# The rise of Ghiblification and the ethics of AI and reproductive technology



Artificial Intelligence (AI) is rapidly advancing, shifting from text-based learning towards image-based learning, particularly evident in the recent trend dubbed "Ghiblification." This phenomenon involves users uploading personal images to AI platforms, such as ChatGPT, which then generate stylised images reminiscent of those created by the renowned Japanese animation studio, Studio Ghibli. This trend has sparked substantial interest on social media, with users producing artistic renderings of everything from wedding photos to pet pictures.

However, this burgeoning trend raises significant concerns regarding data privacy and security. Users participating in this practice may not fully comprehend the implications of uploading their personal images. Lierence Li, managing director of Market Hubs, highlighted to MARKETING-INTERACTIVE that the photos uploaded are not merely processed for immediate artistic results; they are potentially stored, analysed, and incorporated into datasets that enhance AI capabilities. "Your personal photos, which may contain your face, family members, home location, or other identifiable information, could become part of the AI’s learning material,” Li explained.

The risks associated with this trend include the potential misuse of uploaded images for generating misleading content, with possibilities that the data collected may be used for targeted advertising or shared with third parties without explicit consent. Guo-You Chew, managing director of Tommy, pointed out that many users overlook the details outlined in privacy agreements and are, therefore, unprepared for potential privacy breaches. "Majority of users don't actually read the fine print before using these platforms," he noted, stressing the importance of evaluating the long-term implications of data usage against immediate gratification.

The Ghiblification trend has gained traction after OpenAI’s CEO Sam Altman announced an image generation feature on March 26, 2023, compelling users to experiment with their uploads in pursuit of playful, Ghibli-inspired outputs. Following its introduction, the feature was made available to all free users on April 1, creating a wave of interest among the public.

Li advocates for clearer consent mechanisms from AI companies regarding how user-generated images will be utilized for training, arguing that merely having terms of service is insufficient. The responsibility to understand these terms ultimately rests with the individual users. Dominique Rose Van-Winther, chief AI evangelist at Final Upgrade, stated that with the terms explicitly stated, users cannot hold platforms accountable for mismanagement of data.

In parallel to developments in AI visuals, the landscape of reproductive technology is evolving, particularly through companies like Orchid, founded by Noor Siddiqui. Orchid screens embryos for a multitude of genetic conditions, offering what is known as polygenic screening, which assesses the risk profiles for complex traits such as heart disease or obesity. This technology is currently available to patients undergoing in vitro fertilisation (IVF) but is triggering a significant ethical conversation about the future of family planning and the potential replacement of natural conception.

The socio-political implications of such technologies are further underscored by the disparities in regulations surrounding genetic screening across different countries. The United States showcases a relatively unregulated environment, proliferating a variety of options for embryo screening, while several European nations have imposed strict guidelines regarding the application of such technology.

There is a growing concern about the ethical and social implications of selecting embryos based on perceived desirable traits, including intelligence and physical attributes. Critics argue that these practices could contribute to a society that prioritises genetic determinism and reinforces existing social inequities.

Leah Culver, a patient who opted for Orchid’s polygenic screening during her IVF treatment, reflected positively on the process, describing her experiences with the technology as beneficial. However, many healthcare providers remain sceptical about the efficacy and morality of polygenic screening. A majority of medical professionals are reluctant to endorse such practices, emphasising the need for caution and consideration of the potential for misuse.

With stem cells, time-lapse imaging has revolutionised embryo selection, creating a new visual grammar that shapes parental perceptions and expectations. As such technologies become more embedded within healthcare, ethical discussions surrounding them are increasingly prevalent, placing a spotlight on how advancements alter societal norms and expectations around parenthood.

The evolution of AI and reproductive technologies prompts critical questions regarding data privacy, the ethics of genetic screening, and the implications of having children in a tech-driven society, shaping a future in which technology significantly impacts parental decision-making. This intricate interplay between innovation, ethics, and societal expectations invites further examination as these technologies become increasingly integrated into everyday life and decisions surrounding reproduction.

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

## References

* <https://www.cnbctv18.com/technology/the-ghibli-ai-trend-is-everywhere-meet-the-man-who-made-it-go-viral-19582046.htm> - This URL supports the claim about the Ghiblification trend, which involves generating AI images in the style of Studio Ghibli, and how a tweet by Grant Slatton helped popularize this phenomenon.
* <https://www.businessinsider.com/ghibli-ai-trend-viral-response-heartwarming-2025-3> - This article discusses how the Ghiblification trend has overwhelmed AI platforms like OpenAI and raises questions about the ethics and copyright implications of mimicking specific artistic styles.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - While not directly related to AI image generation or Ghiblification, this article touches on digital evidence and could be relevant to broader discussions about data privacy, which is a concern with AI-driven trends.
* <https://www.federalregister.gov/documents/2024/12/10/2024-27939/medicare-and-medicaid-programs-contract-year-2026-policy-and-technical-changes-to-the-medicare> - This link relates to regulatory changes in healthcare, which could be tangentially relevant to the discussion of reproductive technologies and genetic screening, as it highlights regulatory environments in healthcare.
* <https://www.youtube.com/watch?v=E162GMlpSiE> - This video explains the Ghiblification trend, including its viral spread and the role of AI image generation tools like ChatGPT 4o.
* <https://www.noahwire.com> - The source article for the content provided discusses the rapid advancements in AI and reproductive technologies, as well as the ethical implications of these trends.
* <https://www.marketing-interactive.com/studio-ghibli-AI-ChatGPT-trend-facial-recognition> - Please view link - unable to able to access data