

'Beyond the Stars': New Report from The Transparency Company Examines Erosion of Trust in Online Reviews

CEO Maury Blackman highlights the growing threat of fake reviews, calling for transparency to protect consumers and businesses in the \$500B review economy

SAN FRANCISCO, CA, UNITED STATES, September 25, 2025 /EINPresswire.com/ -- Trust in online reviews has become the backbone of modern consumer behavior, influencing nearly every purchase decision across industries. With 95 percent of consumers checking reviews before buying, the stakes are immense. Yet with fake reviews now rampant—82 percent of consumers have encountered them in the past year—the need for transparency and accountability has never been more urgent.

“Online reviews shape every purchase decision,” said [Maury Blackman](#), President and CEO of [The Transparency Company](#). “But when fake and manipulated reviews overwhelm the system, consumers lose trust, honest businesses suffer, and the integrity of the entire digital marketplace is at risk.”

The Transparency Company, a leader in combating fake reviews, has been at the forefront of restoring authenticity through its proprietary detection technology, certification programs, and commitment to ethical standards. By distinguishing between genuine customer experiences and deceptive content, the company helps consumers make better decisions while giving businesses a level playing field to compete on service and quality rather than manipulation.

The consequences of fake reviews go far beyond mere inconvenience. Families have arrived at vacation rentals that looked nothing like the glowing reviews promised. Restaurants and small businesses have been blackmailed with fraudulent one-star ratings unless they sent money or gift cards. In more dangerous cases, consumers have purchased unsafe products promoted by fabricated testimonials, putting health and safety at risk. These harms ripple through the broader economy, eroding consumer confidence in a marketplace now valued at \$500 billion.

Blackman emphasizes that restoring trust requires a collective effort. Consumers must stay vigilant and learn to recognize signs of authenticity, businesses need to engage openly with all feedback rather than silence criticism, and platforms must prioritize integrity by implementing stronger moderation systems and transparent policies. The Transparency Company is leading this charge with tools like TrueReview™ Certification, InsightIQ, and the Transparency Token

ecosystem, designed to bring accountability, authenticity, and verifiable consumer experiences back to the center of the digital economy.

“Every time we demand transparency, report a fake review, or support a business that engages authentically, we are voting for a healthier digital marketplace,” Blackman said. “Trust doesn’t need to be blind—it can be earned and maintained through vigilance and integrity.”

Read Maury Blackman’s full article, [Beyond the Stars: Unpacking Trust in Online Reviews](#)

About The Transparency Company

The Transparency Company is the leading platform dedicated to restoring authenticity to the digital marketplace. By leveraging advanced AI detection, certification programs, and a token-driven validator ecosystem, the company ensures that consumers, businesses, and regulators alike can trust the integrity of online reviews. Founded on the belief that transparency is the foundation of trust, The Transparency Company is committed to building a digital economy where authenticity is the rule, not the exception.

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