

### Social Sciences

**Definition** A group of academic disciplines dedicated to examining society.

Branch of science studies on **how people interact with each other, behave, develop as a culture, and influence the world.**

**Vital Focus** Helps to explain how society works; exploring everything from the triggers of economic growth and causes unemployment to what makes people happy.

Helps to shape corporate strategies and government policies.

**As a Field of Study** **Examines the relationships** between individuals and societies, as well as the development and operation of societies, rather than studying the physical world.

These academic disciplines rely more heavily on interpretation and qualitative research methodologies.

**Humanities and Social Science** What separates them is the **technique applied:** Humanities are viewed as more philosophical and less scientific.

Both studies human beings

**Early Education of Social Sciences** In the US, it begins in elementary school and progresses throughout middle and highschool with an **emphasis on core social sciences.**

At collegiate level, more specialized disciplines are offered.

The social science include **Anthropology, Economics, Political Science, Sociology, Social Psychology, etc.**

### Economics

**Origin** The history of economic thought goes back all the way to Ancient Greek philosophers such as Plato, Aristotle, and Xenophon.

Their works laid the foundation for nearly all the social sciences, economics included.

**15-18th Century** Travel became easier and more nations were able to partake in international trade, the school of mercantilism grew.

Suddenly the economic actions of many nations were motivated by the belief that a country should maximize exports and minimize imports.

**Adam Smith** **Father of Modern Economics** and one of the writers that challenged the predominating school of thought.

Along with Jean Jacques Rousseau and John Locke, **promoted the idea of a self-regulating economy** and introduced the **concept of classical economics.**

Wrote the book, **Wealth of Nations** and it is still studied today and admired by many politicians.

**Karl Marx** Famously **challenged capitalism as an appropriate economic model** by placing an emphasis on the labor theory of value.

His critique of capitalism has had a huge impact on many thinkers.

**John Maynard Keynes** The **Keynesian School of Economics** is very popular amongst today's economists

**Keynesian Economics** Considered a "*demand-side*" macro-economic theory that focuses on **changes in the economy over the short run** and was the **first to separate the study of economic behavior and markets based on individual incentives from the study of broad national economic aggregate variables and constructs.**



### Examples of Social Sciences

Nowadays, African American studies, anthropology, colleges and demography, economics, ethnic studies, universities offer gender and women's studies, geography, numerous social history, linguistics, political science, psychology programs. science programs. logy, and sociology.

Master's degree and Ph.D. programs at colleges and universities offer further opportunities for deeper specialization.

### Poverty

**Definition** Economic state where people are **experiencing scarcity or the lack of certain commodities that are required for the lives of human beings.**

A multi-faceted concept; inclusive of political, economic, and social.

**Poverty** French word; means **poor**.

### History of Social Sciences

**Origins** Can be traced back to the ancient Greeks.

The lives they led and their early studies into human nature, the state, and mortality helped to shape Western civilization.

**Age of Enlightenment** This is the **Age of Reason** in which social science as an academic field of study which flourished through much of the **18th century in Europe.**

**Adam Smith, Voltaire, Jean-Jacques Rousseau, Denis Diderot, Immanuel Kant, and David Hume** were among the big intellectuals at the time who laid the foundations for the study of social science in the Western World,

Individuals began to take a more disciplined approach to quantify their observations of society, and over time, similar aspects of society, such as linguistics and psychology were separated into unique fields of study.

### Psychology

**Origin** Psychology is one of the fastest-growing fields of social science.

Began as a medical field of study in the late 1800s.

**American Psychology Association** Formed in **1892** enlisting 26 members.

**Sigmund Freud** His work throughout the **early 20th century.**

**Interpretations of Dreams (1900)** Helped to bring theories of psychology into the Western World.

**1952** The very first edition of the **Diagnostic and Statistical Manual of Mental Disorders** was published.

Even in the first quarter of the 21st century, however, psychology has continued to see rapid growth.

### Social Sciences and Business

**Subject Matter of Social Sciences** **Human behavior, relationships, attitudes, and how these things have changed over time** is a useful information for any successful business to possess.

Naturally, **the social studies field of economics is key to the business sector.**

**Behavioral Economists** Who uses psychology to **analyze and predict the economic decision-making processes of individuals and institutions.**

They are increasingly sought after by some of the world's largest brands.

However, even the concepts of social sciences such as demography, political science, and sociology are frequently applied in many different business contexts.

The fields of advertising and marketing, for example, often use theories of human behavior from these fields to more efficiently market their products to consumers.



### Social Science Careers

Typical Careers in Social Sciences Working as an economist, psychologist, social worker, or in law, government, non-profits as well as working in academia.

The Use of Economic Analysis and Quantitative Methods Many industries utilize these to study and forecast business, sales, and other market trends.

Economist One of the most sought-after workers in the US (according to projections by the Bureau of Labor Statistics).

Projected changes in employment from 2019-2029 is **14%**.

Other social science related careers are expected to grow at a rate of 4%, which is the average for all occupations.

### Types of Poverty

Absolute Poverty It is **extreme poverty** or **abject poverty**.

Involves **scarcity of basic food, clean water, shelter, education, and information**.

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Page 3 of 3.

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