



The present is not inevitable.

SOCIOLOGY



UNIVERSITY OF CALIFORNIA
SANTA CRUZ

OUR MISSION

We want to shake things up. We challenge the basic precepts people bring to their understanding of society and culture. Our approach reflects the vast complexities of the modern, interconnected world. In order to adequately understand large-scale social problems, we combine areas that are often viewed separately: politics and emotion, science and justice, nature and the city. We imagine social actors working together to create new and different possibilities.

OUR WORK

Our work is characterized by three broad areas of concentration:

- **Identity and inequality**
Including the interrelationships among race, class, gender, and sexuality
- **Environment and economy**
Including economic development, labor, and natural resources
- **Culture, knowledge, and power**
Including science studies, media studies, and cultural studies

Our approach is both critical and interdisciplinary. We study macro-level social issues, examine social systems, and focus on how these problems are experienced and affect people's everyday lives.



SOCIOLOGY BY THE NUMBERS

3,900 students enrolled in sociology classes

789 sociology majors

65% of majors are first-generation college students

37 graduate students

14 full-time faculty

7 faculty-led research centers and initiatives

16 books published since 2005

22 book awards

OUR GOALS

To continue challenging dominant social norms and structures that perpetuate social inequalities, we are focused on these specific goals:

- **Improve the undergraduate experience**
By increasing access to internships and field study programs; launching field programs in public policy, civic engagement, and inequality; and enhancing writing mentorship and instruction.
- **Enhance the graduate experience**
By attracting and retaining top candidates from across the country.
- **Upgrade existing technology**
By supporting ongoing research and increasing interactivity for teaching and distance learning.
- **Recruit faculty**
By establishing endowed chairs in areas of critical racial studies, new technology and governance (privacy), political economy, the global south (Latin America/Africa), and critical media studies.
- **Establish public-facing platforms**
By implementing conferences, speaker series, major events, and an endowment for a major academic forum.
- **Invest seed money**
By recruiting post-doctoral researchers and hiring visiting scholars.



"Human progress is neither automatic nor inevitable. Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals."

—Martin Luther King, Jr.



YOU CAN HELP

Our research works to change the way people commonly understand the social and physical world in ways that move toward greater social justice. We need your help to improve our programs and expand our reach.

Your gift makes all the difference.

Contact the Social Sciences Development Office
at 831-459-3857 or by email at socsci@ucsc.edu
or visit sociology.ucsc.edu



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THE ORIGINAL
AUTHORITY
ON QUESTIONING
AUTHORITY