

Slide 2: Issues

- Wei Zexi died from his cancer. He was never informed that the treatment he was taking, was experimental.
 - Wei Zexi accuses the hospital and its physicians of being deceptive.
 - Wei Zexi harbors resentment and blames Baidu for not making it clear the search result was an advertisement.
 - Wei Zexi only learned that the treatment was abandoned and ineffective from someone in the United States.
- Baidu has made a significant profit from its advertising business
- The advertisement was misleading and intentionally deceptive, but is Baidu liable?
 - What reforms should they make?
 - How can they protect their public image?
 - Can they regain trust?
- Public outrage against Baidu exists