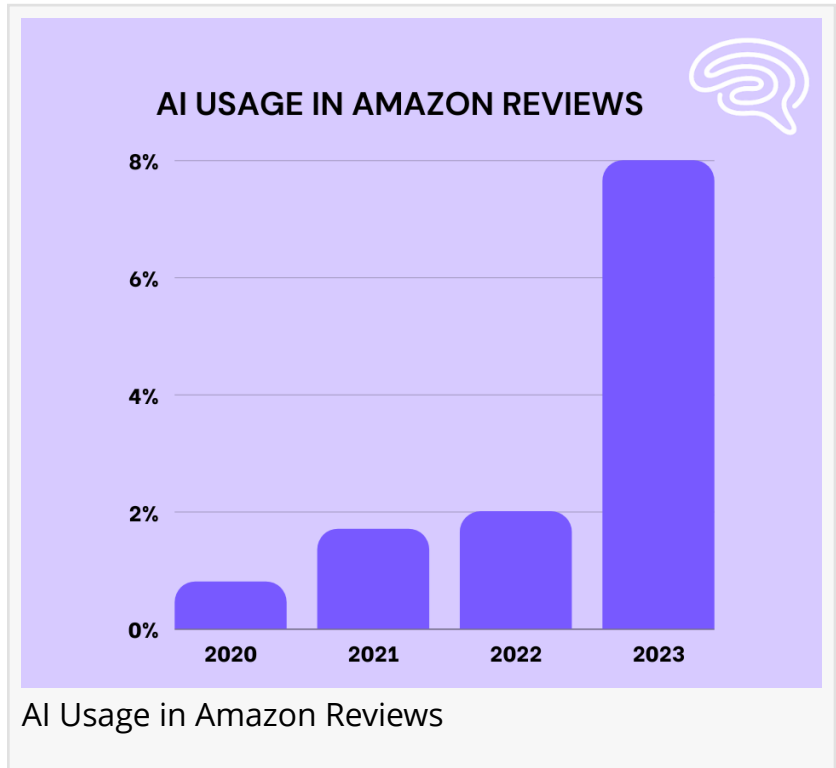


400% Increase in AI Generated Amazon Reviews Since the launch of ChatGPT, New Study by Originality.AI Finds

Originality.AI looked at 2000 Amazon product reviews to answer the question: 'Did an AI write that review?'

COLLINGWOOD, ONTARIO, CANADA, September 13, 2023 / EINPresswire.com/ -- There has been a 400% increase in AI Generated Amazon Review since the launch of ChatGPT, [according to a new study](#) by [Originality.AI](#).

Originality.AI is the [most accurate AI content detector](#) to analyze text data for the likelihood that AI was used to generate content, and returns a probability score of 0 to 1. They analyzed 2000 Amazon product reviews and found that:



AI Usage in Amazon Reviews

There was a 400% increase in AI generated reviews since the launch of Chat GPT: Trend analysis of the dataset indicates that on average, the number of product reviews that were AI generated has increased by approximately 400%. There are no signs of slowing down.



“Would it make a difference to your purchasing decisions if you knew that the persuasive reviews you were reading were actually AI Generated?”

Jonathan Gillham, CEO

Extreme reviews are 1.3 times more likely to be AI generated: Extreme Reviews are the 1 star or 5 star ratings who either love or hate a product and want everyone to know. According to Originality.AI's findings, AI content is approximately 1.3 times more likely to be detected in Extreme reviews than Moderate reviews (which are the 2, 3, and 4 star ratings).

Verified reviews are 1.4 times less likely to have AI Content: Analysis shows that Verified reviewers are roughly 1.4 times less likely to be AI generated than non-verified reviewers.

Users Intuitively Find AI Generated Reviews Less Helpful: It appears that people are more likely to be instinctively biased against AI content. Or to be precise, there is -0.06 correlation on average between standardized helpfulness and likelihood of AI Content.

Complete Study: <https://originality.ai/blog/amazon-ai-generated-reviews>

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