

Slide 3: Recommended action

-The issue at hand is much larger than one single reform! It will require a multi-pronged approach that involves cooperation between multiple groups to reform both the medical sector and the search engine sector.

□ Chinese Government

- The Chinese government must increase the regulations on medical advertising, ~~part~~ its current restrictions in articles 9, 15-18. Furthermore, the government should prohibit all advertisement of prescription medication, instead relying on doctors to recommend the best course of action, rather than a desperate and impressionable consumer.
- The government must also work towards reforming the Healthcare system, focusing on ensuring that there are adequate resources to provide accurate recommendations and sufficient treatment for all those who need it.

□ Baidu Engineers

- Baidu Engineers must develop a new algorithm, potentially by collaborating with outside companies like Google, which allows Baidu to maintain profitability while also providing more accurate search results, but off course the how much a company paid for its advertisement.
- Engineers must also find a way to differentiate between advertisement and actual search results, much like Amazon's "Sponsored" and "Recommended" sections.

Slide 4: Action Recommendation, continued

□ Baidu Executives

- Baidu Executives must re-evaluate their core mission following the death of Wei Zexi, ~~and~~ balancing priorities of profitability and of doing good and providing a helpful and accurate service to consumers.
- Executives must also focus on salvaging the brand image, so that Baidu does not become viewed as dishonestly or inaccurate and lose customers the way. They may do this by starting marketing campaigns providing proof that of how Baidu has helped save lives or reemphasize loved ones, pulling in the same heartstrings as Wei Zexi's post, but using it in the opposite way, to showcase Baidu doing good.