

# Google in china

Technology, Information Technology



Google in China Muaath Algrooni of the Ethics for IT Professional 10/04

GOOGLE IN CHINA Google Inc. forms the first name that clicks to mind as the information seeking comes to mind. Today the company not only has a search engine but also offers wide range of services including email account, blog hosting service, mapping services, translator and many other services. Though all of these services compliment significantly to Google's success, what distinguishes Google from many other corporation that urge for expansion is that it has maintained its entire business operations to remain ethical. " Don't be Evil" separates Google apart from the technological companies by being one on which millions of users and account holders have developed trust. Mission of the Google, to maintain the provision of information that is of interest of users and access to information, is not affected by any of the factors be it financial prospects or any other thing. Entry of Google in China with Google. cn developed contrasting forces that questioned the viability and consistency in pursuing the ethical standards that have formed the distinguished identity of Google. The acceptance of Google to form its own censorship spurred debate and even stockholders of Google raised questions about it. Google captured nearly 25% of the Chinese search market by 2002 (Wilson, Ramos, and Harvey, 2007). The factors that played dominant role in this success were the complete avoidance of the Chinese censorship policy. Google. com in China was serving from outside California headquarters with the version that has enabled to deal with character based learning such as Chinese, Japanese, and Korean. Google. com formed the pick of white collar and pro-western business people. Google maintained the availability of all information to its Chinese market unlike

competitors such as Yahoo and MSN that established pro-government versions. This real access of all information to all based the reason of success of Google in China. However, this version that not allowed Chinese government to police the content of search was compromised in the versions of Google. cn and jeopardized not only the edge that Google enjoyed over competitors but also raised questions on the continuity of its mission statement's commitment. The strategy employed by the Google in entering the Chinese market though received significant criticism for compromising its principal mission commitment; however, can be regarded as right to some extent. Google. cn order to align the entry with its mission statement also added another balancing commitment of " local responsiveness" to its mission statement. To further maintain the alignment of this strategy with its mission statement, Google. cn didn't offer any services like Gmail and Blog host to refrain from events like one happened with Yahoo and MSN etc. Further, it also continued with Google. com in China and declared Google. cn additional services. These two measures, with fact that latter one remained under constant attack from government censorship policies, maintained the continuity of Google's two basic fundamental commitments. This entry in China was also attracted by the financial benefit that Google expected to reap from the fasted growing internet surfers market as well as attracting innovative idea from the large pool of students graduating from Chinese universities. Further, it can also be viewed from perspective that Google expected Chinese government to provide relaxation in internet policies over a period of time as it did in case for foreign investors (Wilson, Ramos, and Harvey, 2007). It is supported by the fact the Google attempted to establish

its set up in China and for the purpose hired extremely accomplished personnel in China that had experience of working with successful US companies. Hence, Google with this entry also attempted to comply with its motto " Don't be Evil" as it tried to facilitate the market in line with its fundamental principal of access of information. Also it also complies with motto for not being evil by refusing to make efforts in serving market whose government has its own set authoritarian regulation and does not totally fit with Google's business model. Hence, the difficult choice was made in expectation of better and optimistic prospects. Google made significant efforts in establishing its place in China. Investments in big projects and information related to Google started to eat some of the market share of Baidu (Google's share rose from 19. 2% to 22. 8% while Baidu's share fell from 63. 7% to a 58. 1% in Q2FY07 (Wilson, Ramos, and Harvey, 2007). are best reflective of Google's vision to continue in China. However, there are many factors that contributed to its decision to turn back to Chinese policies. Some of these include: Acceptance of such constantly increasing pressures from government would become role model for other countries. This may result in other countries place restriction on Google's service in respective countries and increase negative effect on the fundamental commitment of Google (UNESCO, 2007). The hopes of improvement in condition were not showing up and overall Google within four years made " net negative" in China as stated by Guardian (Krazit, 2010). With compromising respect within US and European who viewed this agreement as Google's compromise for working with government while it only had gained market of 14. 1 % as compared to 62. 2% share of Baidu. Hence, Google could never deal with the

authoritarian government's support to its national search engine (Krazit, 2010). Google exploited better opportunity of winding up operation in China by leaving the other internet companies on ground for criticism for working as agent of Chinese Government. Google based decision in relation to anticipated attacks on US companies being originated from the agents of Chinese government. Gmail accounts were also attacked that contained offensive content related to the Chinese government. Hence, entry and exit of Google in China form two examples of factors of how companies exploit the opportunity. This also cites one of the best examples where entry and exist decisions of the business in any market are supported with sound justifications. Google entered Chinese market despite criticism from far and wide. Google attempted to provide the freedom of access and information for all to its best, by also not entering any collision with regulator in new market. Its exist also fetched significant benefit by standing off from competitors on taking principal stance and not compromising the fundamental commitments it has done to its customers. References Krazit, T, (2010). Why Google decided to rethink China. Retrieved October 3, 2013, from [http://www.cbsnews.com/2100-503063\\_162-6091679.html](http://www.cbsnews.com/2100-503063_162-6091679.html) UNESCO. (2007). New Media - the press freedom dimension: challenges and opportunities of new media for press freedom. Retrieved October 3, 2013, from <http://unesco.org.pk/ci/documents/publications/New%20Media.pdf> Wilson, K., Ramos, Y., and Harvey, D. (2007). Google In China. The Kenan Institute for Ethics, Retrieved September 24, 2013 from <https://web.duke.edu/kenanethics/CaseStudies/GoogleInChina.pdf>