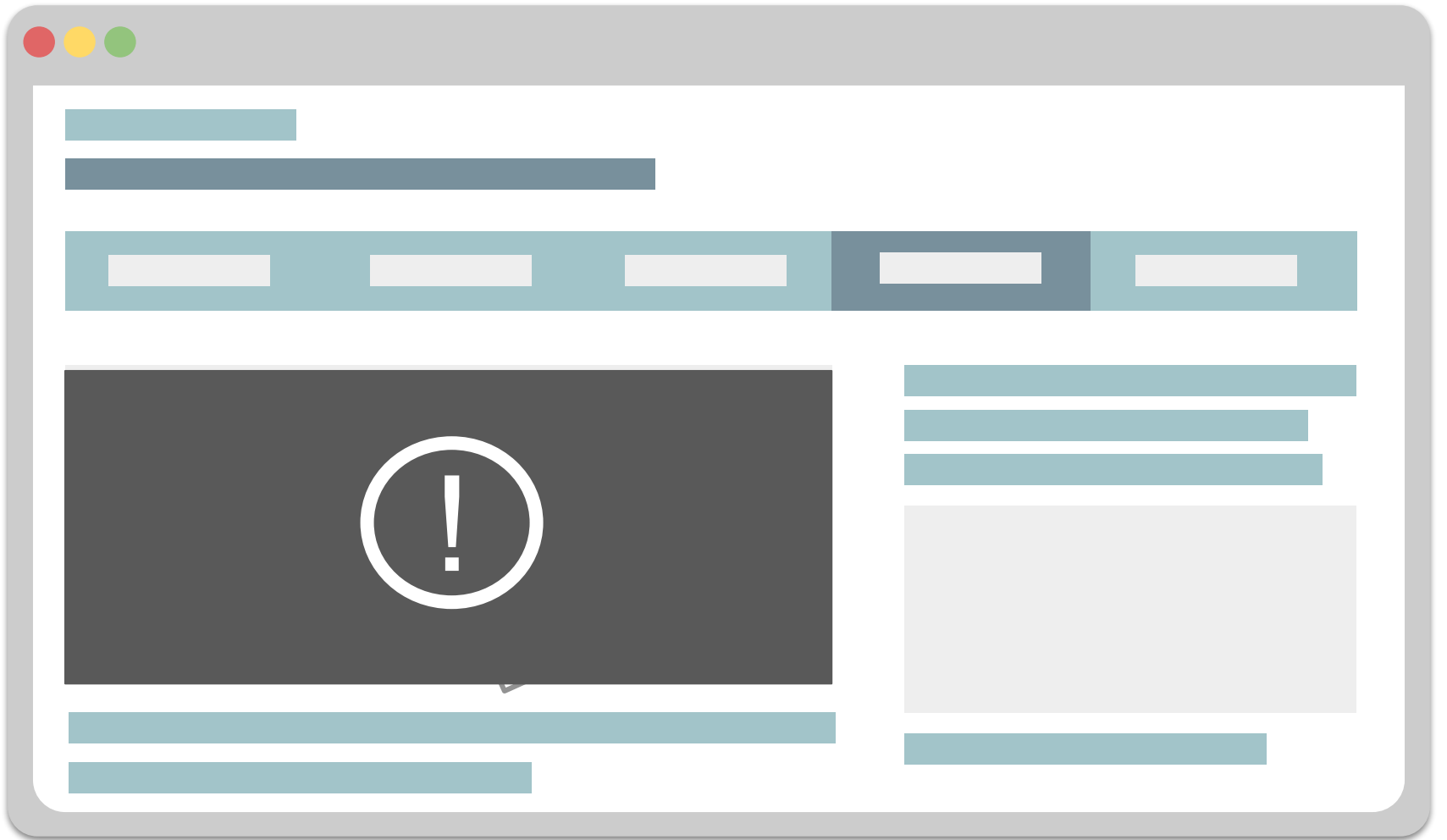
Wow, it works. It flipping works!



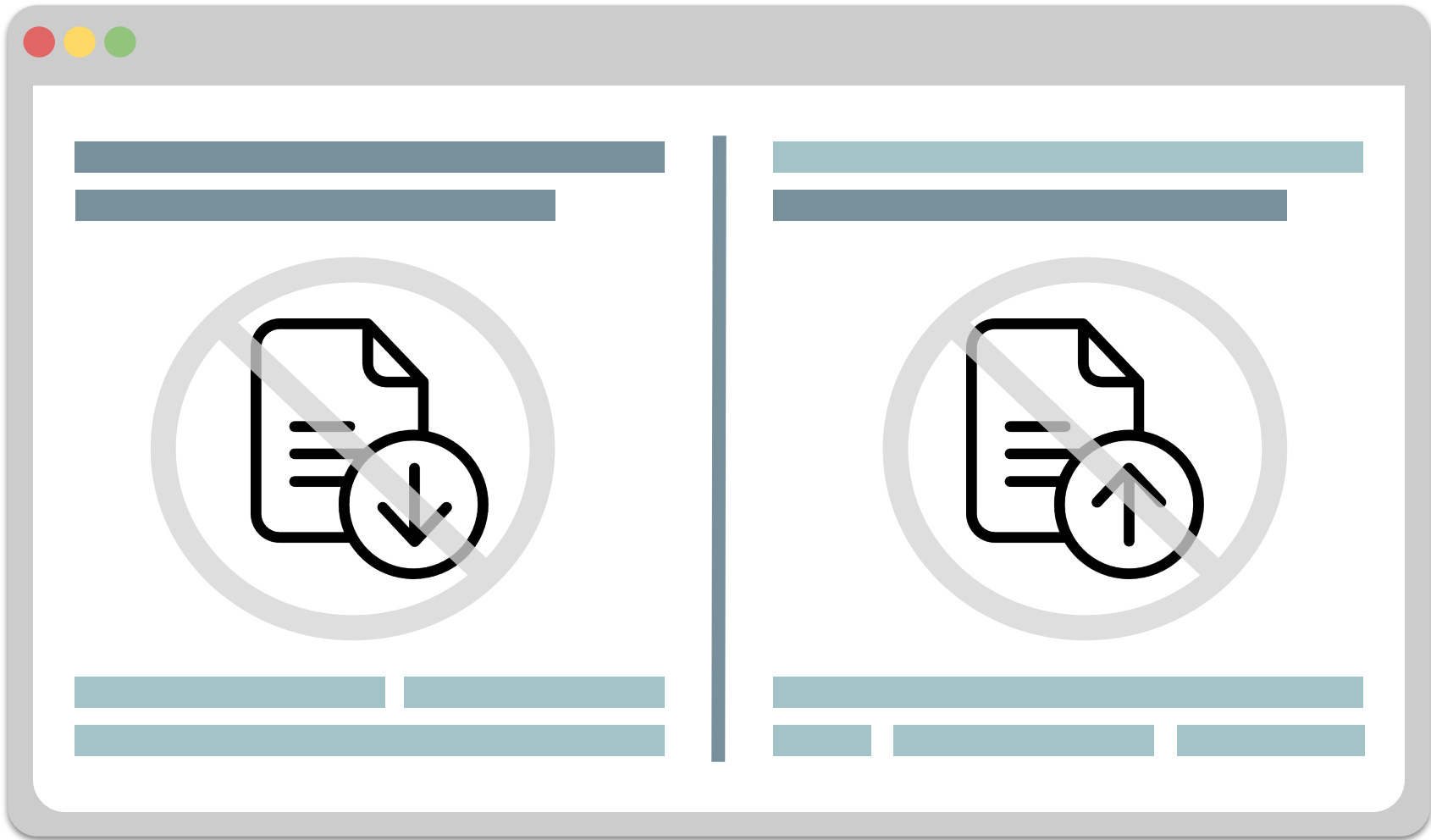
# 38

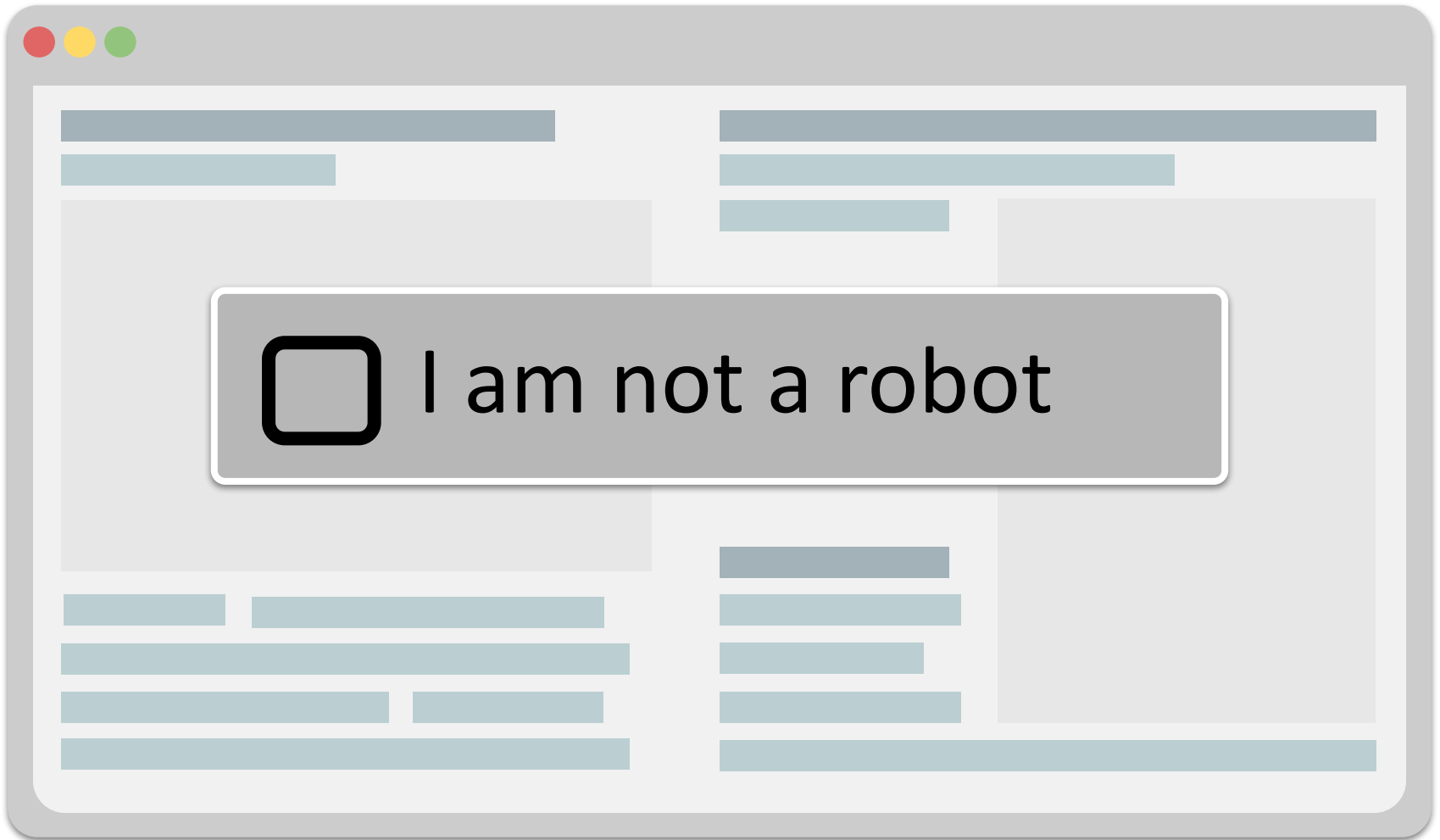
Unique ways that breakage  
was discussed

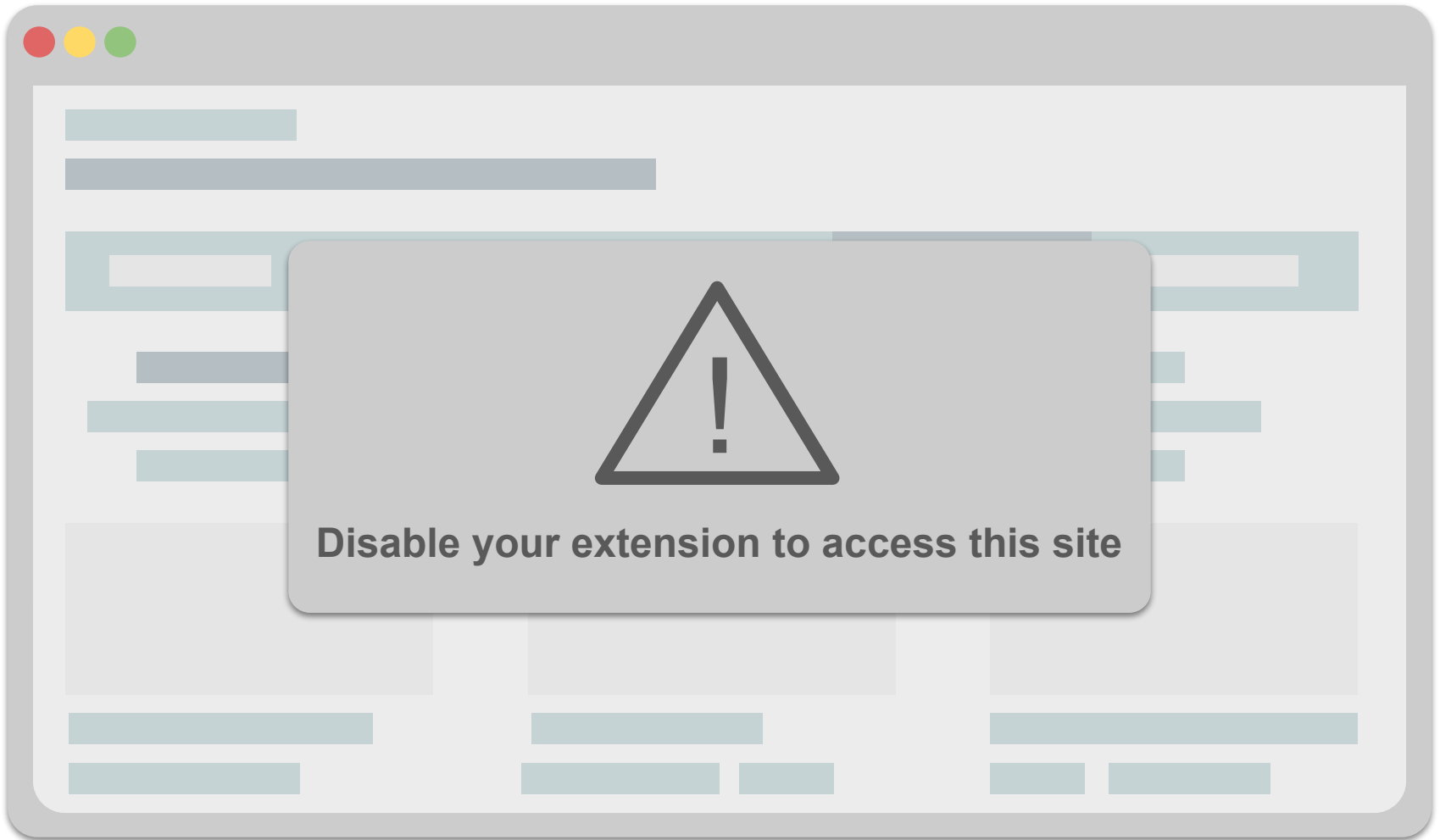




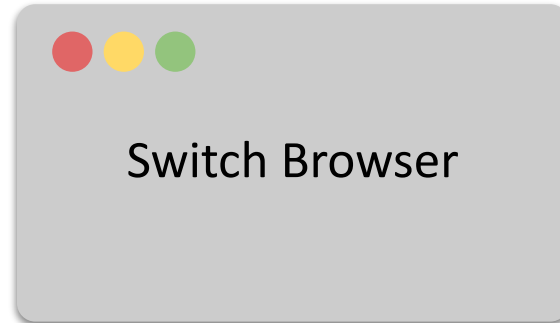
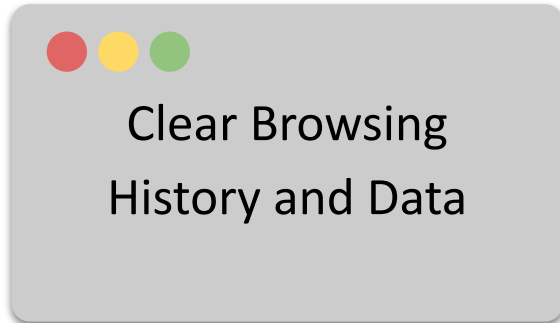
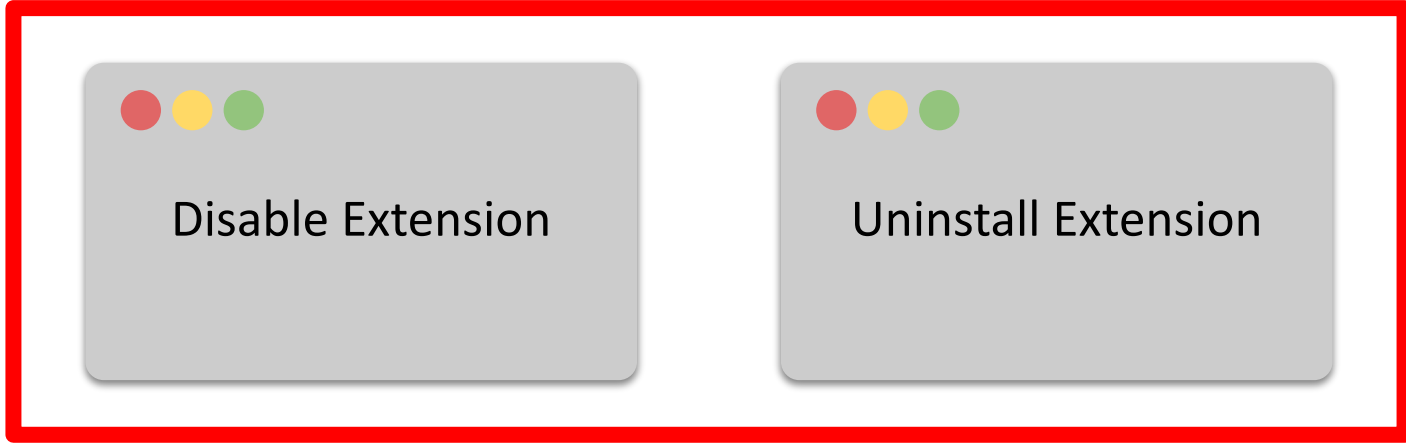








# Key Mitigation Strategies





# Small-Scale Online Survey

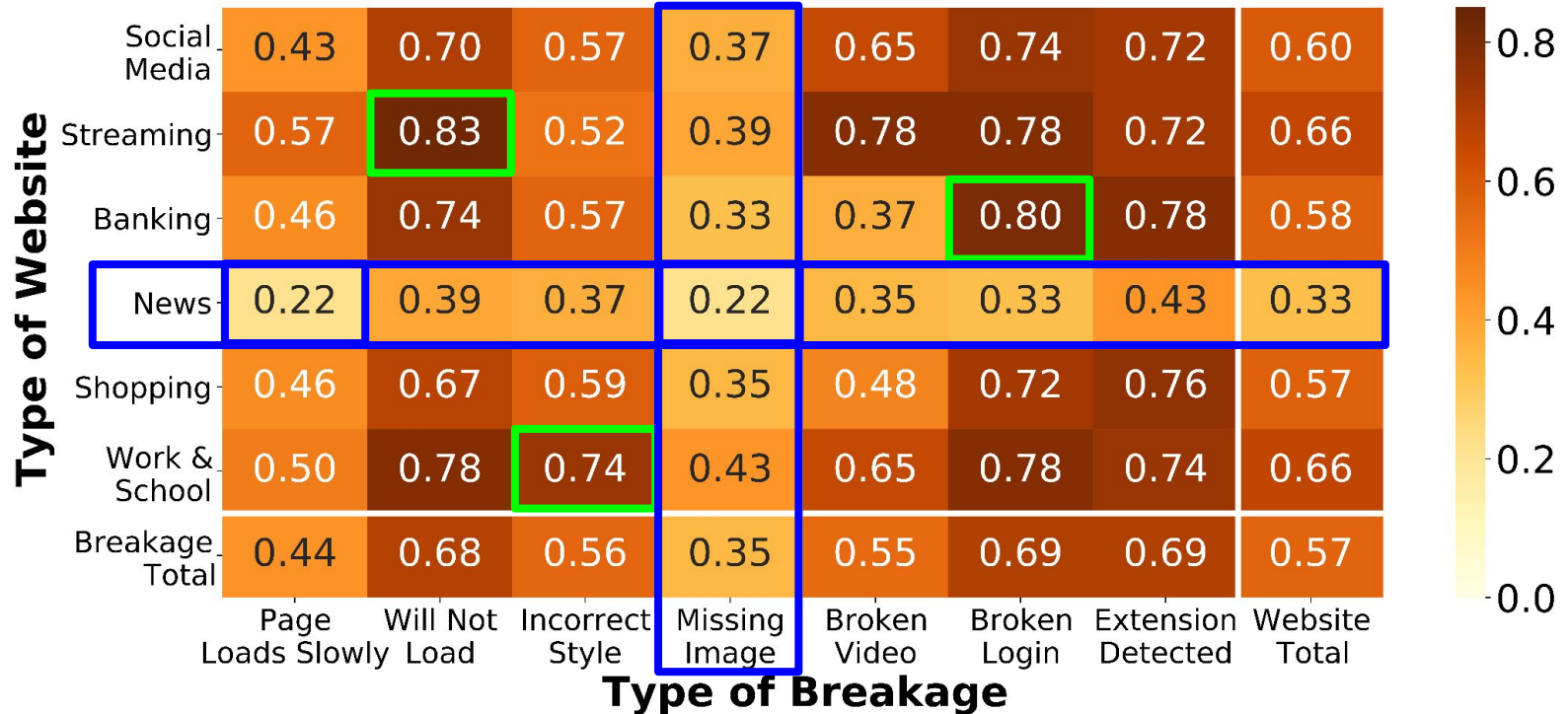
95 participants asked about either:

Privacy preserving extensions (n=46)

Privacy preserving browsers (n=49)

Recruited through Prolific

# Proportion of participants that said they would try to fix breakage





# 91%

of participants experienced breakage  
that they attributed to their extension

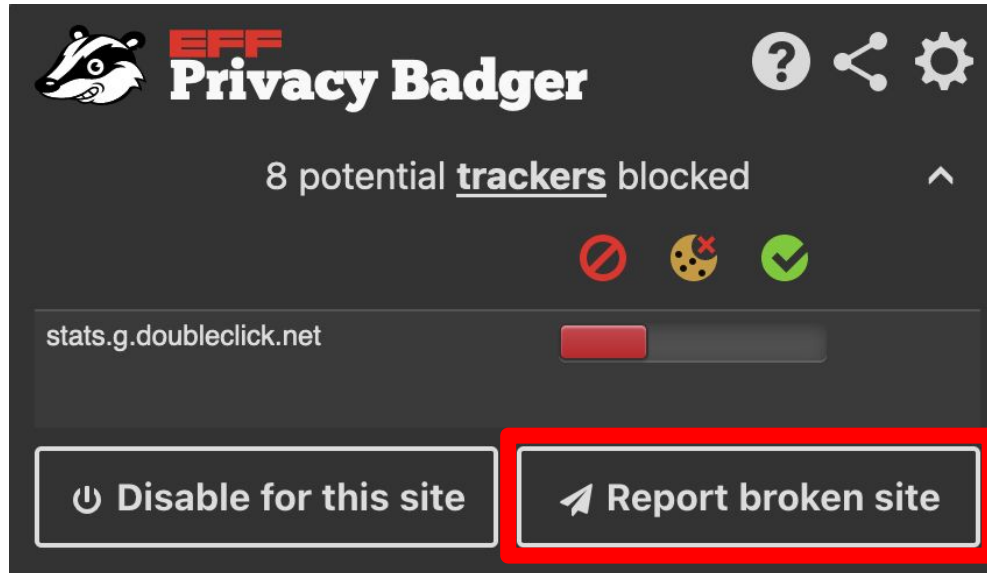




# 67%

of participants had never reported the  
breakage they experienced

# Built-in features were the most used method of reporting breakage



Created taxonomy of 38 types of breakage

Mitigation strategies are varied and context dependent

Many users have experienced breakage while using existing ad-blocking and tracking protection tools



# Defining “Broken”: User Experiences and Remediation Tactics When Ad-Blocking or Tracking-Protection Tools Break a Website’s User Experience

- Ad-blocking and tracking protection tools can break websites
- Users experience this breakage in a variety of different ways
- There are many different ways users respond to breakage
- The actions users take are context dependent



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