



A Consumer's Guide to Spotting Fake Reviews

Online reviews have become an integral part of our decision-making process when it comes to purchasing products or services. However, the rise in fake reviews has made it extremely challenging to distinguish genuine feedback from feedback that is fabricated. Online marketplaces and regulators are cracking down, but a little investigation on your part will go a long way. Here are some tips that we hope will help you spot fake reviews and ensure you don't get fooled into making a sub-par purchase.

How can you protect yourself?

- **Analyze the Language and Style of the Review:** One of the first signs a review might be fake is an overly promotional or unnatural tone. Genuine reviews typically use informal language and describe personal experiences. Be wary of reviews that sound more like a marketing pitch than an honest review.
- **Check for Consistency:** Compare the review in question with others from the same source. If you notice a pattern of extreme reviews – either all 5 stars or all 1 star with little middle ground – it could indicate that the review has been manipulated. Genuine reviews tend to vary in their ratings and provide a more balanced perspective.
- **Investigate the Reviewer's Profile:** Take a closer look at the reviewer's profile. Are they well-established, active users with a history of leaving diverse reviews, or do they seem to have a suspiciously high number of reviews across a short timespan? Be cautious of reviewers who have only left one review or have low activity.
- **Cross-Check with Multiple Sources:** To validate the legitimacy of a review, consider checking multiple platforms and sources. If you find significant discrepancies between reviews on various sites, it's worth questioning the credibility of the review. Reliable products and services tend to have consistent feedback across various platforms.
- **Look for Specific Details:** Authentic reviews often include specific details about the product or service, like included features, pros, and cons, along with the reviewer's personal experiences. Fake reviews tend to be vague and lack any concrete information. Be cautious of any reviews that provide generic statements without any real substance.
- **Remember, if something seems too good to be true, it usually is.**