7. Reviewing the Process

From the ethical analysis we have done, it can be seen that the situations are mostly covered in our discussion. Wei Zexi incident reflects the issue of a large internet company about whether it should put emphasis on their social responsibility. The background and the facts of the issue indicated that Baidu as a well-known company definitely falls into the realm of an organization ethical issue, which means that it should take ethical responsibility when we apply principles to it.

8. Resolving the Issue

The issue can be resolved resulting from our analysis above. Baidu shouldn’t advertise a hospital if it gives Baidu a lot of money even though Baidu is uncertain about its qualifications. To be clear, principles should be considered to fully resolve the issue. Referring to the list in Appendix 1, these include principles related to public safety (1), human rights (2), and truthful disclosure (6). Baidu bases its promotion on money instead of qualification, which violated (1), (2) and (6). Customers affected by those are put in a dangerous position. Baidu’s way of advertising fake hospital reveals that it lacks public responsibility, which causes Wei Zexi’s death. That is ethically wrong.

1. Identifying Practical Constraints

Baidu is expected to provide the right information when we use its website, but the advertising system is like a funding system. Like all advertisement, Baidu treated them equally without considering the special part of hospital, which includes a wider influence of society. For example, if Nike and Adidas go to Baidu asking for advertisement, Baidu will be likely to offer a price competition, who offer a higher bid gets the advertisement position, and that makes little influence on society. Organization issues when considering the society responsibility is very complicated. Baidu never foresaw the consequences before, that is the starting point when they put social responsibility into consideration.

10.Avoiding Ethical Problems

Baidu could avoid the ethical problem, if they realize the problem in the first place, and change the ranking system before it was published. It should be noticed that the whole thing is related to the fact that big technology company have the power to largely influence people’s life. If those companies want to avoid such kind of ethical problem, they need to take their social responsibility into deep consideration. Baidu could have avoid the ethical issue if they rank the hospitals according to quality, or put a notice on their searching result that it is an advertisement, not the true rank.