

China's Baidu *pledges* to improve search service after complaint

China's top search engine Baidu Inc said on Wednesday it will improve its media *aggregating* service after a complaint about the quality of the service and its search results *went viral* on social media.

pledge 保证; 誓言

aggregating 聚合; 合计

Baidu was placing low-quality pieces from its Baijiahao service, which selects articles from both *legacy* and independent media outlets for display on Baidu's own webpages, and other Baidu *properties* towards the top of its search results, journalist Fang Kecheng wrote in an article on Tuesday.

legacy 遗产

property 性质; 财产; 所有物

The complaint comes after Baidu, often compared to Alphabet Inc's Google, underwent a restructuring and *rigorous* cleanup of illegal medical advertising that emerged in 2016 and led to regulation that *slashed* the number of eligible advertisers.

rigorous 严格的; 严酷的

slash 削减; 猛砍

Baidu on Wednesday acknowledged the article in a post on its Twitter-like Weibo account and said that Baijiahao articles account for roughly 10 percent of its search results.

"The media attention suggests Baijiahao can be done better," the statement said.

"We will continue to *court* quality media outlets and creators and use positive mechanisms to encourage authors to spread high-quality original content," it said, adding Baijiahao was designed to optimize *retrieval* speeds for mobile users.

court 设法获得

retrieval 检索; 恢复

Shares of *U.S.-listed* Baidu *tumbled* 6.4 percent on Tuesday, or about \$4 billion by value, weighed down by earnings and target price downgrades from Citi and Jefferies, while the widespread sharing of Fang's article sparked concerns over its advertising practices.

U.S.-listed 美股

tumble 摔倒; 骤跌

"For Baidu over time, media exposure has been on the negative side," said Pacific Epoch analyst Raymond Feng, adding Baidu faces competition from other Chinese tech companies, many of which offer a broader range of ad placement styles than Baidu.

Baidu declined to comment on the market fluctuations.