

VICTORIA CARLSON PhD

Consultant

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CLIFTONSTRENGTHS®

EMPATHY | DEVELOPER | ACHIEVER | POSITIVITY | IDEATION

Q: WHAT DO YOU LIKE BEST ABOUT JURYSYNC?

A: The people. I'm so lucky to work with people who care deeply about their clients and coworkers. JurySync functions so well because they make sure everyone feels supported by truly valuing what each individual brings to the table.



EXPERIENCE

With a background in research methods and legal psychology, Dr. Carlson has extensive training in design and implementation of high-quality research focused on juror decision-making. She has worked closely with law enforcement to refine her investigative interviewing skills, which inform her approach to working with mock jurors and conducting post-trial interviews.

Her strategic experience includes:

Application of psychological theories to case assessment to identify strengths and challenges from a juror decision-making perspective.

Use of social scientific research methods to implement high-quality mock trials and focus groups.

Development and implementation of community attitude surveys to assess trial venues and create profiles of pro-plaintiff and pro-defense jurors to inform jury selection strategy.

Application of investigative interviewing and deception detection training to develop strategic voir dire questions and assess prospective jurors at jury selection.

ROLE

As a JurySync Consultant, Dr. Carlson leverages her legal psychology expertise and extensive research experience to help litigators identify what matters most in tailoring their case strategy and themes to achieve successful outcomes.

EDUCATION

Dr. Carlson earned both her PhD and MS in Experimental Psychology from Florida International University. She also holds a BS in Psychology with minors in Leadership and Accounting from Central Michigan University.