

The Transparency Company Releases New Analysis on Fake Online Reviews and Consumer Trust

CEO Maury Blackman warns of collapsing consumer confidence as AI-generated and fraudulent reviews reshape the \$500B review economy

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Fake reviews are the snake oil of our digital age”

Maury Blackman

confidence in online reviews is collapsing, with trust plunging from 76 percent in 2019 to just 46 percent in 2022. Fake reviews now influence more than \$152 billion in global spending annually, and research shows that nearly 14 percent of all reviews are likely fraudulent, including more than 2.3 million generated partly or entirely by AI.

To confront this growing crisis, [The Transparency Company](#) today released a new article by its President and CEO, [Maury Blackman](#), titled [The Review Detective: Unmasking Fake Online Feedback](#). The article explores the anatomy of fake reviews, their impact on consumers and businesses, and the rise of AI-driven deception that threatens to overwhelm authentic voices online.

“Fake reviews are the snake oil of our digital age,” said Blackman. “They distort markets, erode trust, and make honest competition nearly impossible. At The Transparency Company, we believe restoring transparency is essential to protecting both consumers and businesses and to ensuring the digital economy remains fair.”

The article details how fake reviews are created—ranging from fabricated testimonials and paid-for endorsements to review hijacking and suppression of legitimate criticism—and examines the real-world damage they cause. It also outlines how regulators like the FTC and platforms such as Amazon and Google are responding, including new rules that impose penalties of up to \$43,793 per violation.

What sets The Review Detective apart is its practical guidance for consumers. Blackman arms readers with tools to become “digital detectives” capable of spotting suspicious patterns, decoding language and timing, and recognizing red flags in reviewer profiles. At the same time, he emphasizes that technology and regulatory enforcement must complement consumer

vigilance to truly restore trust.

The Transparency Company is encouraging media outlets, analysts, and industry leaders to read and syndicate the article as part of the broader movement to clean up the review economy. "Every time we shed light on this problem, we strengthen the case for reform and build momentum toward a marketplace where honesty wins," Blackman added.

Read the full article: [The Review Detective: Unmasking Fake Online Feedback](#)

About The Transparency Company

The Transparency Company is the leading platform dedicated to restoring authenticity to the digital marketplace. Through advanced AI detection, certification programs, and a validator-driven 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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The Transparency Company

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