DeepScience
Multidisciplinary Research: Innovations in Science, Arts and Commerce
Published in October 2025 by Deep Science Publishing (USA | UK | India | Turkey)
ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

From ChatGPT's Ghibli to Gemini Nano Banana: A survey on emerging trends and ethics in AI-Driven Image Editing Tools

Kabyashree Hazarika

Assistant Professor, Department of Computer Applications
Sibsagar Commerce College, Sivasagar
kabyashreehazarika4@gmail.com

Abstract

Artificial Intelligence (AI) is no longer limited to traditional domains such as scientific research, industrial automation or data analytics. Its influence has now reached far beyond these conventional boundaries, making a significant impact on fashion, creativity, and cultural expression. With the advent of advanced multimodal AI models has accelerated innovations in image editing tools, enabling sophisticated style transformations, photo re-imaginings, and creative compositions. Two prominent recent trends are OpenAI's ChatGPT "Ghibli-style", a conversational trend influenced by Studio Ghibli's narrative approach, and Google Gemini upgraded image editor, "Nano Banana", a data-driven AI tool that analyses and forecasts saree fashion trends. This study evaluates the capabilities of these tools, looks at their features, user uptake, controversies, and ramifications, and talks about social, ethical, and copyright issues. This study looks at various case studies and shows how AI may adjust to consumer behaviour, cultural innovation, and customized experiences.

Keywords: Artificial Intelligence, OpenAI, Google Gemini, ChatGPT, Ghibli-style, Nano Banana.

Introduction

In 2025, AI image editing has moved beyond simple filters toward more flexible, conversational, and high-fidelity transformations. Users not only want stylized results, but also preservation of identity/likeness, coherence over multiple edits, mixing styles, and blending multiple sources (e.g. photos and backgrounds). ChatGPT and Google Gemini are the two major performers in this arena.

A viral "Ghibli-style" transformation was provided by OpenAI's ChatGPT (via GPT-4o), influenced by Studio Ghibli's narrative approach. Studio Ghibli is a Japanese animation studio co-founded by Hayao Miyazaki, known for its distinct hand-drawn animation, soft color palettes, whimsical characters, natural settings, and emotional storytelling. This AI trend engages users in rich, imaginative interactions that shape popular culture and storytelling preferences. It illustrates the potential for AI not only to assist in practical tasks but also to actively participate in cultural innovation, guiding artistic direction and consumer engagement. Soon after release, users discovered it could render Ghibli-style images well; the trend spread rapidly.

Similarly, Google's Gemini AI app has image generation and editing capability; as of August 26, 2025, Google DeepMind introduced "Nano Banana", an upgraded image editing model (Gemini

Multidisciplinary Research: Innovations in Science, Arts and Commerce
Published in October 2025 by Deep Science Publishing (USA | UK | India | Turkey)
ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

2.5 Flash Image), integrated into the Gemini app. The Google Gemini Nano Banana saree trend is a data-driven AI platform that analyzes large datasets of consumer preferences, social media patterns, and historical fashion trends to forecast upcoming saree designs. By doing so, it enables designers and retailers to align their collections more closely with anticipated consumer demand, offering a personalized and culturally relevant shopping experience.

Literature Review

In 2024-2025, generative image models gained popularity; yet, in early-mid-2025, two swift cultural waves solidified discussions on platform governance, cultural significance, and creative value. The first is the creation of images by ChatGPT users that mimic Studio Ghibli's visual style, or the "Ghibli trend". The second is the quick uptake of Google Gemini's Gemini 2.5 "Flash Image" model, which resulted in viral stylized 3D figurines and retro-styled edits and was incorporated into a variety of creative toolchains (such as the Gemini app, WhatsApp, and Photoshop beta). These occurrences demonstrate how social sharing, model design, and simple user interface accessibility come together to produce swift cultural dissemination and governance issues.

Comparative review

A comparative summary of what each tools offers, based on present information. Style transformation or stylization in the Studio Ghibli style can be accomplished by letting users provide prompts to change photos into Ghibli-style. Users complained about "close but not quite the same" likeness, and some limitations were noted regarding the maintenance of their identity or likeness. They expected the image to be stylized but clearly replicated. Additionally, users have the ability to provide several prompts and refinements, but blend when merging multiple photos or creatures, and report errors when attempting to complete particular queries owing to content regulations. Initially, ChatGPT's paying members (Plus, Pro, and Team) enjoy more benefits comparatively free users, facing limitations. The Ghibi-style photos quickly gained popularity, but there have been issues with copyright and style constraints; OpenAI is subject to content policy limits as well.

On the other hand, Nano Banana preserves authentic facial features while allowing significant artistic or background modifications. It can merge multiple input photos into a cohesive composition using multi-image fusion, supporting both stylized creative transformations and practical photo editing. Continuous, step-by-step editing is powered by the Gemini 2.5 Flash engine, with enhancements like edge correction, depth consistency, and sharp texture management. The platform integrates with apps such as WhatsApp, Canva, and Photoshop, adapting color tones, exposure, and shadows to varying settings. Users can provide hybrid inputs of text prompts and reference images for precise results. Built-in watermarking (SynthID) ensures AI provenance, while explicit non-consensual facial modifications are prohibited. Nano Banana emphasizes data transparency, AI safety alignment, and equitable representation across skin tones and genders. It allows quick retouching of portraits, creation of product images, and user-controlled adjustments of stylization, background, and focus, with conversational feedback enabling seamless editing, re-editing, and analysis of images.

Published in October 2025 by Deep Science Publishing (USA | UK | India | Turkey)
ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

The effects of AI on the domains of art and design have been examined in earlier research. Anggraini (2024) explores how AI can be used as a tool for artists in the creative process, allowing the exploration of concepts and expressions that were previously challenging to archieve in her article "Collaboration between Artists and AI in Sparking a Wave of Creativity in the era of the Digital Art Revolution." Furthermore, the study "Identifying Challenges and Opportunities in the Utilization of Artificial Intelligence Art for Graphic Designers" by Risandhy (2023) emphasizes the opportunities and difficulties graphic designers encounter when incorporating AI into their design processes.

On March 28, 2025, Eric Hal Schwartz wrote in TechRadar that Studio Ghibli intentionally, almost drastically, slow on both style and production in their films. Added, to a humorous extent, these hand-drawn images that are processed and repeated by AI miss the point. He discovered this by attempting this trend, posting a prompt in ChatGPT. A minute later, he saw a picture of himself and his dog that demonstrated the gaps in OpenAI's security measures. Graham, Senior Editor for AI at TechRadar, later stated in a TechRadar article dated May 21, 2025, that he was astonished by the outcome of his pitch for the new Google Gemini against ChatGPT for AI image production. In order to avoid usage constraints, he used Gemini Advanced and ChatGPT Plus accounts to test Gemini against ChatGPT, following their directions. Gemini impressed him with its brightness and level of clarity, and he believes it operates more quickly than ChatGPT. However, he found ChatGPT to be better when there was a lot of text; it generates Ghibli-style images more readily than Gemini does.

Methodology

The trends, features, and moral implications of AI-powered picture editing tools are investigated in this study using a mixed-method qualitative and analytical research approach, with an emphasis on ChatGPT's Ghibli-style and Gemini Nano Banana. To fully comprehend how these technologies impact digital creativity and ethical standards in AI-generated art, the research design combines comparative analysis, user perception studies, and content evaluation.

By looking into the features and results of Ghibli-style or Nano Banana, many concerns arise unlike the other users. I have tried to point out a qualitative review to both styling and editing tools. To look deeply into the accuracy and impacts have collected materials. The public-facing materials published between March 2024 to September 2025 are the focus of this review's targeted systematic search strategy, which includes: a) official product and developer pages (OpenAI and Google Gemini); b) top technology journalism outlets (Forbes, TechRadar, GeekWire, Times of India); c) platform announcements (Adobe/ Phototshop blog); and d) community discussions and instructional content (Medium, Reddit). I gave preference to sources that either: a) explained the integration and capabilities of the model (Gemini manuals, Adobe blog), b) discussed the spread and reception of viral content (Forbes, GeekWire), or c) detailed community practices (Medium, Reddit). All factual claims are supported by representative sources that are cited.

Multidisciplinary Research: Innovations in Science, Arts and Commerce
Published in October 2025 by Deep Science Publishing (USA | UK | India | Turkey)
ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

Data will be analyzed using both qualitative and analytical methods:
1. Comparative Analysis: To look at the functional and stylistic distinctions between Nano Banana and Ghibli-style outputs.

2. Thematic Analysis: To decipher recurrent moral and imaginative themes from user reviews and interview transcripts.

3. Descriptive Statistics: To display survey findings about perceived trust in AI-generated graphics, accessibility, and user pleasure.

4. Content Evaluation: The creative tone, contextual coherence, and realism of the visual outputs produced by both tools will be evaluated.

By obtaining informed approval from each participant and refraining from using identifying or copyrighted personal data during testing, the study fulfils with ethical research standards. Ensuring that references to AI-generated images are transparent and encouraging equitable representation of racial, gender, and cultural diversity in AI-generated samples.

This study admits its limitations:

1. Access to the AI tools' proprietary training data and algorithms is restricted.
2. Evaluation of "artistic quality" is subjective.
3. Possible output variance as a result of timely wording and AI model upgrades.

Discussions

The present section integrates review findings to answer the primary research questions about Ghibli-style and Nano Banana AI-generated imagery. Research conclusions draw on modern scholarly discussions, as well as legal analysis of AI-generated artwork and technical reference materials, to examine the implications of visual art.

1. How do Ghibli-style images (artistic nostalgia) differ in purpose and perception from Gemini’s identity-preserving realism?

The goal of Ghibli-style AI visuals is to replicate the cosiness, imagination, and poignant narrative of Studio Ghibli's hand-drawn artwork. They have an emotional and aesthetic purpose, emphasising nostalgia and stylization. Google Gemini's Nano Banana, on the other hand, places more emphasis on photo-realistic augmentation, likeness preservation, and technical precision. Its objective is to ensure that the subject stays true to life even after cuts by combining originality and realism.
Nano Banana serves real-world uses like marketing, design, and personalization, though Ghibli-style outputs appeal to cultural imagination and viral sharing. Ghibli is therefore motivated by art, while Nano Banana is motivated by precision.

2. Is the Ghibli trend primarily cultural, while Nano Banana is technological – or do they overlap?

Global appreciation for Japanese animation's emotive storytelling and aesthetics is reflected in the Ghibli trend, which is mostly cultural and artistic. It makes use of Studio Ghibli's symbolic imagery and general nostalgia. Contrarily, Nano Banana is a technology advancement that

ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

emphasizes AI-driven editing realism and efficiency. Nonetheless, there is overlap because both rely on prompt-based creativity and AI diffusion models. The convergence of technology innovation and cultural expression happens when people use Gemini's technical accuracy to construct artistic, culturally inspired visuals.

3. Which raises more ethical challenges – style imitation or identity preservation?

There are significant but different ethical conflicts with both. Ghibli's style imitation poses a risk of copyright or cultural ownership violations because it imitates a protected artistic style. It also brings up questions about cultural appropriation and authorship. Also risks of misuse in Nano Banana, including deep fakes, unauthorized likeness altering, and non-consensual content creation, are associated with identity preservation .
Nano Banana affects societal trust and individual rights, whereas Ghibli-style art affects intellectual property and cultural ethics. Therefore, while style imitation raises ethical and artistic difficulties, identity preservation raises more profound privacy-related issues.

4. How do these two trends reflect society's desires for both fantasy and authenticity?

As AI turns into a tool for people to see themselves in surreal, cinematic worlds, the Ghibli movement reflects a societal desire for comfort, imagination, and getaway in the digital age. It symbolizes the desire for poignant narratives in society.The urge to preserve reality, credibility, and identity in a world of digital changes, on the other hand, is reflected in Gemini's Nano Banana, which expresses a desire for authenticity and control. It complies with the ethical and professional requirements for accurate digital depiction. They demonstrate that contemporary users are looking for two different kinds of experiences: one that is grounded in self-expression and imagination, and the other in self-preservation and realism.

5. Should OpenAI and Google follow common ethical frameworks for AI-generated art and image editing?

Yes — a unified ethical framework is essential for consistency, fairness, and accountability. Since both companies deal with user likenesses, creative work, and cultural elements, it is essential that they have similar ethical standards. These frameworks must to consist of:

1. Transparent disclosure of AI creation (e.g., watermarking that is visible)
2. Likeness editing based on approval
3. Using style attribution to avoid artistic plagiarism
4. Audits of bias to guarantee cultural equity
5. Prompt, copyright-sensitive moderating

Each platform is free to innovate in its own way, but in order to preserve both creative integrity and public trust, their ethical underpinnings must align. International AI policy development may also be guided by collaboration.

Conclusions

ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

According to the conclusions drawn from a descriptive qualitative study conducted through a survey of the public writings, the arts and entertainment industry has undergone a fundamental transition as a result of utilization of artificial intelligence (AI) to produce Ghibli-style and Nano Banana visual effects. AI demonstrates itself to be able to enhance the productivity and inventiveness of visual producers by speeding up their creative process while developing new avenues for visual exploration. Ghibli-style transformations and Google Gemini's Nano Banana image editing are two instances of how user demand for expressive, styled, identity-preserving, flexible picture editing is driving AI ahead. These two developments foster practical interactions (creative applications) and social trends (viral styles), but it also brings up significant ethical, legal, regulatory issues, most notably copyright/style emulation, consent for likeness, and trustworthy provenance. Technologies that balance user control, technological excellence, ethical transparency, and creative freedom are likely to be the most popular and advantageous in the future. Their future potential is found in the creation of immersive cultural experiences in virtual environments, the democratization of digital art production, and sustainable and AI-assisted fashion innovation. However, these developments also call for a more thorough discussion of authorship, ethics, and maintaining cultural authenticity. In the end, these developments in AI represent not only advancements in technology but also a reinterpretation of creativity in the generative intelligence era.

REFERENCES

[1] Arifin, M. N., Mahmud, M. A., Haris, F. M., & Ramadhan, M. H. (2025). The analysis of the impact of AI utilization in creating Ghibli-Style visual effects on the creative industry. *Brilliance Research of Artificial Intelligence*, *5*(1), 206–210. https://doi.org/10.47709/brilliance.v5i1.5993

[2] Dinesh Deckker, Subhashini Sumanasekara. Dreams and Data: Ghibli-Style Art, Copyright, and the Rise of Viral AI imaginery. *TechRxiv*. April 01, 2025

[3] FE News Desk. (2025, April 1). Ghibli-Style AI Art trend: Who started it and Why it went viral. *Financial Express*. https://www.financialexpress.com/trending/ghibli-style-ai-art-trend-who-started-it-and-why-it-went-viral/3795740/

[4] Huang, M. (2024). A survey on image style transfer based on deep learning. *Journal of Computing and Electronic Information Management*, *15*(3), 66–70. https://doi.org/10.54097/mxgtcj89

[5] Lima, G., Grgić-Hlača, N., & Redmiles, E. M. (2025). Public Opinions About Copyright for AI-Generated Art: The Role of Egocentricity, Competition, and Experience. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems* (pp. 1–32). https://doi.org/10.1145/3706598.3713338

[6] 1. Schwartz EH. Chatgpt is going to be less constrained on sensitive topics, according to openai [Internet]. TechRadar; 2025 [cited 2025 Oct 5]. Available from: https://www.techradar.com/computing/artificial-intelligence/i-refuse-to-jump-on-chatgpts-studio-ghibli-image-generator-bandwagon-because-it-goes-against-everything-i-love-about-those-movies

Multidisciplinary Research: Innovations in Science, Arts and Commerce
Published in October 2025 by Deep Science Publishing (USA | UK | India | Turkey)
ISBN: 978-93-7185-157-2 | E-ISBN: 978-93-7185-737-6 | DOI: https://doi.org/10.70593/978-93-7185-737-6

[7] Fortin, A., Vernade, G., Kampf, K., & Reshi, A. (2025, August 26). *Introducing Gemini 2.5 Flash Image, our state-of-the-art image model*. https://developers.googleblog.com/en/introducing-gemini-2-5-flash-image/
[8] *Google AI Studio*. (n.d.). AI Studio. https://aistudio.google.com/models/gemini-2-5-flash-image
[9] *Introducing 4o Image Generation.* https://openai.com/index/introducing-4o-image-generation/