

GLOBAL ALLIANCE AGAINST FAKE REVIEWS



Several leading travel and tech companies, including Booking Group, Expedia, and TripAdvisor, have come together to fight against fake reviews on the internet. This coalition also includes industry giants like Amazon, Glassdoor, and Trustpilot.

According to Becky Foley, the Vice President of Trust and Safety at TripAdvisor, maintaining the trust of consumers and partners is a top priority for all coalition members. **They have agreed to work together to prevent the spread of fake review content online.** The goal is to make it increasingly difficult for fraudulent actors to deceive customers by operating online while ensuring the credibility and authenticity of reviews on their platforms.

According to the report, coalition members have identified specific focus areas to safeguard consumers and partners from fake reviews. These include formulating standardized guidelines and clear definitions of fake reviews, sharing content moderation best practices, and exchanging information concerning fraudulent actors. Additionally, the group intends to collaborate with scientists and policymakers to prevent the dissemination of fake reviews.

In October 2022, the companies met in San Francisco for a conference organized by TripAdvisor. **During the conference, government, science, and industry experts discussed detecting fake reviews and possible solutions to common challenges.** Furthermore, a formal coalition was established, which will hold its second conference in Brussels on December 5th and 6th.

Foley said, "Each platform has its own standards and review requirements. However, we all agree that fake or biased reviews have no place on our sites. We believe we can work together to combat fraudulent activities as a common enemy while maintaining our approaches to content moderation."

Date: 2023-10-23

Article link: <https://www.tourism-review.com/companies-join-forces-against-fake-reviews-news13841>