# The rise of AI-generated action figures on social media



The phenomenon of AI-generated action figures has rapidly gained popularity on social media, with users embracing the trend as a means of transforming both themselves and notable celebrities into collectible plastic toys. Prominent figures such as Donald Trump, Elon Musk, and Keir Starmer have been depicted in the form of dolls, encapsulating the essence of the contemporary "Barbiecore" aesthetic.

The process behind these AI action figures involves users providing a high-resolution image and a detailed prompt to ChatGPT, a generative artificial intelligence chatbot. This advanced technology then produces the imaginative figurines. Reflecting a nostalgic nod to the craftsmanship of the 1980s, these dolls come equipped with realistic packaging, a title, and accessories reflective of the character's persona.

For instance, the action figure of Elon Musk is paired with a Tesla car and a SpaceX rocket, while Donald Trump is depicted with stacks of cash and a golf club against a stars and stripes backdrop. Equally detailed is the doll of Prince Harry, which showcases him dressed for a horseback ride, complete with distinctive red arm hair and subtle forehead wrinkles. UK political figures have not been excluded from this trend, with the Reform leader Nigel Farage being equipped with a milkshake accessory, cleverly referencing an infamous incident from June 2024.

Sir Keir Starmer is portrayed in a suit and comes accessorised with a cat and concert tickets, while his colleague, Chancellor Rachel Reeves, is pictured surrounded by money. Other well-known characters also join the ranks of these AI dolls, including James Bond, Mr Bean, and Walter White from Breaking Bad. Football icons such as Kylian Mbappe and Harry Kane have been transformed for sports enthusiasts, while musicians like Ariana Grande and Taylor Swift are depicted with their iconic looks, the latter as a 'Galactic Muse' astronaut.

Major organisations have embraced this digital trend, with the Royal Mail, Asda, and even Marks & Spencer participating by creating their own figurines. The Royal Mail has introduced an AI version of a postman, while M&S has brought to life Percy Pig, a beloved character.

Creating your own action figure is a straightforward process that requires a few simple steps. Users begin by accessing ChatGPT, uploading a high-resolution photo, and writing a clear prompt describing their desired figure and accessories. Once the image is generated, they can review and download it for sharing on social media.

Notable figures like American actress Brooke Shields and pop star Ariana Grande have proudly presented their AI figurines online. However, this trend has not come without scrutiny. The Daily Mail reports that generative AI technologies consume significant resources, necessitating vast amounts of water and electricity to function and maintain the machinery. Moreover, there are growing concerns about the legality of using copyrighted data for the creation of such AI-based technologies.

As the AI action figure trend continues to capture public interest, it highlights both the creative possibilities presented by generative AI and the ongoing dialogue regarding the ethical implications surrounding its usage.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.youtube.com/watch?v=1Uofhiz05yg> - This YouTube video provides a step-by-step guide on how to create a custom AI action figure using ChatGPT, demonstrating the simplicity and accessibility of the process.
3. <https://www.youtube.com/watch?v=AJWBLp5sqPU> - This video discusses the viral trend of creating AI action figures with specific prompts for photographer and videographer figures, showing how diverse and creative the process can be.
4. <https://www.theverge.com/2023/10/26/23789944/ai-energy-consumption-climate-impact> - Although not directly mentioned in the search results, this article from The Verge generally addresses the broader issue of AI's energy consumption and environmental impact, which aligns with concerns about the resource-intensive nature of generative AI technologies.
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7. <https://www.dailymail.co.uk/news/article-14602877/join-millions-barbiecore-craze-AI-generated-doll.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data