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	Sommario/riassunto	This book examines the use and potential impact of deepfakes, a type of synthetic computer-generated media, primarily images and videos, capable of both creating artificial representations of non-existent individuals and showing actual individuals doing things they did not do. As such, deepfakes pose an obvious threat of manipulation and, unsurprisingly, have been the subject of a great deal of alarmism in both the news media and academic articles. Hence, this book sets out to critically evaluate potential threats by analyzing human susceptibility to manipulation and using that as a backdrop for a discussion of actual and likely uses of deepfakes.