# New trend of AI-generated action figures raises concerns among artists



Last week, a new trend emerged on social media platforms whereby individuals created AI-generated action figures that resemble themselves. Users began feeding their selfies into ChatGPT, an artificial intelligence tool developed by OpenAI, which generated images of miniature toy figures mimicking the subjects. These “starter packs” feature the likeness of the individual accompanied by personalised mini accessories—ranging from iced coffees and laptops to cameras or running shoes—all labelled with the person's name and job title.

This trend has developed into the latest facet of a flourishing cycle of AI-driven memes, whereby internet users share creative ideas, inspiring others to generate similar content. The phenomenon has not only caught on among general users but has attracted the attention of brands and notable public figures as well.

Illustrator and ceramicist Holly Rolfe, based in England, expressed her concern regarding the trend's implications for artists, particularly those relying on creative work for their livelihood. “The worst was seeing small, especially creative, businesses—and even graphics designers—hopping on the trend,” she remarked in an interview with NBC News. “Every single one of those businesses, even the small ones, could have afforded to pay an artist. But they didn’t.”

In response to the proliferation of AI-generated figures, artists like Rolfe started publicising their own hand-drawn interpretations under the hashtag #StarterPackNoAI. This initiative aims to counteract the prevalence of AI-generated artwork in the marketplace.

OpenAI, the company behind ChatGPT, has faced legal challenges from various news organisations, authors, and visual artists alleging copyright infringement. Recently, the organisation petitioned the U.S. government to simplify the process for AI companies to utilise copyrighted material, justifying the move by claiming a need to bolster America’s position in the global advancement of technology.

A spokesperson for OpenAI noted that the organisation’s image generation tools are developed to facilitate, rather than hinder, human creativity, stating that they “help anyone explore ideas and express themselves in new ways.” With advancements in generative AI technology, some models can now produce images that closely align with the specific styles of prominent artists or studios.

The concern over potential copyright issues escalated last month when memes and portraits echoing the characteristics of Studio Ghibli animation flooded social media. Observers heightened scrutiny over this trend following studio co-founder Hayao Miyazaki's characterisation of AI-generated art as “an insult to life itself.” In response to inquiries regarding the AI-generated images, Studio Ghibli refrained from commenting.

Rachel Dormal, a graphic designer from Michigan, expressed her apprehensions about the implications of AI on traditional artists' livelihoods. Dormal highlighted the competitive edge AI-generated artwork has, stating, “I can’t keep up with someone who’s using AI to create shirt designs… That other artist that uses AI might have 10,000 sales, where I’ll have three.”

As human creativity faces ongoing challenges from AI's encroachment into the artistic realm, several creators are voicing their discontent. Writer and illustrator Haley Weaver, based in Seattle, shared her mixed feelings about the AI-generated starter packs, stating that while they are “so cute,” the soulfulness of their creations stems from human involvement. Weaver noted, "It’s such an instant gratification to type in some things about yourself… But from my experience, so much of that gratification is also making it yourself and taking the time to really think about it."

The ongoing discussions concerning the balance between AI innovation and its impact on artistic integrity paint a complex picture of the evolving landscape of creativity in the digital age.

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

## References

* <https://people.com/what-is-the-ai-barbie-trend-11713955> - This article supports the claim about users generating AI action figures using ChatGPT, with personalized accessories and labels. It showcases how users share these custom figures on social media platforms like Instagram and X.
* <https://gvltoday.6amcity.com/culture/chatgpt-ai-action-figure-trend> - This piece explains the process of creating AI-generated action figures using ChatGPT, highlighting the trend's viral nature on social media. It provides a step-by-step guide for users to create their own figures.
* <https://www.realsimple.com/ai-generated-action-figures-11713742> - This article further elaborates on how to make AI-generated action figures using ChatGPT. It details the process of uploading a photo and customizing the figure with personal accessories.
* <https://www.noahwire.com> - While not directly linked to any specific part of the article, Noah Wire Services is mentioned as the source of the original report about AI trends and their impact on creativity.
* <https://immigrantjustice.org/sites/default/files/content-type/resource/documents/2018-10/NIJC%20Asylum%20Manual_final%2007%202018.pdf> - This resource does not directly support any claims in the article. It provides information on asylum representation and immigration procedures, unrelated to AI trends or creative industries.