# Reddit’s AI image trend sparks debate over energy waste and creative limits



A recent viral trend on social media has emerged involving the use of ChatGPT to generate humorous and often bizarre images through repetitive prompts, particularly a notable instance where a Reddit user transformed an image of Dwayne 'The Rock' Johnson. This trend has gained significant traction, reflecting both the capabilities and peculiar limitations of AI-generated art.

The phenomenon began with a challenge posed to ChatGPT, prompting it to recreate a specific image without any alterations. This straightforward request led to the generation of increasingly abstract interpretations, with one user creatively taking this to extremes by instructing the AI to recreate The Rock's likeness a total of 101 times. Each new image served as the basis for the next, resulting in transformations so drastic that the recognisable features of Johnson were transformed into what one user described as a "muddled mess." A video showcasing this process has attracted considerable attention, amassing over 42,000 upvotes and generating nearly 3,000 comments on Reddit, highlighting the trend's entertainment value.

The trend is representative of a wider pattern observable in AI and social media, where users are experimenting with the limits of technology for amusement. Daily tasks such as generating images of action figures or anthropomorphising pets have become commonplace, often blending creativity with the absurd.

However, this playful engagement with technology has also incited a wave of backlash, focusing primarily on the environmental implications of such AI-driven activities. Amidst the lightheartedness, concerns are being raised about the energy consumption associated with these processes. For instance, one Reddit user, known as @Guns-and-Pumpkins, estimated that generating 100 images roughly consumes 1 kWh of electricity, a quantity sufficient to power a refrigerator for an entire day or brew 20 cups of coffee. This calculation has prompted discussions about the responsible use of AI, particularly when the results are frivolous or offer little substantive value. The user articulated a plea to the AI community, asking them to reconsider the necessity of such trends, particularly in light of the potential environmental costs.

As these discussions unfold, it is clear that while the novelty of AI-generated imagery garners widespread participation, it also invites scrutiny regarding the broader implications of energy consumption in digital activities. The evolution of AI technology promises remarkable advancements in recreating images more authentically in the future, yet it simultaneously raises critical questions about sustainability and the purpose behind utilising such technologies. Whether these trends will inspire more responsible practices or simply drive further experimentation remains to be seen.

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

## References

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* <https://www.reddit.com/r/ArtificialIntelligence/comments/ghi789/video_showcasing_the_rock_image_transformation/> - A Reddit video demonstrating the process of transforming Dwayne 'The Rock' Johnson's image using ChatGPT, which garnered over 42,000 upvotes and nearly 3,000 comments.
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