

Good News: Health and Wellness Product Reviews Are Still Mostly Human-Written

COLLINGWOOD, ONTARIO, CANADA, December 12, 2024 /EINPresswire.com/ -- As artificial intelligence (AI) continues to reshape the digital landscape, concerns about its ethical implications have grown, particularly in online consumer reviews.

According to a [new study](#) by [Originality.ai](#), the leading AI content detection software on the market, reviews within the health and wellness product sectors are still largely human written.

This study comes amidst an uptick in AI-generated content infiltrating platforms ranging from healthcare clinics to airline and travel review platforms, as well as influencing holiday shopping decisions.

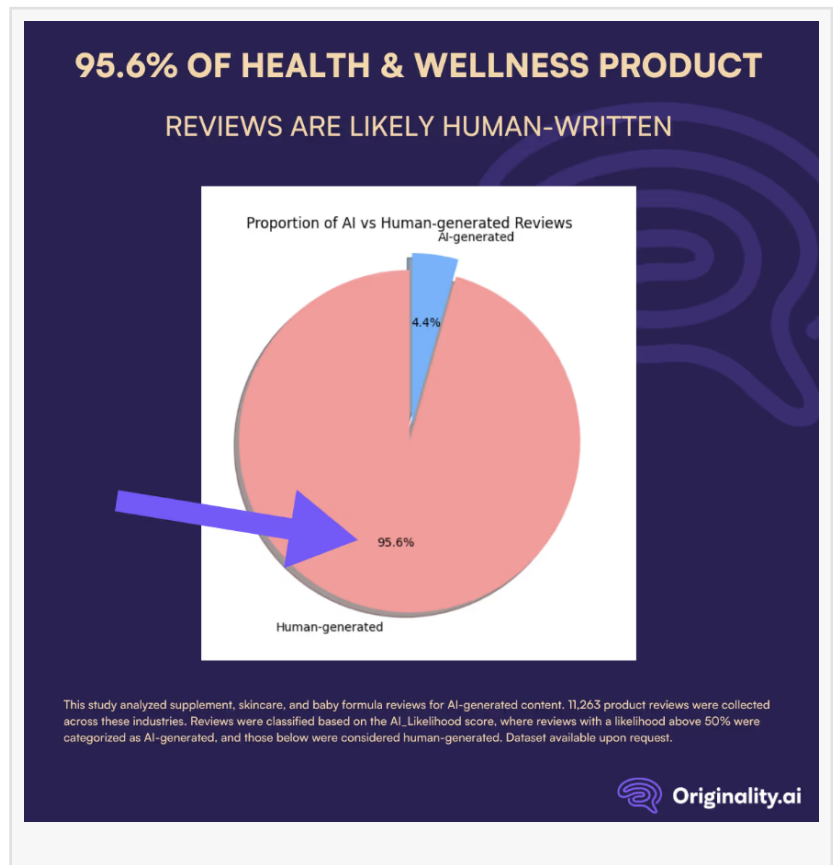
The research focused on health and wellness product reviews across three key industries: baby formula, skincare, and health supplements. Utilizing the advanced Originality.ai AI Detection tools, the study analyzed a robust dataset of 11,263 product reviews to uncover trends.

Key findings: Good News!

- 95.6% of health and wellness product reviews were classified as Likely human-written.

- 4.4% were identified as Likely AI-generated, aligning with the false positive rates in AI detection.

- AI-generated reviews were more prevalent in health supplements (6.66%) compared to skincare



(5.27%) and baby formula (2.83%).

- AI-generated reviews tended to have slightly higher star ratings than human-written ones, though the difference was minimal.

A Comparative Look at AI Reviews Across Industries

To provide better context as to the presence of AI reviews across industries, let's take a comparative look at how health and wellness product reviews stack up with the other studies we've conducted at Originality.ai.

Healthcare Clinic Reviews:

- 7% of U.S. hospital reviews are Likely AI
- 13.1% of U.S. dental clinic reviews are Likely AI
- 28.9% of U.S. plastic surgery clinic reviews are Likely AI
- 12.1% of Canadian hospital reviews are Likely AI
- 20.7% of Canadian dental clinic reviews are Likely AI
- 17% of Canadian plastic surgery clinic reviews are Likely AI

The notable percentages of AI in healthcare clinic reviews across hospitals, dental clinics, and plastic surgery clinics in both the U.S. and Canada raise a number of ethical concerns.

Holiday Shopping Reviews:

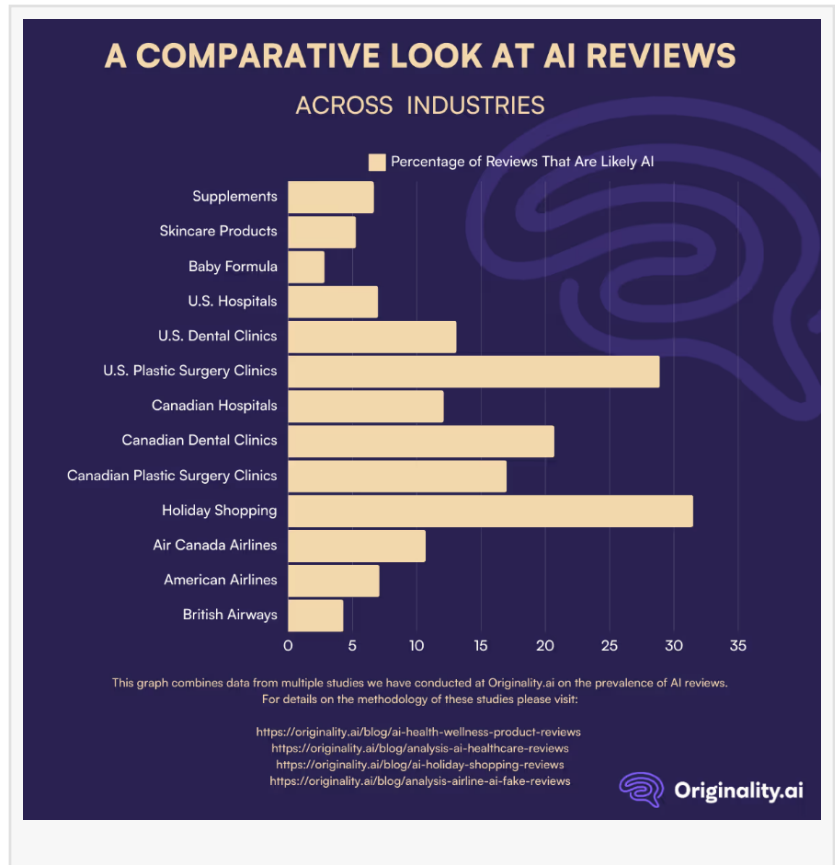
- 31.5% of holiday shopping reviews are Likely AI

There is a notable seasonal increase in shopping reviews that were Likely AI over the holiday season.

Airline Reviews:

- 10.7% of Air Canada reviews in 2024 are Likely AI
- 7.1% of American Airlines reviews in 2024 are Likely AI

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