

# WHAT CAREERS IS THE STUDY OF SOCIOLOGY USEFUL PREPARATION FOR?

**Administration:** Sociologists can reshape their communities, particularly in government and public agencies, by leading teams of researchers and social work professionals to define public policies.

**Business:** Sociologists research consumer trends to reveal evolving customer needs and opportunities. Sociologists also help product designers understand the overall trends shaping consumer culture in order to inspire tomorrow's new products.

**Education:** Teachers with a sociological perspective are aware of the factors that make up a child's background and understand why they act the way they do. This gives them the tools and confidence to help overcome many challenges in school.

**Journalism:** Newspapers and media outlets employ sociologists to help understand the kinds of stories that engage readers, viewers and listeners in a particular region. Sociologists work with editors to identify the right balance between news that audiences expect and the stories that need to be reported.

**Public Relations:** By reviewing market research data and understanding historic trends, sociologists who truly understand the motivations of customers can effectively defuse problems in the media by responding to the public's concerns with carefully composed solutions.

**Police:** Many local authorities hire sociologists to understand the impact of tougher laws. Sociologists also help prison and probation officers determine the effects of new programmes and regulations on the prison population.

**Research:** A variety of government agencies, nonprofit institutions and outreach organisations seek out sociologists for specialist research. Many sociologists go on to carve out careers as independent research consultants, examining trends in human behaviour for a variety of clients.

**Health and Social Services:** Most health and welfare professionals study sociology in order to better understand some of the larger trends they see among patients and clients. By using the kinds of pattern analysis techniques that sociologists are known for, they can focus their practices on critical needs in their communities.

