

Online Reviews

Student Worksheet



SPOT the FAKE REVIEW



Under the Consumer Rights Act 2022 businesses must make sure any reviews they show are genuine. They must always take reasonable steps to ensure they come from genuine consumers, for example showing that the reviews are for 'verified purchases'.

Use the information on [ccpc.ie](https://www.ccpc.ie) to help you spot the fake review below!

Task:

Darren and Michelle McLoughlin, from Kilkenny, Ireland, run a videography business called "Simple Memories" and specialise in wedding videos. They have noticed a lot of new reviews on their website. They have tasked you with identifying the fake review on their site.

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Orla Clancy, London (209)

The final wedding video turned out great. However, we felt communication before and during the event could have been better. There were a few moments where we felt unsure of what to do. Overall, a solid experience, but room for improvement in coordination and communication.



James O'Reilly, Sligo (58)

We couldn't be happier with our wedding video! Darren and Michelle captured every special moment beautifully. The editing was seamless, the quality was stunning, and they were an absolute joy to work with. Watching our video feels like reliving the best day of our lives all over again. Highly recommend!



Sarah Matheson, Dublin (5)

BEST VIDEO EVER! The attention to detail, stunning cinematography, and emotional storytelling made it feel like a movie! Simply Memories were professional, friendly, and went above and beyond to make sure everything was perfect! The best in the business!



Discussion prompts

What are some common warning signs of a fake review?



How can fake reviews mislead consumers and influence their purchasing decisions?

Have you experienced/do you have examples of instances of fake reviews or misleading advertising?