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How Policymakers Can Thwart the Rise of Fake Reviews

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Online consumer reviews play two important roles. First, reviews can inform consumers about the quality of products and services and the reputation of companies. Second, online reviews give companies information they can use to improve or modify their offerings. By receiving feedback from customers, companies can further develop products to match market trends, rectify any issues with their goods or services, and monitor the quality of their handiwork.

The importance of online reviews has opened a new market for fake reviews that present a dishonest impression of companies, goods, and services. Companies may turn to employees or bad actors to fraudulently leave positive reviews to boost the image of their products, or negative reviews to discredit those of a competitor. These actions both hurt honest businesses and mislead consumers as to the quality of relevant goods and services.

Second, the FTC should work with review websites, e-commerce sites, and consumer brands to develop best practices for combating fake reviews. Collaboration between these parties would allow all involved to better prevent and detect fraudulent reviews. In addition, the FTC should form a public-private partnership with private sector stakeholders to share data related to known bad actors to improve automated detection techniques and make it easier to identify bad actors using shared data from many platforms.

Third, the FTC should work with the private sector to create best practices for social media companies to address fake reviews. Bad actors frequently use groups on social media to coordinate posting fake reviews. Social media companies could use the best practices as a guide on how to identify and remove more fraudulent activities. Further, smaller social media companies that may not have the same resources as those available to larger organizations could use the best practices to stem the proliferation of fake review offerings on their platforms before bad actors establish themselves.

Read the report. (PDF)

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