



CREATIVE INFORMATICS

SHAPING THE
FUTURE OF
THE CREATIVE
INDUSTRIES



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Nurturing responsible data practices in creative industries R&D through applied ethics and open research practices



Learnings from Creative Informatics (<https://creativeinformatics.org/>)

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About Creative Informatics



- 5.5 year (2018-2024), £10m AHRC, DDI, SFC and DCMS-funded programme supporting creative industries data driven R&D
- Partnership of University of Edinburgh, Edinburgh Napier University, Creative Edinburgh and Codebase
- Approx. 140 small (up to £20k) SME-led R&D projects supported
- Context: post Cambridge Analytica and GDPR; mid-platform economy concerns (Uber, AirBnB etc) and blockchain hype; pre-widespread awareness of AI and machine learning
- Ethics Statement (Osborne, Terras and Schafer 2020), created and shared under CC license to communicate values and appropriate current and future use of data
- Accompanying process designed to hold funded projects accountable, with engagement with ethics self-review tied to contracts and payments



Ethics Review Process

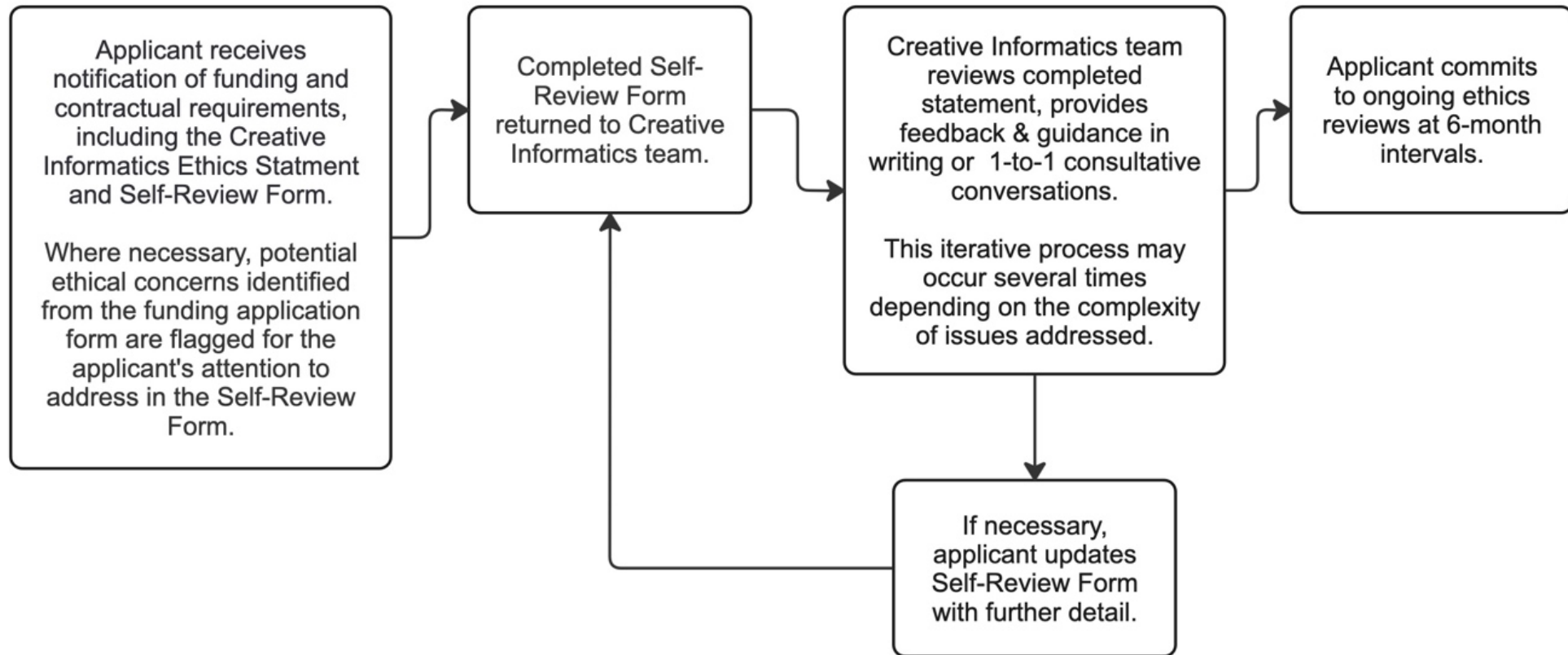


Fig 1. the Creative Informatics ethics review process for all funded projects. (credit: McDonald 2024)

Impact & Legacy of Open Approach



- Dialogue, documentation and ethical integrity of supported R&D projects
- Improved understanding and positive impact on culture of SMEs across Creative Informatics around ethics of data capture and current/future use, ethical implications of design and business models, wider ethical issues (AI bias, sustainability, accessibility, EDI, fair pay, etc.), accountability and best practices (vs legal compliance)
- Creative Informatics Ethics Statement has been viewed by 2000 people, downloaded 1000+ times and adopted by:
 - Science Museum Group - for work with SMEs (SMG 2022)
 - EPSRC-funded XR Network+ - for work in comparable R&D processes
 - AHRC-funded CoSTAR (Convergent screen technologies and performance in realtime)
 - Digital Lab for Islamic Visual Culture & Collections (UoE 2024)
- Benefit of open research practices recognised through:
 - Responsible Research Award at the University of Edinburgh Good Research Practice Awards 2022 (UoE 2022)
 - CI case study in the UK Committee On Research Integrity Annual Statement 2023 (UKCORI 2023)
- Open access book chapter, Data Ethics in the Digital Creative Industries (Osborne, McDonald, Murray, Schafer & Terras 2024), published in April, sharing learnings and case studies.
- Creative Informatics Ethics Statement (version 2) (Osborne, McDonald, Schafer & Terras 2024) , published under open license last week
- Coming soon: Research analysing the Creative Informatics Ethics Statement self-review form corpus (100+ forms), led by Caitlin McDonald, has been completed and in the process of submitting to journals.

References



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