

METHOD

ETHNOLOGY

- Comparing ethnographic data across cultures
- Morgan's **unilineal cultural evolution**
- Franz Boas' **historical particularism**
- Ethnocentrism vs **cultural relativism**
 - Understanding beliefs and practices in their own cultural contexts

EPISTEMOLOGY

- How do we come to know things?
- Important for anthropological methods:
 - Inductive reasoning
 - Empiricism

ETHNOGRAPHIC FIELDWORK

- A research method primarily used in anthropology
- Learning about people by living and interacting with them over an extended period of time

THE RISE OF FIELDWORK

- “Armchair” anthropology
- “Salvage” anthropology

PARTICIPANT OBSERVATION

- Bronisław Malinowski – “father of fieldwork”
 - *Argonauts of the Western Pacific* (1922)