

Consumer Tips for Online Reviews

Relying on online reviews to make purchases?

Customer reviews are supposed to reflect the experiences of others that can guide you to making your purchases. However, fake reviews can confuse and mislead you to make the wrong decisions. Here are some tips to help you navigate online reviews effectively:

Approach Reviews Thoughtfully



1 LOOK DEEPER through the reviews. Don't just scan.

- Instead of just focusing on the number of reviews and the average score, look deeper into the spread of review scores and common opinions that emerge.
- Read a selection of reviews with different scores and form your own view.

2 LOOK WIDER. Broaden your scope.



- Check multiple websites and platforms to gauge the consistency and reliability of the reviews, e.g. check whether the seemingly positive or negative reviews that you see on a business's website are consistent with reviews on other websites that do not belong to the business.
- Consider whether safeguards are in place to ensure the authenticity of the reviews, such as verification of purchases and absence of incentivised reviews.

3 LOOK FOR TELL-TALE SIGNS. Spot signs of fake reviews.



- Be wary of overly positive reviews, e.g. only 5-star reviews, no negative or moderate reviews, or overly negative reviews, e.g. many 1-star ratings that have no content or lack detail about the negative rating.
- Look out for generic reviews that lack details or use exaggerated language, e.g. generic buzz words used, such as "amazing", "perfect", or "worst".
- Many reviews posted under similar names, using similar language, or have repeated or similar spelling or grammatical errors.

Dealing with Fake Reviews



If you suspect reviews are fake, exercise caution and do further research before making a purchase. If you believe you have suffered harm as a result of fake reviews, you can seek assistance from CASE. For more information, please visit www.case.org.sg or call 6277 5100.