



Fake Reviews

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A consumer group has said that many websites are full of fake reviews. The group believes there are millions of such reviews on sites for hotels, restaurants, stores, etc. that trick shoppers. Millions of people read reviews on sites like Amazon and TripAdvisor before booking holidays or shopping online. Writing fake reviews for companies is now big business. Many companies offer money, free samples or upgrades in exchange for five-star reviews.

Estimates are that in Britain, \$36 billion a year of consumer spending is influenced by online reviews. Millions of people look at them before making decisions such as where to stay on holiday. Consumers who use online reviews find them valuable, but many things about them may be illegal. This includes rival companies writing negative comments about each other. Bosses could go to prison for doing this.

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New Words or Phrases

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Follow Up

Use 5 New Words or Difficult Phrases in your own sentence.

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Write a review and your opinion of the article.
