

# flap bag chanel

## Fake Review

Online reviews are an increasingly important tool in modern consumers' spending decisions. In most cases committing to making almost any purchase without first consulting online reviews would be considered extremely foolhardy. However just how reliable are the reviews upon which we are basing these choices? Researchers at Cornell University created a computer system that could spot fake hotel reviews with over a 90% accuracy, however when presented with the same reviews, human participants spotted the fake reviews less than 50% of the time. So are there any golden rules for spotting fake reviews? If the review is extremely long and peppered with technical or specialised marketing terms then this can be a sign of a fake review. Similarly very short reviews that include no mention of the specifics of the product can also be a cause for alarm. Red flags could also be raised for reviews written in broken English or using terms incongruous to native speakers. Whereas another concern could be reviews that include the brand, product name and model number as these could have been posted simply to improve the product's SEO, as could reviews that include a competitor's name. If a lot of similar reviews, even from supposedly different reviewers, have been posted around the same time then this should cause alarm bells to start ringing. Also bear in mind that these needn't all be within the same few hours, but if a lot of reviews appear in the same few weeks and then there's nothing else for months then this could point to the reviews being fake. Most sites will allow you to report abuse or to flag up any reviews that you suspect to be fake and in most cases these will then be removed. However this can be a long, tedious and time consuming process. There are however a number of companies who will take on this task for you albeit for a fee. If you are simply looking to have a little more faith in the reviews that you are using to determine a purchase, then sites such as [www.fakespot.com](http://www.fakespot.com) or [www.reviewmeta.com](http://www.reviewmeta.com) allow you to paste the URL of the page containing the reviews that you are interested in and will highlight any suspected fakes. You can also use the public version of the system developed by Cornell University researchers for spotting fake hotel reviews at [www.reviewskeptic.com](http://www.reviewskeptic.com).

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