

Apple removes customer reviews from online stores

25th November, 2019



The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section was a useful way for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.

The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store in the past". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."

Sources: pcmag.com / gizmodo.com / dailymail.co.uk

Writing

All companies should have a customer reviews section on their websites. Discuss.

Chat

Talk about these words from the article.

computer / giant / Apple / customers / online store / reviews / feedback / decision / speculate / mistake / system / negative / the past / shopping / information / buy

True / False

- a) The writer of the article called Apple a giant. T / F
- b) Reviews on the Apple Store began disappearing in 2018. T / F
- c) There are still reviews on the Australia Apple Store. T / F
- d) Apple has not yet commented on the disappearing reviews. T / F
- e) A website said the disappearing reviews might be a mistake. T / F
- f) The website said Apple might be overhauling its system. T / F
- g) The website said Apple never allowed negative reviews on its site. T / F
- h) The website said customers have found a new source of information. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. removed | a. details |
| 2. products | b. go to |
| 3. section | c. error |
| 4. visit | d. guidelines |
| 5. commented | e. goods |
| 6. mistake | f. maintained |
| 7. policy | g. bad |
| 8. overhauled | h. taken away |
| 9. negative | i. spoken about |
| 10. information | j. area |

Discussion – Student A

- a) What do you know about Apple?
- b) What do you think of customer reviews?
- c) Do you ever write customer reviews?
- d) Do you ever read customer reviews?
- e) Why do you think Apple removed the customer reviews section?
- f) What review would you give for Apple?
- g) How would you review BreakingNewsEnglish.com?
- h) How might people review your work?

Phrase Match

- | | |
|------------------------------------|------------------------------|
| 1. The computer | a. of information |
| 2. leave | b. on its decision |
| 3. visit other | c. taken this action |
| 4. Apple has not yet commented | d. been a mistake |
| 5. nobody knows why they have | e. of the year |
| 6. the removal could have | f. giant Apple |
| 7. the customer feedback system is | g. websites |
| 8. extremely | h. feedback for other people |
| 9. the busiest shopping period | i. negative reviews |
| 10. an important source | j. being overhauled |

Discussion – Student B

- What do you think about what you read?
- What do you think of Apple?
- What is Apple's best product?
- Why do so many people love Apple?
- How important are customer reviews?
- How can people get reviews on Apple products now?
- Are online stores better than real stores?
- What questions would you like to ask Apple?

Spelling

- veaslr of its online Apple stores
- leave edcfeakb for other people
- The reviews osietcn
- Apple has not yet mncmetode
- its ocnsiedi to remove the ratings
- why they have taken this icnoat
- The website pcmag.com leuetcdsap that
- could have been a ktmesai
- system is being edvohlreua
- including very itevngae reviews
- the busiest shopping oiredp
- an important osercu of information

Answers – Synonym Match

1. h	2. e	3. j	4. b	5. i
6. c	7. d	8. f	9. g	10. a

Role Play

Role A – Music

You think online music stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online medicine stores or online electronics stores.

Role B – Food

You think online food stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online music stores, online medicine stores or online electronics stores.

Role C – Medicine

You think online medicine stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online music stores or online electronics stores.

Role D – Electronics

You think online electronics stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online medicine stores or online music stores.

Speaking – Online Stores

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|---------------|-----------------|
| • Music | • Books |
| • Clothes | • Delivery food |
| • Electronics | • Medicine |
| • Food | • Furniture |

Answers – True False

a	T	b	F	c	F	d	T	e	T	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.