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Subject: Reviewers - Is it possible for them to be unbiased?

Posted by [Wayne Parham](#) on Thu, 31 Mar 2005 08:05:42 GMT

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Since this is the dungeon, and since we're on a political tangent, I've got a hornet's nest to stir. Is it even possible for a reviewer to be unbiased? What prompted this train of thought is a conversation that John and I had about a magazine that "reviewed" speakers made by a company that the editor owned part of. It was an obvious conflict of interest, and when exposed, gave a distinct impression of foul play. But after thinking about it, they all support themselves with advertising revenues, so they all have a conflict of interest. They all have a stake in the companies they review. The only exception I can think of is Consumer Reports. So I ask again, Is there such a thing as an honest review?

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