

Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University

Student:	Samuel Havlíček
Advisor:	Mgr. Petr Polák, MSc. Ph.D.
Title of the thesis:	The use of ad blocking tools in the Czech Republic and their economic implications

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide a short summary of the thesis, your assessment of each of the four key categories, and an overall evaluation and suggested questions for the discussion. The minimum length of the report is 300 words.

Short summary

In his thesis Samuel Havlíček focuses on usage of ad blocking tools in the online environment via survey. Respondents showed willingness to pay for online content, a negative attitude towards advertisement, and lack of information about the possibility to block ads.

Contribution

The topic itself is not studied by academics very often and in detail despite of the fact that every internet user is faced with advertisement on almost every page. Some form of advertisement does not disturb the user, but some force them to perform specific tasks or wait a specific time. In all cases, the aim is to take the user attention. For most websites the ads are an essential source of income so there has to be some balance otherwise the customer would not return. Alternative is to remove ads in exchange of payment and that might be beneficial for both parties. Understanding the mechanics and customer preferences is definitely of an added value.

Methods

The thesis aim could be analyzed from the perspective of willingness to pay and standardized methods. Unfortunately that is not the case and the thesis uses only descriptive methods to describe the results of the questionnaire. Next to it, sampling methods could be used to mitigate bias in the sample. It is a pity that the study does not follow some methods used in previous studies which are mentioned in the literature overview.

Literature

Relevant academic sources are used and literature overview provides sufficient introduction into the topic, but as mentioned above, the literature should be also focused on the studies which describe and use proper methods that study the phenomena of interest.

Manuscript form

The structure of the thesis is fine, the text could be improved by additional editing and introduction could be more straightforward. I like that the thesis is typeset in latex and the layout of work is unified, including figures and tables. On the other hand, the figures could contain description notes and labeling (it seems that some labeling and also page numbering was somehow removed during the PDF-A converting process).

Overall evaluation and suggested questions for the discussion during the defense

In my reports, I tend to focus on the positive things in the theses, to support innovation, effort and work done. Yet I find it a pity that such an interesting topic would be presented in this way. The questionnaire could be better prepared and by adding not much effort, the analysis would be shifted upwards to the next level using an enhanced questionnaire. I am pleased when students are able to work on the thesis independently but getting feedback and work with it is also valuable and helps to improve the work substantially.

My point valuation as well as the suggested grade is based upon the belief that the core of the thesis could be analyzed in a much better way, but at least the analysis is presented quite well.

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During the defense, the student should focus on the added value of the thesis and implication that can be derived from the analysis.

Based on my previous experience, I would say that the thesis fulfills the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University, I recommend it for the defense and suggest a grade D.

The results of the Urkund analysis do not indicate significant text similarity with other available sources.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Contribution (max. 30 points)</i>	20
<i>Methods (max. 30 points)</i>	10
<i>Literature (max. 20 points)</i>	17
<i>Manuscript Form (max. 20 points)</i>	18
TOTAL POINTS (max. 100 points)	65
GRADE (A – B – C – D – E – F)	D

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 30. 8. 2022

*Digitálně podepsáno (30.8.2022)
Petr Polák*

Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F