# The rise of AI-generated miniatures in social media trends



The rise of artificial intelligence (AI) has brought forth a new social media trend where users transform their likeness into miniature dolls and action figures, using generative AI tools such as ChatGPT and Copilot. This phenomenon has gained momentum on platforms like Instagram and Twitter, with both everyday people and numerous brands participating in the creation of personalised "mini-me" figures.

The trend works by having participants upload a photograph and provide a set of written instructions to the AI tool, detailing how they envision their doll-like creation. These prompts can specify everything from physical appearances to themed packaging reminiscent of popular toy lines, such as Barbie. Users often take this further by incorporating personal elements including their name, profession, and preferred clothing styles. However, the results are not always accurate; many have shared the humorous discrepancies when the AI-generated figures fail to resemble their intended subjects.

Jasmine Enberg, a principal social media analyst at eMarketer, highlighted that generative AI facilitates the rapid creation of content, which can intensify the pace at which trends emerge on social media. "Generative AI makes it easier and quicker for people to create and jump on trends," she stated. Enberg anticipates that such AI-driven trends will become an increasingly common sight as the technology embeds itself in daily digital interactions.

Despite the playful nature of the trend, it has attracted scrutiny from various experts concerned about its broader environmental implications. Professor Gina Neff from Queen Mary University London pointed out that generative AI systems consume vast amounts of energy, noting that the data centres powering these tools use more electricity in a single year than 117 countries. This sentiment was echoed by Lance Ulanoff, US editor of TechRadar, who remarked, "We have a joke in my house that every time we create one of these AI memes, it kills a tree... It's safe to say that AI content generation is not without costs."

Beyond environmental concerns, there is anxiety surrounding the ethical use of data in generative AI. Copyright infringement is a significant issue, with worries that such technologies may generate images without compensating those who own the original content. Neff emphasised the risks presented by the trend, stating, "ChatGPT Barbie represents a triple threat to our privacy, our culture and our planet." Jo Bromilow, director of social and influencer at PR and creative agency MSL UK, further questioned the value of pursuing cute or amusing outcomes, asking if the entertainment was truly worth the potential costs. "If we're going to really use AI properly, we have to set guardrails around how we use it conscientiously," she pointed out.

In the midst of these discussions, BBC technology editor Zoe Kleinman explored the AI doll trend herself, revealing that while the process of creating a miniature version of oneself is accessible, it may require time and specificity to yield satisfactory results. After starting with a recommended prompt and uploading a selfie, Kleinman noted the complexity involved in achieving an accurate and playful representation suitable for packaging.

As this trend continues to evolve, the conversation around the implications of AI-generated content will likely grow, emphasising the need for a balance between innovation and responsible use of technology.

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

## References

* <https://www.who.com.au/news/real-life/ai-barbie-doll-box-trend/> - This article explains the AI Barbie Doll trend, where users create personalized dolls using ChatGPT, and highlights the trend's viral nature on social media, as well as concerns about the impact on real artists. It provides a step-by-step guide on how to create these dolls, showcasing the ability to customize the dolls with personal items and background.
* <https://timesofindia.indiatimes.com/etimes/trending/barbie-box-trend-goes-viral-how-to-turn-your-photos-into-ai-doll-avatars-using-chatgpt/articleshow/120183105.cms> - This article covers the process of using generative AI to transform photos into collectible doll avatars, complete with customization options for packaging and accessories. It outlines the steps for participating in the Barbie box trend using ChatGPT.
* <https://www.cosmopolitan.com/uk/entertainment/a64440950/ai-doll-barbie-style-how-to-make/> - This article provides a three-step guide for creating AI Barbie-style dolls using ChatGPT. It emphasizes the trend's accessibility and the option to personalize the dolls with accessories and background elements, mirroring how users can participate in the trend.
* <https://www.bbc.com/news/technology> - While a specific article about Zoe Kleinman's exploration of the AI doll trend is not directly available, the BBC technology section often covers emerging AI trends and their implications on technology and media, aligning with the discussion around the trend's accessibility and complexities.
* <https://www.techradar.com/> - TechRadar, where Lance Ulanoff is the US editor, frequently discusses the environmental impact of AI and technology. It supports the notion that AI content generation has significant environmental costs, echoing Ulanoff's humorous but poignant remark.