



# Sociology

Degree: Bachelor of Arts

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## *Introduction*

Sociology is the study of social life and focuses on the interaction between human groups and institutions and their influences on each other. Sociology ranges from the study of relationships in family units in the most primitive cultures to research of large, bureaucratic institutions in major industrialized nations. These issues are studied in a variety of ways: by directly observing behavior of groups, such as working in a factory in order to describe its operations; by conducting surveys, such as interviewing people about their religious beliefs; by implementing historical research, such as studying nineteenth-century people to see how attitudes toward family life has changed; and by other techniques as well. In all cases, sociologists try to discover how and why patterns and changes occur. Some specialties within sociology include criminal justice, demography, cultural traditions, family studies, race relations, social issues, and education.

## *What are some of the job tasks?*

- Analyze influence of group activities on individual members
- Conduct surveys
- Consult in business and education
- Engage in direct observation
- Examine groups and social institutions
- Examine human interaction
- Research and collect data
- Study human behavior
- Teach

## *What are some desirable personal qualities?*

- Ability to work alone
- Enjoy working with people
- Have concern and care for people and their problems
- Interest in research
- Objectivity and sensitivity
- Responsibility and reliability

## *What are some potential occupations?*

City Manager  
Clinical/Social Worker  
College/University Instructor  
Consultant  
Demographer/Census Bureau  
Government Aide  
Labor Relations Specialist  
Market Analyst/Researcher  
Medical Administrator  
Police Officer  
Politician  
Probation/Parole Officer  
Program Director

## *Additional information*

Experience acquired through internships or cooperative education programs can prove valuable in obtaining full-time employment after graduation.

Specialized training in statistics, research methods, and computer technology may provide additional advantages in obtaining job opportunities in business or research firms and government agencies.

Those interested in the clinical application of Sociology may consider additional coursework in Psychology or a similar human relations area to enhance job placement opportunities.

## *Who hires?*

- Adoption/Childcare Agencies
- Advertising Agencies
- Business/Industry
- Civil Rights Agencies
- Clinics/Hospitals
- Courts/Correctional Institutions
- Government Agencies
- Labor Unions
- Market Research Firms
- Personnel Departments
- Religious Organizations
- Retirement Agencies
- Veteran's Administration
- Youth Organizations

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