Defining “Broken”

- Ad- and tracker-blocking tools change website functionality
- What kind of “broken” functionality do users notice, how does it affect them, and what do they do about it?

Reviews and Reports

- Study reviews (extension marketplace) and issue trackers (GitHub)
  - Only keep negative reviews (3 stars or less)
  - Use issue tags for filtering
- Analyze 1454 threads, create taxonomy
  - Page loading (27%)
  - Resource missing (24%)
  - Extension detection (16%)

Mitigation Strategies

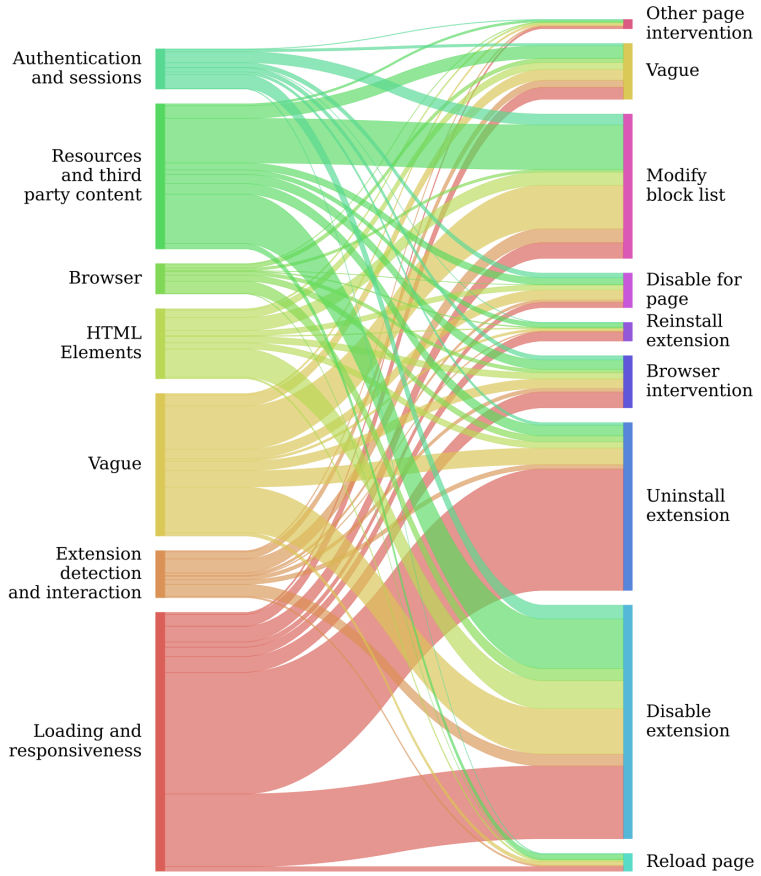

Figure 3: How often the most common mitigation strategies were used for the most common forms of breakage.

Survey

- 95 participants who use browser- and extension-based blocking
  - Nearly everyone reported seeing breakage
  - Less than half reported breakage
- Users fix severe issues, leave simpler ones alone

Takeaways

- Better / lower-effort ways to report site breakage
  - Auto-detect issues in browsers
- Connect with other users
- Collaborate across tools
- Prioritize important blocking behaviors

Discussion

- How do we evaluate quality of survey? Is the population representative? Can we trust responses? Are there important breakages that people miss?
- People prioritize functionality over privacy. What does this mean for tool development? Can payments resolve this tension? Is the tradeoff different on different sites?
- Will website developers minimize breakage or maximize it?
- What will user/developer collaboration forums look like? Is there a way to build consensus?
- What's the end game in the arms race?
- What are the actionable takeaways? Is more research needed?

Impressions

- Positive
  - Comprehensive taxonomy
  - Mixed-methods approach
  - Practical and user-centric
- Negative
  - Biased survey, narrow inclusion criteria
  - Lack of technical depth

Wrap Up

- Other discussion points?
- What did you find surprising?
- Who really liked this paper? Really hated it?