





# SOCIOLOGICAL THEORY IN INDUSTRY

- Critical thinking

- Critical thinking

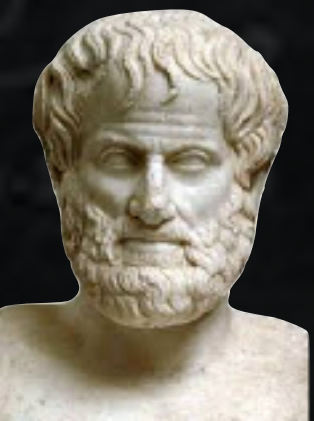
- how to learn





# 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.





# HOW DO SOCIAL THEORIES WORK?

- Theories in **physics** or **biology** can be described with mathematical precision with very sophisticated models.
- Theories in **sociology** don't actually work in the same way, but they are just as useful to us!



"To see what is in front of one's nose needs a constant struggle."

George Orwell

