

《“魏则西去世事件”百度受调查》

这个五一节，一个名叫魏则西的年轻人的死亡，将大名鼎鼎的百度再次推上舆论的风口浪尖。又是百度医疗搜索的“竞价排名”，这个依靠金钱和谎言堆砌的虚假信息又一次坑害了一个无辜的生命。



The parents of Wei Zexi, a computer science major at Xidian University in Shaanxi province who died of a rare form of cancer, wait outside a funeral home in Xianyang, Shaanxi, on April 13. WAN JIA / FOR CHINA DAILY

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The central government has set up an investigation team to probe search engine giant Baidu, after the company was accused by a hospital patient, who since has died, of providing misleading medical treatment information.

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Nasdaq-listed Baidu has been under mounting public pressure since a couple said online that their 21-year-old son died of cancer after receiving immunotherapy at a hospital in Beijing.

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The parents said their son learned of the treatment and the hospital by researching the disease on Baidu, and that the hospital was listed second from the top on the first page of search results.

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Before Wei's death, he also had posted about his experience on the Q&A website Zhihu, calling the treatment useless and criticizing Baidu's paid listing practice.

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Paid listing is an internet advertising model used to direct traffic to websites. The system, under which an advertiser pays a search engine for each time an ad is clicked, has long been a major source of revenue for Baidu.

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