





# SOCIOLOGICAL THEORY IN INDUSTRY

- Marketable skills

- Theory

- Theory

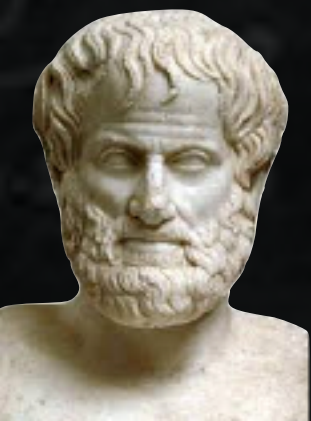
- Theory      foundation





# WHY SOCIOLOGICAL THEORY IS IMPORTANT (YES, EVEN IN INDUSTRY!)?

- Marketable skills like statistics, and computer programming are undeniably valuable to master.
- Theory is the reason why human knowledge has so dramatically progressed our civilization from the Dark Ages to where we are today (for better or worse).
- Theory is why we can learn about statistics and programming in the first place.
- Theory is the foundation upon which all applied knowledge is built. (Thus, is often taken for granted in the workplace.)





# WHY SOCIOLOGICAL THEORY IS IMPORTANT (YES, EVEN IN INDUSTRY!)?

- Critical thinking (often manifested in conversation or in writing) cannot be learned on the job or in industry.
- Critical thinking involves connecting disparate ideas and understanding the world through multiple competing narratives.
- It teaches you to learn "how to learn," an absolutely essential skill for all careers in the 21st century that demand lifelong learning and retraining.

