

Anth 2

Introductory Cultural Anthropology

Lecture 15: Applied Anthropology

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Walk-in Music

- A. “Wake Up Everybody” John Legend and The Roots (4:48+)
- B. “Man in The Mirror” Michael Jackson (5:02)
- C. “If You’re Out There” John Legend (4:19)
- D. “Waiting on The World to Change” John Mayer (3:22)
- E. “We are the World 25 for Haiti” Artists for Haiti (7:26)

Set Your i>clicker to AB

- In “The Domestication of Wood in Haiti” Murray describes the Agroforestry Outreach Project. Why was it successful when other reforestation projects had failed?
 - A. The peasants planted and owned the trees and were allowed to cut them down
 - B. It rewarded farmers for planting trees and penalized them for cutting them down**
 - C. The government was the owner of the trees and it was made illegal to cut them down
 - D. It recognized that goats ate saplings and prohibited goats from reforestation areas
 - E. It incorporated religious elements which transformed the trees sacred symbols

Announcements

- Guest Announcement:
 - **Education Abroad Program**
 - www.eap.ucsb.edu
- Midterm: Grades and Philosophy
- **Bring to Section:**
 - 2-3 paper topics: Formulated as specific problems
 - Include them with your typed discussion questions
- “Case Studies in Applying Anthropology”
 - Optional Reading under “Resources for week 6”

Today's Lecture

Applied Anthropology

- The Problems We Address
- Your Paper
 - Part A: Ethnographic Description of the Problem
 - Part B: Proposal to Apply Anthropology
- The Ethics of Applied Anthropology
- Anthropology's Contribution
- The Goals of Applied Anthropology

Applied Anthropology

- **Applied Anthropology:** The use of anthropological data, perspectives, theory, and methods to identify, assess, and solve contemporary problems.
- Anthropologists are confronted with a variety of serious social and environmental problems:
 - Economic inequalities
 - Social injustices
 - Unsustainable social or environmental processes
 - Solvable health, nutrition, and education issues

Applied Anthropology

- **Applied Anthropology:** The use of anthropological data, perspectives, theory, and methods to identify, assess, and solve contemporary problems.
- **Which type of problem are you interested to address in your paper?**
 - A. Economic inequalities
 - B. Social injustices
 - C. Unsustainable social or environmental processes
 - D. Solvable health, nutrition, and education issues
 - E. Some other kind of problem

Your Paper Part A

Ethnographic description of a problem

- **Write about the problem ethnographically!**
- **Use Holism:** Explore how your topic is integrated with the different aspects of culture
 - For example: Family, Politics, Systems of Social Stratification, Religion, Economics
- **Use Intersubjectivity:** Consider the problem from different emic and etic perspectives

Your Paper Part B

Proposal to apply anthropology

- Like a formal proposal to get funding to do research
- Three Parts (with headings!)

1. Statement of Purpose

- **Goals** of the research
- The **Special Features** of anthropology that will help you to realize those goals
- The **Ethics** of your research and your goals

First →

2. Methods and Data

3. Significance

Ethics of Applied Anthropology

A history of promoting political agendas

- Anthropology was “the handmaiden of colonialism”
 - Anthropological theory of social evolution justified colonialism
 - Anthropological research helped determine how to effectively control local populations
 - Colonizers argued that they were doing the colonized a favor
 - **“The White Man’s Burden”**: The idea that England and the United States had a moral obligation to civilize the world
- Anthropology was “applied” during wars to help defeat the enemy
- During the cold war, development programs were a means to promote political agendas

Ethics of Applied Anthropology

- Applied anthropology must be geared to assist local people and to speak up for the disenfranchised
- In Your Paper address research ethics
- Standard Research Ethics:
 - **Informed Consent**
 - **Confidentiality**
- Applied Research Ethics:
 - **Are we being ethnocentric or biased?**
 - **Whose interests are we promoting?**
 - **How will the knowledge that we generate be used?**

Your Paper Part B

Proposal to apply anthropology

- Like a formal proposal to get funding to do research
- Three Parts (with headings!)

1. Statement of Purpose

- **Goals** of the research

Second →

- The **Special Features** of anthropology that will help you to realize those goals

First →

- The **Ethics** of your research and your goals

2. Methods and Data

3. Significance

Anthropology's Contribution

- Anthropologists are not the only ones who recognize and try to address social, economic, and environmental problems
- **Intervention philosophy:** Outsiders need to guide natives in specific directions because the outsiders believe that they know what is best and that the natives are ignorant and inferior
- **Collaboration philosophy:** The belief that, for programs to be successful, they must incorporate local people as leaders and collaborators in every stage of the program.

Anthropology's Contribution

- Anthropologists are not the only ones who recognize and try to address social, economic, and environmental problems
- **Collaborative:** Work with local people and include them when setting goals, making decisions, executing plans, and evaluating success
- **Interdisciplinary:** Applied anthropologists often work as part of a multidisciplinary team with experts from other fields
- Applied Example: Agroforestry Outreach Program

Anthropology's Contribution

- **Participant-Observation:** Develop empathy, develop deep understanding, and establish rapport
- **The Emic Perspective:** Can see from their perspective and act as a cultural broker
 - Applied Example: Ethnography of Homeless Youth
- **Holistic Perspective:** Understand how aspects of culture fit together
- **Cultural Relativism:** Avoid naïve realism and recognize the particularities of each culture
 - To be effective, programs and policies must be **culturally compatible**



Anthropology's Contribution

- Applied Example: Improving Child nutrition in Malawi
 - USAID program geared toward sustainable development
 - Problem: 60% of children in Malawi are malnourished
 - **Interdisciplinary** team developed a solution:
 - Provide milk producing goats to mothers with young children
 - Would the project be **culturally compatible**?
 - Ethnographic research with a **holistic perspective**
 - Predicted that men might object to women being given goats because of traditional gender roles
 - Took the role of **cultural broker**:
 - Explained the goals of the project to the men in advance
 - Project was then successfully implemented



Your Paper Part B

Proposal to apply anthropology

- Like a formal proposal to get funding to do research
- Three Parts (with headings!)

1. Statement of Purpose

Third

- **Goals** of the research

Second

- The **Special Features** of anthropology that will help you to realize those goals

First

- The **Ethics** of your research and your goals

2. Methods and Data

3. Significance



The Goals

The 1st Step

Ethnographic
Research

The Proximate Goals

Awareness:
Raise awareness
and give voice

Policy:
Create or improve
policies or laws

Activism:
Create, adapt or
implement a Program

The Ultimate Goal

Solve
contemporary
problems



Proximate Goals

A. Awareness: to raise awareness and give voice

“Anthropology plays a significant role by ensuring that the stories of ordinary people are told and heard and not forgotten”

-Nanda and Warmus

- Sometimes the best path to solve a problem, is simply to raise awareness of it.
- You can give voice to the people who are affected in one way or another by the problem and share what it means to them.
- If you plan to take this path you should consider who your audience is



Proximate Goals

B. Policy: to create or improve policies or laws

- Governments, Corporations, or Non-Governmental Organizations (NGOs) may already play a role in the issue.
- Work with these organizations or independently produce ethnographic information to inform policy makers.
- Goal: To help create or improve policies that better meet the needs of the organization and the group the policy affects
 - Laws
 - Conservation or development policies
 - Improve an organization's policies (Ethnography of Homeless Youth)



Proximate Goals

- C. Activism: Create, adapt, or implement a program**
 - Applied anthropologists get directly involved in a lot of programs
 - In Your Paper, I do not expect you to know the solution!
 - Part B must be a proposal to do ethnographic research!
 - If you have an idea for a potential solution, propose to research the cultural compatibility of the idea (like the Goats in Malawi)
 - Keys to successful programs:
 - Be culturally compatible
 - Respond to locally perceived needs
 - Harness traditional/local organizations





The Path of your Proposal

- Applied anthropologists do ethnographic research to gain knowledge which may be useful to address contemporary problems.
- There are several paths from doing research to helping to solve problems
- **Which path do you think would be most effective for the problem you are exploring?**
 - A. **Awareness:** raising awareness or giving voice
 - B. **Policy:** creating or improving policies or laws
 - C. **Activism:** getting involved, designing or implementing a solution, determining cultural compatibility
 - D. A combination of paths
 - E. Really not sure yet