

Jack Hurst, Jack Csensits

The case we are exploring is the Rytr case, which is an artificial intelligence writing assistant that helps writers and typers with grammar for various reasons. One of the main issues that was seen with this is that the company itself had thousands of fake reviews to their favor, to try and persuade the minds of customers to try to purchase this writing assistant tool. Due to its competition with Grammarly and other writing assistants, they really tried to emphasize their product except they would lie about the greatness of it. Some customers would even write about information that was completely false or unrelated to Rytr.

There are multiple key stakeholders that affect Rytr AI. The first issue is the anonymous users creating thousands of reviews that are being shown to interested customers. The workers of Rytr AI never flagged the reviews that were not related to the AI tool. None of the employers of Rytr removed or banned the people writing these reviews which question their reliability. The FTC (Federal Trade Commission) noticed Rytr was making a severe impact in the competition of AI tools. They noticed the vast number of reviews that did not even relate to the goals of Rytr. This evidently affected future customers of Rytr because many people would begin to lose the trust and reliability of the AI company.

Rytr allowing fake reviews to be accessed to people interested in purchasing the AI tool caused a disruption in the surveillance of companies that use these reviews to help customers find an AI tool that will satisfy the needs of users. Many websites use specific

algorithms to help users gather an understanding of what feedback would match the needs of their customers. Because Rytr had a drastic number of fake reviews, it is affecting the way review websites track the data to put on to their websites. The websites that rely on these reviews must restructure the way they find their data. Consumers that purchased the subscription due to the reviews as well as future customers that heavily rely on reviews to decide whether they will purchase it or not, have had their consent confiscated. The customers are expecting the accuracy of reviews and the experience of past customers but instead are given misleading information that violates their consent to what they are purchasing. Instead, they should have some sort of AI tracker that can block fake accounts, from writing fake reviews on any sort of platform, especially AI tools.