

- Don't sell passes to freshmen  
 Raise prices for passes  
 Create more parking spaces  
 Encourage alternative transportation

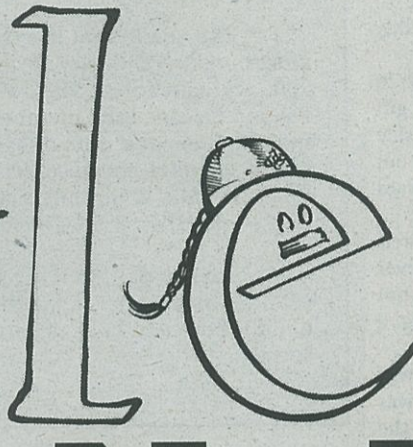
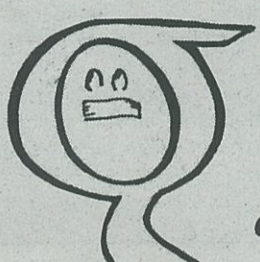
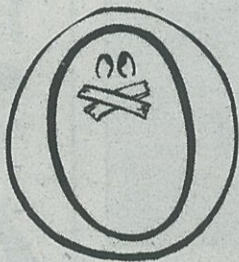
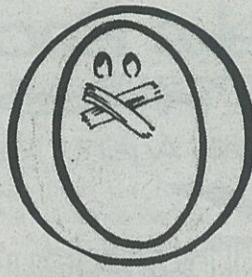
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MONDAY, APRIL 24, 2006

# See No Evil. Hear No Evil.



JENNIFER HSU/GUARDIAN



# No Evil.

By Meghan Durham  
STAFF WRITER

**T**here's no question that Google is now the Internet's premier search engine. Clean, fast and pop-up free, it has even entered the public vocabulary as a verb: to Google. But Google is known for having a mission beyond just being just a great search engine.

Google's stated aim is "to organize the world's information and make it universally accessible and useful." A nice statement, but the philosophy link on their Web site goes even further. One of the "ten things Google has found to be true" is: "You can make money without doing evil." Evil isn't a word you hear often in corporate America, but Google has made it part of their corporate philosophy to not be evil.

And the thing about Google is that the company actually seems to take this philosophy seriously. Most users of Google know how they have kept their pages clean of ads, especially ads from the alcohol and tobacco industries. A Google user also can be fairly certain that the results he finds are actually results, and not sites that coporations have paid Google to pimp.

Now enter China. Quite obviously, the Chinese government censors information, and with the frightening exchange of ideas on the Internet, it makes sense that they've launched a huge campaign to restrict their users from researching certain subjects. The *International Herald Tribune* mentions that "democracy, Tiananmen, Taiwan, human rights, and Tibet" are just a few of the hundreds of subjects that Chinese censors disallow Internet users in China from accessing.

So far, Internet companies have been jumping over themselves to accommodate this. The most famous of these companies is Yahoo, who helped the Chinese track down Chinese journalist Shi Tao. Shi Tao, who worked for

a business daily, was sentenced to 10 years behind bars for sending an anonymous e-mail to foreign news media warning about the possible threat posed by the 15th anniversary of the Tiananmen killings. Yahoo provided the tools necessary to track him down, a move that Reporters Without Borders says makes them a "police informant."

Until recently, Google has stayed out of the fray, and their only link to the Chinese market was a heavily censored version of their engine that often crashed and was remarkably slow. But now Google has released a Chinese language version of their search engine called "Gu Ge" or "Valley Song," a version that actively censors Web sites that the Chinese government deems inappropriate. The move sent shock waves throughout the Internet community. Doesn't this interfere with making information universally accessible and useful?

Google says no. The BBC reports that although Google considers removing search results inconsistent with the company's mission, "providing no information or a heavily degraded user experience that amounts to no information is more inconsistent with our mission." Google CEO Eric Schmidt even went as far as saying, "I think it's arrogant for us to walk

into a country where we are just beginning to operate and tell that country how to operate." And to their credit, Google is striving to disclose when its results are censored, and it does not offer blog or e-mail services that it might be forced to turn over to the government.

But Google's debut in China is a worrying compromise of their central principles. Rebecca

MacKinnon, a former foreign correspondent in China now specializing in Internet censorship, put it nicely when she said that, "if these American technology companies have so few moral qualms about giving in to Chinese government demands to hand over Chinese user data or censor Chinese people's content, can we be sure they won't do the same

thing in response to potentially illegal demands by an overzealous government agency in our own country?" Although Google has so far stood their ground and opposed handing over records to the U.S. government, their choices in China signal a slippery slope.

No one doubts that China is a huge, mostly untapped market for Internet companies. There are more than 100 million people in China with Internet access, yet that is less than 8 percent of the country's population. Some companies

even expect the e-commerce market there to be worth \$390.9 billion in 2009, when it's expected that more people will use the Internet in China than in the United States.

Google's spokesman stated that defying censorship laws could result in Google News being kept out of China altogether, something that could lose the company millions of dollars of business. "The trade-off," he explained, is in the "best interests of our users located in China." Currently, China only accounts for a small portion of Google's revenues, but with their recent acquisition of a license to allow it to carry local advertising, experts expect that to change quickly. It seems that Google, supposedly the moral and clean Internet search engine, is buckling under the financial gain that China offers.

If Google wants to be known as the "moral" Internet company, if they want to hold true to their "do no evil" motto, then they have to stick to their guns. Google has the power to make a difference in this situation, but they aren't willing to make the commitment that it would require. They may argue that they have to obey the laws where they operate, but what if those laws required them to discriminate or do other obviously unethical things? They surely wouldn't stand for it.

Although censoring free speech may not be considered as horrendous as discrimination, Google shouldn't waver in what is a clear violation of their mission. Otherwise, they're just the same as all the rest of the search engines.

**China has launched a huge campaign to restrict their users from researching certain subjects.**

## Division I Move Doesn't Have to Dumb Down Academics

**M**e: "I go to UCSD."  
Anyone outside the San Diego area: "Oh, the party school?"

"No, that's SDSU."

"Oh, the Catholic school."

"No, that's USD."

"Oh ... what school did you say you were from again?"

Wouldn't it be grand if you could go anywhere in the country and say "I go to UCSD" only to have someone yell back "Go Tritons!?" Yeah, that would be nice. One way in which many schools have achieved that goal is through televised Division I sports.

Before I go further, I must mention that many people with much more knowledge about this situation than I have argued that UCSD

isn't ready for Division I due to a number of obstacles. They note that transitioning to Division I will have start-up costs in the tens of millions of dollars. We'd need to recruit more athletes (through almost \$1 million in annual NCAA-required grants, according to the NCAA's bylaws). We'd need to hire coaches, staff and maintenance crews. And UCSD is years away from being entirely Division I.

That being said, however, there are some advantages that may not have been considered or given proper weight.

Here's the background: The Academic Senate (your professors) has been fighting tooth-and-nail to prevent any movements in athletics from hurting academics.

In 1998, when UCSD made the transition to Division II, the Academic Senate balked, allowing the move only if it meant "no athletic scholarships, no scholastic variations in admissions and no use of general funds," a 2002 *Guardian* article reported. Only recently has the organization softened its stance and approved a "grants in aid" proposal, allowing for some athletic scholarships to

meet NCAA's Division II requirements.

One of the primary concerns which has prompted the Academic Senate's hard-line stance is that moving to Division I would hurt UCSD's academic reputation. Obviously, that would be bad.

There are two ways in which moving to Division I could hurt UCSD's academic reputation. First, the required \$1 million in athletic grants could mean \$1 million in fewer academic scholarships or reduced academic program funding. It could, yes. But a dollar given to athletics is not necessarily a dollar taken away from academics.

The fact of the matter is that people love sports. It's unquestionable in American society. If UCSD offi-

cially announced that it wanted to initiate the process of transitioning to Division I but didn't have enough money, I firmly believe the students, alumni and wealthy donors would rise to the occasion. Irwin and Joan Jacobs recently donated \$120 million (over time) to build UCSD a school of engineering. Raising \$1 million from numerous sources for the required athletic grants would send a powerful message about the community's desire for Division I and its willingness to work for it. Such a gesture would help ease the worried minds of Academic Senate members and demonstrate that athletics are not necessarily parasitic.

A second concern expressed by



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