

Slide 3: Recommended action

In class, we discussed a couple direct ways business entrepreneurs can avoid trouble w/ the government, whether through getting involved in politics, schmoozing w/ politicians, emigrating, keeping a low profile, or achieving a sort of celebrity status w/ the public. In the case of Baidu, though, what needs to happen is an internal revision of their algorithm & concrete steps need to be taken to prevent such misinformation from harming citizens again. Baidu ~~doesn't seem to have~~ More specifically, they need to find another way to generate profit than "Bidding Ranking" or if the system is used, then ^{still} making it very clear the the search result is advertised w/ a notice informing users ~~that the information~~ to exercise caution. Or, as Liu Jun details, clearly labeling & distinguishing ads from organic search results, never allowing the first page of search results to be entirely filled w/ ads, never allowing their market position to never alter or deleting search results through paid or disguised ~~paid~~ methods. This would decrease their profits but it would help regain the trust of its users. Being the most used search provider in China, it has a responsibility to its consumers to display ~~the accurate~~ information to its consumers. ^{Dependent on} Some could argue that because it has such a dominance of the Chinese market, it doesn't need to change anything, w/ the way Baidu ~~collaborates~~ collaborates w/ the government, it