

REFERENCES

- [1] J. Aycock, *Spyware and Adware*: Springer Publishing Company, Incorporated, 2009.
- [2] D. S. Evans, "The online advertising industry: Economics, evolution, and privacy," *Journal of Economic Perspectives, Forthcoming*, 2009.
- [3] D. Evett. (2006) "More malware-adware, spyware, spam and spim". [Online]. Available: http://aic.gov.au/media_library/publications/htcb/htcb011.pdf. [Accessed: 15- Dec- 2015].
- [4] www.mcafee.com. (2005) "Potentially Unwanted Programs Spyware and Adware". [Online]. Available: <http://www.mcafee.com/us/resources/white-papers/wp-potentially-unwanted-programs-spyware-adware.pdf>. [Accessed: 15- Dec- 2015].
- [5] J. Dye. (2009) "Consumer Privacy Advocates Seek Search Engine Solution". [Online]. Available: <http://www.econtentmag.com/Articles/News/News-Feature/Consumer-Privacy-Advocates—Seek-Search-Engine-Solution-52679.htm>. [Accessed: 15- Dec- 2015].
- [6] BBC. (2008) "Google to dump user data earlier". [Online]. Available: <http://news.bbc.co.uk/1/hi/technology/7605801.stm>. [Accessed: 15- Dec- 2015].
- [7] R. Paul. (2008) EU calls phoul over ad company Phorm's invasive snooping. [Online]. Available: <http://arstechnica.com/uncategorized/2008/08/eu-calls-phoul-over-ad-company-phorms-invasive-snooping/>. [Accessed: 15- Dec- 2015].
- [8] S. Gordon, "Fighting Spyware and Adware in the Enterprise," *Information systems security*, vol. 14, pp. 14-17, 2005.
- [9] E. Chien, "Techniques of adware and spyware," in *the Proceedings of the Fifteenth Virus Bulletin Conference, Dublin Ireland*, 2005.
- [10] [Online]. Available: <http://www.inkpress.co.uk/blog/2012/07/02/an-introduction-to-banner-adverts/>. [Accessed: 15- Dec- 2015].
- [11] [Online]. Available: <http://portfolio.lablob.com/samsung-shark/>. [Accessed: 15- Dec- 2015].
- [12] [Online]. Available: <http://edition.cnn.com/services/advertise/opps/opa.html>. [Accessed: 15- Dec- 2015].
- [13] [Online]. Available: <https://futureiqmarketing.wordpress.com/>. [Accessed: 15- Dec- 2015].
- [14] [Online]. Available: <http://cpminventory.com/traffic/category/popunder-advertising/>. [Accessed: 15- Dec- 2015].
- [15] [Online]. Available: <https://www.drupal.org/project/curlypage>. [Accessed: 15- Dec- 2015].
- [16] [Online]. Available: <http://www.hongkiat.com/blog/ga-alternatives/>. [Accessed: 15- Dec- 2015].
- [17] [Online]. Available: <http://advertisinginstitute.com/digital-advertising-spend-to-reach-500-billion-in-2015/>. [Accessed: 15- Dec- 2015].