Methodology

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Methods

To understand the methods, we’ll need brief backgr’d on its history

Anthro does have a bit of a “dark” history to it

Begin’gs of anthro intertwined w/ colonial’m, early anthro essentially inform’ts to colonial administrators

Initially: Sociology focused on industrialized west
And Anthro on “primitive” nonindustrialized societies, not the case any longer
Ethnography

- Hallmark Research strategy of anthro, used to study & record the daily life of a cultural group
- Simultaneously a noun & a verb
- 2 techniques: participant observat’n & interviewing
- Interview’g: range of formality from casual chat to structured interview’g (specific schedule)
- Particip’t observat’n vs. direct observat’n
- Decreasing reactivity
emic vs. etic analysis

emic= insider’s perspective (usu. native’s viewpt.)

Etic= outsider’s perspective (oft. removed, the viewpt. of the researcher)

Anthropologists goal: gain access to & understand the emic in order to provide a bridge to the etic

A fine line to walk, oft. difficult to avoid becoming too immersed in either
Methods cont’d

- key cult’l consult’ts (formerly known as inform’ts)
  well informed members of the culture who can provide useful & complete info
- Show Canela clips
- Look 4 in the text: genealogical method, life histories, & longitudinal research
Ethics

What does it mean?
Matter of high concern, many of the ppl studied are part of socially vulnerable groups

Human subjects committees (Institut’nal Rev. Board)

http://www.oprs.ucla.edu/human/about-IRBs

Informed consent docum’ts

Why such an extreme approach?

Past: unethical research that has crossed the line

AAA code of ethics
 Ethics

- Tuskegee Research Project: familiar w/? Focus?
- Alabama, began in the 1930s, study syphilis in poor, African American males
- Longitudinal study, ~400 participants
- Offered free “treatm’ts”: spinal taps, blood & urine tests
- ~1947 Penicillin available, but withheld
  - [http://www.youtube.com/watch?v=6g2h0GYISFw&feature=related](http://www.youtube.com/watch?v=6g2h0GYISFw&feature=related)
- Syphilis left untreated leads to?
  - [http://www.cdc.gov/std/syphilis/STDFact-Syphilis.htm#common](http://www.cdc.gov/std/syphilis/STDFact-Syphilis.htm#common)
Ethics

Other studies that could be discussed:
- Allison’s experiment, Nazi “scientific” studies
- Oft. valuable sci. info obtained, but @ what cost?

AAA code:

Cultural sensitivity, obtain permiss’n (all levels)

Reciprocity– what does that mean?

We are indebted to the ppl we study, & expected to give back in some form
Cultural Change

3 mechanisms of cultural change:
- Cultural diffusion
  - Direct
  - Indirect
  - Forced
- Acculturation
- Independent invention
Cultural Change

As cultures have intermingled, c.d. is a "borrowing" of traits between cultures.

Can occur as a result of war, trade, travel, intermarriage, etc.

Our numerals: 1, 2, 3, 4, 5…what are they called?

Arabic numerals, why? Europeans adopted them from the Arabs during the Mid Ages through trade.

Thus an ex. of which mechanism?

Direct cultural diffusion (But also indirect, how?)
Cultural Change cont’d

- The numerals illustrate another mechanism for us
- Arabs had another name for the numerals, they referred to them as Hindu numerals since they had adopted them from India recently before
- As such, the numerals actually represent indirect cultural diffusion
- Grp A → Grp B → Grp C
- Forced cult’l diffus’n: not voluntary
- Historical Examples?
Acculturation: similar to c.d. but this type of change occurs as a result of longterm interaction
Ex: pidgin lang’s in Hawaii, Samoa, etc.
A mixed language, develops to facilitate communicat’n btwn speakers of 2 mutually unintelligible lang’s
Independ’t invent’n: cult’l change that occurs spontaneously, not resulting from outside influence
Ex.: the process of invent’g agriculture, impacts in term of cult’l changes
Currently, the rate of cultural change has been significantly accelerated, due to the modern process by which we are becoming increasingly interlinked & mutually interdependent, a.k.a.? Globalization