

**What could go wrong?**

- Giving controversial takes for the sake of being controversial takes
- Appealing more to developers feelings the the actual players

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**Ways to fix it**

- Live chat feature
- Verifiable sites/sources
- Check for ratings
- Built-in forums for discussion
- AI summary of player feedback
- Pros and cons
- Team of employees that verify review legitimacy

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**Financials**

- Privately owned by neutral party
- Assisted through community donations
- Paid promotion
- Payment per review
- Personal benefit

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**Advertisement/Marketing**

- False advertising
- Referrals
- Misleading advertisers

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**Social Media**

- False reviews can influence people
- Review bombing
- Review botting
- Doing it for personal benefit

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