Have you ever wondered about the full story behind the important issues in our society? How will the unemployment that so many are now experiencing affect their lives, even after they have found work? Perhaps you feel like there is more to what you read in the papers or see on TV? For instance, why is the western world so obsessed with celebrity now? Have you wondered about changes in technology and the affect they are having on society? How are people using Facebook and other social sites? Do mobile phones make our lives more or less stressful?



If you are fascinated by the behaviour of others and why we act the way we do, then sociology is for you. Sociology seeks to understand all aspects of human social behaviour, including the social dynamics of small groups of people, large organisations, communities, institutions and even entire societies. Sociologists are typically motivated by their desire to better understand the fundamental principles of social life, believing that an understanding of these principles will help improve people's lives through more enlightened and effective policies.

If you choose to study sociology you will discover how to investigate these kinds of questions for yourself and begin to understand more about your own motivations and behaviours, gaining a wide range of very valuable skills that can be applied to almost any career. Fascinating and empowering, studying sociology is just like taking the 'Red Pill' in the Matrix and seeing how deep the rabbit hole goes.

Stuart Winchester, Owner, Work Tank

