during the race as well as the background stories from reporters, while people at the Silverstone circuit normally have only the view of the race at a corner". Our participants believe that "*the true F1 racing experience lies in the F1 atmosphere which gives you the experience of being with the crowd, enjoying the live sound of the F1 engine, walking on the F1 track, going to the evening events, etc*." The user feedback vindicates the design principles of our storytelling platform, which is not made to replace or challenge conventional broadcasters but to assist individuals or small communities in recreating their personal experience by assembling pieces of highlights at a live event. This observation illustrates the magnitude of the social and technological challenges on ethics for future creative media driven by the citizens and communities.

4. CONCLUSIONS AND FUTURE WORK

Creative storytelling is becoming a popular medium for social sharing, hyper-local TV, and collective awareness.

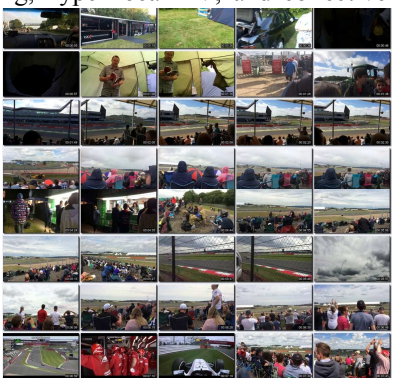

Figure 4 Silverstone Formula One user story

Through two storytelling user experiments, we recognized that the challenges around ethics and copyright in managing user data are far more pressing than the technical feasibilities to implement a storytelling platform. We address this issue in our experiments using a specifically designed consent form stating our code of conduct. We also invested on technical features tailored to effectively maintain the life-cycle and dependencies of the narratives and composite stories created by the user community. But we are also aware of our limitations. It seems clear that we still have some way to go in thinking through the ethical consequences of our research – particularly in terms of "anticipatory technology ethics" and responsible research and innovation. In term of anticipatory technology ethics, we need to consider and reflect on ethical issues at a number of levels – most notably that of the overall technology, the particular artifact and the application level – a reflection that is likely to produce a range of anticipated ethical issues concerning such things, for example, as privacy, anonymity and the development of facial recognition software [Acquisti]. In terms of responsible research and innovation, our experiences in the trials have encouraged aspects of responsible design: the use of reflective practice; an emphasis on user participation and dialogue as an aspect of inclusion; a concern with values in design and deployment and an awareness of the possibility of unintended consequences in deployment and evaluation as Grimpe et al. suggest, "as technology achieves greater potency and reach, then it would seem the designer's conscience needs also to extend to take in the wider knock-on effects of their creations, and to consider consequences across a greater numbers of settings, people and circumstances in which unintended transformations are possible." [Grimpe2014]

5. ACKNOWLEDGEMENT

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