# Reddit’s 101 iterations of The Rock reveal AI’s surreal limits and energy costs



A recent trend on social media has captivated users by showcasing the capabilities—and shortcomings—of artificial intelligence in image generation, particularly through ChatGPT. The latest viral phenomenon involved a Reddit user who attempted to recreate an image of Dwayne 'The Rock' Johnson an astonishing 101 times, each iteration serving as the foundation for the next. This ambitious experiment, which the user documented on Reddit, transformed the well-known celebrity’s likeness into increasingly abstract representations, drawing comparisons to modern art.

The process began with a relatively faithful recreation of The Rock, but as the AI-created images multiplied, the results became noticeably distorted. Each subsequent version increasingly departed from Johnson's original features, leading to bizarre renditions that might intrigue or bemuse viewers, depending on their perspective. The Reddit thread accompanying the experiment has garnered significant attention, with over 42,000 upvotes and nearly 3,000 comments, reflecting a mix of amusement and bewilderment. One commenter humorously remarked, “ChatGPT, more like ChatLSD,” highlighting the surreal nature of the transformations.

This trend is part of a broader wave of AI-generated image content that has gained traction online. Many users have experimented with similar prompts, including ones that imagine action figures or anthropomorphise pets, creating a collection of what might be termed “pointless” yet entertaining digital art.

However, this trend is not without its detractors. Critics have begun to voice concern about the environmental impacts of such AI advancements. Reports indicate that generating a single image via these AI tools typically consumes around 0.010 kilowatt-hours (kWh) of electricity. Thus, repeating the generation of an image 100 times consumes approximately 1 kWh—an amount sufficient to power a refrigerator for a full day or brew 20 cups of coffee. A Reddit user, under the handle @Guns-and-Pumpkins, urged the community to reconsider the implications of these energy demands by stating, “So here’s a simple ask: maybe it’s time to let this trend go.”

The combination of playful experimentation with AI and concerns over its environmental footprint is a developing conversation among tech enthusiasts and casual users alike. As communities continue to explore the boundaries of what AI can create, the discussions surrounding sustainability and responsibility in technology usage remain crucial. The trajectory of these trends suggests that while the novelty of AI-generated content may captivate audiences, considerations regarding energy consumption and ecological impact will likely need to be addressed in the ongoing discourse surrounding artificial intelligence.

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

## Bibliography

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