

Slide 2: Issues

Assuming Acting as Baidu

~~Problem~~ As Baidu

- Main Problem: How to deal with the possible harms created by the ranking system?

↳ Sub-Problem: ~~Over 60% of Baidu's~~

Paid Search Market is a growing industry along with Internet and Search users in China

- Baidu as the market ~~majority~~ for search operators at 63.5% must realize that as the internet expands, there are more opportunities for people like Wei Zexi to be scammed. As Baidu's ~~core~~ profit is 95% from promoted searches, they must balance profit with the ~~effect~~ on human lives.

↳ If scamming runs rampant, the CCP is sure to step in and take control over the company, replacing all of the current corporate ownership.

↳ Chinese companies on global stage are ~~stereotyped~~ as off-brand and cheap versions ~~which is not~~

↳ This is a problem that is not helped by Zexi's death ~~whether the scammer is~~
In order to gain legitimacy, the company needs to resolve the scammy issues associated with the ranking system.

↳ Baidu risks legal action by Chinese state

As seen in Exhibit "Chinese Advertising Law" part 5, anything ~~that~~ AD that disrupts social stability is illegal and any false medical ads are also illegal. If Baidu, doesn't respect they risk fines and lawsuits by the Chinese government. This was seen happening to their U.S. counterpart Google when it was fined by U.S. regulators for sanctioning the sale of ~~pharmaceutical~~ prescription drugs from Canada to U.S. citizens