

Review of: "Exploding AI-Generated Deepfakes and Misinformation: A Threat to Global Concern in the 21st Century"

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Potential competing interests: No potential competing interests to declare.

The article focuses on describing the new term Deepfakes, a misuse of AI for the unauthorized, nonfactual, non-permitted, non-consented, unfaithful creation and spread of misinformation. The article, in a nutshell, focuses on a very short explanation of different terms, terminologies, and topics related to the social impact of Deepfakes and associated challenges, advisories of the Government of India to social media, types of Deepfakes, the impact of Deepfakes, detection and mitigation techniques, and ethical and legal implications.

The authors also explain areas needed for public perception and awareness. The article also touches upon future directions and recommendations. The article lists the Do's and Don'ts regarding AI-generated Deepfakes and misinformation, followed by the conclusion.

This work can be categorized as a summary article in a magazine rather than a journal or conference paper The article is neatly written, readable, and meets the purpose of briefly introducing Deepfakes and misinformation. The article does not present any new technology, method, or algorithm from an engineering perspective as required by a scientific publication **but definitely generates interest in briefly knowing all about Deepfakes and misinformation.**

Recommended to publish as a magazine article.