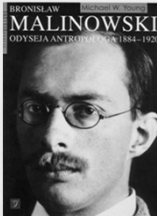


Malinowski said the aim of anthropological research was to grasp the native's point of view (POV).

Malinowski


Imagine yourself suddenly set down surrounded by all your gear, alone on a tropical beach close to a native village, while the launch or dinghy which has brought you sails away out of sight. Imagine further that you are a beginner, without previous experience, with nothing to guide you and no one to help you. For the white man is temporarily absent, or else unable or unwilling to waste any of his time on you. This exactly describes my first initiation into field work on the south coast of New Guinea.

1922




Key Informant

- Member(s) of culture/society who works closely with anthropologist
- A cultural broker
- Often a marginal or liminal figure
- May begin to see aspects of his/her own culture in a different way



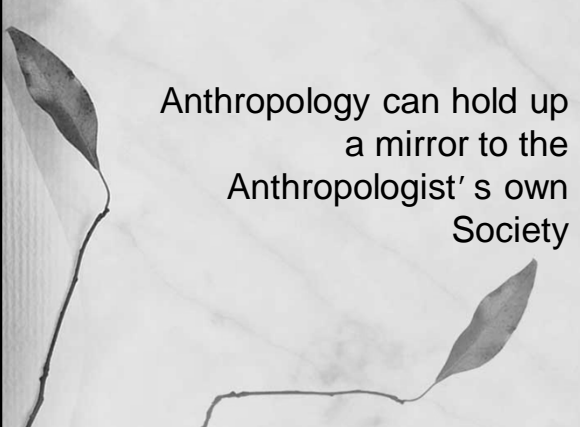
Ethnographic Method= Participant Observation

- Develop rapport and gain acceptance
- Intensive fieldwork (long stays/over time)
- Learn language
- Learn customs, behavior, norms, cultural rules
- Gather information through observation, participation, interviews, life histories, etc.
- Collect concrete data over a wide range of facts
- Take field notes
- Record, chronicle or document the fieldwork experience



Comparative method

- Identify fundamental similarities of cultural patterning as well as differences within and between societies



Anthropology can hold up a mirror to the Anthropologist's own Society

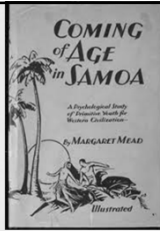
Margaret Mead

- 1901-1978
- USA
- *Coming of Age in Samoa*

□ (1928)

□ "I have tried to answer the question which sent me to Samoa: Are the disturbances which vex our adolescents due to the nature of adolescence itself or to the civilization? Under different conditions does adolescence present a different picture?"

□ *Cultural Determinism*



Derek Freeman

- 1916-2001
- *Margaret Mead and Samoa: The Making and Unmaking of an Anthropological Myth*

□ 1983



Possible Reasons for Different Findings

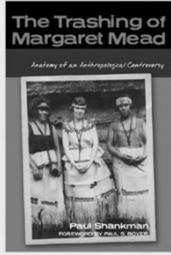
- The passing of time...
- Samoan culture has changed...
- Mead was a young women interviewing young women about sexual practices
- Freeman was an elderly man interviewing older men about sexual practices of the past

Possible Reasons for Different Findings

- public responses vs. private practices
- Theoretical orientation of the anthropologist
 - Mead: cultural determinism
 - Freeman: interested in the role of biology

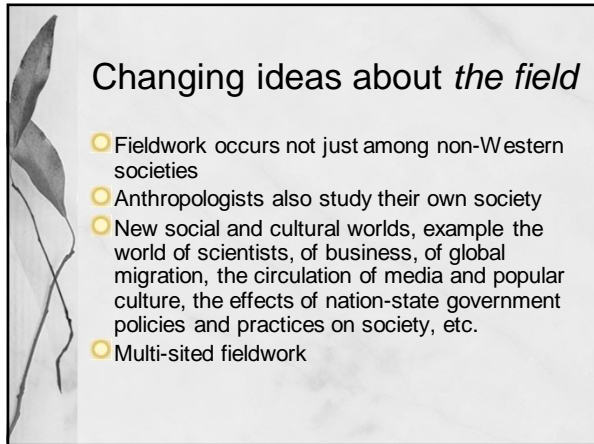
The Trashing of Margaret Mead: Anatomy of an Anthropological Controversy

- Paul Shankman
- 2009
- Rebutts that Mead was victim of a hoax when she conducted research in Samoa



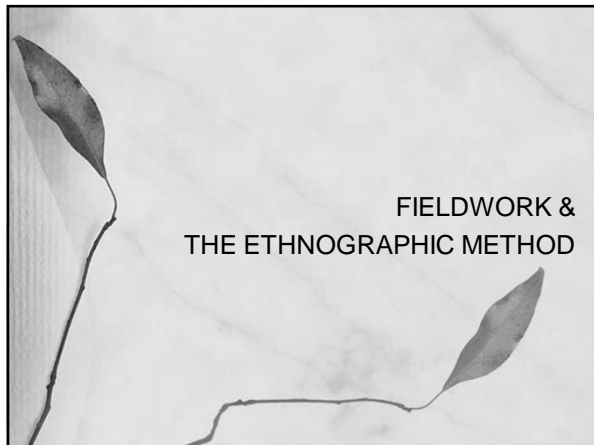
Temporal Dimensions of Conducting Fieldwork

- Synchronic
 - A study completed during a single intensive fieldwork session.
- Diachronic
 - The study of a people, place, or culture over time through very long-term or multiple fieldwork sessions or by using the earlier studies of others.



Changing ideas about *the field*

- Fieldwork occurs not just among non-Western societies
- Anthropologists also study their own society
- New social and cultural worlds, example the world of scientists, of business, of global migration, the circulation of media and popular culture, the effects of nation-state government policies and practices on society, etc.
- Multi-sited fieldwork



FIELDWORK &
THE ETHNOGRAPHIC METHOD
