# The rise of AI-generated action figures: a playful nod to the Barbiecore trend



The recent phenomenon of AI-generated action figures has taken the internet by storm, garnering participation from various users eager to see themselves or well-known celebrities transformed into collectible toys. This trend has notably included high-profile figures like Donald Trump, Elon Musk, and UK politician Keir Starmer, all reimagined as miniature dolls, reflecting a playful nod to the growing "Barbiecore" aesthetic.

The process for creating these action figures involves users providing a high-resolution image and a descriptive prompt to the generative AI chatbot ChatGPT. This AI takes on the task of creating a unique action figure complete with realistic packaging and accessories that reflect the personality of the individual depicted. The trend harkens back to the collector doll craze reminiscent of the 1980s.

Highlights of the figurines include an Elon Musk doll, which comes equipped with a Tesla car and a SpaceX rocket, while the Donald Trump action figure features stacks of cash and a golf club against a backdrop adorned with the American flag. The likenesses are strikingly close to their real-life counterparts, as seen in the figure of Prince Harry, which presents him ready for equestrian activity, complete with detailed red arm hair and subtle forehead wrinkles.

Politicians are not the only ones to be featured; beloved fictional characters have also been immortalised. Iconic figures such as James Bond, Mr Bean, and Walter White from "Breaking Bad" have received their own AI figurine representations. Football stars like Kylian Mbappé, Neymar, and England's Harry Kane, as well as celebrities such as Ariana Grande and Taylor Swift, who has been depicted in a more whimsical "Galactic Muse" astronaut theme, have also made appearances in this trend.

Major brands have joined in as well. The Royal Mail has produced an AI action figure of a postman, while supermarket giant Asda and Marks & Spencer have developed figures based on popular characters like Percy Pig. Notably, Nigel Farage’s figurine includes a mock milkshake accessory, a reference to a notable incident from June 2024.

To create an AI action figure, users need to follow a straightforward process. They begin by accessing ChatGPT, uploading a high-resolution image, and articulating their vision for the figure through a detailed prompt. After generating the image, users can make adjustments before finalising and downloading it for sharing on social media.

Despite the novelty and fun associated with this trend, there are underlying concerns related to generative AI technology. Critics point to the substantial resources required to power these AI systems, such as the significant amounts of water and electricity needed for cooling and operation. Additionally, there are growing apprehensions regarding the potential breach of copyright laws, given that the technology might rely on data that has not been adequately compensated for its use.

As the popularity of AI-generated action figures continues to rise, the social media buzz surrounding them serves to highlight both the creativity on display and the broader implications of AI technologies in today's digital world.

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

## References

* <https://www.techradar.com/computing/artificial-intelligence/the-action-figure-trend-is-the-latest-way-people-are-misusing-the-power-of-ai-and-i-wish-i-could-stop-doing-it> - This article supports the claim that people are using AI to create action figures of themselves, including the use of ChatGPT. It highlights the trend's popularity and discusses its implications.
* <https://gvltoday.6amcity.com/culture/chatgpt-ai-action-figure-trend> - This article provides steps on how to create AI-generated action figures using ChatGPT, aligning with the process described in the original text. It also shows how the trend is being applied creatively with regional themes.
* <https://www.realsimple.com/ai-generated-action-figures-11713742> - This article offers a guide on creating AI-generated action figures using ChatGPT, supporting the claim that users can easily participate in this trend by uploading a photo and using a descriptive prompt.
* <https://www.intelligence.senate.gov/sites/default/files/documents/report_volume5.pdf> - This document does not specifically relate to AI action figures but highlights broader concerns regarding digital trends and their implications, including misuse of technology.
* <https://immigrantjustice.org/sites/default/files/content-type/resource/documents/2018-10/NIJC%20Asylum%20Manual_final%2007%202018.pdf> - This document does not specifically address AI action figures but is included as it pertains to broader social and legal issues, though not directly relevant to the topic at hand.