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?