

Gibson Featured in Cincinnati *Business Courier* Story Titled “Tempted to Give a Fake Online Review? This Attorney Says Don't Do It”

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Whitney C. Gibson

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Whitney Gibson, a partner in the Vorys Cincinnati office and the leader of the firm's internet defamation group, was featured in a Cincinnati *Business Courier* story about false online reviews.

The story states:

“That’s one of the things that’s surprising to me is how many people they’re finding doing fake online reviews because they are illegal and courts have found them equivalent to doing false advertising,” Vorys, Sater, Seymour and Pease partner Whitney Gibson told me. Gibson is an Internet defamation specialist.

In fact, just last Monday New York state Attorney General Eric Schneiderman slapped 19 fake review companies with a \$350,000 fine.

‘The dilemma companies are in is people trust reviews 70 percent and online advertising only 14 percent. Reviews have such a large impact on purchasing,’ Gibson said. ‘There’s a strong incentive to get positive reviews, and I think what we’re seeing is people, because it’s so important, people are trying to do false reviews because it will help their business.’”

To read the entire story, visit the *Business Courier* [website](#). (Subscription may be required)