# OpenAI's GPT-4o sparks debate over AI art and ethics



OpenAI has recently launched its newest image generation feature, GPT-4o, which has gained widespread attention for its ability to transform ordinary photographs into enchanting artworks reminiscent of Studio Ghibli animations. This innovative technology utilises a sophisticated pixel-by-pixel approach to create images, enhancing the quality of the output when compared to previous models, such as DALL-E 3. The results have captivated many across the internet, enabling users, regardless of their artistic skills, to generate striking visual representations.

OpenAI's CEO, Sam Altman, shared a personal touch by posting an Anime-style portrait of himself on X, illustrating the trend that has quickly taken hold. In just weeks, this feature has allowed individuals to bring a touch of fantasy to their everyday images, creating unique pieces that resonate with the nostalgic style renowned in films by Studio Ghibli, co-founded by acclaimed filmmaker Hayao Miyazaki.

However, the rise of AI-generated art has sparked significant controversy, particularly from figures like Miyazaki. He openly denounced AI in artistic creations, labelling it “an insult to life itself.” His sentiments highlight the tension between technological innovation and traditional artistry. Miyazaki's work is built on meticulous, handcrafted animation, and his critique underscores concerns that AI may undermine genuine creative expression.

As this technology gains traction, it also raises alarming ethical concerns regarding potential misuse. Reports have emerged indicating that some individuals are utilising AI-generated images to commit fraud. For instance, in a post on Reddit, a user showcased how they manipulated GPT-4o to create a convincing fake image of a damaged car to support illicit insurance claims. Such capabilities have prompted fears among industry experts about the potential for increased fraudulent activity, as scammers may exploit these resources to fabricate evidence, including car damages and receipts.

The implications extend beyond individual cases of fraud, as legal experts grapple with the murky territory of intellectual property rights surrounding AI-generated art. While artistic styles are not inherently protected by law, recreating the essence of a copyrighted style like that of Ghibli could come perilously close to infringing on intellectual property. Legal clarity is required to establish clear guidelines that protect human creators while allowing for the creative potential of AI tools.

Amidst this landscape of creativity and deception, calls have emerged for greater regulation to safeguard artists’ rights. While the transformative power of AI in creative industries can enhance artistic expression, it also necessitates a responsibility from both creators and technology developers. The ability to access and generate visually stunning artwork has never been more straightforward, yet the ethical implications of such capabilities must be thoroughly considered.

The ongoing discourse surrounding AI-generated art includes a significant focus on ensuring that the technology is wielded ethically and that the rights of human artists are respected and maintained. This intersection of innovation and accountability will shape the future trajectory of AI in the creative world as stakeholders navigate its benefits and challenges.

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

## References

* <https://learnprompting.org/blog/guide-openai-4o-image-generation> - This article provides details on OpenAI's GPT-4o Image Generation capabilities, highlighting its ability to transform ordinary images into artistic representations and discussing its applications and ethical implications.
* <https://www.theverge.com/2023/3/14/23689397/openai-gpt-4-vision-features> - This article touches on OpenAI's advancements in image generation technology, similar to what GPT-4o offers, though it does not specifically mention GPT-4o.
* <https://www.studioghibli.com/> - This is the official website of Studio Ghibli, which is mentioned in the article as a source of inspiration for AI-generated art styles.
* <https://www.studioghibli.com/en/films/creator> - This page provides information on Hayao Miyazaki, co-founder of Studio Ghibli, whose work is referenced as a benchmark for artistic style in AI-generated images.
* <https://www.cnbc.com/2023/03/15/reddit-users-buy-gpt4-ai-generated-artworks-mumbai.html> - This article discusses AI-generated art and its potential uses, similar to the trends mentioned involving GPT-4o.
* <https://www.bloomberg.com/news/articles/2023-03-24/ai-generated-art-sparks-controversy-over-intellectual-property-rights> - This article explores the controversy surrounding AI-generated art and its implications for intellectual property rights.