JAMIE BARTLETT



One of the UK's leading Thinkers on Technology
Bestselling Author of How to Talk to AI (And How Not To)

Jamie Bartlett is one of the UK's best-known technology writers and thinkers. He explores how digital technologies are changing our behaviour, influencing trust and shifting political power. He researches online subcultures, examines the business models of digital fraudsters and investigates the impact of social media and artificial intelligence on society. His work sheds light on the consequences of technological developments for people, businesses and democracy.

He has written and presented several successful BBC podcast series, including 'The Missing Cryptoqueen', which reached number one in the iTunes podcast charts. His TED Talk on buying drugs on darknet markets has been viewed nearly six million times.

Bartlett founded the Centre for the Analysis of Social Media at the British think tank Demos and led its research work. There, he investigated digital movements and, together with his team, developed methods to analyse social developments using big data and machine learning. He combines this research with journalistic investigations into internet cultures, data protection and cybercrime.
Jamie Bartlett is also the author of several successful non-fiction books. He won the Transmission Prize in 2019 for The People vs Tech; in the same year, the book was longlisted for the Orwell Prize for Political Writing. His latest book, How to Talk to AI (And How Not To) (2026), became a Sunday Times bestseller. In it, Bartlett explains how AI language models work, how they can be used effectively, and what risks arise when dealing with them.

In his talks, Jamie Bartlett combines research with vivid anecdotes from his investigations. He demonstrates how digital deception works, why people place their trust in it, and how technology influences decision-making. This gives his audience concrete insights into cybercrime, the power of digital platforms and how to engage with artificial intelligence in an informed manner.

Topics (Selection):

- The art and science of using language models
- The future of cyber-crime
- How to expose a billion dollar scam
- Masterclasses on how to use language models effectively

Publications (Selection):

- How to talk to AI, 2026
- The Missing Cryptoqueen, 2022
- The People Vs Tech, 2018
- Radicals, 2017
- The Dark Net, 2014