
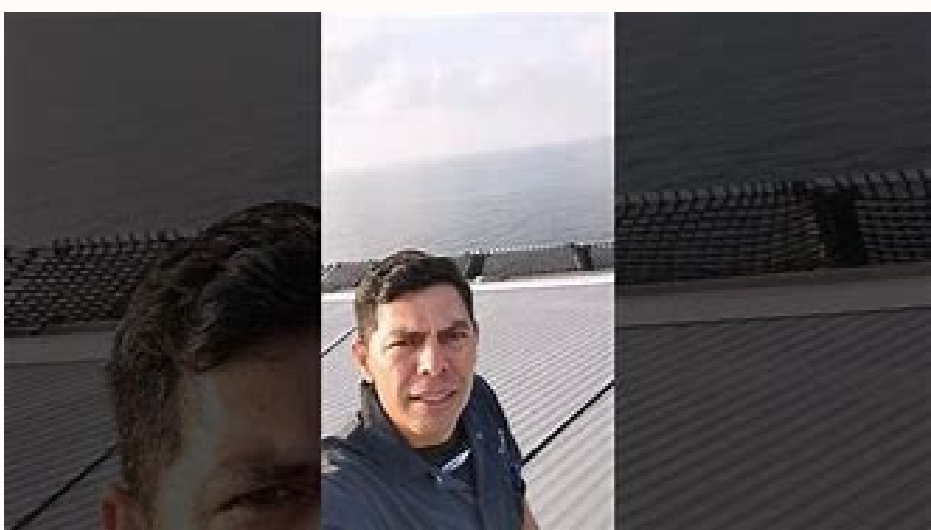
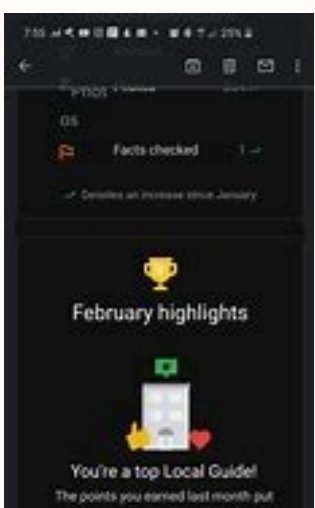
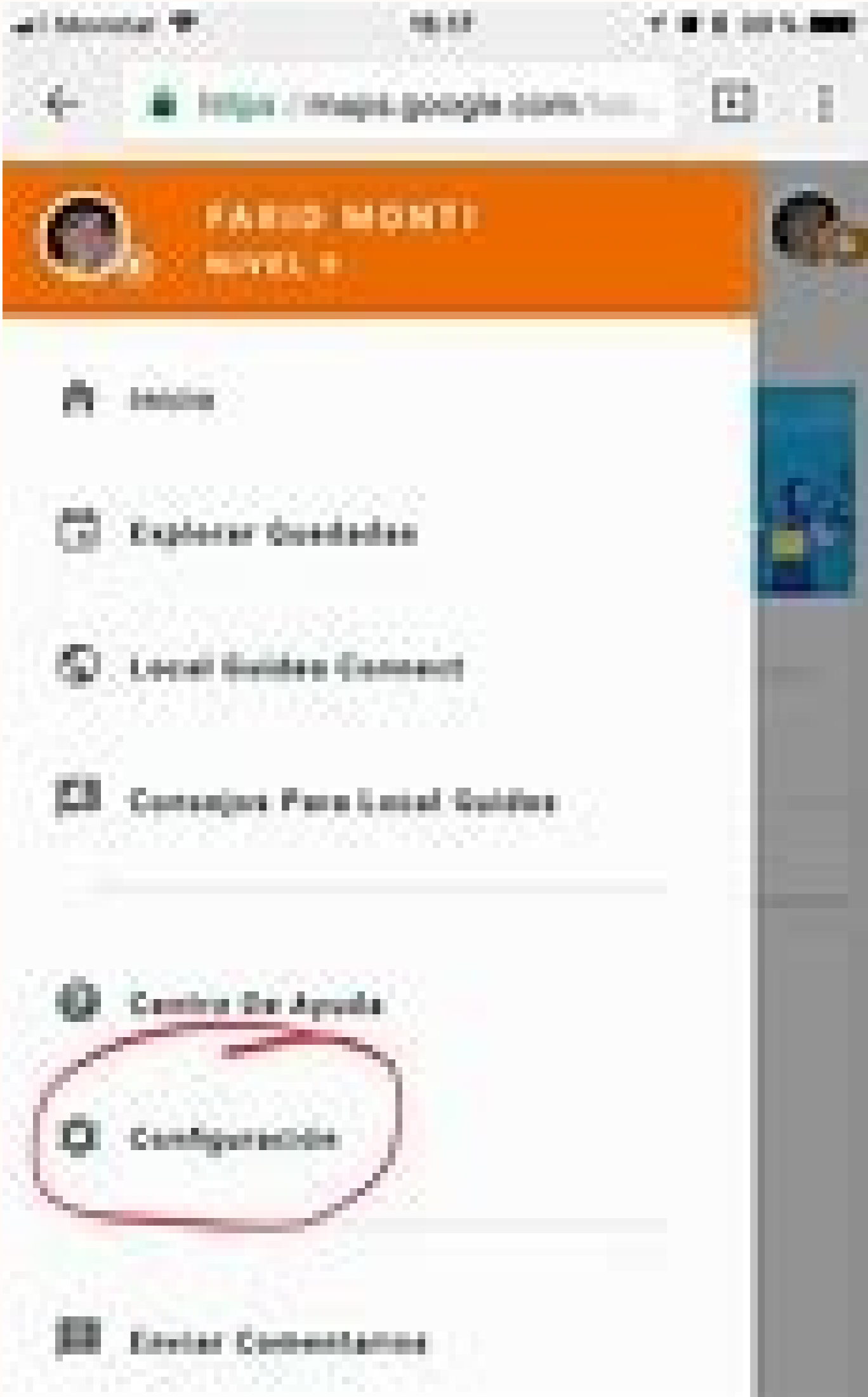


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Google Á, follow date Publication: Mar 03, 2019 Deadline: Apr 30, 2019 Event dates: From 12 Nov 2019 12:00 to 15 Nov 2019 12:00 When Google launched local guides a few years ago, few of us could have Realize the level of impact that this program would have had on the local research ecosystem, and even if we had done it, I would have liked to think it would be positive. After all, convince humans to contribute with their opinions and their time to make Google Maps more useful and accurate is a noble and admirable goal, right? Unfortunately, after talking to several high-profile members of the local research community, including some Google My Business Products experts (qualified users certified by Google as having an exceptional and in-depth knowledge of their products), the current picture is all 6™ other than optimistic. It seems that the professional perception of Google Local Guides are that of the bad actors, gamifications, abuses and abuses, as you will see in the examples and quotes below. What is a local guide? But let's take a step back for a second. For non-professionals, a local Google guide is a Google user who participates in an activity program that rewards frequent contributions to Google Maps. Users tend to tilt towards Android smartphone owners due to the built-in Google Access via their devices, but the program is available for anyone who has a Google account and access to the Google Maps app. The premise is very simple: every contribution (send a photo, write a review, answer a question of questions and answers of another user, choose an attribute for a company / place visited, suggest a change to a Google profile My Business, etc.) Vale Points. More points you get, higher it becomes your "level" of the local guide, and each level unlocks rewards, such as the Subscription to Google or tickets to the movies. Google uses this gamification to get more input from users, and skillfully connects this with gamification of other areas of your life that Google monitors through your link link like travel. However, the problem I discovered through my research for this piece is that it no longer equals better. In fact, the local guides seem to have the opposite effect to what is expected. In my conversations with local research professionals who have a lot of direct experience with local guides, some common themes emerged. "Gambling encourages behavior to earn points to get points." I have already talked about gaming local guides before, but it is really worth emphasizing that a flawed system can be if not applied. Correct. Many gaming systems take the form of badges that are won when the user reaches a predetermined goal, and Google Local Guides is no different. However, these badges are not visible to the public and probably do not inspire confidence in the local Guide in other Google users. The most visible thing beyond your contributions is your level, which consumers are much more likely to equate with confidence. Google My Business Product Expert, Steady Demandez Ben Fisher has strong opinions on this aspect of the Local Guides program: "Personally, I have not liked the system since it was introduced. It's too easy to manipulate. The Local Guide programme has been established with an incentive system, based on points, which rarely gives real rewards (the points mainly translate into levels)". There are disadvantages in gamification. The first is that it makes the user feel like he has more power (they don't) and encourages behavior to earn points to get points. "Once I heard a user tell me that he would have checked the facts and select unsafe" on each answer, just to earn points. Andrew Shotland agrees, saying, "I am a Local Guide, and while I like to think that I generally leave useful reviews, I find that Google Local guides to leave leave Even if you understand why © gaming has been used in this program. Greg Gifford believes that this has produced the exact opposite of the desired effect: The idea is fantastic, but the implementation has completely destroyed the value of the program. I understand why. © have gamized things, keeps people interested and active. But it ended up ruining the integrity of contributions. This is particularly evident if you look at the questions and answers of Google My Business. Local guides have received tons of points to answer questions, regardless of the value of the answers. I have seen a huge number of very brief 1-4 answers to the questions, and a disproportionate number of sarcastic and completely irrelevant answers to the question. "To illustrate Greg's point, I took a brief look at Google's business questions. It did not take long to find a series of misleading, useless or sarcastic answers to the questions submitted by the Local Guide, all for a single luxury chain. This first example, above, perfectly sums up the dangers of misapplied gamification. That's what happens when you say, "I'm not," it's still a reward. At least the local guide below transmitted the question but offered a different path for the answer (however completely useless for everyone else). I have found many more, but I thought I would finish this interface with this example of "Local Guide Snark. © Local Guide veterans are more likely to be sarcastic in their answers? Gamification can ultimately lead to the quantity far superior to quality. As Greg points out, "Because © receive points, upload tons of photos and write tons of reviews. While some people in the program legitimately try to be useful and write incredibly detailed, useful reviews and upload quality photos, too many people just pass by the motions of Here. Greg has probably the most offensive thing to say about Local Guides' contributions: "I almost consider non-Guide reviews more legitimate because they are left by someone who really wanted to leave a review, rather than by someone who vomited reviews just to get some other score in the system. Á" It's a myth that a Local Guide The account and guide points lead to a higher authority in the changes of accepted beingsÁ! The call of the game is not the only reason that Local Guides contribute to the pace of Gating. It is commonly believed that having a high level in the Local Guides program gives you more authority to get suggested changes to Google My Business profiles approved "a huge advantage for any local SEO trying to tidy up ads quickly or for bad players causing chaos among their competitors. As Tim Capper (another Google My Business product expert) of Online Ownership explains: "I spend hours and hours trying to help companies manage their list of activities on the maps, so I tend to have a more negative view of the Local Guides program. "It's a myth that an account and Local Guide points lead to greater authority in changes. be accepted. This is wrong: "All changes to information go through a check before they are accepted", continues Ben Fisher. "While it's true that changes are tied to the entire Google account, it's the consistency and reliability of the changes that really give you leverage. There are a number of checks and balances that allow factual changes to guarantee you more trust. I saw changes to a Level 3 guide being accepted immediately and changes to a Level 8 guide immediately go into a state of "not applied." Á" The Local Guide badge is a tip we use to find spammersÁ" If you think the reputation of Local Guides The local research community cannot be more blurred, retracting us. For some the designation is one that actually helps Eke Out spam and false reviews up Maps and Google My Business Why © These practices are so widespread among users of this type. Google My Business Product

Expert, Dan Folland deals with spammer every day. This is what he said about his experiences with the Local Guides: "For the common user, the badge that displays the Local Guides looks like a symbol of reliability, but for those of us who have to deal daily with spam and false reviews, the badge of the Local Guide is a suggestion that we use to find spammers. "A Local Guide is entirely based on the amount of actions undertaken (appraisal/review of a company, suggesting business changes, etc.) rather than on quality,"It is extremely common for bad actors to become a Local Guide". Adds Ben Fisher, "companies that sell reviews will create tons of fake accounts, "check the facts"to get some levels, then start writing fake reviews, because @ 200-word reviews give more points. So we commonly see that false ads generally have 3-4 false reviews from local guides. And if you look at the profiles of the guides, they seem quite real until you look at the avatar and the review models. "Here is a great example of the review models mentioned by Ben, shared with me by Jason Brown (another Google My Business product expert): Here a local guide left a negative review for a business, and at the same time a suspiciously similar review appeared, written by someone who shares the name of the local guide. I talked to Blake Denman about RicketyRoo, the kind of people who pursue levels in the Local Guide program: "For me, the goal of Local Guides is selfless in trying to give ordinary people some kind of status in their local community. The fact is that influencers are paid and do not worry about the level of driving they are. The only people who really care about level of Local Guide are those that are actively trying to the system to profit from it". That is the crux of the matter. The rewards are minimal and the trip of the negligible ego, so there remains a fundamental motivation: the perception of the local guides is a reliable source of information and therefore a badge that attracts much those who have bad intentions. With all this negativity around local guides, is Google doing a lot to solve the problem and restore confidence in the program? Well, depending on who you're talking about, yes and no. Bad actors can make a real mess before a man or a machine realizes it. While Google My Business Product Expert Joy Hawkins (from Sterling Sky) has good things to say about the new features of the program (Google is certainly trying to push the program with their recent releases of profile descriptions and the addition of a follow-up function. "One thing that excites me is the new opportunity to point out the local guides that are scaring businesses." Ultimately, however, Joy thinks the program is "a little over the top", evaluated, in the sense that anyone can become a Local Guide and there are no real benefits to being it. Jason Brown is certainly in agreement with the new features, saying: It is interesting that Google is now allowing users to follow or block the Local Guides and see which places they recommend. It is Yelp Elites Is this Google's new addition to social media? But is it too little, too late? Google's move to allow people to suppress local guides, while giving more power and influence to the guides themselves, will really lead to a reduction in spam? Tim Capper is skeptical: Now is a local guide, but this is ineffective at best in signaling dishonest users. In fact, you get scolded if you publish the user account in a report on the forum. Similarly, the program is understaffed, so a report can last months Receive a response from a human. human. I that Google believes that the program is working with not enough negative data in the entire set of maps contribution data to justify a tighter monitoring, which means that bad actors can make a real mess of things before a human or a car you never notice. O'Á ~ ~ Á Á Á do not want to recognize that they have a serious problem ~ Á Á :: (the number of local guides is growing every day, as do spammy and often unnecessary contributions they make. With so negative views around the local guides, it seems that the contributions of consumers and the views of the community are another ecosystem of local search that Google has handed to spammers. Is there something you can do? The rot it is spread too much or good guides can save the day? While I do Á € 128; t have answers, I can only hope that the sharing of consensus above can help to refract the conversation around Guides premises in a way that educates consumers and asks them not to put too much trust in them Á € Á least until the program was cleaned up. IÁ € Á end with a quote from Dan Folland, describing the dichotomy of the problem succinctly and powerfully in the center: a £ Ø ~ ~ ~ Á Á Á × ½t want to recognize that they have a serious problem with Guides local, fake reviews and spam. The average user has no idea that the Local Guides badge is not in 226; Á Á Á :: ~ Á ~; ~ ~ ~ Á Ironically, the more false reviews and spam that you transmit, more it is likely to become a Local Guide. actually Á € Á| itÁ € Á s the holiday season so IÁ € Á end on a lighter note: a celebration of all the Guides Local and a testament to the power of user-generated content. A potato in a park. Seen from a thousand people. The views expressed in this article are those of the guest and not necessarily Search Engine Land. The authors of the personnel are as follows. Here.

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