

AUTHOR INFO SHEET

JULIA ROSS

Author of *The Laughing Robot* Chair, British Association of Social Workers UK
(2022-2026)

ABOUT JULIA ROSS

Julia Ross is a social care leader, former Director of Social Services, and novelist whose work bridges professional expertise with compelling storytelling. As Chair of the British Association of Social Workers UK, she champions the often invisible work of care professionals while exploring how technology is reshaping human relationships.

Her career spans nursing, social work, mediation, and digital innovation. She served as Director of Social Services in the London Borough of Barking and Dagenham for ten years and worked in the digital sector learning about AI and predictive analytics – experiences that inform her thought-provoking fiction.

Julia is the author of three books:

- *The Laughing Robot* (Arena Books, 2024) exploring AI in elderly care
- *Call the Social* (2022) a novel about social work
- *When People Die* a book on death for children

Julia lives on the Isle of Wight, where *The Laughing Robot* is set.

KEY TALKING POINTS

On AI and Elderly Care:

- “Some people would much prefer to be looked after by an anonymous friendly machine than have four different strangers coming in a day to do intimate things to them.”
- “People worry about the future, especially how robots will work in health and social care. They’re nervous, frightened even.”
- “The growing relationship between humans and robots fascinates me endlessly. We’re seeing a rise in people using artificial empathy.”

On Aging and Ageism:

- “All older people are not the same and don’t need or want the same things.”
- “What older adults fear most is not death, they fear loneliness.”
- “The current debate on dignity in dying should be much better informed about the options and choices in the huge diversity of human life.”

On Social Care:

- “Social workers are the unsung heroes of our society.”
- “Social care is still at the foothills of realising that AI and robots have a lot to offer.”

On Writing:

- “Anna is my alter-ego. She goes where no-one else I know would go.”
- “Islands are escapism—a wonderful place to imagine the unimaginable and dream dreams.”

EXPERTISE & INTERVIEW TOPICS

Julia can speak authoritatively on:

- The social care crisis and workforce shortages
- AI and robotics in healthcare settings
- Ethics of elderly care and end-of-life decisions
- Ageism in modern society

- The future of caregiving
- Assisted dying debate
- Technology adoption by older adults
- Social work and child protection
- Writing fiction that illuminates social issues

CURRENT FOCUS

As Chair of BASW UK, Julia advocates for social workers and explores how AI is transforming care relationships. She's currently writing a novel based on the story of Lucy Letby.

Julia speaks regularly at conferences and literary events about the intersection of technology, care, and human relationships.

MEDIA EXPERIENCE

- Regular speaker at social care conferences
- Contributor to policy discussions on elderly care
- Letter published in *The Times* (September 2024) on assisted dying
- Panel discussions on AI in healthcare
- Isle of Wight Literary Festival (2024, 2025)

UPCOMING EVENT

Isle of Wight Literary Festival 2025 Julia will discuss *The Laughing Robot* and the urgent questions it raises about AI, aging, and the future of care.

CONNECT

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