

## Week 9 case: Fake reviews

In chapter 13, we discussed fake reviews and why firms write them. For example, on Yelp about 24% are filtered because considered fake. Moreover, you should have read the [CNBC article](#) about Amazon fake reviews and watched the video in it.

### Questions

- 1) Why do firms write fake reviews? What is the goal of a positive fake review? What is the goal of a negative fake review?
- 2) How does Yelp detect fake review? (hint: [the video](#) on slide 31 should help you answering this question.
- 3) Describe the way in which Amazon sellers “buy” fake reviews?