



SOCIAL

SLASH

- Sociology

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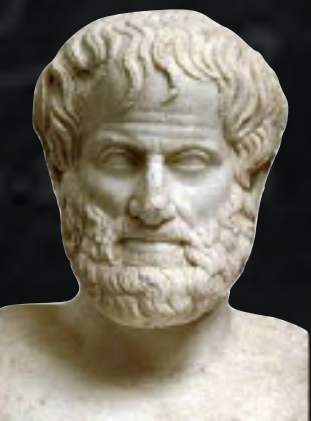
- Sociology

antiquity



WHY SOCIAL THEORY?

- **Sociology** is the empirical, interpretive, and ideological study of societies.
- Our course is dedicated to understanding the “lay of the land” of these theories, rather than cover every theory.
- This is no small order. Humans have been wondering about how and why societies exist since **antiquity** (i.e., Socrates, Plato, etc.).
- **Sociology** only emerged recently as a formal discipline around the Industrial Revolution, a period of significant political, economic, and social turmoil.



WHY SOCIAL 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.)

