

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.

Thanks for the invite to review this article. While the topic is relevant and interesting, the article presents many limitations from an academic perspective, and it should not be published unless further work is put into it:

- The article is a high-level review and therefore should have a stronger theoretical underpinning and clearly reflect the state of the art. Consider following the PRISMA or SPAR-4-SLR framework for carrying out a systematic literature review.
- There is a need to elaborate on the literature review. It only contains 16 references. Authors should consider visiting relevant academic data sources like Web of Science and reviewing the most cited articles in the field.
- Examples of relevant articles to consider in the review:
 - Fletcher, J. (2018). Deepfakes, artificial intelligence, and some kind of dystopia: The new faces of online post-fact performance. *Theatre Journal*, 70(4), 455-471.
 - Karnouskos, S. (2020). Artificial intelligence in digital media: The era of deepfakes. *IEEE Transactions on Technology and Society*, 1(3), 138-147.
 - Maras, M. H., & Alexandrou, A. (2019). Determining authenticity of video evidence in the age of artificial intelligence and in the wake of Deepfake videos. *The International Journal of Evidence & Proof*, 23(3), 255-262.
 - Westerlund, M. (2019). The emergence of deepfake technology: A review. *Technology innovation management review*, 9(11).
- What is the research goal? What are the gaps that the authors aim at covering? What are the research questions?
- Apart from a collection of ideas with poor support from the existing literature, there are no insights generated, and no methodology has been followed.
- Prevent the use of bullet or numbered lists as this impacts the readability of the document. Improve storytelling by better connecting the ideas of the different paragraphs. This is a critical weakness that hinders the readability of the article.
- Why does the title of the article state "Global concern," and then the authors add a specific section for India?
- Insights provided in the abstract are not supported by the literature (e.g., Spain as the most attacked country by deepfakes, etc.). Authors no longer speak about this topic in the entire document.

- The structure of the article should be revisited. It is recommended to follow the IMRAD structure (Introduction, Literature Review, Methodology, Results, Discussion, and Conclusion).
- This article would not be accepted in any relevant journal in computer science.