

Slide 2: Issues

Main issues comes down to Profitability vs. Moral Ethics

Profitability

- By 2006 Baidu was by far the largest and most profitable online search engine/application.
- The search Bidding has helped immensely in growing the company by enticing advertisers and webpages to use Baidu in hopes of being put on front page, and increased revenue is majorly helpful

* Thus if Baidu were to change its revenue structure by ridding of search Bidding, they may lose a hefty sum of profit, and advertisers/webpages may lose interest in being on platform - No edge

Ethics

- Goes largely against societal values in terms of what many believe would be fair searching
- Becoming less useful as a platform as results are not sorted necessarily by relevance, but by price

- At least for medical advertisements, Baidu is breaking advertising law
- Literally led to people dying: Associated the company with the "Greatest evil of human nature"

* Thus if Baidu doesn't change and remain ethically dubious, the company will surely fall into scandal after scandal and will die by either the hand of the people, or the government itself.