

Abstract

THESIS: Google Takes on China: A Cross-cultural analysis on Internet Service Design

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Google Inc. struggles arduously on the digital battlefield in China's Internet search engine market. In China, Baidu.com has been described as China's Google for years and challenged Google's expansion. This study provides an overview of the Internet service development in China, an illustration of the search engines' profitability models, and an evaluation of Guge (Google China) and Baidu's service designs. Overall, the research shows an attempt to understand the possible advantages and disadvantages when a multinational Internet service company enters China. Two notions emerge. First, standardization and adaptation may need to be nicely balanced for the subsidiary company in order to profit in China's Internet market. Second, Google's operation in China, Guge, stands strong on the service design end, especially in the area of "ease of use," "informativeness," and "fulfillment/reliability." However, Guge's major rival, Baidu, shows its advantage on a wider selection of online services. Therefore, in the long run, which company will win at the finishing line is still too early to tell.