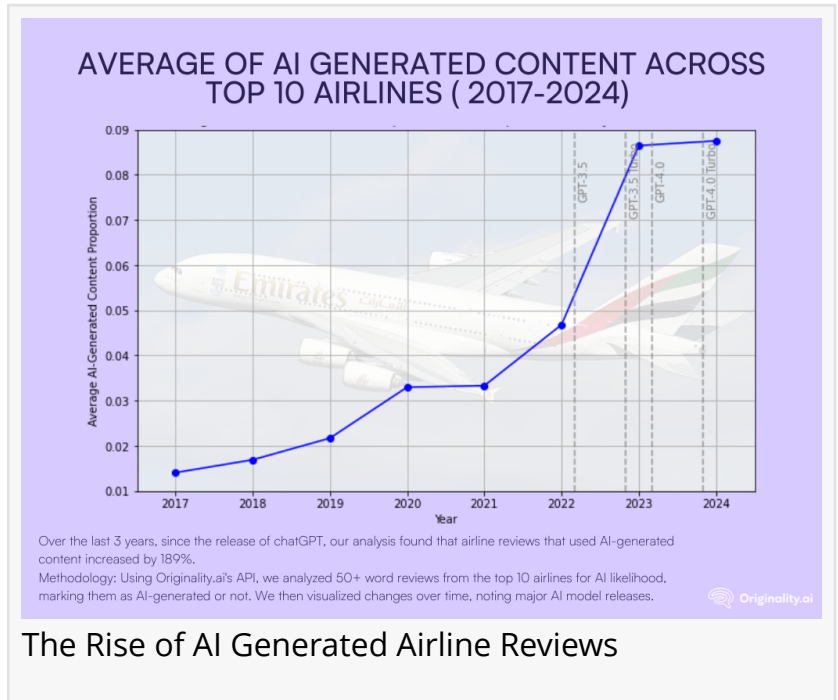


Fake AI-Generated Airline Reviews Have Increased by 189% Since the Release of ChatGPT

See which Airlines have the most Fake AI-Generated Reviews.

COLLINGWOOD, CANADA, October 31, 2024 /EINPresswire.com/ -- Fake AI-Generated Airline Reviews Have Increased by 189% Since the Release of ChatGPT according to [new study](#) by [Originality.ai](#)

The rise of AI-generated content has sparked concerns over the authenticity of online reviews, especially in industries where customer feedback is critical to decision-making—such as the airline sector.



Originality.ai are experts in AI detection with their models detecting AI Generated content at an accuracy rate of 99%. They used their proprietary tool to help consumers find out which airlines have the most AI-generated reviews and its impact on consumer trust and airline reputations.

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There are some significant implications of not being able to detect AI content, such as the spread of misinformation, academic dishonesty, and a lack of authenticity online.

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Jonathan Gillham

Here are the key findings:

1. Since the release of ChatGPT, fake AI-generated airline reviews have increased by 189% across 10 major airlines we analyzed.
2. China Southern Airlines has the most fake reviews of all other airlines, with 32.4% of their reviews featuring AI content in 2023.
3. SouthWest Airlines has an AI-generated review rate of

8.7% in 2024, which is the highest among U.S. airlines.

4. United Airlines has the highest increase in fake reviews over the past year at 157%, the highest among U.S. airlines.

5. RyanAir and Emirates have seen a decline in AI-generated reviews from 2023 to 2024, with RyanAir falling from 11% to 6.4% and Emirates from 7.9% to 3.2%, suggesting efforts to address fake reviews.

6. Customer sentiment also declined by 90% on average from 2014 to 2024, highlighting a disconnect between customers and their trust in the service airlines provide.

Why Should Consumers Care if Reviews Are Faked?

Airline reviews play a key role in shaping consumer choices. However, with AI tools capable of generating realistic reviews, the line between authentic and artificially created feedback has blurred.

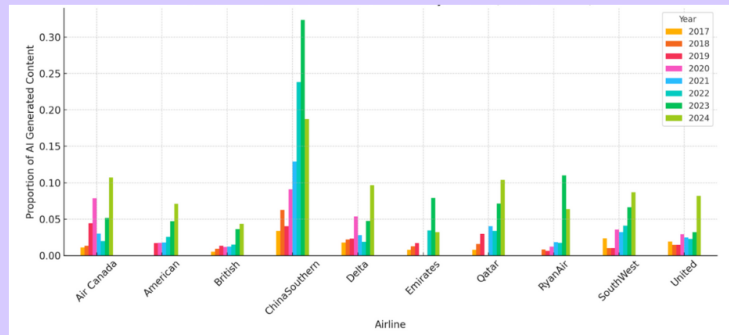
In just a matter of clicks, an experienced prompter can get a list of reviews generated, each with a unique (enough) tone and style to come across as a different “customer.”

John Gillham, CEO at Originality.ai, explains why humans struggle to spot AI content:

“Despite confidence in their own ability, humans tend to struggle to spot AI-generated content. [A study revealed](#) that experienced teachers only accurately identified 37.8% of AI texts. Which is why AI content detectors are so important. They’re significantly more effective than humans at identifying AI content.

“There are some significant implications of not being able to detect AI content, such as the

PREVALANCE OF AI GENERATED CONTENT BY AIRLINE (2017 AND ONWARD)



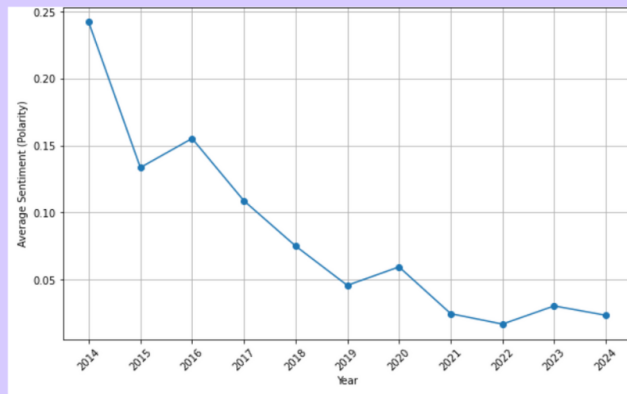
Since 2017, AI-generated airline reviews were rare but steadily increased, notably after large language models like GPT-2 (2019) and GPT-3 (2020) were introduced. The release of ChatGPT (2022) and ChatGPT-4 (2023) aligns with a sharper rise in these reviews, suggesting advancements in AI significantly impacted user-generated or automated review content.

Methodology: Using Originality.ai's API, we analyzed 50+ word reviews from the top 10 airlines for AI likelihood, marking them as AI-generated or not. We then visualized changes over time, noting major AI model releases.

Originality.ai

Airlines with the most Fake Reviews

AVERAGE SENTIMENT OVER TIME FOR TOP 10 AIRLINES



Customer sentiment declined by 90% on average from 2014 to 2024, highlighting a disconnect between customers and their trust in the service airlines provide.

Originality.ai

Sentiment Analysis

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This has raised questions about the reliability of reviews on platforms like AirlineQuality, TripAdvisor, Google Reviews, and airline-specific portals. Airlines and consumers alike must now consider whether AI content is influencing perceptions of service quality and trustworthiness.

To explore the rest of the data study, including sentiment analysis of airline reviews and the rate of fake airline reviews of the years, visit the <https://originality.ai/blog/analysis-airline-ai-fake-reviews>

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Methodology:

We used Originality.ai's API to detect AI-generated airline reviews by analyzing their content. Reviews with at least 50 words were scanned for an AI likelihood score and classified as AI-generated or not. We focused on the top 10 airlines by brand value, and visualized how AI-generated reviews changed over time, marking major AI model releases.

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