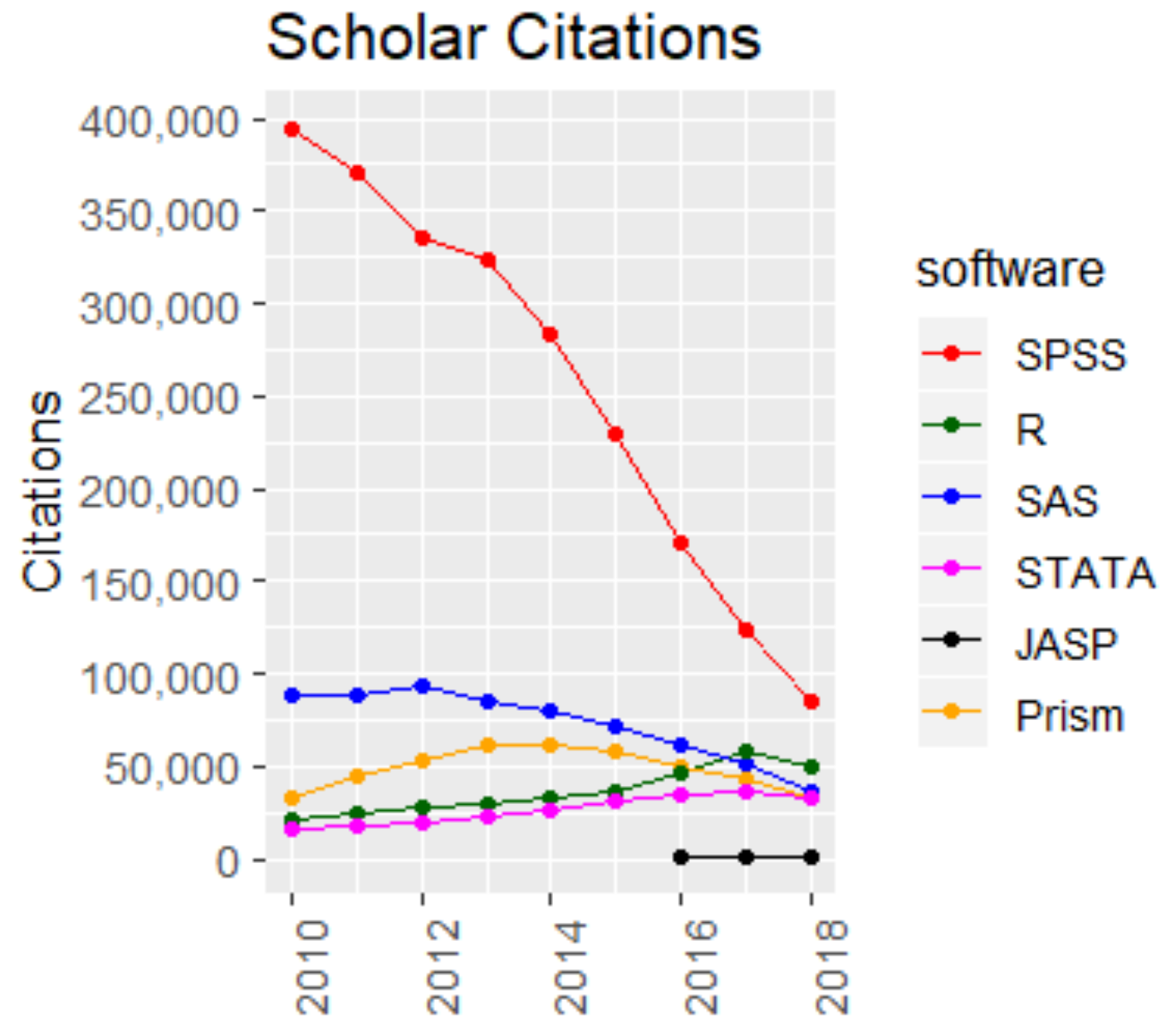
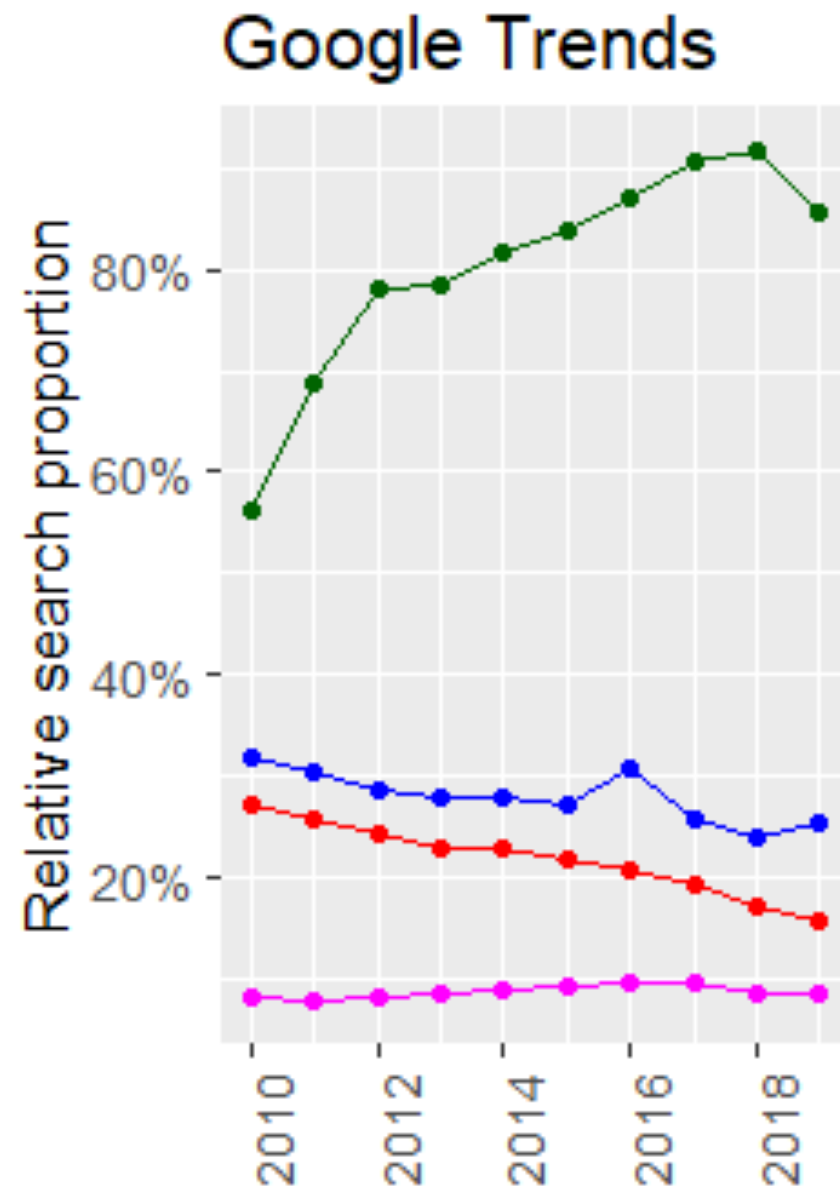


Google Search Trends and citations in the academic literature.



<http://lindeloev.net/spss-is-dying/>

with Data Science a growing employment destination for Psychologists.



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CAREER CENTER

Hot jobs: Big-data psychologists

Wanted: Scientists who can help companies make sense of consumer and employee data.



By Rebecca Voelker

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Every time you use an Internet search engine, sign up for a company "rewards" program or swipe your credit card, that information is saved and stored. The industries that amass these billions of bytes of data are increasingly hiring psychologists to help make sense of it, says Douglas Reynolds, PhD, president of APA's Div. 14 ([Society for Industrial and Organizational Psychology](#)).

"Big data, and what it means for business, is a hot topic right now," says Reynolds, who also serves as vice president of assessment technology at [Development Dimensions International Inc.](#), a human resources consulting firm. "We're in high demand."

Psychologists' ability to interpret numbers and human behavior makes them key members of many industry analytics teams, adds Suzie Weaver, PhD, a psychologist and senior analytic consultant with [Epsilon](#), a global marketing and analytics company. "Analytics is at the core of everything we do, whether it's in research, the academic sphere or the business world."