Slide 2: Issues

• Based on prior knowledge and reading the contextualization documents the core issues lie in the fact that a) China's healthcare economy is exploitative and non-transparent to low-middle income consumers b) Baidu is the largest (by mkt. share) search company in China and has little competitive pressure to change profit-maximizing practices and c) Google presents itself as an idealist but is actually not following the own rules it suggests should be implemented.

a) Hospitals sales representatives presented non-viable treatments to Wei because they were looking to make money.
↳ While Baidu introduced him to the treatment, these drug companies were attempting to advertise expensive treatments to a family with a relatively low medical-know-how, and as according to Article 16 (1), presented "assertions or guarantees regarding efficacy of the treatment.

b) Because of Google's exit (in 2008/or 2011, I don't totally recall) Baidu retained a, likely higher than (because this is the statistic I remember from the reading when Google was in China), 60% market share. The company did not have to fret losing search share to the extent that companies in a competitive landscape in search like the U.S. would. They were also "supposedly" fully compliant with the CCP's censorship requirements, so if they could get paid to display non-harmful paid results why not do it.

c) Google presents itself as an idealogue here but it has continuously strayed from its values as a simple "data provider" with a slogan of "do no evil". Via surveillance capitalism, AdSense, + AdWords they to capitalize off of people's data. They also profited off of Canadian marketing of healthcare pharmaceuticals, as they say other firms should not. But to the public they put Baidu in a tough position because their claims are valid.