

# AI-Generated Reviews on Glassdoor Surge by 376.3%, Raising Transparency Concerns

*A recent study by Originality.ai found a 376.3% surge in AI-generated employee reviews on Glassdoor with AI-generated content rising from 6.18% to 29.45%.*

COLLINGWOOD, ONTARIO, CANADA, March 24, 2025 /EINPresswire.com/ -- Glassdoor has long been regarded as a trusted resource for job seekers looking to gain insight into company culture and employee experiences. However, a [recent study](#) by [Originality.AI](#) found a significant increase in AI-generated reviews, calling into question the platform's reliability.

## Key Findings:

1. AI-generated employee reviews on Glassdoor surged 376.3% from 2022 to 2024.
2. The percentage of AI-generated reviews on S&P 500 company pages rose from 6.18% in 2022 to 29.45% in 2024.

The trend shows a consistent rise in AI-generated content, raising concerns about transparency and authenticity.

## Implications for Glassdoor and Job Seekers:

The surge in AI-generated reviews threatens Glassdoor's credibility as a source of real employee experiences. Without proper detection measures, users may struggle to distinguish genuine feedback from AI-generated content. To maintain trust, Glassdoor should implement stronger AI-detection mechanisms to ensure authenticity.



## About Originality.ai

Originality.ai is a leader in AI content detection, [providing advanced tools](#) to verify online content authenticity. Committed to preserving transparency, Originality.ai continues to conduct research into the impact of AI-generated content across industries.

Jonathan Gillham

Originality.ai

+1 705-888-8355

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

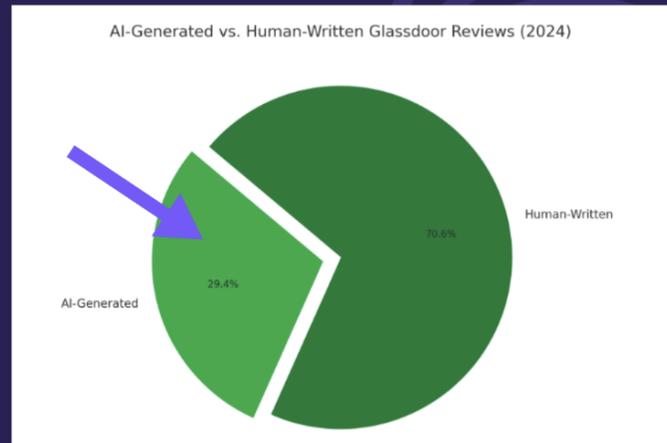
[YouTube](#)

[TikTok](#)

## 29.4% OF GLASSDOOR REVIEWS

FOR S&P 500 COMPANIES

WERE LIKELY AI IN 2024



The pie chart above depicts the percentage of Glassdoor reviews for S&P 500 companies that were likely AI-generated in 2024. While the majority of posts (70.6%) remain human-authored, the presence of AI content is notable.

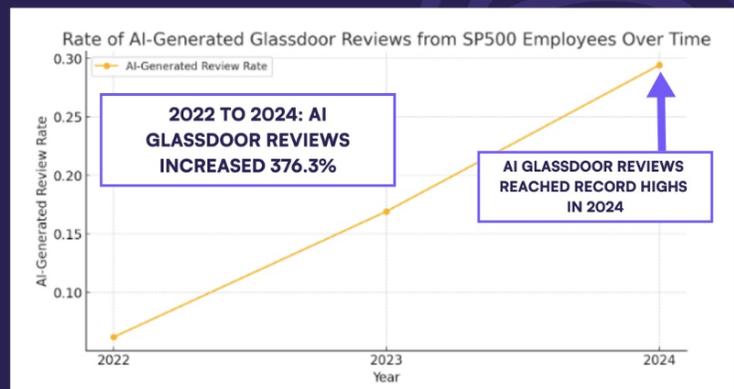
For the full methodology of this study, please visit: <https://originality.ai/blog/ai-glassdoor-reviews>

 Originality.ai

## 2022 TO 2024: AI GLASSDOOR REVIEWS

FOR S&P 500 COMPANIES

INCREASED BY 376.3%



The graph above highlights an upward trend in AI Glassdoor reviews for S&P 500 companies. From 2022 to 2024, the AI-generated post rate has increased by 376.3%.

For the full methodology of this study please visit: <https://originality.ai/blog/ai-glassdoor-reviews>

 Originality.ai

This press release can be viewed online at: <https://www.einpresswire.com/article/796699520>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.