Since the rise of online media and the subsequent decline of print media, Internet news and entertainment outlets have been forced to find new revenue streams. Native advertising, or sponsored content, is one attempt to solve these problems. Native advertisements are advertisements that are less intrusive to the user experience than traditional commercials because they mimic their surrounding content. The purpose of my research is to outline the emergence of native advertising and analyze the surrounding debate. I have researched consumer studies conducted mostly by advertising agencies. A review of these studies has found that by some measures native advertisements are far more effective than traditional Internet advertisements at gaining the attention and affinity of consumers. On the other hand, more than half of consumers feel deceived by native advertisements and do not trust them. Perhaps more importantly, less than half of Internet users are able to distinguish the advertisements from the news and only 49% of consumers even know what native advertisements are. My paper outlines the debate surrounding native advertising’s effect on journalistic integrity as well as the growing ubiquity of advertisements in general.