

Research on the Ethics of Urban Medical Care Advertising under the Establishment of Civilized City

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Abstract: Healthcare advertising increasingly rampant and disorderly stick littering phenomenon affects the image of the city. In the social background, the author analyzes the current medical advertising and existing ethical problems and its causes, how to strengthen the health advertising supervision, standardize the health care industry market management order, in order to guide the public to face up to health care problems, alert street medical advertising, and promote the creation of the national civilized city.

Keywords: civilized city; medical care advertising; medical ethics; governance countermeasures

1. Foreword

With the improvement of people's material living standards, people are now more and more pursuing the construction of spiritual civilization, and the country also pays more and more attention to improving the level of urban civilization [1]. The establishment of a national civilized city is an important carrier and starting point of the construction of spiritual civilization, urban development is an important symbol of social development and progress, in the construction of spiritual civilization, from abstract to concrete, especially in the appearance of the city, the city has been paid attention to the construction. In September 2005, China commended the first batch of national civilized cities. So far, China's civilized city to create activities gradually in-depth[2]. In recent years, big to the construction of a national civilized city, and small to the construction of provincial, municipal and county-level civilized cities, the civilization level of the city has been further improved. However, in the construction of civilized city, there are also some neglected ethical problems. For example, medical care advertising like "psoriasis" to pollute the appearance of the city, especially in the street publicity column, buildings, public facilities posted some unsightly male advertising, medical care, and some exaggerated plastic surgery advertising, in order to attract attention and waste ethics and ethics. On the one hand, this urban "stubborn disease" affects the overall image of the city, and on the other hand, it infringes on people's physical

and mental and property safety, especially the minors and elderly groups with a weak ability to distinguish right from wrong. At present, the short video industry of "We Media" is developing rapidly. Various Internet celebrities "sell strange treasures" and "grandstanding", which has attracted many fans, including minors. Because the value of "three views follow the facial features" has become trendy, the "traffic first", "traffic realization", "take a shortcut" behavior has also become a flood scene, it is difficult not to be affected by minors in such a network environment. A reporter has interviewed some minors and asked them what they want to do when they grow up. Many people answer that they grow up to become beautiful when a star, when the Internet celebrity, because the money is fast. The answer is worrying. As everyone knows, some illegal institutions is to see people's higher pursuit of health, appearance, just designed one after another "beautiful trap". Therefore, it is particularly important in the environment where a civilized city is created to study and solve the ethical problems existing in the urban healthcare advertising industry.

2. Literature Review

In view of the current ethical anomie and ineffective supervision involved in medical care advertising, many domestic scholars have launched research and exploration on this. Niu Jing et al[3]. We studied the 317 advertising contents filed by Zhejiang Sharp Aisi Enterprise, and found that except for some broadcast draft advertisements, all other types of advertisements belong to false advertisements. Song Yang[4]. He studied the regulatory problems behind the phenomenon of surrogacy. He believes that the surrogacy chain is complex and involves many regulatory departments, and he should speed up the regulatory legislation of surrogacy intermediaries and surrogacy agencies. Chen Shuke[5]. We examine the bidding ranking of online medical advertising in the United States, and believe that the United States pays more attention to advertising self-regulation and self-discipline in this respect. Sometimes, the authenticity and legality of the content of health care advertising may be vigilant, but moral issues involving business culture or business marketing tend to be ignored. Francisco J[6]. He

analyzed the use of HNB (low temperature smoke, an efficient nicotine delivery device) and safety problems, to explore whether HNB can be an alternative to cigarettes and thus reduce the smoking rate of young people. He believes that for people who cannot or want to quit smoking, HNB may be an alternative to reduce harm, but because HNB promotes safety and little physical harm, it will improve the smoking rate of young people, and even cause obstacles to quit smoking. Hassan C[7]. It is believed that restricting or banning alcohol advertising may reduce the risk of damage to alcohol in the general population, and that setting warning labels in the advertising content is a cheap and practical way of education. In addition to the guiding advertising content, consumer decision-making behavior is also related to their own advertising recognition ability and cognitive level. Zhang Liangyue et al[8]. Through the questionnaire, it was found to have high awareness, low sensitivity and high recognition of ethical problems in precision advertising. Later, they confirmed through the survey data that there was a significant relationship between consumers' ethical perception and the willingness to buy Internet medical advertisements[9]. In addition, some medical students often use their medical identities to make money on social media platforms such as Instagram[10]. Therefore, in order to improve the public's identification ability of medical advertising, the government needs to strengthen publicity and guidance. At the same time, we should rectify the medical order, constantly standardize the professional attitude and medical behavior, and strengthen the training of medical interns[11].

The study found that scholars at home and abroad focus on the governance and supervision of healthcare advertising ethics and focus on case studies and lack the overall study on the status quo of healthcare advertising in cities in the social context in the creation of a civilized city. Therefore, this paper has a deep discussion on this issue.

3. Current Status of Urban Medical Care Advertising Under the Construction of Civilized City

3.1. Propaganda Copy over exaggerated and False Propaganda

It can be creative, but it cannot be mixed with false. Content marketing articles tend to go viral due to a lack of supervision. Some of them contain misleading information that can cause great physical and beneficial harm to normal consumers[12]. Some health care agency marketers do everything else to attract consumers. Not only cure all diseases, medicine to cure the guarantee of open mouth to come, even the service that is also the highest level of Haidilao. For example, some beauty people want to achieve rapid weight loss, these illegal medical plastic surgery institutions shouted in the advertising "liposuction and slimming, Where you want to lose weight, fast results without side effects". Such exaggeration, or even false propaganda, exists everywhere, especially in cities with higher consumption levels. But the best way to lose weight is to "Keep your

mouth shut and your legs open," and only the combination of exercise and diet is the best way to lose weight. In recent years, the "Beauty economy" has become a boom. From the initial influence of the Korean Wave to the widespread popularity of smart phones and short video platforms in recent years, a lot of people have facial anxiety[13]. More and more people want to become beautiful through plastic surgery, which is also largely the influence of false propaganda in medical plastic surgery institutions. There are also fake experiential health care services, often in the news, they claim to be free, but you are charged various fees, and the prices of these so-called medical products are not filed at the price bureau[14]. Timid consumers can be threatened if they do not comply.

3.2. Propaganda Pictures Harm to Body and Mind

In order to attract the attention of the target group, driven by the interests, advertising companies to achieve the publicity purpose of health care institutions, the publicity pictures are too direct, excessive emphasis on some problems, resulting in a certain negative public opinion. For example, some male advertisements and some illustrations that born your eyes in women's gynecological advertisements. In fact, these problems are surely belong to the medical category, however, once medical treatment is linked to interests, it will cause improper publicity. Informal advertisements are posted in some crowded old urban areas or public areas that are not easily removed because of the firm paste. Even without knowing it, informal advertisements or brochures have been put in their baskets or glass cracks. The owner will directly throw it out, causing a certain area of the ground full of these informal advertisements. The publicity content of these medical advertisements not only have ethical problems, but also cause certain pollution to the appearance of the city.

3.3. Medical Retrieval Is Like Walking a Maze

At present, the era of big data has arrived. While enjoying the convenience of data sharing, we will also be adversely affected by the proliferation of data. For example, in the process of information retrieval and screening, information errors are caused by information asymmetry, information blockage, and informational masker. This is a normal phenomenon with the influence of objective factors, but the subjective information monopoly behavior will make people lose the best time to obtain information, especially in the medical treatment[15]. The information retrieval process is like walking a maze, a little careless will be lost in the information link. Some people became the biggest victim because of this, that is, Wei Zexi. The Wei Zexi incident detonated the whole Internet. Wei Zexi searched Baidu for treatment institutions and treatments due to malignant soft tissue tumor. He quickly searched the biological immunotherapy of the top Beijing Second Hospital of the Armed Police, which then delayed the treatment at the hospital. It was learned that the technology was obsolete in the United States[16]. At present, there is an interest

relationship between the bidding ranking of some search engines and the medical information promotion. Some web links don't rank high because of natural traffic, making searching for medical information like a maze. The reason why Wei Zexi was deceived by the hospital was probably also misled.

3.4. Illegal Advertising Is Repeatedly Banned, and The Underground Black Market is Unfathomable

As the saying goes, "money can make ghosts grind", money can help us do 90 percent of what we want to do. But can not do what you want, abandon the basic public order and good customs. Anything that wants to pursue perfection must be moderate. Once it exceeds the limits of law, the nature will become bad. The previous period "Zheng Shuang surrogacy" event boiled, surrogacy, popularly speaking, is 'born by the abdomen'. Although the Civil Code does not have a system directly related to surrogacy, the principle of prohibiting the commercial use of human beings has been established[17]. As stars, they have a certain social influence, often their clothes, practices will be imitated by ordinary people, so the impact of star surrogacy is also very bad. But in life, we also often in public areas on the wall, on the ground to see heavy money for children, heavy money for ova, donated sperm advertising, online also often found such illegal advertising. By collecting news cases, it is found that college students are the most injured by such illegal advertising. There are also organ trading incidents. Some college students sold their own kidney to buy an iPhone, causing permanent physical injuries[18].

4. Analysis on the Problems and Causes of Ethical Anomie

4.1. Ethics Anomie Problem

4.1.1. Consumers are prone to overtreatment

Excessive medical treatment refers to the behavior that medical institutions or medical personnel violate clinical medical norms and ethical standards, cannot truly improve the value of diagnosis and treatment for patients, but only increase the cost of medical resources[19]. The excessive medical problem referred to by the author refers to that people pay special attention to their health and their families after living a rich life, which is easy to be confused by the current variety of medical care advertisements, especially the middle-aged and elderly groups. Middle-aged and elderly groups pay more attention to physical care than younger people, and exaggerated or even false propaganda can undoubtedly attract these groups more. The medical device industry has become a lucrative and rapidly growing health care industry[20]. Some medical institutions, and even charlatans, cast their good way to produce the so-called health care devices or health care products, and the price is very expensive, propaganda can cure so-and-so disease. Usually, patients have little knowledge of medicine and are easily fooled by the rhetoric of salespeople. Some common small problems will be said by the salespeople, causing consumers health anxiety, thus making

consumers over medical treatment and causing unnecessary property losses.

4.1.2. "Visual" contamination

In terms of clothing, fashion is a reincarnation, however, more and more advertising agencies have put advertising in the field of local taste and vulgarity, causing public heated discussion, so as to achieve the effect of publicity. In addition to the littering advertising will cause visual pollution to the city's appearance, the author believes that the earthy, vulgar, illustrations that born eyes in the health care advertising will cause visual pollution. Even some local stations will also appear to broadcast this type of advertising scene, the more popular is the induced abortion and and rology such advertising, the impact on the next generation is adverse. With this visual pollution, there are still countless medical accidents, but even so, we find that such advertisements are repeatedly banned, which is fundamentally caused by the problem of interests and the ineffective supervision of the government part.

4.1.3. Human intervention in medical retrieval

Advertising revenue has always been main source of revenue for Baidu [21]. But is the medical information that needs to be retrieved timely and accurately also linked to commercial interests? When we use Baidu or other search engines to search for medical information, we found that some advertisements under the links. Are these advertisements ranked through natural stream flow. For this problem, has not attracted public attention, nor has the authoritative identification of the relevant authorities to give a conclusion. Finally, in 2016, Wei Zexi exchanged his life for the public criticism of the "medical bidding ranking", and Baidu did have a certain bidding behavior. Baidu was involved in public opinion in 2008. After signing an advertising agreement with Sanlu, Baidu did not upload criticism information about Sanlu after the outbreak of the melamine incident [22]. In 2018, Byte Dance sued Baidu for interfering in the search results and slander Toutiao on the search page, which caused negative evaluation of users, misleading users on Toutiao's websites and services, and malicious obstruction of users' access. Finally, Baidu lost the case[23]. Many medical companies or institutions spend a lot of money competing for favorable positions on web sites, and there is still the problem of human intervention in medical retrieval. As a medical institution, it should clearly clarify the effect of medical advertising on patients and balance the expectations of patients [24].

4.1.4. The dignity of life is under blasphemy

Through consulting relevant cases, it is found that surrogacy and organ trading events have been traced back for a long time. Obviously, behind the creation of civilized cities, there is still such social chaos challenging the bottom line of human ethics. Behind the interests of illegal medical institutions is the scene that people's lives are seriously violated. At present, these illegal industries have formed an industrial chain, and some hospitals are

also cooperating with these illegal institutions to carry out some activities that violate ethics, but also illegal activities. Illegal advertising is repeatedly banned, the underground dark market is unfathomable, in the current relevant laws and regulations are not perfect, if the social governance ability is not tenacious enough, then this problem will be more difficult.

4.2. Genetic Analysis

4.2.1. Commercialization of medical services

The government requires medical institutions to adhere to the public welfare attribute. However, from the current social situation, the excessive commercialization of medical services, gradually appears the momentum of capital ruling the medical market. In order to achieve the purpose of profit, the General trend publicized unnecessary medical services, which caused unnecessary panic in consumer groups, leading to more people to blindly trust advertising. At the same time, due to the lack of publicity of medical and health knowledge in China, the lack of ways and means, and insufficient efforts, a large number of non-professional bad publicity in the advertising industry has occupied a positive space. In particular, the Internet industry uses its strong and extensive marketing ability to drill into legal space, so that more and more unscientific health knowledge is flooded around. For example, the Wei Zexi incident, which caused great hot discussion over the past period, fully illustrates the dangers of medical commercialization.

4.2.2. Insufficient management of website platform

Website management needs professional computer knowledge, and according to the particularity of the medical industry, it is not enough to have the computer knowledge only for the management of such website platforms, so there is an urgent need for comprehensive talents to enter this field. At present, the lack of such talents in China has objectively led to insufficient management of website platforms. In addition, due to the irresponsible ideology of the staff, more management processes that need to be completed by human resources are laissez-faire. There is a lack of scientific and effective training for regulating the management of the website platform. For the management of the website platform, a set of mature experience has not been formed in the society, which is also the subjective reason for the insufficient management.

4.2.3. Adverse competition in medical institutions

As there is no healthy mechanism for the social competition between medical institutions, this leaves a gap for the merchants of "the world is bustling for profit, and the world is bustling for profit". In order to maximize the interests driven by capital, medical institutions often choose by any means, and vicious competition is common. Even if some medical institutions realize the innovation of medical brands based on the principle of fairness and justice, it is difficult to maintain them for a long time. Mainly is the high cost of innovation, lack of

punishment means of imitation products, fake other people's registered trademarks, or the use of names, packaging, decoration similar to well-known goods, resulting in confusion with other people's well-known goods and other illegal behavior cost low. Some medical institutions, in order to win customers, squeeze other institutions for malignant, wanton to reduce product quality, resulting in the market medical service quality is very low, bad money to expel good money phenomenon continues to emerge.

4.2.4. Regulatory system and system are not perfect enough

The problems faced by health care are more complex. A sound supervision system has not yet been established, and the supervision organization is not perfect. Most supervisors are managers of medical institutions, coupled with more links to new technologies in the health care industry, faster updates and more diverse. Which always faces the embarrassing situation of lagging supervision. Cannot be an effective regulatory model. On the other hand, there is also a regulatory body is not clear, there are regulatory loopholes.

5. Countermeasures for the Governance of Ethical Issues in Urban Health Care Advertising with the Construction of Civilized City

5.1. Strengthening Organizational Leadership and Forming Institutional Guarantee

Advertisement governance of urban health care ethics should be incorporated into the evaluation system of civilized cities, the types of advertisements should be refined, the division of responsibilities should be clarified, and the Office of Civilization should be in charge. A leading group on the governance of health care advertising should be set up, and functional departments such as public security, market supervision and comprehensive law enforcement of urban management should be organized to establish a joint law enforcement group. Special rectifications should be carried out regularly, and surprise inspections should be carried out irregularly, and joint meetings should be held. Market supervision department and comprehensive law enforcement departments shall punish physical stores that illegally post, spray and distribute "psoriasis" small advertisements in accordance with the People's Republic of China Advertising Law and "Punishment Provisions for Urban Appearance and Environmental Health Violations. The public security department shall punish the public security administration according to the relevant provisions of the Law of the People's Republic of China on Administrative Penalties for Public Security. If the damage to public facilities caused by spraying or posting small advertisements is compensated according to law. Make illegal costs greater than illegal income, forming a deterrent.

5.2. Advertisements on Health Care Should Be Combined to Eliminate Illegal Advertisements

In the main street side of the city, parks, squares, shopping mall crowd gathering place, residential areas and unit doors set up health care column, strict selection of health care advertising content, better meet the public demand for health care knowledge. For pure illegal advertising, the public security organs will strengthen the investigation of cases, and strive to crack a number of typical cases. In order to find false health care advertisements, the call system is used to send a message to the advertiser requiring him to be punished at a specified location and at a specified time. For those who refuse to accept punishment, the 'call to death' system is used to make the communication number in the advertisement unable to use. According to the real-name information and small advertising clues of communication business, the public security, urban management, market supervision, tax and other departments jointly enforce the law to remove small advertising, restore the original appearance of the wall and public facilities, and fine them according to law, and incorporate them into the integrity blacklist. In a certain period of time, the illegal small advertising cases of punishment are exposed to the society, forming a deterrent to those who try the law.

5.3. Strengthening the Publicity of Health Care Advertisements and Creating an Interactive Scene of Mass Prevention and Treatment

Combined with the characteristics of urban health care advertising, make full use of radio, television, network, leaflets, mobile phone SMS platform and other ways and methods to carry out centralized publicity, During major festivals or activities, health care consultation points are set up in squares and streets. Organize authoritative experts in health care, provide free on-site answers for visitors, distribute publicity materials, set up health education columns, and carry out the symposium 'Five Entering (Entering Schools, Entering Community, Entering Rural Areas, Entering Family, Entering Enterprises)'. Improve the public, minors, the elderly health care knowledge, and thus resist the discrimination of health care advertising. In addition, the organization of voluntary compulsory labor to clear 'urban psoriasis' activities, called on students, community residents, enterprise workers to join the voluntary service activities, on the back streets, building blocks, public places and other places for cleaning, cleaning. At the same time, the report phone and network platform are announced to the society, which encourages the public to report actively, stimulates the enthusiasm of the masses to participate, and fundamentally solves the problem of 'urban psoriasis'.

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