



European electronic commerce usage and regulation

Robert Milne
rem@antelope.org.uk
www.antelope.org.uk
November 2014

Topics

- **Scope of e-commerce**
- **Statistics about e-commerce**
- **Laws about e-commerce**
- **Problems with e-commerce**

One definition of e-commerce

An e-commerce transaction is the sale or purchase of **goods or services**, conducted over **computer networks** by **methods specifically designed for the purpose of receiving or placing of orders**.

The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.

An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations.

The interpretation includes orders made in web pages, extranet or Electronic Data Interchange (EDI).

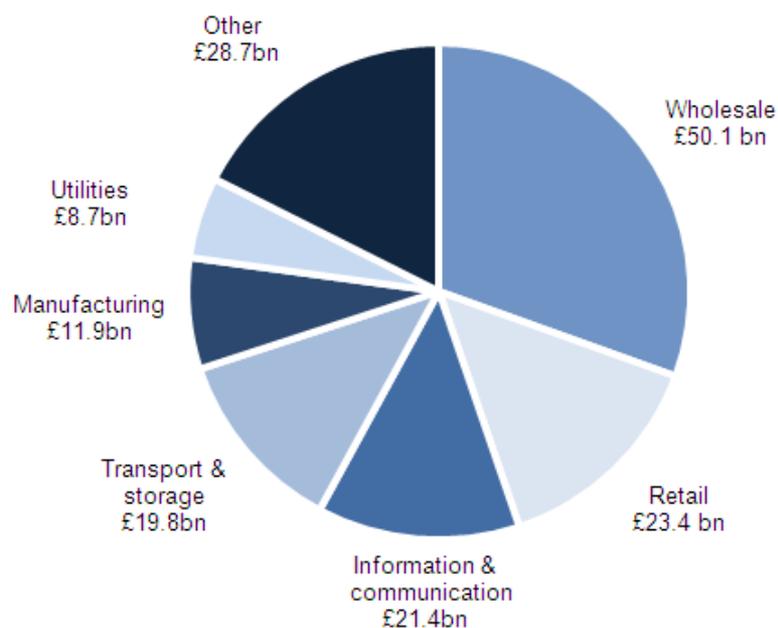
The interpretation excludes orders made by telephone calls, facsimile, or manually typed e-mail.

Source: OECD Guide to Measuring the Information Society 2011 (Organisation for Economic Co-operation and Development, 2011)

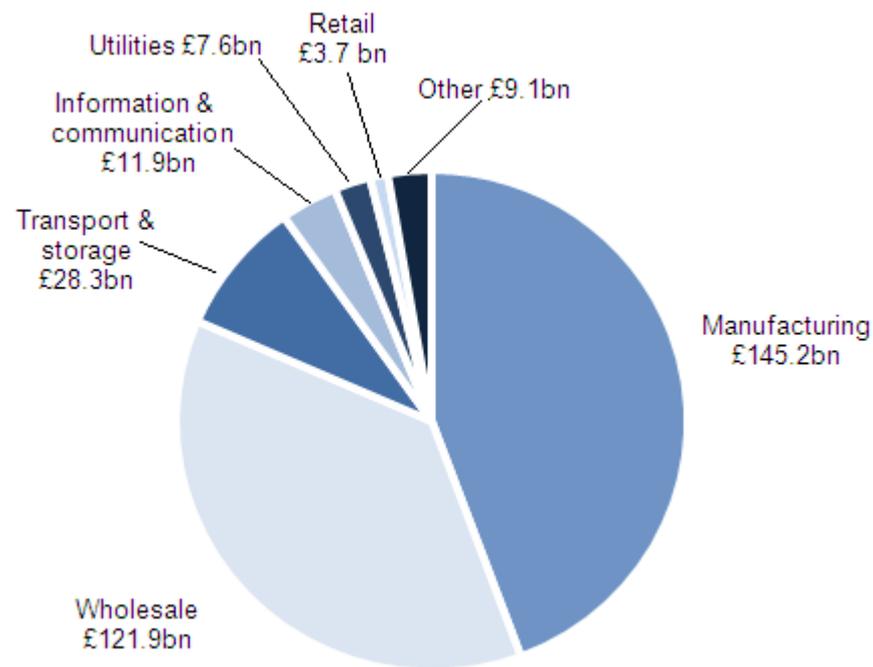
Possible distinctions in e-commerce

- **Statistics** about e-commerce often cover:
 - Only sales of goods, not sales of services.
 - Only sales to consumers, not sales to businesses.
 - Only sales over computer networks, not sales over post or telephony connections.
 - Only sales by formal orders, not sales by written or spoken requests.
 - Only sales through websites, not sales through electronic data interchange.
- **Laws** about e-commerce are not always so limited, as the distinctions can be unexpected to consumers; for instance:
 - CDs and DVDs are goods but downloading and streaming might be regarded as services.
 - Website forms could be identical with postal order forms or structured like telephone voice menus.

Business e-commerce in the UK by industry sector (2012)



**Sales through websites
(for businesses or consumers)**



**Sales through electronic data interchange
(for businesses)**

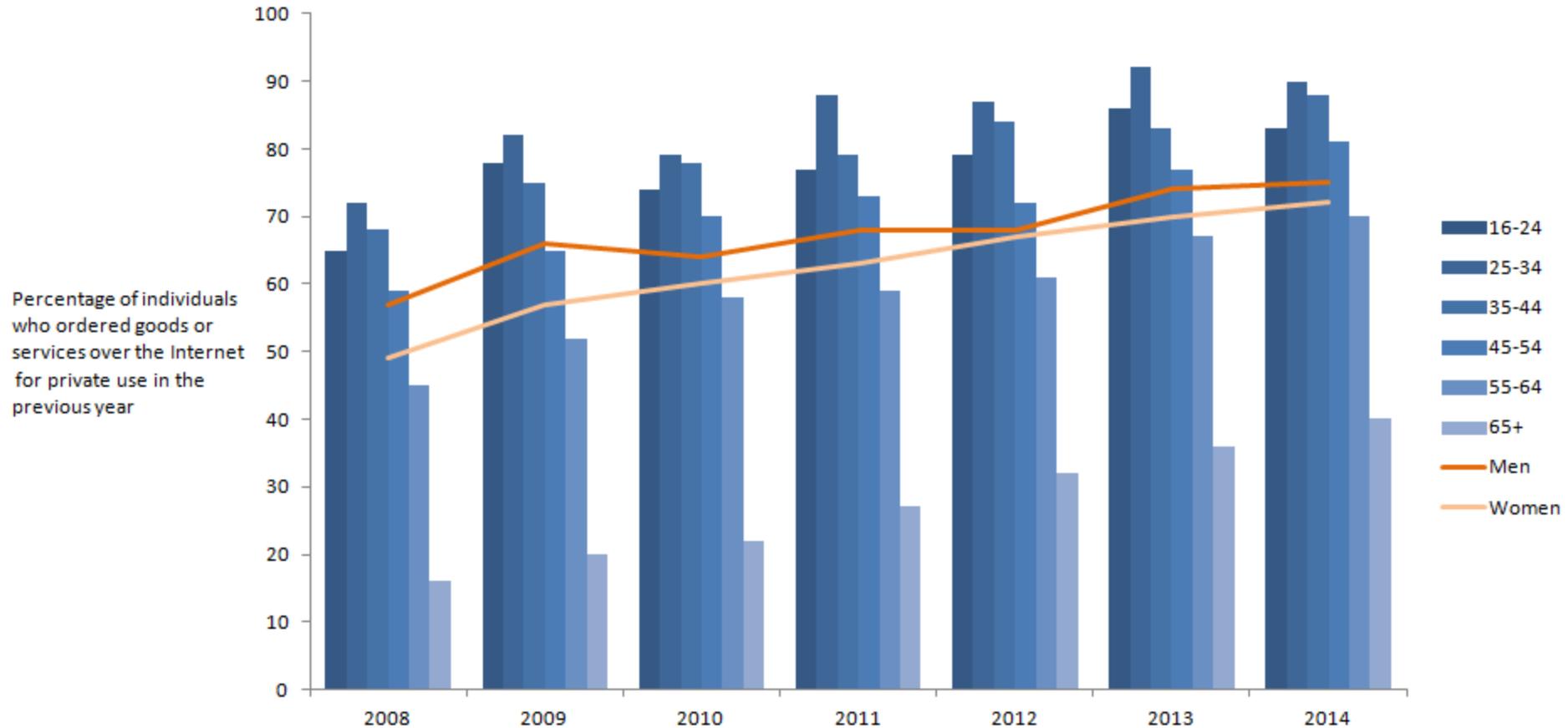
Source: E-commerce and ICT activity 2012 (Office of National Statistics, 2013)

Sample: 7700 businesses with more than 10 employees

Note: 1 GBP=9.82 CNY

**Business sales using electronic data interchange
have still double the value of those using websites.**

Growth of online consumer purchases in the UK by year, purchaser age and purchaser sex (2014)

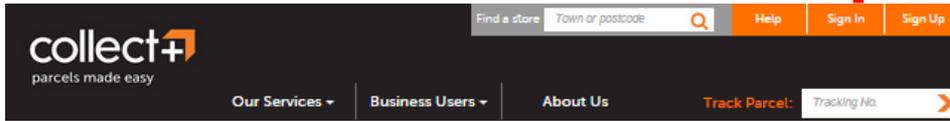


Source: Internet Access— Households and Individuals 2013 (Office of National Statistics, 2014)

Sample: 3000 adults in the UK

Note: Amazon, Ebay and Tesco (perhaps the sales websites most used in the UK) were set up in 1995, 1995 and 2000 respectively.

A new sort of shopping: “click and collect” in local stores and in special offices in the UK



Our Services

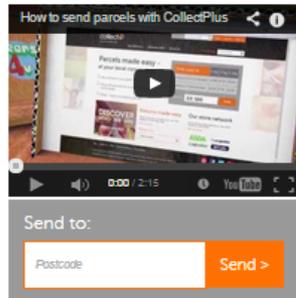
Our three services are all designed to fit around your life, so you can send, collect and return your parcels from your local CollectPlus store, at a time that suits you.

Send a parcel

If you sell online, or want to send a gift to a loved one, our send service is perfect for you.

1. Buy, print and attach your label
2. Drop your parcel off at your local CollectPlus store
3. Track your parcel online to its destination

[More about sending a parcel...](#)

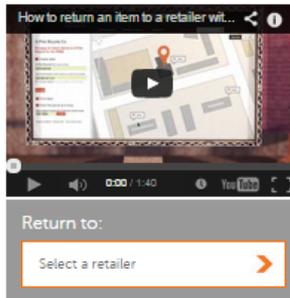


Return a parcel

Changed your mind? Return your unwanted purchases to over 260 retailers.

1. Stick your label onto your parcel
2. Drop your parcel off at your local CollectPlus store
3. Track your parcel online to its destination

[More about returning a parcel...](#)

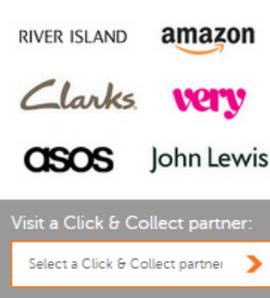


Click & Collect

Shop with your favourite brands online and collect your purchases at your local store.

1. Buy online and choose CollectPlus as your delivery option
2. You'll be emailed a collection barcode when your item arrives in-store
3. Take your code to the store and collect your purchase

[More about Click & Collect...](#)



CollectPlus

Doddle

[About](#) [How to Doddle](#) [Locations](#) [Us](#) [Careers](#) [News](#)

Doddle is the parcel service designed for busy people like you

Doddle is the parcel service that fits in with your life. No more waiting. No more missed deliveries. With Doddle shops in and around train stations you can Doddle your parcel on the way to work, while you're out shopping or simply whenever you're passing.



Doddle shops are open early until late, seven days a week. Whether you're sending, collecting or returning, it should only take around two minutes to Doddle and our well-trained, friendly staff are always on hand to help.



Great locations

Our shops are in the best locations in the whole world. They are safe, secure and quite sensational.

We know you are busy people so we have decided to open 7 days a week, early until late so you get to choose exactly how, when and where you send and receive parcels. We are all about making it easy for you - that's what makes us special.

Dedicated shops

We think our dedicated shops are rather cool - especially if you like purple.

Some very clever people have designed everything inside to make our service fast, simple and effective. It takes less than two minutes to Doddle, either face-to-face with one of our Doddle team or using our smart, easy-to-use self-service pods.

Brilliant people

Our Doddle staff know absolutely everything there is to know about parcels. (They know other things too of course but that's probably not so important.)

They are nice, smiley and helpful. Most of all they are proud of the Doddle service.

Doddle

Source: CollectPlus website 2014 (<http://www.collectplus.co.uk/our-services>) and Doddle website 2014 (<http://www.doddle.it/about>).

An impersonal variant: “click and collect” in car parks in the UK

Waitrose has become the first supermarket in the UK to launch a trial of automated, temperature-controlled lockers for online grocery orders in third party locations.

Orders will be stored in ambient, chilled and frozen temperature-controlled lockers which can be refilled several times in a day. Customers can place orders through www.waitrose.com (on their computer, tablet or mobile phone) or the Waitrose smart phone app, and will be sent a text message with a PIN. They can then drive up to the Click & Collect lockers, enter the PIN and collect their shopping.

This reflects the changing way that our customers live and shop, with convenience a prime motivation for shoppers in the 21st century. One of the dominant trends in retailing is the growth of the "transumer" – who wants to shop while they are on the go – and Waitrose hopes this exciting innovation will appeal to those with busy lifestyles.



Source: Waitrose's market leading Click & Collect trial begins (Waitrose, 2014)

(<http://www.waitrose.presscentre.com/Press-Releases/Waitrose-s-market-leading-Click-Collect-trial-begins-f74.aspx>)

Possible negative implications of e-commerce for society and the economy

- Decline in numbers of small local shops.
- Effect of deliveries on climate change.
- Fall in quality due to comparisons based on prices only.
- Difficulty of cross-border tax revenue recovery.
- Shift of advertising from free-to-air broadcasting.
- Exclusion of the digitally disadvantaged.
- Increase in excessive consumption.
- Spread of the dark net.

Not all the effects are obviously beneficial.

Topics

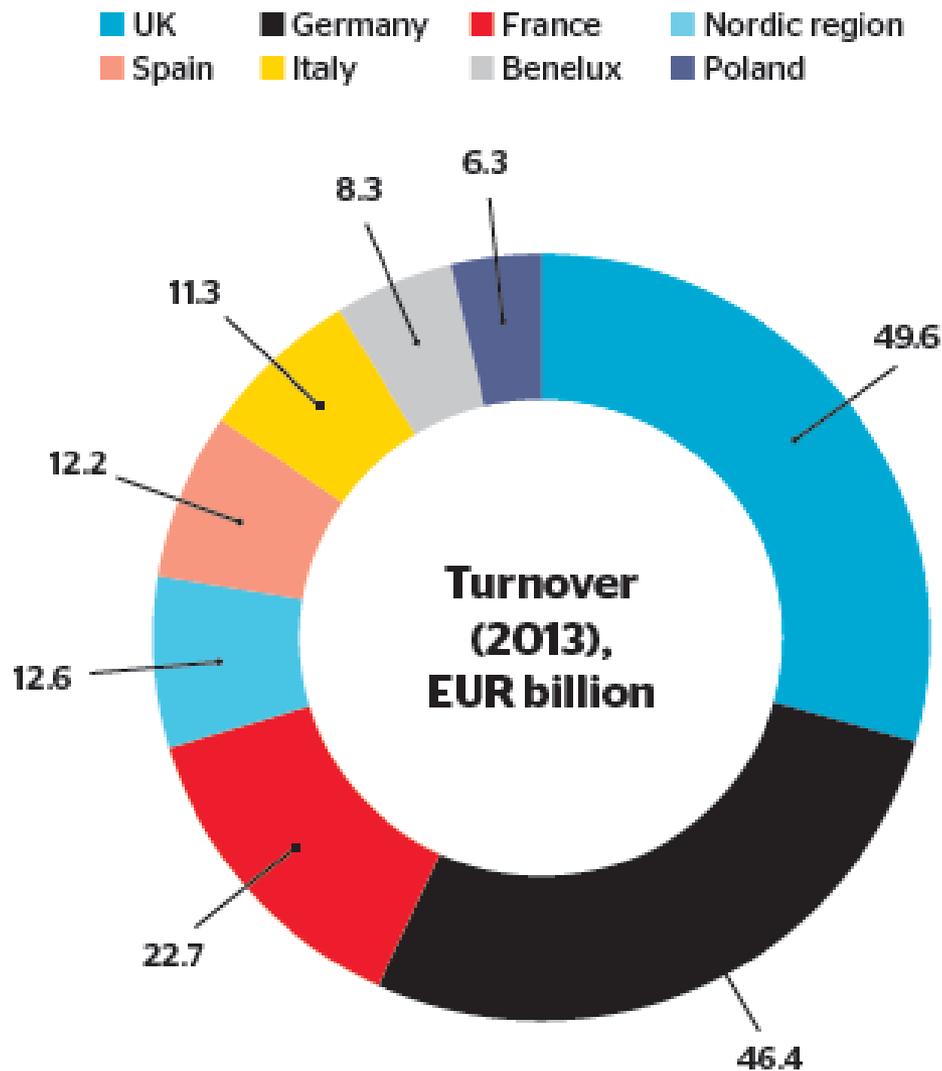
- Scope of e-commerce
- **Statistics about e-commerce**
- Laws about e-commerce
- Problems with e-commerce

Numbers and expenditures of online consumers of goods by geographic region (2013)



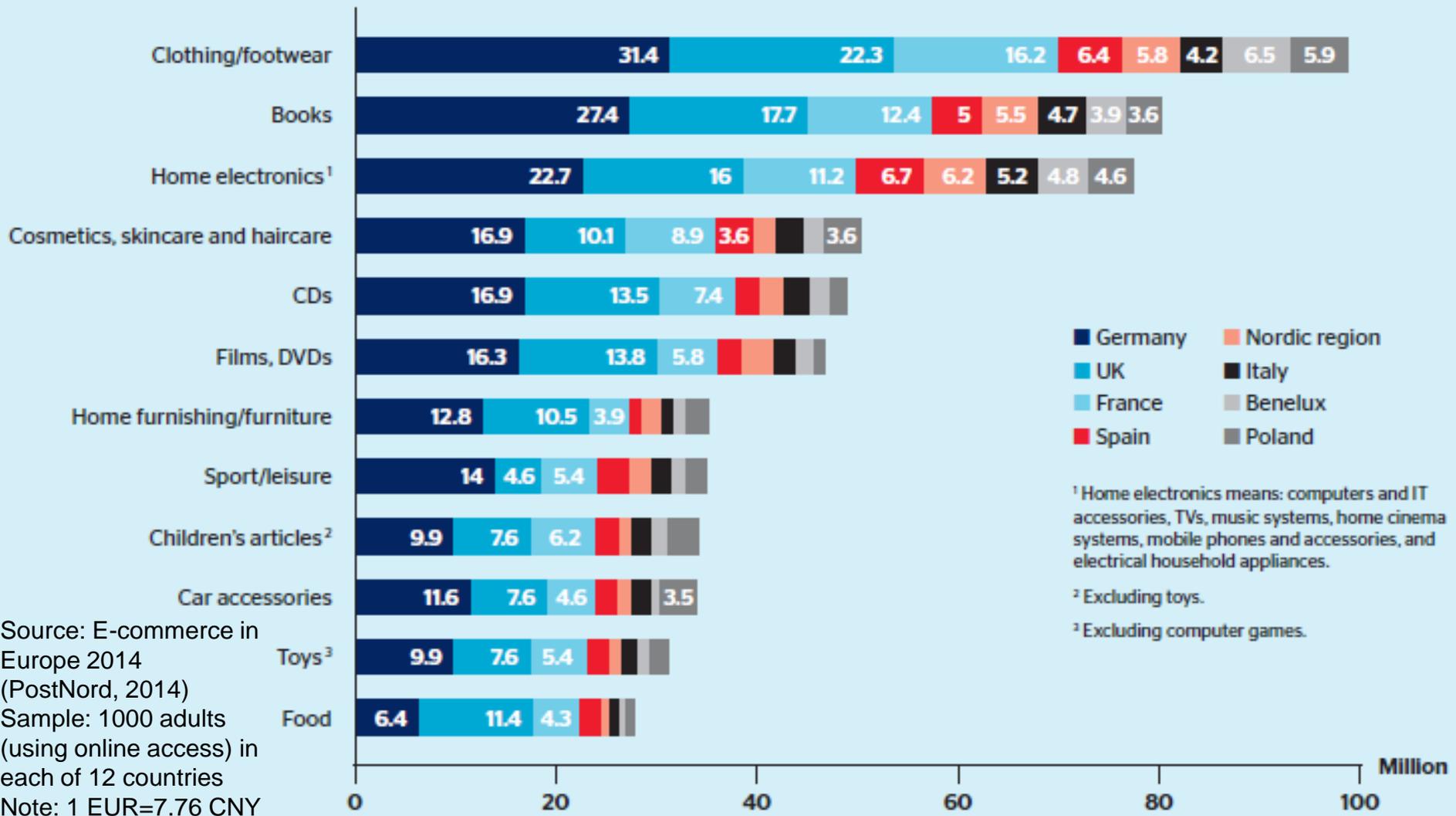
Source: E-commerce in Europe 2014 (PostNord, 2014)
Sample: 1000 adults (using online access) in each of 12 countries
Note: 1 EUR=7.76 CNY

Values of online consumer purchases of goods by geographic region (2013)



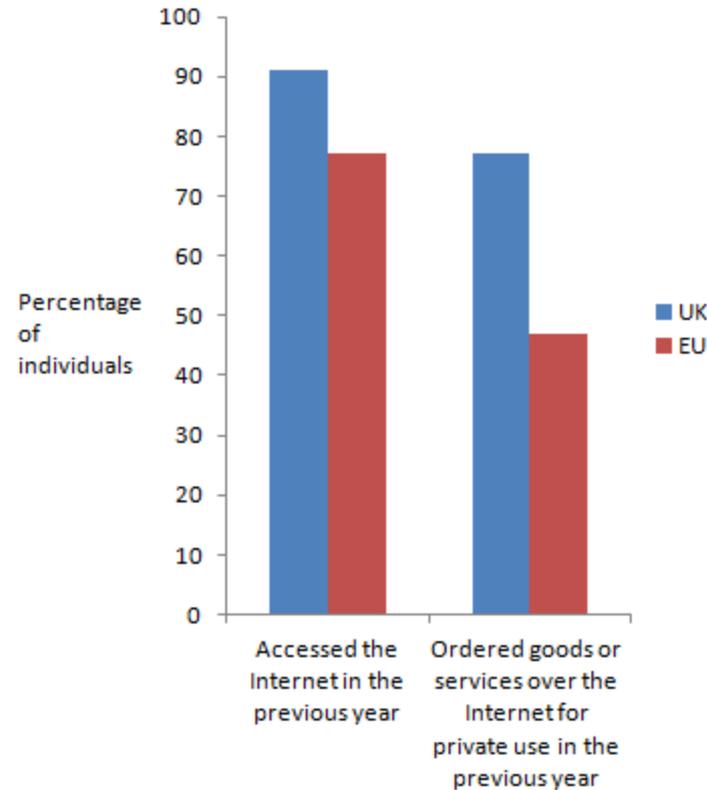
Source: E-commerce in Europe 2014 (PostNord, 2014)
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Numbers of online consumers of goods by geographic region (2013)



Source: E-commerce in Europe 2014 (PostNord, 2014)
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Experience of online access and purchases in the EU and the UK (2013)

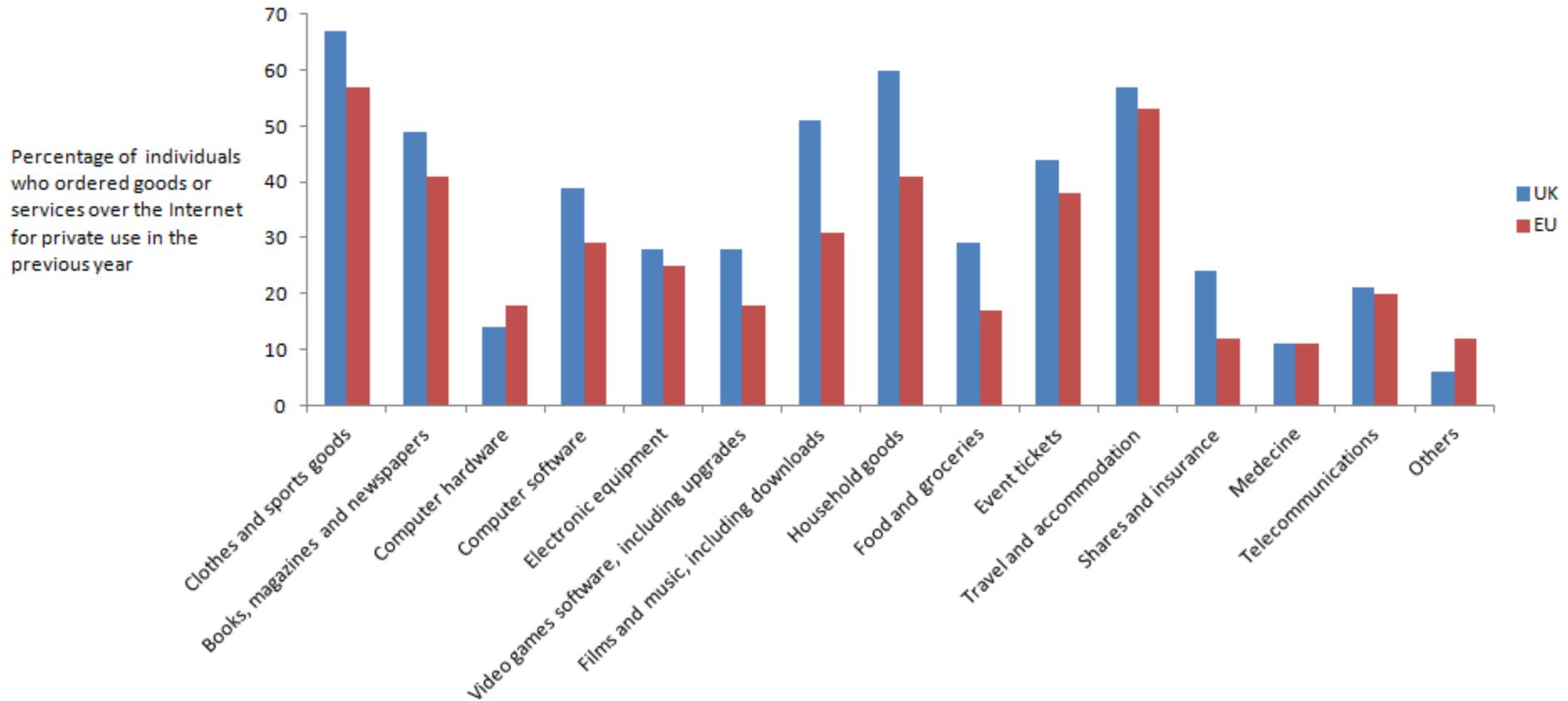


Source: Eurostat data base dependent on Internet Access– Households and Individuals 2013 (Office of National Statistics, 2014)

Sample: 3000 adults in the UK

Note: ONS estimates are slightly lower than Eurostat ones because of small differences in method.

Experience of online consumer purchases in the EU and the UK by purchase type (2013)

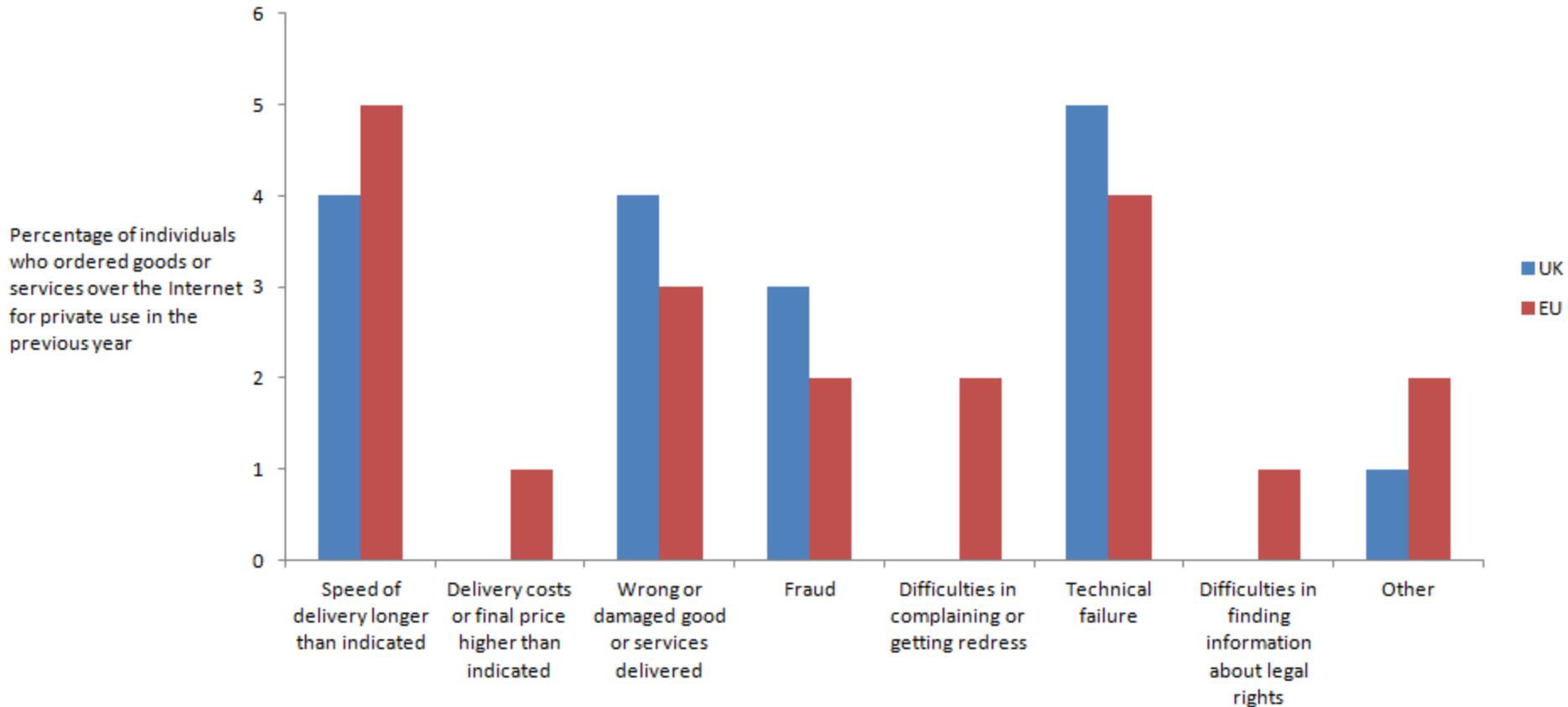


Source: Eurostat data base dependent on Internet Access– Households and Individuals 2013 (Office of National Statistics, 2014)

Sample: 3000 adults in the UK

Note: ONS estimates are slightly lower than Eurostat ones because of small differences in method.

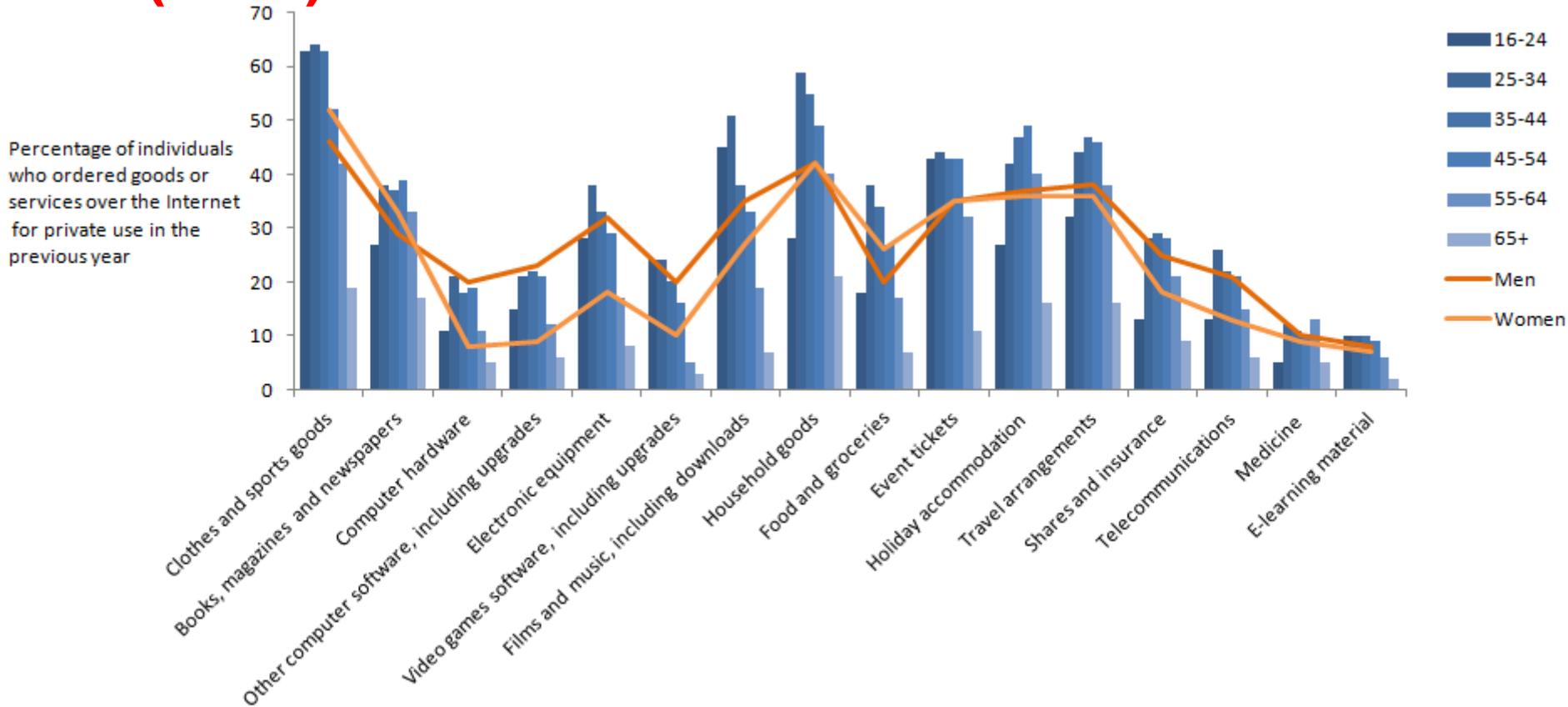
Experience of problems with online consumer purchases in the EU and the UK by problem type (2009)



Source: Eurostat data base dependent on Internet Access– Households and Individuals 2009 (Office of National Statistics, 2010)
Sample: 3000 adults in the UK

Note: ONS estimates are slightly lower than Eurostat ones because of small differences in method.

Experience of online consumer purchases in the UK by purchase type, purchaser age and purchaser sex (2014)



Source: Internet Access– Households and Individuals 2013 (Office of National Statistics, 2014)
 Sample: 3000 adults in the UK

Topics

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Nature of the EU

- **6 countries, initially:**
 - Encouraging trading to make countries interdependent and reduce risks of conflict (after the 1939-1945 war).
 - Abolishing tariffs.
 - Combining policies for coal and steel.
- **28 countries, currently:**
 - Creating a single market.
 - Harmonising standards and regulations.
 - Combining policies for many things (such as human rights, climate change and international aid).
- **18 countries sharing a currency (not including the UK).**
- **24 official languages (with English, French and German particularly important).**

Enlargement of the EU



1951: 6 countries



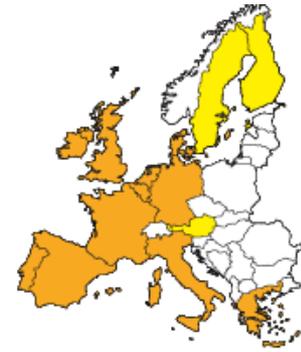
1973: 9 countries



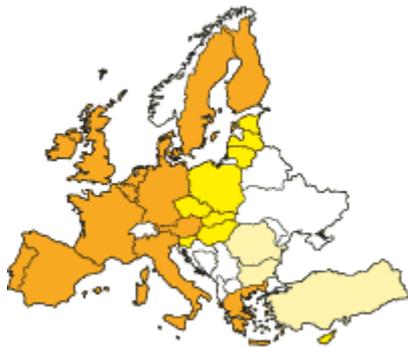
1981: 10 countries



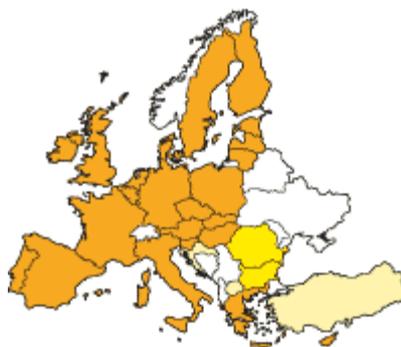
1986: 12 countries



1995: 15 countries



2004: 25 countries



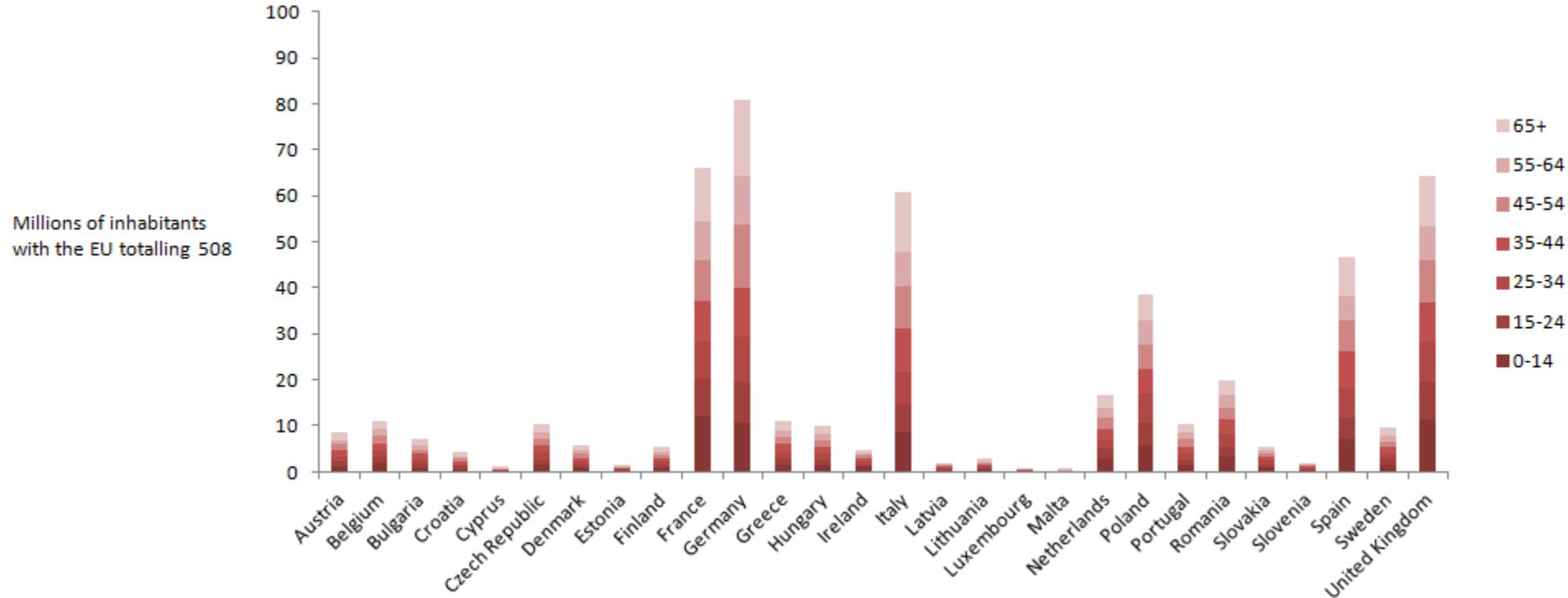
2007: 27 countries



2013: 28 countries

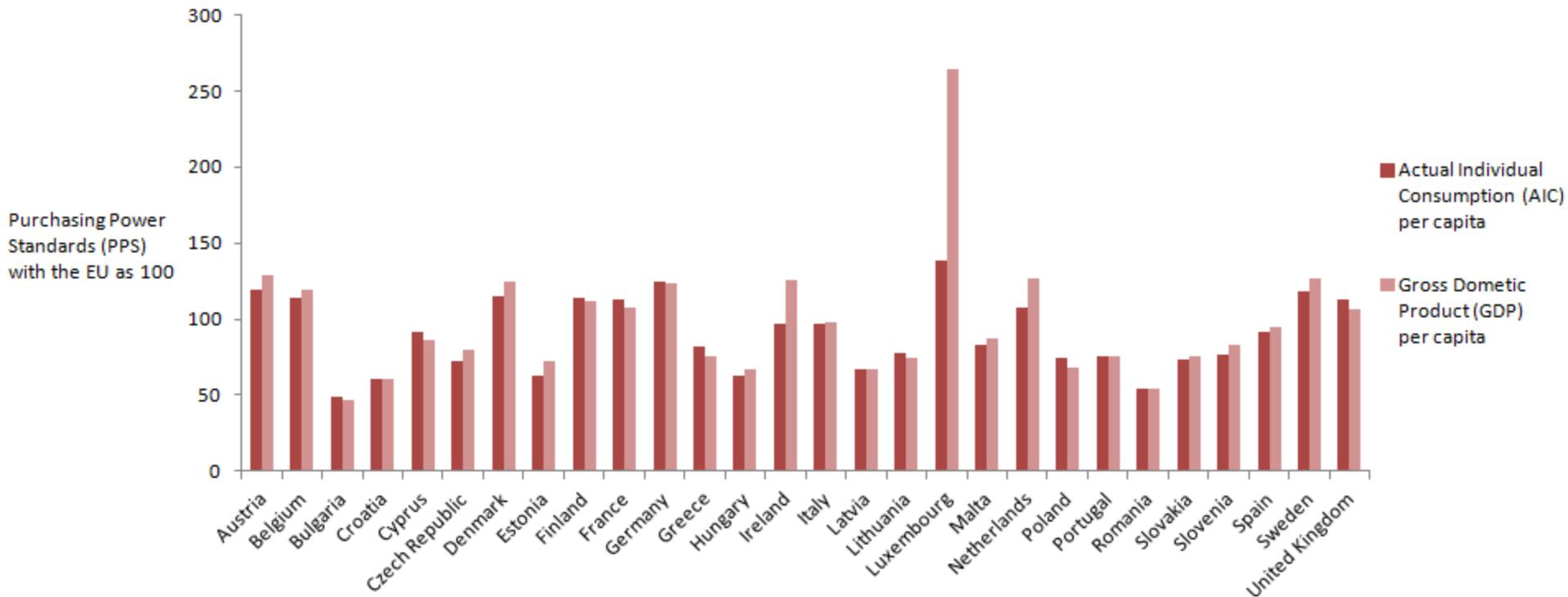
Note: Iceland, Lichtenstein and Norway are also in the single market (for free movement of goods, services, persons, and capital).

Demographic differences between countries in the EU (2013)



Source: Antelope Consulting calculation based on Eurostat view of population structure 2014

Economic differences between countries in the EU (2013)



Source: Consumption per capita amongst Member States: highest rate was nearly triple the lowest (Eurostat, 2014)

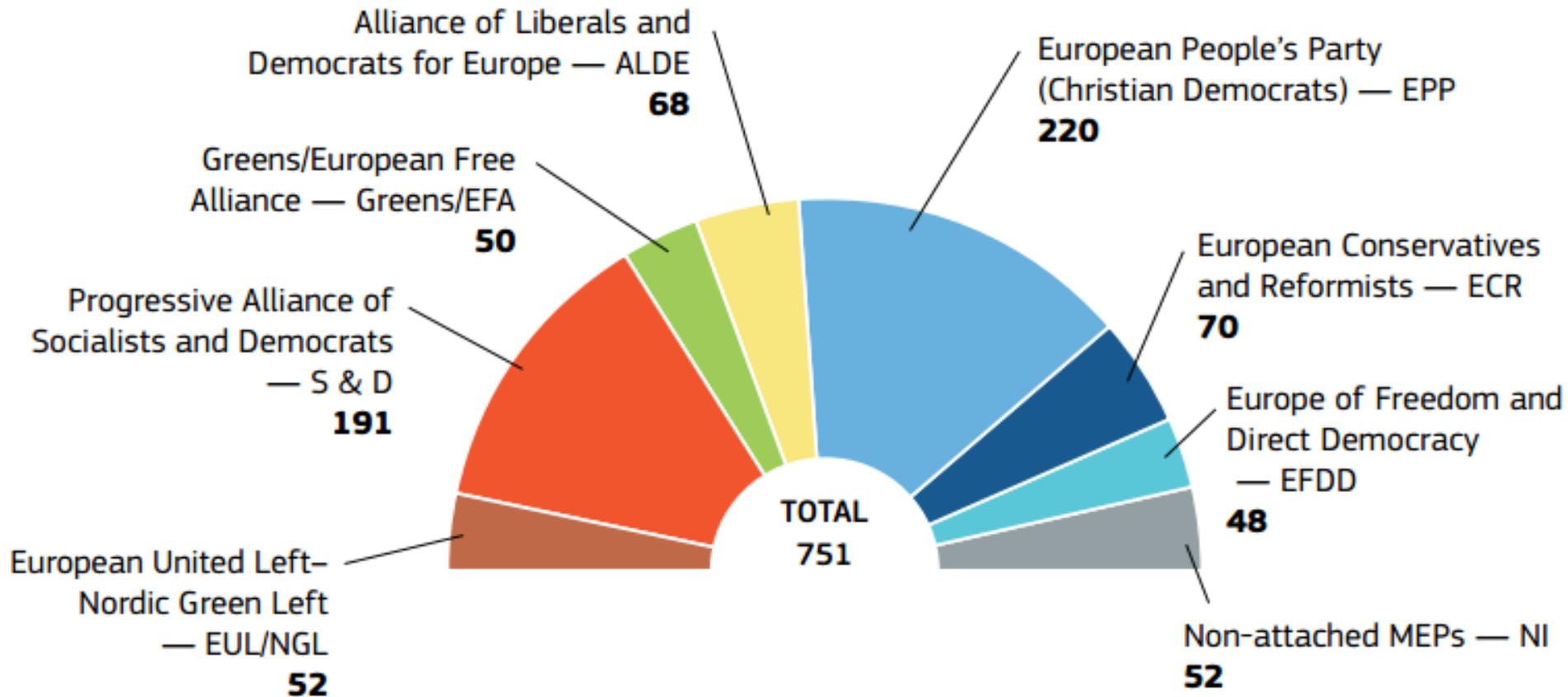
Note: Luxembourg is anomalous because many large organisations record their sales there for tax reasons.

Principal institutions in the EU

Institution	Formation	Function
European Commission	Appointed through open examinations (except for the Commissioners, who are chosen by the governments of the member countries and approved by the European Parliament)	Proposing, drafting, consulting citizens about, and monitoring implementations of, legislative acts
Council of Ministers	Chosen by the governments of the member countries according to the subjects under discussion	Amending and adopting proposed legislative acts
European Parliament	Elected by the citizens of the member countries	Amending and adopting proposed legislative acts
Court of Justice	Appointed by agreement between the member countries	Interpreting adopted legislative acts

Note: The European Union (EU) is not the same as the Council of Europe, which has 47 member countries including those in the EU.

Political groups in the European Parliament (2014)



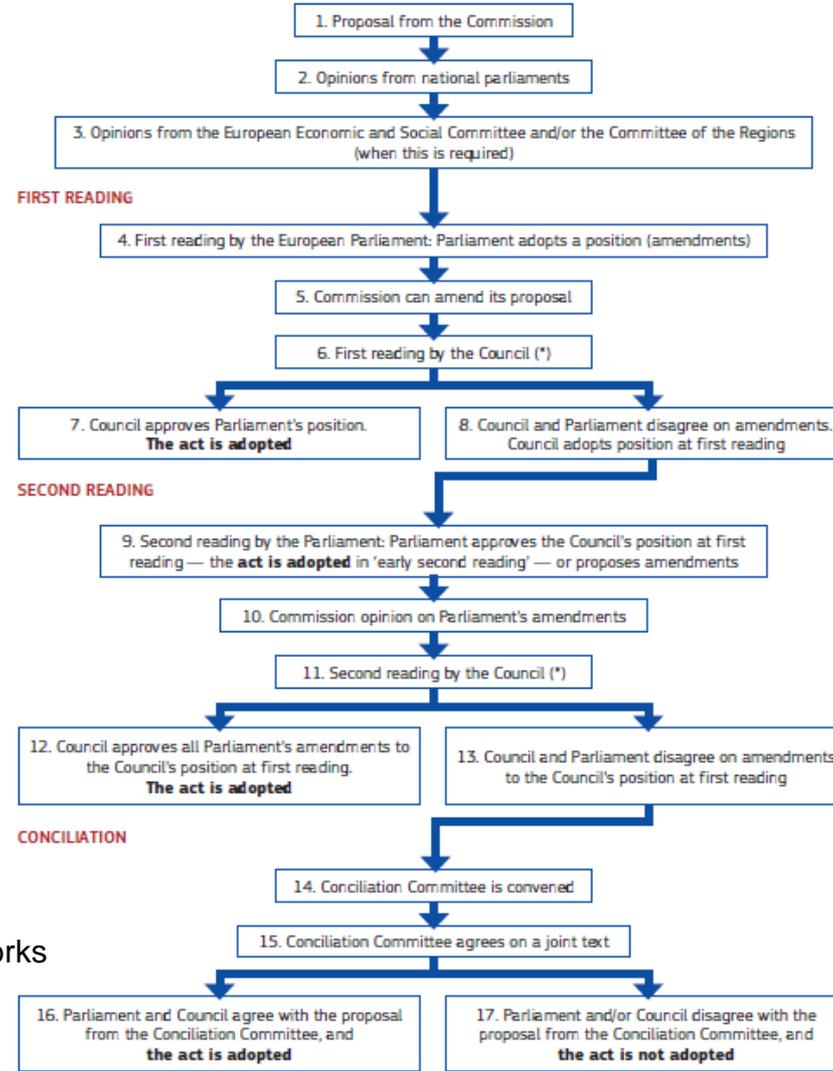
Source: How the European Union works (European Commission, 2014)

Note: The member states have seats according to their shares of the population

Laws (or “legislative acts”) in the EU

Legislative act	Scope of application	Ordinary mode of bringing into effect
Regulation	Binding on all member countries or individuals	Adoption by the Council of Ministers and the European Parliament
Decision	Binding on particular member countries or individuals	Adoption by the Council of Ministers and the European Parliament
Directive	Binding on all or particular member countries	Adoption by the Council of Ministers and the European Parliament, and subsequent transposition into the national laws of the member countries by the due date

Adoption of legislative acts in the EU



(*) Council adopts its position by a qualified majority (the treaties provide for unanimity in a few exceptional areas). However, if the Council intends to deviate from the Commission's proposal/opinion it adopts its position by unanimity.

Source: How the European Union works
(European Commission, 2014)

Transposition of legislative acts in the EU

- **Some EU legislative acts come into effect immediately after adoption.**
- **Most EU legislative acts need to be put into the legal systems of all the member countries.**
- **In the member countries there might need to be both enabling acts and detailed regulations, each subject to public consultations.**

From initial proposal to final effect can take several years.

Revision of legislative acts in the EU

- **The implementations of legislative acts are monitored.**
- **After some years the legislative acts might be replaced or amended.**
- **The replacements or amendments might, for example:**
 - **Remove limitations being exploited in undesirable ways.**
 - **Reduce differences between national systems.**
 - **Eliminate obsolete requirements.**

**The legislative acts relating to consumer policy
have been revised two or three times.**

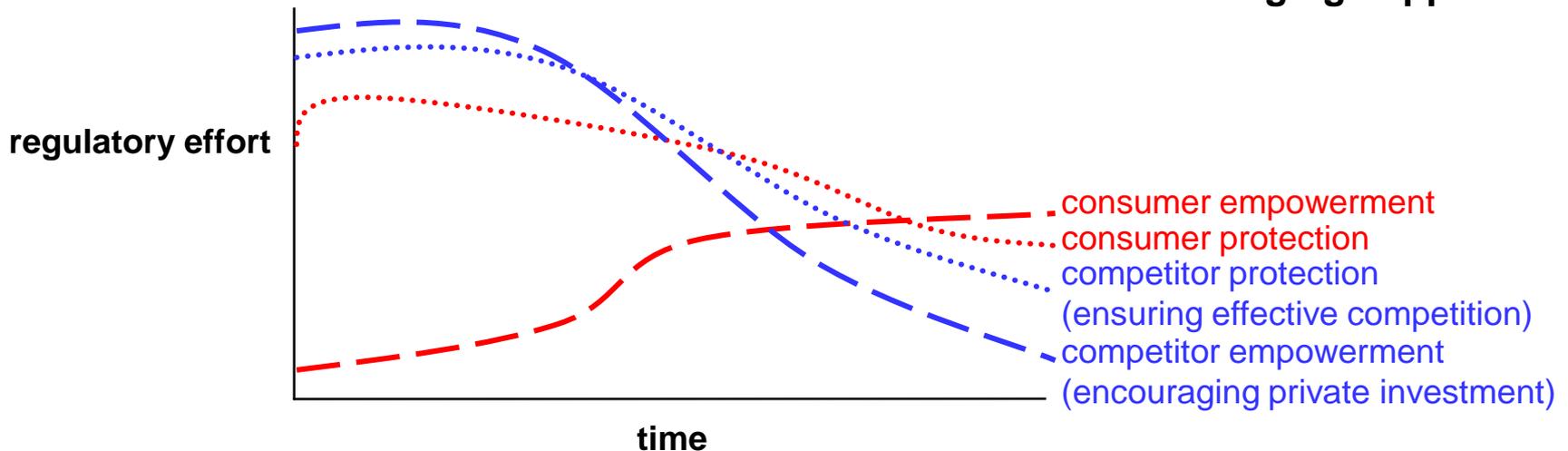
Relations between competition policy and consumer policy

- **Typical objectives of regulators are:**
 - Ensuring effective competition.
 - Encouraging private investment.
 - Defending consumer interests.
- **Competition is not an end in itself: it is a way of improving services to consumers.**
- **During moves from monopolies to full competition, regulation must make up for inadequate competition.**
- **Even with full competition, consumer policy is needed, as:**
 - Some services are essential.
 - Market failures can persist for disadvantaged consumers.
 - Purchase decisions become very complicated.

Regulation can continue to complement competition.

Evolution of competition and consumer policy

- Consumer **protection** involves counteracting market failures and preventing abuse in (for example):
 - Missing or wrong price information.
 - Unauthorised or misleading sales.
 - Incorrect or incontestable bills.
 - Scams.
- Consumer **empowerment** involves assisting choice and instilling confidence with (for example):
 - Tariff and quality comparisons.
 - Complaints handling (sometimes).
 - Dispute resolution (sometimes).
 - Processes for changing suppliers.



Consumer empowerment can become more appropriate as markets and consumers mature.

Current legislative acts for consumer protection in the EU

- **Electronic Commerce Directive.**
- **Unfair Commercial Practices Directive.**
- **Consumer Rights Directive.**
- **Privacy and Electronic Communications Directive, as amended.**
- **Various directives for all sectors on, for instance:**
 - **Data protection.**
 - **Electronic signatures.**
 - **Sales and guarantees.**
 - **Unfair contract terms.**
- **Various directives for specific sectors on, for instance:**
 - **Travel services.**
 - **Financial services.**

Ways of selling

- **Distance selling through, for instance:**
 - Websites with order forms.
 - E-mail messages.
 - Fax messages.
 - Telephone calls, with or without live speakers.
 - Television and radio programmes and advertisements.
 - Letters and leaflets, with or without names and addresses.
 - Press advertisements with order forms.
 - Catalogues.
- **Off-premises selling in, for instance:**
 - The house of the purchaser.
 - A street.
- **On-premises selling at, for instance:**
 - The shop of the seller.
 - A hotel.

Electronic Commerce Directive (2000)

- Required **clear identification of commercial communications**.
- Required **easily accessible information** about online advertisers and sellers, including, for instance:
 - Contact details.
 - Tax registrations.
 - Professional authorisations.
 - Full prices.
- Required **clear information** about how to correct and complete electronic contracts.
- Ensured **equal weight** for electronic contracts and paper contracts.
- Ensured **exemption from liability** of intermediaries that merely carried or stored information.

Consumer Rights Directive (2011)

- Banned **hidden charges** in website offers.
- Banned **pre-selected boxes** in website offers.
- Banned **extra charges** for using credit cards and for calling hot-lines provided by sellers.
- Required **full disclosure** of the total costs.
- Required **full information** about restrictions on digital content.
- Required **rights to cancel** within 14 days of delivery (or a year if this was not explained clearly).
- Required **complete refunds** (including delivery costs) within 14 days of return of the goods.
- Covered **auctions**, as well as fixed-price sales, by professional sellers.
- Ensured **identical treatments** of distance selling, off-premises selling and, where appropriate, on-premises selling.

Unfair Commercial Practices Directive (2005)

- Banned **misleading practices**, such as:
 - Providing information that might be correct but that would probably deceive average consumers in the target market.
- Banned **aggressive practices**, such as:
 - Applying pressure that might not be threatening but that would significantly limit abilities to make informed decisions.
- Extended **black lists** to thirty practices explicitly banned in all situations, such as:
 - Urging children to buy (or to pester others to buy) something.
 - Making fake “free”, “limited availability” or “limited time” offers.
 - Pretending to be a signatory to a code of conduct.
 - Making false claims about curing ailments.
- Extended **safeguards** to ban practices that would fool particularly vulnerable consumers not in the target market.

Privacy and Electronic Communications Directive (2002), as amended (2009)

- Banned **unsolicited commercial communications** not authorised by the consumer free of charge.
- Required **stating the purposes and ways of collecting personal information** (including any about traffic and location).
- Banned **collecting personal information** (including any about traffic and location) not authorised by the consumer.
- Required **preventing alteration or disclosure of personal information** (including any about traffic and location) not authorised by the consumer.
- Required **reporting possible security breaches and appropriate remedies** to consumers and the security authorities.
- Facilitated **legal proceedings** about unsolicited commercial communications by consumers and organisations.
- Banned **downloading and uploading to consumer terminals** not authorised by the consumer.

Consumer awareness publicity: electronic goods



What consumers should watch out for



What consumers should find

The screenshot shows a website for 'ANY COMPANY' featuring a camera product. The page is cluttered with promotional banners: 'GET YOUR DISCOUNT CARD NOW!', 'HOT DEALS', 'EXCLUSIVE OFFER', and 'JOIN OUR CLUB'. A warning icon is present in the top left. The product is an 'ANY Brand XKV60 10 MP Waterproof Digital Camera'. The price is €199.99. A 'FREE WARRANTY FOR 12 MONTHS!' banner with a warning icon is prominent. The page also includes a 'BEST SELLERS' section, a '50% EXCLUSIVE DISCOUNT CARD', and a 'BE FIRST FOR NEW DISCOUNT' banner. The footer contains 'Terms and conditions', 'BEST SELLERS', and 'CHECK ALL OUR OFFERS'.

The screenshot shows a website for 'ANY COMPANY' featuring a camera product. The page is clean and organized. A checkmark icon is present in the top left. The product is an 'ANY Brand XKV60 10 MP Waterproof Digital Camera'. The price is €240.00. The page includes a 'CONTACT US' button, a 'CHANGE MY MIND' button, and a 'HOW DO I PAY' button. The footer contains 'OUR COMPANY', 'PRIVACY POLICY', and 'TRACKING YOUR ORDERS'.

Source: EU sweep report 2009 (http://ec.europa.eu/consumers/enforcement/sweep/electronic_goods/index_en.htm)

Note: The bad points and good points can be revealed by “mousing” over the attention marks.

Consumer awareness publicity: event tickets

 What consumers should watch out for

 What consumers should find



ANY COMPANY GET YOUR **ANY COMPANY** FREE GIFTS CARD

ROCK CONCERT
BRUSSELS
10-10.00.2010
Ticket: €80.00
BUY NOW Quantity 3 
Now with FREE delivery !

CONCERTS  ORDERING
 2010 **ANY COMPANY** **FREE** **GIFTS CARD**
 Your account Exclusive offer
 Be first for NEW DISCOUNT
 FREE Gifts card
 Join our club

SPORTS 
MOVIES

NEW EVENTS
 MOVIE ABC Brussels 22.09.2010
 CONCERT ABC Namur 09.10.2010
 FESTIVAL ABC Liège 26-28.11.2010
 See all new events

CONCERTS
 CONCERT DEF Brussels 22.10.2010
 CONCERT IJK Hasselt 20.09.2010
 See all new concerts

SPORT
 FOOTBALL Brussels 22.09.2010
 BASEBALL Namur 09.10.2010
 ATHLETISM Liège 26-28.11.2010
 See all new sport events

BEST SELLS
 Concerts
 Sport Events
 Movies
 Terms & Conditions 

SHARE WITH FRIENDS
 Send offers by email
 Share on  

OUR OFFERS
 Hot deals
 Make money now!
 50% Exclusive discount card



ANY COMPANY GET YOUR **ANY COMPANY** GIFTS CARD

ROCK CONCERT
BRUSSELS
10-10.00.2010
Ticket: €80.00
BUY NOW Quantity 3 
CHECK OUR WORLDWIDE DELIVERY RATES

CONCERTS ORDERING 
 Your account Help Contact us
 Payment methods Delivery time
 Problem with your orders
 Our company Privacy policy

SPORTS
MOVIES

NEW EVENTS
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 See all new events

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 See all new concerts

SPORT
 FOOTBALL Brussels 22.09.2010
 BASEBALL Namur 09.10.2010
 ATHLETISM Liège 26-28.11.2010
 See all new sport events

OUR COMPANY
 Our values
 How is our service? Let us know
 Work for AnyCompany
 Contact us

PRIVACY POLICY
 Are my personal details safe?
 How do you create my personal recommendations?
 More FAQs on your privacy

TRACKING YOUR ORDERS
 Where is my order? Track it in real time

TERMS & CONDITIONS 
 See our refund policy

Source: EU sweep report 2010 (http://ec.europa.eu/consumers/enforcement/sweep/online_ticket_sales/index_en.htm)

Note: The bad points and good points can be revealed by “mousing” over the attention marks.

Amendment to the PRC Law on the Protection of Consumer Rights and Interests (2013)

- Banned **unsolicited commercial communications** if the consumer had not authorised them.
- Required **essential information** about online advertisers and sellers (including contact details and, where relevant, prices).
- Required **rights to cancel** within 7 days of delivery.
- Required **complete refunds** (including delivery costs) within 7 days of return of the goods.
- Required **stating the purposes and methods of collecting personal information**.
- Banned **collecting personal information** if the consumer had not authorised it.
- Required **preventing alteration or disclosure of personal information** if the consumer had not authorised it.
- Facilitated **legal proceedings** by a particular organisation on behalf of consumers.

Topics

- **Scope of e-commerce**
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- **Problems with e-commerce**

Consumer use of online access in the EU (2013)

QC3. Which of the following activities do you do online?

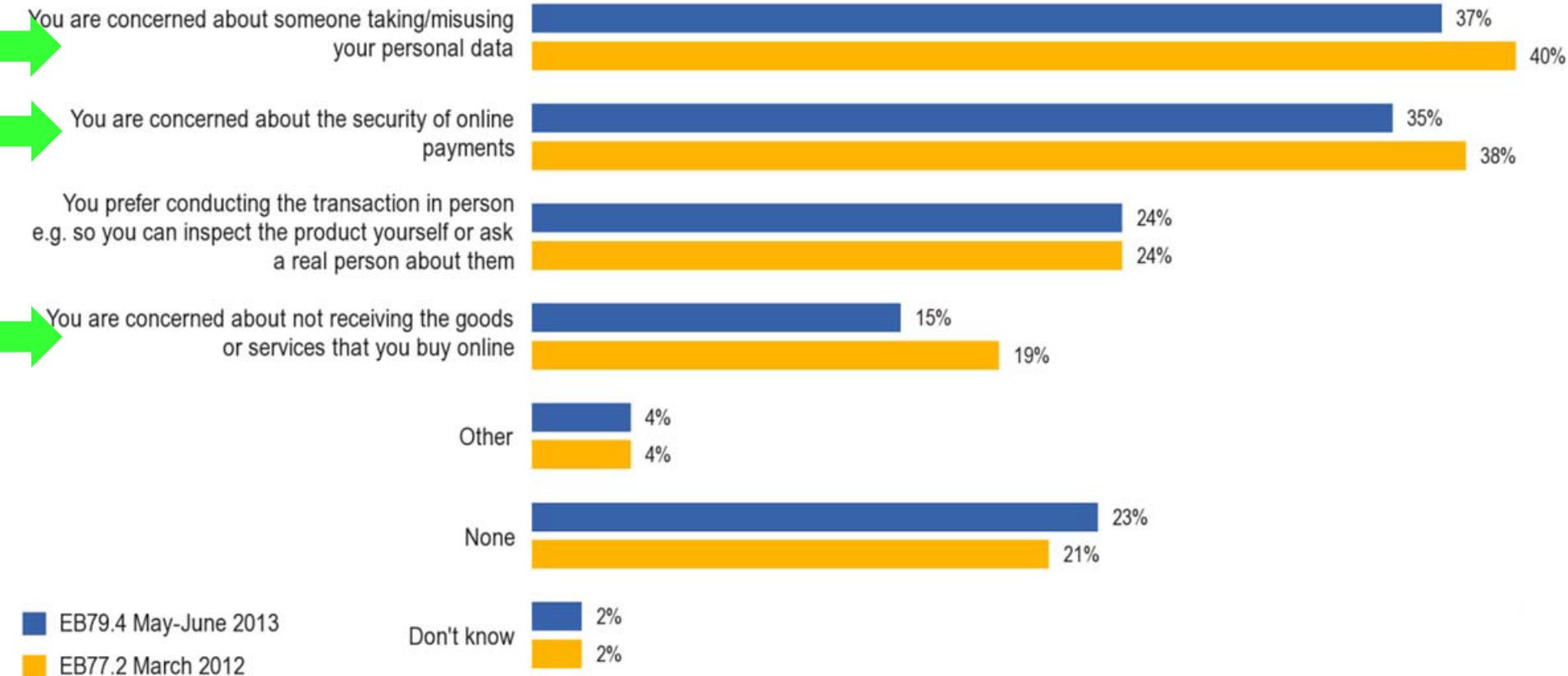


Source: Cyber security 2013 (Eurobarometer, 2014)
Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country
Base: Those using online access

Consumer policy should consider sales by consumers as well as sales to consumers.

Consumer concern about cybercrime in the EU (2013)

QC5. What concerns do you have, if any, about using the Internet for things like online banking or buying things online?



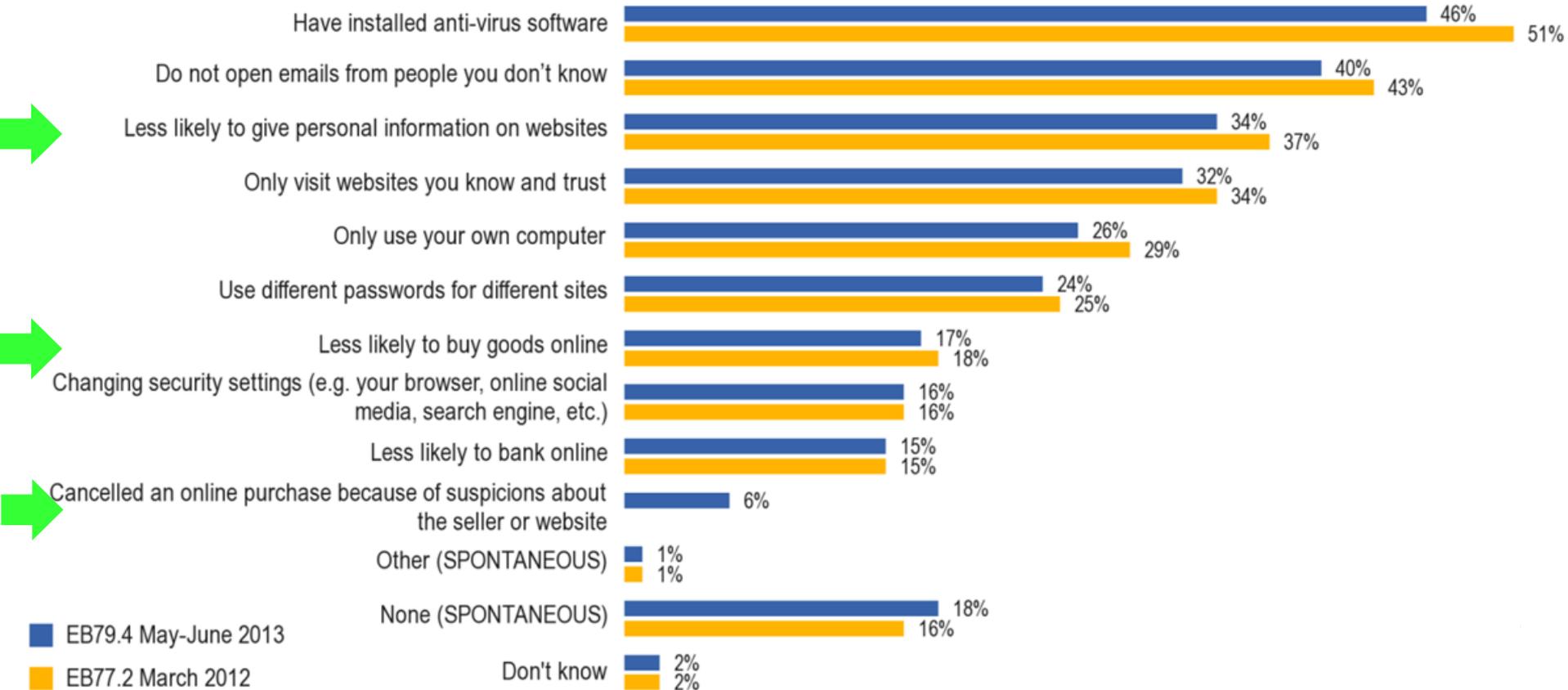
Source: Cyber security 2013 (Eurobarometer, 2014)

Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country

Base: Those using online access

Consumer reaction to cybercrime in the EU (2013)

QC6. Has concern about security issues made you change the way you use the Internet in any of the following ways?



Source: Cyber security 2013 (Eurobarometer, 2014)

Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country

Base: Those using online access

Consumer concern about cybercrime in the EU (2013)

QC12. Could you please tell me to what extent you agree or disagree with each of the following statements?



EB79.4 May-June 2013
EB77.2 March 2012



Source: Cyber security 2013 (Eurobarometer, 2014)
Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country
Base: Those using online access

Consumer concern about cybercrime in the EU (2013)

QC10. And how concerned are you personally about experiencing or being a victim of the following cybercrimes?



EB79.4 May-June 2013

EB77.2 March 2012



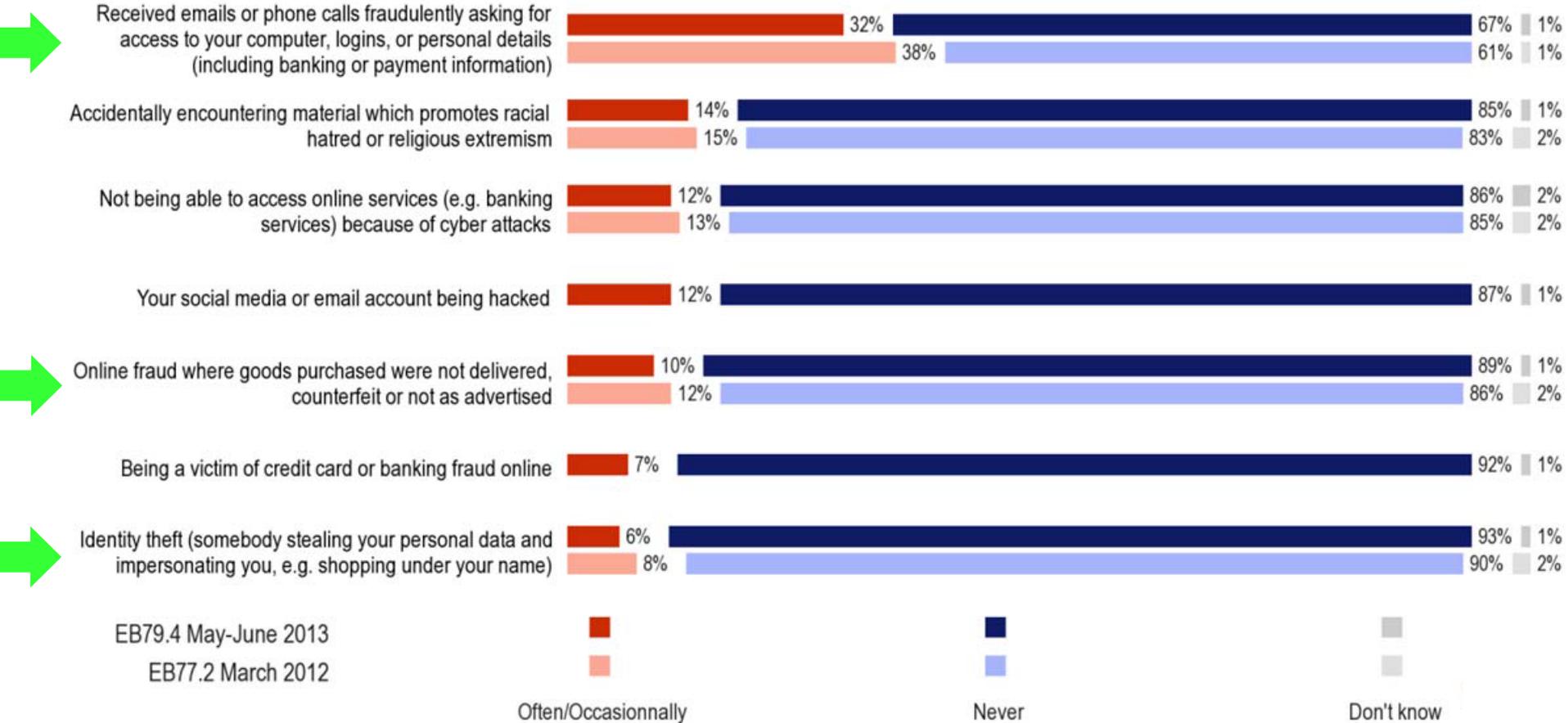
Source: Cyber security 2013 (Eurobarometer, 2014)

Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country

Base: Those using online access

Consumer experience of cybercrime in the EU (2013)

QC9. Cybercrimes can include many different types of criminal activity. How often have you experienced or been a victim of the following situations?

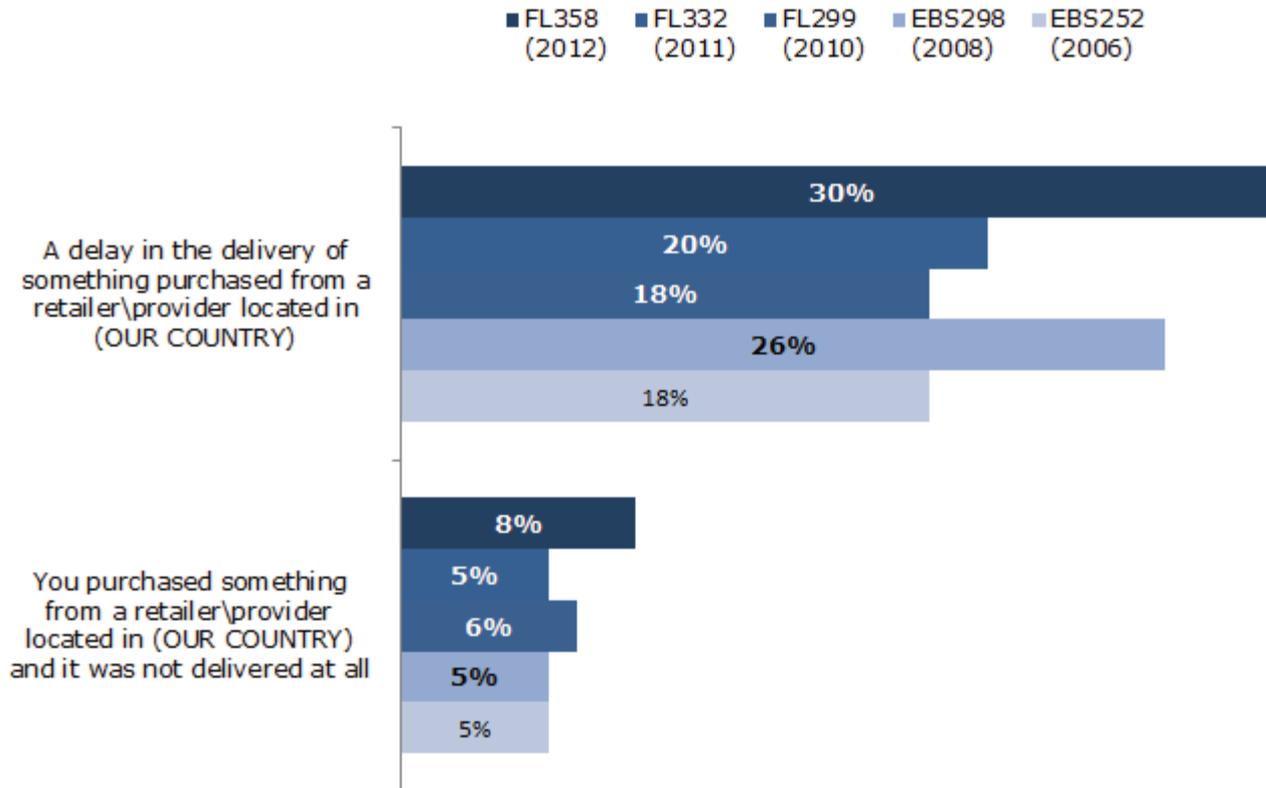


Source: Cyber security 2013 (Eurobarometer, 2014)

Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country

Base: Those using online access

Experience of problems with delivery in the EU by survey year (2012)

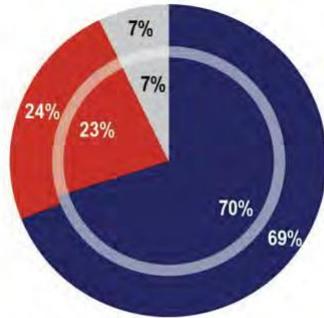


Source: Consumer attitudes towards cross-border trade and consumer protection 2012 (Eurobarometer, 2013)
Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country
Base: Those making online consumer purchases

Experience of goods delivery is not obviously improving.

Consumer knowledge of regulations in the EU (2012)

Q6. Suppose you ordered goods by post, phone or the Internet, do you think you have the right to return the goods you ordered 4 days after their delivery and get your money back, without giving any reason?

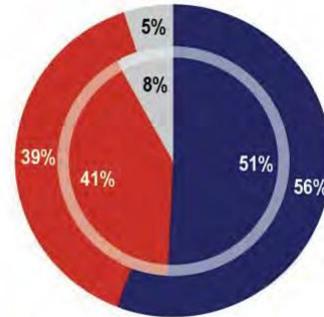


● Yes (correct answer) ● No ● Don't know

Inner pie : FL332 (09/2011)
Outer pie : FL358 (09/2012)

Requesting a refund for ordered goods

Q7. Imagine that a new fridge you bought 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?

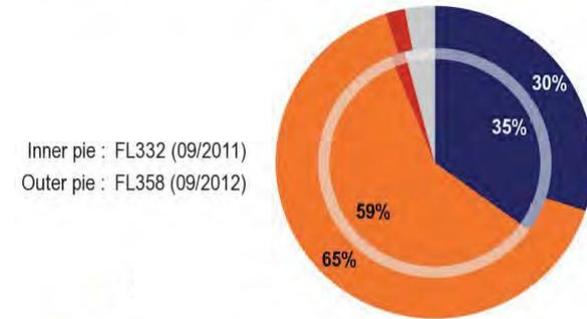


● Yes (correct answer) ● No ● Don't know

Inner pie : FL332 (09/2011)
Outer pie : FL358 (09/2012)

Requiring the mending of faulty goods

Q8. Imagine you receive two educational DVDs by post that you have not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?



Inner pie : FL332 (09/2011)
Outer pie : FL358 (09/2012)

● No, and you are not obliged to return the DVDs (correct answer) ● No, provided that you return the DVDs ● Yes, you are obliged to pay ● Don't know

Refusing to pay for unsolicited goods

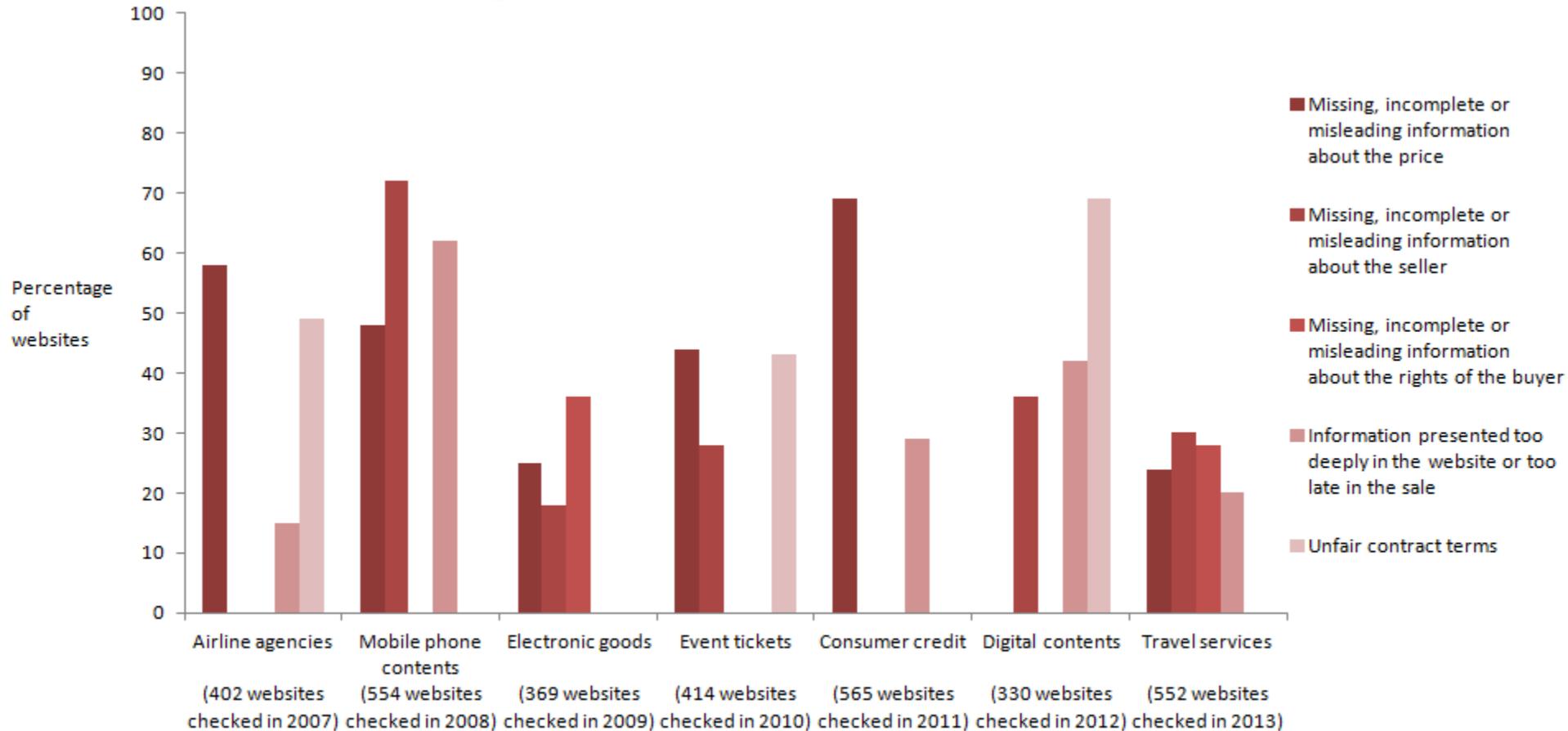
Source: Consumer attitudes towards cross-border trade and consumer protection 2012 (Eurobarometer, 2013)
Sample: 500 (in Cyprus, Luxembourg and Malta) or 1000 (elsewhere) adults in each country
Base: All

Knowledge of consumer rights is not obviously improving.

Stages in “sweeps” of sales websites to investigate and enforce regulatory compliance in the EU

- Identify **possibly** non-compliant websites, by checking, for instance:
 - Whether terms of sale in simple words are available before sales.
 - Whether contact details and complaints procedures are provided.
- Select **significantly** non-compliant websites, by noting, for instance:
 - Whether the infringements could have serious practical effects.
 - Whether the available staff can handle the entire case load.
- Require changes to **significantly** non-compliant websites.
- Impose penalties on **persistently** non-compliant websites.
- Supplement checks with detailed scrutiny of websites to establish, for instance:
 - Whether free offers might lead children into paid subscriptions.
 - Whether entire purchases by mystery shopping are satisfactory.

Initial results of identifying possibly non-compliant websites through sweeps in the EU

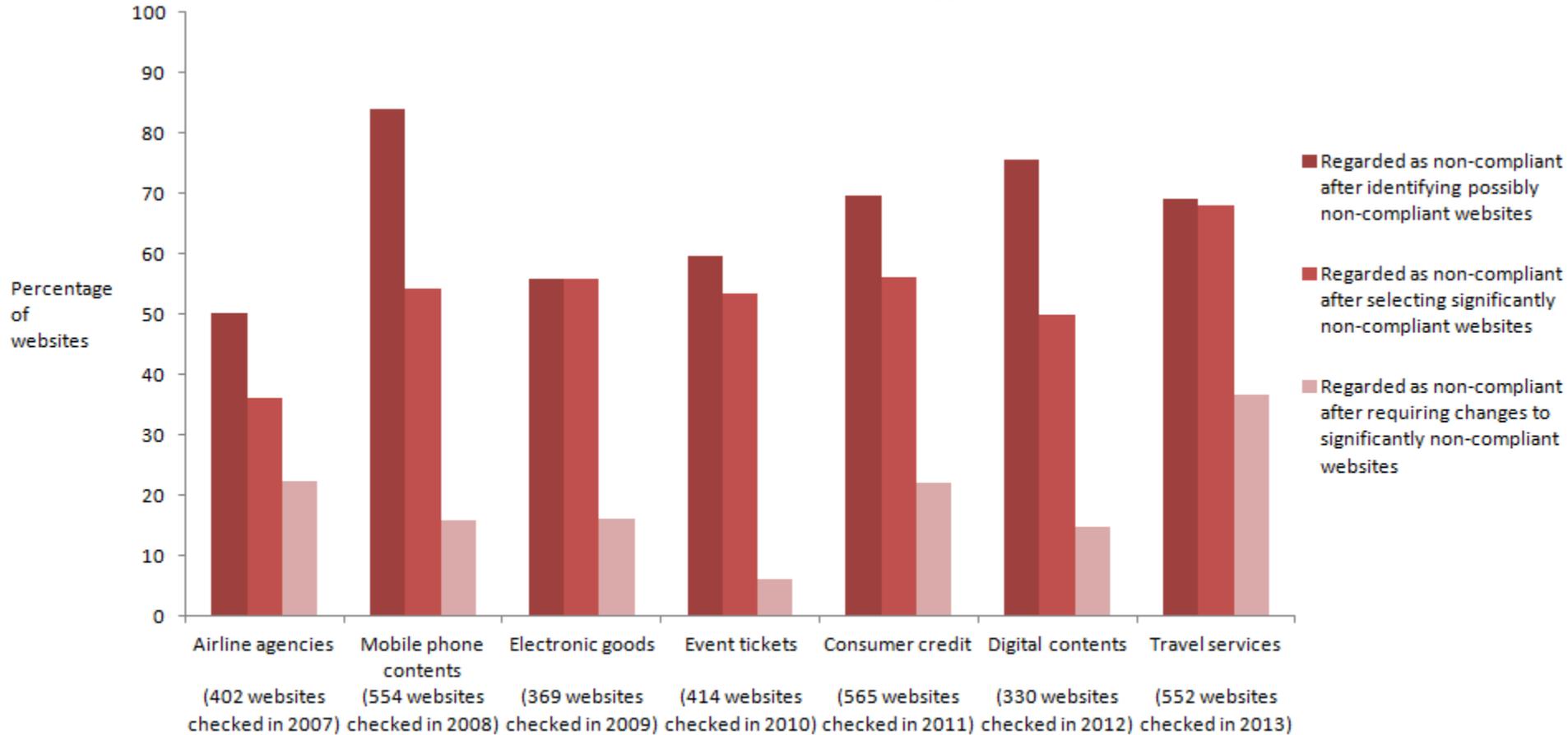


Source: Antelope Consulting classification based on EU sweep reports

Note: Discrepancies between the initial results and the interim results are resolved in favour of the interim results.

On first investigation there are many infringements.

Interim results of requiring changes to significantly non-compliant websites through sweeps in the EU



Source: Antelope Consulting classification based on EU sweep reports

Note: Discrepancies between the initial results and the interim results are resolved in favour of the interim results.

After partial enforcement there are still infringements.

Lessons from the sweeps

- In the absence of investigation and enforcement very high proportions of websites break the regulations.
- In sectors where sales are made to children (such as mobile phone ringtones and wallpapers) there are particular problems.
- Investigation takes days, but enforcement takes months (between 6 and 18) or years.
- A regulation might not be precise enough to avoid legal challenge and the consequent delay.
- Intermediaries such as comparison websites need investigation along with direct sales websites.
- Enforcing compliance for websites outside the country requires collaboration between regulators.
- A regulator might have too few staff to take part.
- A regulation might have too many clauses for full checks.
- A sector might have too many websites to be checked entirely.

Some related problems

- **Unfair treatment of competing search websites.**
- **Covert discrimination in pricing and search result ordering.**
- **Incomplete pricing and ranking on comparison websites.**
- **Falsification and deletion of user reviews.**

Guidance is needed on when, if ever, these are acceptable.

Possible changes to the display of search results to meet objections in the EU

The image displays two side-by-side screenshots of Google search results for the query "gas grill".

Left Screenshot (Current Display):

- Search bar: "gas grill", "About 8,240,000 results (0.20 seconds)".
- Navigation: Web, Shopping, Maps, Images, Videos, More, Search tools.
- Sponsored: "Shop for gas grills on Google" with five product images and prices (e.g., GP-Grill Gas £141.96).
- Organic Results:
 - Ads: "Gasbarbecue nodig?" (www.vanhattemhoreca.nl/), "Catering Gas Grills" (www.nisbets.co.uk/Cooking-Machines), "barbecue@ gas BBQ's" (www.barbecue.com/gas).
 - Gas grills (www.bestlist.nl/gasbarbecues), "Gas Barbecues 70% off RRP" (www.outdoorlivingworld.co.uk/Gas_bbq), "Gas-Grills im Angebot" (www.nextag.de/Gas-Grills).
 - Buy a Gas Grill 2014 - Gas Grill Ratings - Gas Grill Reviews (bbq.about.com/cs/grills/bb/aa/byb042503.htm).
 - Top Gas grill Reviews | Best Gas grill - Consumer Reports (www.consumerreports.org).
 - Weber.com - Weber® Grills - Gas (www.weber.com/grills/category/gas).

Right Screenshot (Possible Change):

- Search bar: "gas grill", "About 44,000,000 results (0.18 seconds)".
- Navigation: Web, Images, Maps, Shopping, More, Search tools.
- Sponsored: "Google Shopping results" and "Alternatives" sections with product images and prices.
- Organic Results:
 - Ads: "Gas Grill at Amazon" (www.amazon.com/patio), "Cheap Gas Grill" (www.groupon.com/), "gas grill" (www.appliancesconnection.com/Grills), "BBQ Grills" (www.wholesalepatiostore.com/), "DCS Gas Grills" (www.ajmadison.com/).
 - Weber.com - Weber® Grills - Gas (www.weber.com/grills/category/gas).
 - Gas Grills: Shop at Sears for Your Outdoor Cooking Gear (www.sears.com/grills-outdoor-cooking-gas-grills/b-1024073).
 - Natural Gas Grills - Home Depot (www.homedepot.com/...Grills-Grill...Gas-Grills...Gas-Grills/N-5yc1vZc5t...).

Possible search results as they are now

Possible search results as they could be

Source: Antitrust: Commission obtains from Google comparable display of specialised search rivals- Frequently asked questions (European Commission, 2014) ([http://europa.eu/rapid/press-release MEMO-14-87_en.htm](http://europa.eu/rapid/press-release_MEMO-14-87_en.htm)).

Note: The changed version displays results and advertisements from competing search services.

Restraining power in the search website market

- **Providers of specialised search websites (often for household goods or for leisure and travel services) object to:**
 - **The display in Google search results of its own specialised search services, which is more prominent than that of competing search services.**
 - **The use by Google in its own specialised search services of content (such as user reviews) from competing search websites.**
 - **The agreements of Google with publishers to ensure that only its own search advertisements appear on their websites.**
 - **The agreements of Google with software developers to ensure that online search advertising campaigns are not managed across competing platforms.**
- **The European Commission has rejected a recent proposal by Google to settle this case (after four years), after continued objections by competitors.**

Unexpected price differences in the US

Hôtel Renaissance Paris Arc de Triomphe
39 avenue de Wagram Paris, Paris, 75017 France

★★★★★

\$633
nightly price

✓ **FREE** cancellation

Pay now or at hotel

Select

Price discrimination dependent on user category:
the result shown to a user

Save 30% Off - 4 Nights Or More

Eden Roc Miami Beach
★★★★★ 4.1 / 5 192 reviews

↓ Price is 47% less than usual

Miami Beach
Landmark Miami Beach hotel brings on the beachside glamour
Famed architect Morris Lapidus changed the face of Miami Beach with this 631-room hotel, an... [More](#)

👤 There are 6 people viewing this hotel.
🕒 Last booked 13 hours ago.

\$299
\$209
Avg/night

FREE Cancellation
[Best Price Guarantee](#)

See details

\$25 Elle Spa Credit

Price discrimination on the basis of membership:
the result shown to a user that was not logged in

Hôtel Renaissance Paris Arc de Triomphe
39 avenue de Wagram Paris, Paris, 75017 France,

★★★★★

\$565
nightly price

✓ **FREE** cancellation

Pay now or at hotel

Select

Price discrimination dependent on user category:
the result shown to the control

MEMBERS ONLY Stay 3 nights, Save 35%

Eden Roc Miami Beach
★★★★★ 4.1 / 5 192 reviews

Miami Beach
Landmark Miami Beach hotel brings on the beachside glamour
Famed architect Morris Lapidus changed the face of Miami Beach with this 631-room hotel, an... [More](#)

👤 There is 1 person viewing this hotel.
🕒 Last booked 12 hours ago.

\$299
\$194
Avg/night

FREE Cancellation
[Best Price Guarantee](#)

See details

\$25 Elle Spa Credit

Price discrimination on the basis of membership:
the result shown to a user that was logged in

Source: Measuring Price Discrimination and Steering on E-commerce Web Sites (Internet Management Conference, 2014) (<http://www.ccs.neu.edu/home/cbw/pdf/imc151-hannak.pdf>).

Analysis of price discrimination in the US

- Five (out of six) travel websites and four (out of ten) general retail websites appeared to have different prices for different users, with **differences of hundreds of dollars in some cases**.
- Two travel websites offered **reduced prices** on hotels to “members”.
- Two travel websites listed **hotels having higher prices** first for certain users (mainly for A/B tests).
- One travel website made **search results depend on earlier user actions**: the offers to users who had clicked on or reserved cheaper hotel rooms were slightly different, and very differently ordered, from those to users who had clicked on or reserved dearer hotel rooms or clicked on nothing (though the differences were not correlated with prices).
- One travel website made **search results depend on the user terminal**: the offers to users who used a particular mobile operating system were slightly different, and very differently ordered, from those to users who had used another operating system.
- One general retail website made **search results depend on the user terminal** (though the differences were not major).

Source: Measuring Price Discrimination and Steering on E-commerce Web Sites (Internet Management Conference, 2014) (<http://www.ccs.neu.edu/home/cbw/pdf/imc151-hannak.pdf>).

Sample: 300 controlled user trials of sixteen significant comparison websites in the US (for general retail and travel).

Pricing and search result ordering dependent on the user can be acceptable but should be made clear at the time.

Differences between energy price comparisons in the UK

 Fresh Fixed Price Nov 2015 v1	£351 annual saving	£968 (£80.67 per month)	Monthly Direct Debit	Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • 0800 UK customer service centre • Prices fixed until 30th November 2015 	Proceed > More Info >
 iSave Fixed v30 October 2015	£348 annual saving	£971 (£80.92 per month)	Monthly Direct Debit	Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • Manage your account online • Paperless billing 	Proceed > More Info >
 Rate Saver 12 Month Fixed 1410 Paperless	£320 annual saving	£998 (£83.17 per month)	Monthly Direct Debit	Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • New UK energy company • Paperless billing 	Proceed > More Info >
 Rate Saver 12 Month Fixed 1410 Paperless	£320 annual saving	£998 (£83.17 per month)	Quarterly Direct Debit	Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • New UK energy company • Paperless billing 	Proceed > More Info >
 Bright Fixed Price Nov 2015 v1	£317 annual saving	£1,001 (£83.42 per month)	Monthly Direct Debit	Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • 0800 UK customer service centre • Prices fixed until 30th November 2015 	Proceed > More Info >
 Better Energy Fixed (Online)	£316 annual saving	£1,003 (£83.58 per month)	Monthly Direct Debit	Green Capped or fixed rate	<ul style="list-style-type: none"> • Cancellation fees apply • Paperless billing • Prices fixed for 12 months 	Proceed > More Info >

GoCompare

 iSave Fixed October 2015 (v30)	<ul style="list-style-type: none"> • Online account management- no need for paper bills • Cancellation fee of £30.00 per fuel if you leave this First Utility plan before 31st October 2015 	Fixed rate for 1 year	£190.35 annual savings Ⓢ £970.54 annual personal projection Cheapest plan!	Choose plan > or contact our UK call centre 0800 6888 244
 Fixed Price October 2015	<ul style="list-style-type: none"> • Cancellation fee of £30.00 per fuel if you leave this Sainsbury's Energy plan before 31st October 2015 	Fixed rate for 1 year	£158.76 annual savings Ⓢ £1,002.13 annual personal projection	Choose plan > or contact our UK call centre 0800 6888 244
 Better Energy (all Online)	<ul style="list-style-type: none"> • 15% renewable electricity • Online account management- no need for paper bills • Cancellation fee of £30.00 per fuel if you leave this OVO Energy plan within the first 12 months 	Fixed rate for 1 year	£157.34 annual savings Ⓢ £1,003.55 annual personal projection	Choose plan > or contact our UK call centre 0800 6888 244
 SSE Direct	<ul style="list-style-type: none"> • Online account management- no need for paper bills • Cancellation fee of £30.00 per fuel if you leave this SSE Southern Electric plan within the first 12 months 	Fixed rate for 1 year	£129.06 annual savings Ⓢ £1,031.83 annual personal projection	Choose plan > Only available online
Most popular!  E.ON Energy Fixed 1 Year v9	<ul style="list-style-type: none"> • Receive 1500 E.ON Reward points, worth 1500 Tesco Clubcard points or £15 worth of high street vouchers. • Go paperless and receive a further £5 discount per fuel • This product is only available until 15th October 2014 • Cancellation fee of £5.00 per fuel if you leave this E.ON plan within the first 12 months 	Fixed rate for 1 year	£118.87 annual savings Ⓢ 1500 E.ON Reward points per customer per year Ⓢ £1,042.02 annual personal projection	Choose plan > or contact our UK call centre 0800 6888 244

uSwitch

Source: Screenshots and Tables of Price Comparison Websites (PCWs) October 2nd to October 16th (The Big Deal, 2014) (<http://bigdeal.assets.d3r.com/pdfs/original/271-october-screenshots-and-tables.pdf>)

Note: The overall prices are similar, but the alleged savings and the suppliers responsible for those savings are very different.

Concealment in energy price comparisons in the UK

- The largest never showed **the cheapest offer**.
- The largest regularly hid **three out of the five cheapest offers**.
- Some showed **three or four times as many offers as others**.
- All sometimes hid **the cheapest offer** from customers.
- All hid by default about **a third of the offers available from them** (which were **those that did not earn commission from the energy supplier**); to find those offers, users needed to do between one and four actions.

Source: Open letter from consumer campaign The Big Deal (www.thisisthebigdeal.com) to the major price comparison websites (The Big Deal, 2014).

Sample: 200 mystery shopping visits to the five most significant comparison websites in the UK (for energy).

Completeness of energy price comparisons in the UK

Comparison website	Number of offers found by default	Number of offers found with actions	Actions needed to find all the offers available on the comparison website
Compare the Market	106	157	Click 'Refine your results', select 'Other options', tick 'Show tariffs I can't switch to now', and click 'Update results'
GoCompare	98	154	Go to 'Filter results', select 'All tariffs' under 'Show me', and click 'Update Prices'
uSwitch	26	47	Select 'No' in answer to 'Show plans we can switch you to today?'
MoneySuper Market	49	74	Reject pre-selected 'Yes' and select 'No' in answer to 'Show energy deals we can switch you to today?'
Confused	60	102	Reject pre-selected 'Yes' and select 'No' in answer to 'Show me tariffs I can switch to today'

Source: Open letter from consumer campaign The Big Deal (www.thisisthebigdeal.com) to the major price comparison websites (The Big Deal, 2014)

Analysis of comparison websites in the EU

- 48% did not describe **how they generated income**; a further 28% did not do so clearly.
- 66% did not describe **how they chose sellers for comparison**; a further 18% did not do so clearly.
- 69% did not describe **how they ranked offers**; a further 14% did not do so clearly.
- 73% did not describe **how often they updated prices**; a further 6% did not do so clearly.
- 17% did not list **the cheapest correctly priced offer** on the first page of results in the default ranking; a further 45% did not put it as the first result.
- 29% did not provide **the option to rank offers by price**.
- 21% did not provide **prices matching those of the sellers**.
- 64% did not provide **prices including taxes**.
- 51% did not include **details of the delivery costs**.
- 80% did not provide **any information on delivery time**.
- 62% did not provide **any information on product availability**.
- 53% did not provide **their full business addresses**.
- 66% did not state **their policies on fraudulent and rogue traders**.
- For websites that provided information about their business models, the first two sources of revenue were **advertising** and **pay-per-click** (each used by over 50% of the websites); the next two were **payment for prominence of placing in results** and **payment for presence in comparisons** (each used by over 30% of the websites).
- The **average savings** from the cheapest offers on the websites relative to the average prices from online sellers were 7.8%; the prices from online sellers themselves were lower than the average prices from offline sellers, for many (but not all) goods.

Source: Consumer market study on the functioning of e-commerce and Internet marketing and selling techniques in the retail of goods (Civic Consulting, 2011) and Comparison Tools Report from the Multi-Stakeholder Dialogue (European Consumer Summit, 2013).

Sample: 1106 mystery shopping visits to 233 comparison websites in the EU

Analysis of comparison websites in the UK

- 44% did not describe **how they generated income**.
- 89% did not describe **how they chose sellers for comparison**.
- 78% did not describe **how they ranked offers**.
- 70% did not describe **how often they updated prices**.
- 99% did not state **their policies on fraudulent and rogue traders**.
- 73% did not have **accreditation** from sector regulators (such as Ofcom), sector associations (such as International Air Transport Association) or general retail organisations (such as SafeBuy).
- Accredited websites were **much better** than non-accredited websites on 45% of important features, but were **slightly worse** on 22%.

Source: Comparing comparison sites (eDigital Research, 2012).

Sample: 596 mystery shopping visits to 99 comparison websites in the UK (for energy, insurance, broadband, mobile phones, package holidays and rail journeys).

Voluntary accreditation of comparison websites raises standards but could be more demanding.

Requirements of two regulators for accreditation in the UK

Requirement for accreditation of a comparison website	Ofcom	Ofgem
Compare [Ofcom: electronic communications; Ofgem: energy] providers	Yes	Yes
Cover all [Ofcom: sufficiently representative; Ofgem: generally available] tariffs	Yes	Yes
Be independent of providers	No	Yes
Avoid display of advertising near comparisons	No	Yes
Have full management and control of the data, calculators and displays	No	Yes
Identify payments such as commissions from providers	Yes	Yes
Exclude special offers	No	Yes
Display current tariff and expenditure	No	Yes
Separate prices of items in bundles	No	Yes
Display at least ten tariffs directly and all tariffs readily	No	Yes
Make available sorting by price	Yes	Yes
Explain methods of payment	No	Yes
Refer to [Ofcom: quality of service; Ofgem: efficiency of use] information	Yes	Yes
Be updated [Ofcom: eight weeks; Ofgem: two days] after tariff changes	Yes	Yes
Be accurate, with display of date of most recent update	Yes	Yes
Undergo annual review	Yes	Yes
Ensure responses to complaints and enquiries within seven days of receipt	No	Yes
Offer advice offline as well as online	Yes	No
Be accessible to disabled users	Yes	No

Some differences between the requirements of the regulators seem unnecessary and could cause confusion.

Improving comparison websites

- **Accredited websites should present, for instance:**
 - **Clear simple explanations of why some products are mentioned more or less prominently than others.**
 - **Options for each standard feature of a product to determine the rankings of comparison results.**
 - **The dates of the most recent revisions of the information from the sellers.**
- **Further improvements would include price calculations for:**
 - **Individual service consumption data, which suppliers would pass to consumers for onward transmission.**
 - **Certain common service consumption patterns, which the regulator would change from time to time (to stop sellers from building their prices around them).**
 - **Varying assumptions about delivery.**

Fake reviewing: a demand side example



Login

Signup

OPEN

Product reviews -- 2

This project is ending in **6 days** and has an average bid price of **\$14 USD**.

Get free quotes for a project like this

PROJECT BUDGET
\$10 USD

TOTAL BIDS
5

SKILLS REQUIRED

AMAZON WEB SERVICES

GHOSTWRITING

PROJECT DESCRIPTION

Hi, I'm looking for someone to write positive amazon reviews for my products- slippers. I am willing to pay for each review depending on the price. You will need multiple amazon accounts to post unique reviews. Please let me know if you are capable of doing this job. thanks

Source: Freelancer website 2014

https://www.freelancer.com/projects/Ghostwriting-Amazon-Web-Services/Product-reviews.html?t=k&utm_expid=294858-243.b-eJtbpkSjGsiYbwp4lrVQ.1&utm_referrer=https%3A%2F%2Fwww.freelancer.com%2Fwork%2Ffake-review-writer%2F.

Fake reviewing: a supply side example

fiverr®

Join Sign In

Start Selling

Graphics & Design Online Marketing Writing & Translation Video & Animation Music & Audio Programming & Tech Advertising Business
More

Writing & Translation, Reviews

All in Writing & Translation (176)
Reviews (18)
[Show More](#)

Delivery Time

- Up to 24 hours
- Up to 3 days
- Up to 7 days
- Any

Seller Level

- New Seller (6)
- Level One (4)
- Level Two (7)
- Top Rated Seller (1)

Seller Language

- Chinese (18)
- English (1321)
- Spanish (103)

[Show More](#)

High Rating Recommended New

The image shows a grid of six Fiverr gigs, each priced at \$5. The gigs are:

- Gig 1:** A woman's profile picture. Description: "I will write a positive review for your product, service or website".
- Gig 2:** Text "NEED A BOOK REVIEW" with a play button icon. Description: "I will create a Verified book review".
- Gig 3:** Text "Review writing services" and "Games for just \$5!". Description: "I will write reviews for games without any word limit".
- Gig 4:** Text "BLOGGER'S REVIEWS" with a "TOP RATED SELLER" badge. Description: "I will write a 400 words blog post for your product or website".
- Gig 5:** Text "IELTS Writing Task / Essay Review". Description: "I will review 1 IELTS essay, and provide suggestions".
- Gig 6:** A man sitting at a desk. Description: "I will write positive reviews in Chinese for your product".

Source: Fiverr website 2014

(https://www.fiverr.com/categories/writing-translation/writing-reviews#layout=auto&ref=seller_language%3Azh&page=1).

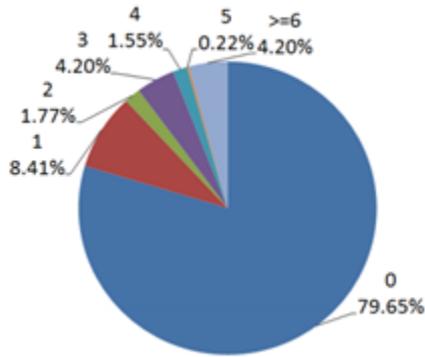
Note: There are eighteen offers under this heading, not just the six shown here.

Validating user reviews

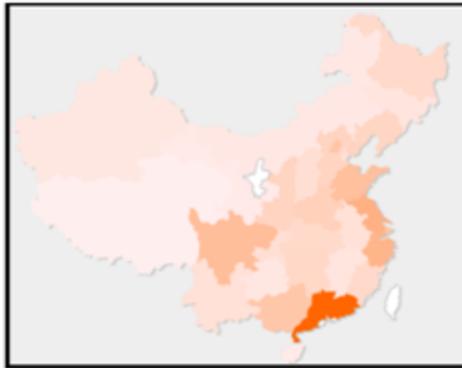
- **Users can find fakes difficult to detect.**
- **Humans might do better collectively than individually (by marking reviews, reviewers and even markers as ‘helpful’).**
- **Automated detection schemes for fakes (related to those for spam) inspect:**
 - **Contents of reviews, such as uses of particular words, phrases, spelling or punctuation, or similarities between different reviews.**
 - **Information about reviews, such as star ratings, times and places of posting, and user identifiers and IP addresses.**
 - **Unlikely conditions, such as numbers of reviews disproportionate to numbers of sales, or reviews by one reviewer in several places.**
- **Reviewers can design reviews to pass such inspections (by writing 3-star reviews as well as 4-star ones, for instance).**

**Fake reviews can be widespread,
at least in the absence of automated detection.**

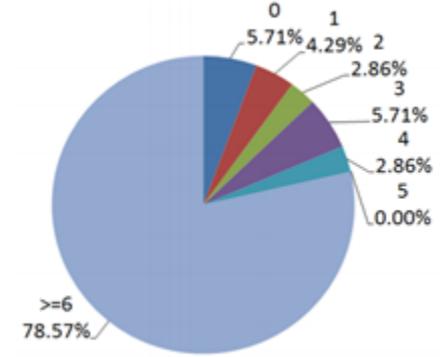
Analysis of user comments about two competing companies



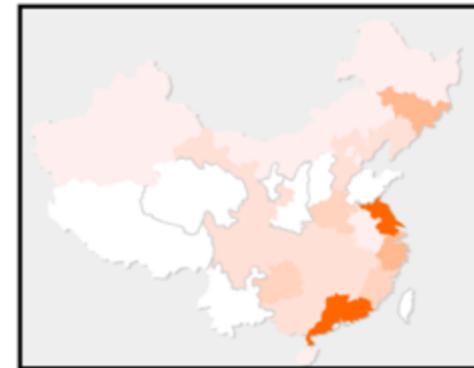
The proportion of numbers of pairs of similar comments by (probably) unpaid users



The geographic distribution of (probably) unpaid users



The proportion of numbers of pairs of similar comments by (probably) paid users



The geographic distribution of (probably) paid users

Source: Battling the Internet Water Army: Detection of Hidden Paid Posters (<http://arxiv.org/pdf/1111.4297v1.pdf>).

Note: Tencent and 360 (about which comments were posted in Sina and Sohu) are companies in Guangdong and Beijing respectively.

Base: 552 users and 20738 comments for Sina, and 223 users and 1220 comments for Sohu.

Physical substitutes for fake user reviews

The secretary-general of the Mobile Internet Industry Alliance [Li Yi] says he has received threats after alleging that long queues of people lining up to buy mobile phones from a store in Beijing were actually hired by the company to create a false image of the product's popularity.

Li told the Global Times that he has received numerous mobile phone messages, including one that called him a “devil that should not exist in the world” after he made the allegations.

Li alleged that people making up a 300-metre-long queue waiting to buy a mobile phone from the Meizu store in Sanlitun, Beijing, on New Year's Day [2011] had been paid to stand in line. He said the manufacturer spent CNY 300,000 (USD 45,275) for the “potential customers.” Locals branded them a “water army,” a term that refers to people who are hired to promote a product under the guise of being genuine customers.

He also accused the manufacturer of paying Internet users to write positive posts about the product online. “I have been harassed by them since January 3 and my life is in turmoil now,” Li said. He believed that the messages were sent by people hired by the manufacturer, an accusation the company has denied.

Li said that hiring online “water armies” was common. “The more posts the Internet users put online, the more money they get,” Li said.

The marketing director of Meizu was quoted by the Guangdong-based Time Weekly as saying that Li's allegations were ignorant and ridiculous.

Source: ‘Water army’ whistleblower threatened (<http://english.peopledaily.com.cn/90001/90776/90882/7253359.html>).

Government counterparts of fake user reviews

Gansu government recently [2010] announced that it was recruiting a team of 650 Internet commentators to “guide” public opinion through posts and replies to comments by Web users on Internet forums.

The recruits were soon being ridiculed by other netizens as the "5 mao army," or "5 mao dang," referring to those who are paid 50 Chinese cents to post comments favorable to the government.

Some critics say the term “5 mao army” is a product of prejudice under western influence. Zhang Shengjun, a professor of international politics at Beijing Normal University, recently wrote in the Chinese edition of the Global Times that the foreign media are crucial in spreading the term. “Now it has become a baton waved towards all Chinese patriots...Is there nothing worth admiring in China? Should Chinese government always be the target of criticism?” Zhang said.

According to a veteran media professional with more than 20 years of experience, government websites will approach commentators from traditional media on various issues such as the United States arms sales to Taiwan. “It is my decision whether to write under my real name or a pen name,” said the journalist, asking that his name be withheld. “I was sometimes advised to take a stand different from the government position, so as to create a discussion.” He said the ensuing online debate “helps the public better understand the issues and the truth behind them.”

In addition, marketing companies specializing in online promotion write comments praising certain products to lure consumers into buying them, or at least influence the public’s buying decisions.

Source: Invisible footprints of online commentators

(<http://web.archive.org/web/20100208224640/http://special.globaltimes.cn/2010-02/503820.html>).

What are the problems in China?

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