

## Ellen Charlesworth

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As an AHRC funded PhD candidate at Durham University, my research investigates trends in museums' websites and social media over the last five years. Drawing on my background in Art History and Data Science, I ask how digital infrastructure shapes the way we experience cultural heritage. My most recent work—supported by the Alan Turing Institute—explores the types of museums and collections that are absent from our online landscape. My research has broad applications across the public sector and has been presented at museum conferences and received coverage in the Austrian national newspaper *Der Standard*.

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### Education

2021 – present | **PhD Digital Humanities** | Durham University

- Thesis, 'Understanding Museums Online Audiences: Evaluating the Digital Strategies of European Museums', supervised by Claire Warwick (Durham University) and Leonardo Impett (University of Cambridge)
- Other experience: Student Representative for the Northern Bridge Consortium Management Committee, Assistant for Durham-Rutgers Workshops

2019 – 2020 | **MSc Data Science** (Distinction) | Birkbeck, University College

- Final year project (76%), 'Thinking of a "Happy Place": Providing Data Querying, Analysis, and Visualisation for the Museum of the Home's "Happy Place" Exhibition', as part of a collaboration with the Birkbeck Knowledge Lab and Museum of the Home

2015 – 2018 | **BA History of Art** (First-class Honours) | Courtauld Institute of Art

- Final year dissertation (83%), 'The Monetisation of GIFs: A Collision of Community and Commercial Interests'
- Other achievements: vice president of the students' union (2017), chief editor of *The Courtauldian* (2016), letter of commendation for 2016 results, TORFL certificate of proficiency in Russian (Elementary Level) at the LSE (2016), student ambassador

2014 – 2015 | **Foundation Diploma Art and Design** (Distinction) | Chesterfield College

2007 – 2014 | **A-levels** (A\*A\*AA) History, Art, English, Biology | Sheffield High School

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### Publications

- Ellen Charlesworth, Claire Warwick, Leonardo Impett & Andrew M. Beresford. (2023). Designing for Audience Engagement: Exploring the Use of Online Metrics in the GLAM Sector. *magazén*. <http://doi.org/10.30687/mag/2724-3923/2023/07/005>.
- Ellen Charlesworth, Andrew M. Beresford, Claire Warwick & Leonardo Impett. (2023). Understanding Levels of Online Participation in the UK Museum Sector. *Museum Management and Curatorship*. <https://doi.org/10.1080/09647775.2023.2188478>.

#### **Accepted**

- Bianca Schor, Chris Norval, Ellen Charlesworth, & Jat Singh. (2024). 'Mind the Gap: Designers and Standards for Algorithmic System Transparency', *CHI 2024: Surfing the World*. Honolulu, Hawai'i, US, 11–16 May 2024.
- Ellen Charlesworth, Andrew M. Beresford, Claire Warwick & Leonardo Impett. (2025). Museums' Online Publishing Practices: Old Habits, New Platforms. In Ohge, C. and Schuster, K. (eds), *Digital Approaches to Book History: Textual Scholarship, New Media Studies, and Creative Curation in Conversation*. London, UK: Bloomsbury.

#### **In Preparation**

- Ellen Charlesworth, Claire Warwick, Leonardo Impett, Amin Mekacher, Jamie Larkin & Andrea Ballatore. The Secret of Social Media Engagement: A Study of UK Museums. Intended for publication in *Cultural Trends*.

- Ellen Charlesworth, Claire Warwick, Leonardo Impett. A Sceptical Approach to Topic Modelling: Exploring UK museums' Social Media Posts. Intended for publication in *DSH*.

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## Conferences and Presentations

### **Upcoming**

- Ellen Charlesworth, Claire Warwick & Leonardo Impett. (2024). '(Digital) Art History and Museums' Online Interfaces', *DH2024*, Washington D.C., US, 6–8 August 2024.
- Ellen Charlesworth, Claire Warwick, Leonardo Impett, Jamie Larkin & Andrea Ballatore. (2024). 'Who is Actually Looking at This? Lessons from Small Museums and their International Online Audiences', *DH2024*, Washington D.C., US, 6–8 August 2024.
- Ellen Charlesworth, Paul Guhenec & Bianca Schor. (2024). 'The Great Unseen: Discoverability in Digitised Cultural Collections', *DH Benelux 2024*. Leuven, Belgium, 5–7 June 2024.

### **Conferences**

- Ellen Charlesworth. (2024). 'Mechanisms of Art History: Algorithmic Underpinnings', *Association for Art History Annual Conference*, Bristol, UK, 3–5 April 2024.
- Ellen Charlesworth. (2023). 'Are Our Online Engagement Strategies Working? Learning from the Surprising Success of UK Transport Museums', *ICOM UK: Crafting Experiences in Museums, Physical or Digital?*, Online, 7 December 2023.
- Ellen Charlesworth, Andrew M. Beresford, Claire Warwick & Leonardo Impett. (2023). 'Misrepresentations of Online Engagement: Re-examining Online Audiences in the UK Museum Sector', *DH2023*, Graz, Austria, 10–14 July 2023.
- Ellen Charlesworth, Andrew M. Beresford, Claire Warwick & Leonardo Impett. (2023). 'Counting the Small Majority: Correcting Sampling Bias in Online Museum Studies', *New Directions in Museum Analytics*, London, UK, 18 May 2023.
- Ellen Charlesworth. (2022). 'Emerging Virtual Spaces: Alternative Models for Displaying Collections Online', *Belvedere Conference: The Art Museum in the Digital Age – 2022*, Vienna, Austria, 19 January 2022.

### **Presentations and Workshops**

- Ellen Charlesworth. (2024). 'The Pitfalls of Topic Modelling', *Alan Turing Institute: Lunchtime Lecture Series*, London, UK, 27 March 2024.
- Ellen Charlesworth. (2024). 'UK Museums Websites: a Large-scale Analysis', *Alan Turing Institute: PhD Network*, London, UK, 8 March 2024.
- Ellen Charlesworth. (2024). 'Museums Online: Websites and Social Media', *EPFL: Critical Digital Humanities Seminar*, Lausanne, Switzerland, 8–9 February 2024.
- Ellen Charlesworth. (2023). 'Why Museums Should be Bad at Social Media', *N8 Centre of Excellence in Computationally Intensive Research: Digital Humanities Day*, Sheffield, UK, 8 June 2023.
- Ellen Charlesworth. (2023). 'Museums Online: Defining and Evaluating Success', *King's College London: Research Seminar*, London, UK, 5 June 2023.
- Ellen Charlesworth. (2023). 'Improving Online Content in the Museum Sector', *University of Cambridge: Research Seminar*, Cambridge, UK, 29 May 2023.

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## Awards and Funding

2023 – 2024 | **Turing Student Enrichment Scheme** | The Alan Turing Institute

- A yearlong award at the national institute for data science and AI that includes as student stipend, workspace, and additional lump-sum for training and travel expenses

2023 | **3-Month Research Placement** | Art and Humanities Research Council

2022 | **Cohort Development and Innovation Scheme** | Northern Bridge Consortium

- Organised and won funding for a three-day workshop for 16 humanities-based PhD students; the workshop focused on conducting interviews and surveys
- 2021 – 2025 | **PhD Studentship** | Art and Humanities Research Council
- Full PhD scholarship (including tuition fees and maintenance grant) awarded for my project after a multi-stage selection process
  - Three additional travel grants for conference participation were awarded on application
- 2018 | **Samuel Courtauld Award for Outstanding Dissertation** | Courtauld Institute of Art

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## Relevant Experience

Jun. 2023 – present | **Archive Committee** | Venerable English College, Rome

Feb. 2023 – Jun. 2023 | **Research Placement** | Venerable English College, Rome

- Successfully presented to trustees and potential donors, resulting in an increased annual budget and a one-off investment of £20,000 in digital projects
- Created custom visualisations for colleagues' presentations, charting 400 priest holes and creating an overlay of additional data sets to map underground Catholic networks
- Developed a virtual library using Omeka for staff and public use, integrating IIF viewers, interactive maps, and developing online exhibitions across multiple websites
- Collaborated with multiple companies internationally, and designed a tender for digitisation equipment and infrastructure, including server support and maintenance
- Set up a cataloguing system using the software Koha and managed the upcoming integration into the Urbis Library Network, including reformatting the data from obsolete and unsupported software to bring the rare books, manuscripts, and 20<sup>th</sup>-century catalogues into the MARC-21 format

Jan. 2020 – Feb. 2021 | **App Development** | Museum of the Home, London

- End-to-end app development of a dashboard application for museum staff, visualising and analysing live data from an interactive exhibition
- Collaborated with the artists to refine the design, questionnaires, and data capture, as well as produced further visualisations as proof of concept for the exhibition's future move to Beirut
- Liaised between the previous data engineer and artists, explaining technical requirements and limitations to a general audience to enable informed decision making

Aug. 2017 – Sept. 2020 | **Editor** | Art Aesthetics Magazine, London

- Coordinated a team of writers, managing their deadlines and our partners' needs to produce high quality content on time, garnering a regular roster of sponsors
- Established new relationships with artists and potential partners through events, and liaised between the director and gallerists on upcoming pieces
- Researched a wide variety of trends in the art world—conducting interviews across Europe and the Near East—and contributed to a think tank investigating engagement with museum through social media

## Teaching

2023 | **Guest Seminar Leader** | Durham University

- Delivered an hour-long lecture followed by an hour of practical exercises for the post-graduate Digital Humanities module led by Claire Warwick

2022 | **Guest Lecturer** | University of Missouri

- Delivered an hour-long lecture and created supporting materials for the MA Digital Humanities module led by Kristen Schuster, additionally engaged with students via an online portal and the site Humanities Commons

## Additional Administrative Experience

Design Department Researcher, Phillips (2019) | Co-head of Deinstallation and Committee Member, East Wing Biennial (2017–2018) | Conference Assistant, Association of Art History (2018) | Volunteer Exhibition Assistant, Museum of Brands and Packaging (2018) | Vetting

Scribe, Masterpiece Art Fair (2017) | Front of House Assistant, House of Illustration (2016–2017) and Pitzhanger Manor (2019–2020)

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## **Skills and Technical Expertise**

### ***Languages***

English (native), Farsi (conversational), French (beginner)

### ***Programming Proficiencies***

- Experienced (5 years) with Python, and proficient with R, HTML, and CSS with a basic working knowledge of SQL (Postgres)
- Highly knowledgeable of Git and Selenium, and familiar with Django and REST APIs, regularly using the Meta, X (formerly Twitter), and TripAdvisor APIs to build datasets

### ***Tools and Software***

- Familiar with a range of custom cataloguing solutions in archives, museums, private galleries, and auction houses, with developer experience in Omeka and Koha
- Comfortable with the handwritten text recognition software Transkribus, as well as performing audio transcription using Open AI's Whisper
- Trained to perform photogrammetry using Agisoft Metashape and 3D model creation using Blender and Unity through a series of workshops at King's College London

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## **Affiliations**

2024 to date | Association for Computing Machinery

2023 to date | International Council of Museums

2023 to date | Association of Art Historians

2023 to date | Museums Association

2022 to date | Joint membership of European Association for Digital Humanities (EADH), Canadian Society for Digital Humanities (CSDH/SCHN), Australian Association for DH (AADH), Japanese Association for DH (JADH), Humanistica