

# WHY SOCIAL SCIENCE ?

## Because It Turns Talk into ACTION

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### By American Anthropological Association

Every year on the third Thursday of February, we celebrate [Anthropology Day](#)—a chance to further our understanding of what it means to be human. Established by the American Anthropological Association, this day brings students, teachers, and professionals together to share how anthropology helps us explore cultures, societies, and human behavior. Anthropology isn't just about studying ancient artifacts or faraway tribes; it's about connecting the dots between the past and present, helping us make sense of how we live and interact today. In short, anthropology guides us towards a better understanding of ourselves and the world around us. Social sciences, like anthropology, sociology, and psychology, help us figure out how societies work and how people fit into them. Anthropology takes this a step further by diving deep into the details of human culture and behavior. And here's the exciting part: it's not just about theory. Applied anthropology uses these insights to tackle real-world problems. For example, public health experts might team up with anthropologists to understand why a community is hesitant about vaccines and design solutions that allow them to benefit without compromising cultural values. Businesses might bring in anthropologists to improve workplace culture or understand how their products resonate with different customers. It's about taking what we know and putting it into action to improve outcomes for everyone.

### Where Can Anthropology Take You?

If you're wondering what you can do with a background in anthropology, the answer is—a lot! Anthropologists work in all kinds of industries. Some help preserve history in museums, while others shape policy for governments, or work with non-profits to support underserved communities. The [U.S. Bureau of Labor Statistics](#) projects an 8 percent employment growth for anthropologists between 2023 and 2033 with opportunities from research and education to consulting and cultural resource management. For example, think about urban planners who redesign cities to be more accessible. That's anthropology in action.

### Anthropology in Business: The Power of Ethnography

One of the most unique skills anthropologists bring to the table is ethnography. This method involves spending time with a group to better understand their lives and perspectives. And guess what? It's not just for academics. Anthropologists have worked for Google, FACEBOOK, Intel, IBM, General Motors, Nissan, J. P. Morgan Chase, The WD-40 Company, Procter & Gamble, Revlon, Airbnb, and IDEO, among countless other global enterprises. Businesses are using ethnography to figure out what customers really want, to create better products, and even boost employee satisfaction. For example, a company might use ethnographic research to see how people actually use their smartphones—not just how they say they do. This kind of deep insight can lead to innovations that make a real difference in people's lives.

### So Let's Celebrate Anthropology

Anthropology Day is the perfect time to celebrate all the ways this field helps us understand and improve the world. Whether it's solving a community issue, making businesses more inclusive, or uncovering the secrets of ancient civilizations, anthropology connects us to each other and our shared humanity. So, whether you're a student curious about the field, a professional applying its lessons, or just someone who loves learning about people, take a moment to appreciate how anthropology helps us see the world in new and meaningful ways.



Founded in 1902, the **American Anthropological Association (AAA)** is the world's largest professional organization for anthropologists, dedicated to advancing understanding of humanity through research, education, and applied practice. With a diverse community spanning academia, industry, and public service, AAA fosters critical discussions on culture, society, and human evolution. Learn more at [www.americananthro.org](http://www.americananthro.org).



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