*3. List facts that would help to resolve the most important issue/answer the question - paying special attention to material, individual, and organizational facts - as well as identifying any relevant missing facts.*

**Facts provided**

* Baidu is one of world’s largest internet company. Baidu is China’s largest search engine and the largest Chinese searching engine in the world.
* Enterprises can set their advertisements on Baidu and try to get a high rank on the searching list of Baidu by giving money to buy the service.
* Baidu doesn’t have a strict supervision on the advertisement.
* Putian hospitals may have contributed 12 billion RMB of the total of 26 billion RMB in ad revenues reported by Baidu that year.
* Wei Zexi was treated for a rare form of cancer with radiation and chemotherapy, but these did not work.
* Baidu provide the Beijing Armed Police Corps to Wei.
* Baidu claimed that Beijing Armed Police Corps have an experimental treatment for Wei's condition
* Wei found the expensive treatment was neither effective nor experimental.
* Wei believed that the hospital provided by Baidu must be legitimate.
* American hospitals had long stopped using the technology (used in the treatment) due to poor results in clinical trials.
* This hospital ranked very high in the searching results on Baidu.
* Advertisements of this hospital on Baidu said it had highly efficient immunotherapy and cooperation with Stanford
* This hospital had a high priority among all the searching results only because it had paid a lot of money to Baidu
* This hospital was not a Top-three hospital as promoted on the advertisement on Baidu.
* Wei is promised by the person in charge in the hospital that the treatment can keep Wei safe for at least 20 years.
* This treatment cost Wei more than 200 thousand RMB.
* Wei didn’t get any better after this treatment and passed away at home.
* Baidu respond to the media and public that they have check that the hospital which Wei received treatment in is a public professional hospital.
* The relation advertisement of the hospital on Baidu were all deleted on April. 28, 2016

**Facts not provided but relevant**

* Did Baidu review the qualifications of advertising products?
* Did Baidu have the right to mix paid searching results with natural searching results?
* Has Baidu’s bidding ranking policy been approved by the company’s management?
* Does the Putian Medical Group have medical qualifications?
* Has Baidu already compensated Wei Zexi’s family?

*4. Make reasonable assumptions regarding missing facts, including brief justifications for your assumptions.*

First, if Baidu reviewed the qualifications of advertising products, Baidu should refuse to advertise the putian Medical Group, and from this point of view, Baidu did not review the qualifications of advertising products. But on the other hand, the putian Medical Group paid 12 billion RMB per year to Baidu, and Baidu may review the qualifications of it but still advertised the putian Medical Group.

Second, if it's legal to mix paid searching results with natural searching results without telling the user, Baidu should not delete advertisement of the hospital. So Baidu should not do that.

Third, because Baidu were paid 12 billion RMB per year, company management must know that. So, Baidu’s bidding ranking policy was approved by the company’s management.

Forth, this hospital was not a Top-three hospital as Baidu said. Besides, Baidu said it had highly efficient immunotherapy and cooperation with Stanford, which is absolutely fraudulent. But the Putian Medical Group should have medical qualifications or it cannot get hospital license and still open to patients.

Fifth, Baidu claimed that Beijing Armed Police Corps have an experimental treatment for Wei's condition, which means Baidu don't want to take responsibility of Wei's death. And if Baidu compensates Wei's family, it's likely that many similar families will ask Baidu for compensation. So it is very likely that Baidu did not give compensation to Wei Zexi’s family.

5. *Clarify the use of any potentially ambiguous terminology you've used so far - for example, technical or value terms, like "safe," "good," and "responsible."*

promotion: Baidu defined this service as a “promotion” instead of “advertisement”, though they are similar to each other, promotion refers to any type of marketing communication used to persuade people of the relative merits of a product and service.

*6. Identify ethical principles that would be relevant for resolving the issue under consideration, starting with the principles for ethical global engineering outlined in chapter four, providing a very brief explanation of why they are relevant. If these principles conflict, then be sure to prioritize them, explaining which ones would be more/less important and why. If you think additional principles apply, then list these as well.*

Baidu is one of world’s largest internet company, China’s largest search engine and the largest Chinese searching engine in the world. So its products will influence many families, which means as a company, responsibilities related to Baidu are strongly connected. Referring to the list in Appendix 1, these include principles related to public safety (1), human rights (2), and truthful disclosure (6). As a big company, Baidu should endeavor to avoid producing unnecessary harms to those in and outside of their organizations (1).

Baidu owns more than 6000 million users and has approximately 70% market share. It has lots of products across hundreds of different fields including Baidu Online Marketing Service. So Baidu should keep members of the public safe from "serious negative consequences" resulting from its advertainments or a large number of people will suffer. Such that principles (1) and (2) seem to apply to Baidu's promotion service. Furthermore, Advertisements of this hospital on Baidu said it had highly efficient immunotherapy and cooperation with Stanford, but it's not true. In fact, this hospital had a high priority among all the searching results only because it had paid a lot of money to Baidu. So truthful disclosure principle (6) and avoid producing unnecessary harms principle (1) should be apply to Baidu's fake advertisements.