

Online Reviews: ★ or ★★★★★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads¹ are much **less effective than** they used to be.

Professor: Hmm. That's interesting. . . . I've spoken to some marketing people who **aren't as positive as** you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely** to write reviews **than** people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse² it just **as enthusiastically³** as a TV ad does!

Look at each phrase from the discussion in exercise 1

Does the phrase mean equal or not equal?

Circle the correct answer.

- | | |
|---------------------------|--------------------------|
| 1. as useful as | <u>equal</u> / not equal |
| 2. less effective than | equal / not equal |
| 3. aren't as positive as | equal / not equal |
| 4. not as harmful as | equal / not equal |
| 5. as valuable as | equal / not equal |
| 6. as enthusiastically as | equal / not equal |



◀ Neon signs in Nanjing Lu, Shanghai's main shopping street, China

As

Adjective

As

1. Desktop computers / be / popular / laptops

Desktop computers are as popular as laptops (are).

2. Microwave ovens / work / well / regular ovens

3. Motorcycles / go / fast / cars

4. This hotel room / be / big / my apartment

Not As + Adjective or Adverb + As

1. My watch is less attractive than yours. (not as . . . as)

My watch isn't as attractive as yours.

2. Sally's shoes aren't as fancy as Jill's. (less)

3. Adam exercises less frequently than he used to. (not as . . . as)

4. This supermarket isn't as expensive as the one across the street. (less)

5. The actor's new movie isn't as exciting as his last one. (less)

	C-Movie	MyScreen	FAB
Membership fee	\$9.95	\$5.00	\$5.00
Monthly rate	\$7.95	\$8.50	\$9.95
New movies	every month	every two weeks	every week
Easy to use	★ ★ ★	★ ★ ★	★ ★ ★ ★
Customer service	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★

1. FAB's membership fee is as cheap as (be / cheap) MyScreen's.
2. Becoming a member of MyScreen _____ (be / expensive) joining C-Movie.
3. C-Movie's monthly rate _____ (be / high) the others'.
4. C-Movie _____ (add new movies / frequently) FAB.
5. Using FAB _____ (be / difficult) using the others.

Use the chart below to compare two or three similar products or services you have used. For example, transportation services, restaurants, shopping websites, etc. Choose five categories to compare

1-2 more / er / ier
3-4 as...as / not as...as
5-6 less

	1: _____	2: _____	3: _____
transportation	transmetro	Uber / taxis	Tucs Tucs
restaurants	Pollo Campero	Dominos Pizza	Mac / Bur
websites	Whats App	Google	Face B
services	Netflix	Claro / Tigo	Spotify
turist places	Antigua Guatemala	Tikal / Coban	Xetulul / IRTRA