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## **Level 4**

# **Online shoppers fooled by fake reviews**

**21st June, 2015**

<http://www.breakingnewsenglish.com/1506/150621-online-reviews-4.html>

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**Please try the harder Level 5 and the 26–page Level 6 (harder).**

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# THE READING

From <http://www.breakingnewsenglish.com/1506/150621-online-reviews-4.html>

A consumer group has said that many websites are full of fake reviews. The group believes there are millions of such reviews on sites for hotels, restaurants, stores, etc. that trick shoppers. Millions of people read reviews on sites like Amazon and TripAdvisor before booking holidays or shopping online. Writing fake reviews for companies is now big business. Many companies offer money, free samples or upgrades in exchange for five-star reviews.

Estimates are that in Britain, \$36 billion a year of consumer spending is influenced by online reviews. Millions of people look at them before making decisions such as where to stay on holiday. Consumers who use online reviews find them valuable, but many things about them may be illegal. This includes rival companies writing negative comments about each other. Bosses could go to prison for doing this.

Sources: <http://www.telegraph.co.uk/news/shopping-and-consumer-news/11685060/Shoppers-duped-by-millions-of-fake-online-reviews.html>  
<https://uk.news.yahoo.com/paid-online-reviews-probed-230216331.html#zsuRkqJ>  
<http://www.dailymail.co.uk/news/article-3130647/Probe-fake-online-reviews-Watchdog-acts-fears-thousands-duped.html>

# MATCHING

From <http://www.breakingnewsenglish.com/1506/150621-online-reviews-4.html>

## PARAGRAPH ONE:

- |                         |                          |
|-------------------------|--------------------------|
| 1. A consumer           | a. upgrades              |
| 2. trick                | b. on sites like Amazon  |
| 3. read reviews         | c. for five-star reviews |
| 4. booking holidays or  | d. money                 |
| 5. big                  | e. shoppers              |
| 6. Many companies offer | f. group                 |
| 7. free samples or      | g. shopping online       |
| 8. in exchange          | h. business              |

## PARAGRAPH TWO:

- |                                     |                             |
|-------------------------------------|-----------------------------|
| 1. consumer                         | a. find them valuable       |
| 2. influenced                       | b. may be illegal           |
| 3. making decisions such as         | c. spending                 |
| 4. Consumers who use online reviews | d. prison for doing this    |
| 5. many things about them           | e. by online reviews        |
| 6. rival                            | f. comments                 |
| 7. negative                         | g. where to stay on holiday |
| 8. Bosses could go to               | h. companies                |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1506/150621-online-reviews-4.html>

A consumer group (1) \_\_\_\_\_ many websites are full of fake reviews. The group believes there are (2) \_\_\_\_\_ reviews on sites for hotels, restaurants, stores, etc. (3) \_\_\_\_\_.

Millions of people read reviews (4) \_\_\_\_\_ Amazon and TripAdvisor before booking holidays or shopping online. Writing fake reviews for companies is (5) \_\_\_\_\_. Many companies offer money, free samples or upgrades in (6) \_\_\_\_\_-star reviews.

Estimates are that in Britain, \$36 billion a year of (7) \_\_\_\_\_ is influenced by online reviews. Millions (8) \_\_\_\_\_ them before making decisions (9) \_\_\_\_\_ to stay on holiday.

Consumers who use online reviews (10) \_\_\_\_\_, but many things about them (11) \_\_\_\_\_. This includes rival companies writing negative comments (12) \_\_\_\_\_. Bosses could go to prison for doing this.

# ONLINE REVIEWS SURVEY

From <http://www.breakingnewsenglish.com/1506/150621-online-reviews-4.html>

Write five GOOD questions about online reviews in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

*Online shoppers fooled by fake reviews – 21st June, 2015*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

