How Does Adware Work

A number of years ago advertisers were only concerned with collecting demographic information as to where users where on the Internet, however, these advertising companies got greedy and wanted to get more and better information so they could focus their products on the right people, so they hired programmers to create programs that were more complex, just so the company could gather more information about the user, while the user is active on his computer.

These programs are connected to shareware programs and when shareware is installed, the adware program installs as well. As soon as adware is installed, it loads in memory and stays there, constantly sending requests to the shareware producer's website. In return, the shareware provider sends back ads to display on the user's screen. These ads are usually based on buying patterns of the user and what website the user visits. Because of these constant transmissions to the shareware company, the connection gets overloaded and thereby ties down the network.

In some cases, these adware programs are written in such a way they may even call other adware programs that were programmed in the software. When this happens, another adware program is installed in the user's computer, and gets loaded in memory. Once this occurs, another bunch of memory is clogged by the adware program, and more ads appear on the computer, which also causes

communication to be further overloaded. By the adware getting into the computer and loading into memory, it also causes another problem for the user – slower computer processing. It will take the computer longer to process or startup. The computer may even freeze often when performing certain functions. Also, depending on the adware program, the browser will not start up.

In many situations, the adware programs can change the home page of browsers to that of the shareware provider. This way the user will be exposed to the actual products, with the idea the user will buy the products listed.

Adware programs can be dangerous to computers by the way they load up in memory and hog your Internet connection. But this is not all, for adware can also crash your computer and even keep it from actually starting up. If this happens, the hard drive may have to be stripped and the operating system may just have to be re-installed. This is actually the worst case scenario. In many circumstances, users have been exposed to slow computers and a lot of ads, not much else.