



**Bestselling Author**  
**Criminal Psychologist**  
**Start Up Founder**

Julia Shaw is a bestselling author, memory expert and researcher in the Department of Psychology at UCL (University College London). There, she conducts research in the fields of legal psychology, memory and artificial intelligence. She advises police, armed forces, lawyers, the judiciary and business in German- and English-speaking countries and is the founder of the Silicon Valley start-up SPOT, which uses artificial intelligence to combat discrimination in business.

A groundbreaking study made Julia Shaw an overnight shooting star in legal psychology. Using creative suggestion, she convinced people that they had experienced emotional things - even criminal offences - that had never actually happened. Since then, she has been known as the memory hacker.

The daughter of a Canadian and a German was born in Cologne in 1987 and grew up in Canada. After studying psychology at Simon Fraser University, she went to the Netherlands and completed a Master of Science in Psychology and Law at Maastricht University. Back in Canada, Julia Shaw completed a PhD in Psychology at the University of British Columbia. In 2013, she took up a position as a Lecturer in Forensic Psychology at the University of Bedfordshire and two years later moved to London South Bank University as a lecturer and researcher in the Department of Law and Social Sciences. She has been a researcher at UCL since 2017.

Her non-fiction debut "The Memory Illusion" became an international bestseller in 2016 and was published in 20 countries. Her book "Making Evil: The science behind humanity's dark side" is also an international bestseller and has already been translated into over 10 languages.

Shaw's column on memory phenomena has appeared regularly in Scientific American since 2015. Her work has been featured in Der Spiegel, Focus, The Times and New York Magazine, among others, and she is a popular talk show guest and expert for TV documentaries.

Julia Shaw is a much sought-after speaker who provides astonishing insights into the mind-boggling mechanisms of our brain. False memories, memory and AI as well as diversity are among Julia Shaw's well-founded and varied subject areas. Her scientific findings and clear explanations make complex psychological phenomena accessible to a wide audience. Her aim is to raise awareness of the fallibility of memory and emphasise the importance of diversity and inclusion.

**Topics (Selection):**

- The Memory Illusion: Why you may not be who you think you are
- Upgrade your workplace culture: Dealing with workplace discrimination and harassment
- Making Evil: The Curious Science behind Cybercrime, Moral Blindness, and False Memories
- How false memories threaten our future: The nostalgia effect in politics and society
- The Future of Remembering: Artificial Intelligence and Memory

**Publications (Selection):**

- Bi: The Hidden Culture, History and Science of Bisexuality, 2022
- The Memory Illusion: Remembering, Forgetting and the Science of False Memory, 2016