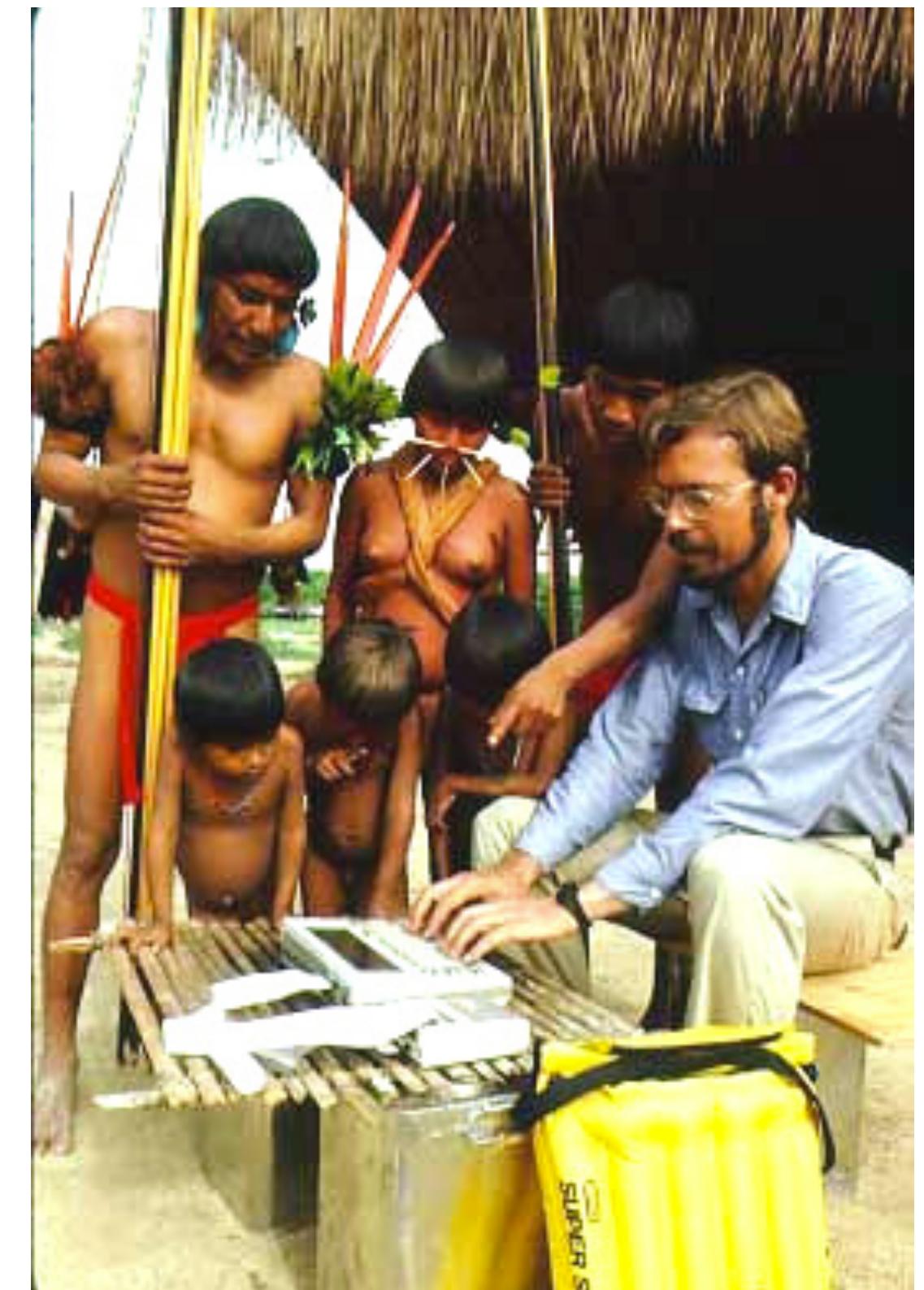


# Why do we need cross-cultural research?

justifying the comparative method

- Evolutionary human sciences make bold claims of cultural **universality** and ecological **variation**.
  - Theories require testing, explanation requires description
- **WEIRD** samples are widespread
- Global forces of **cultural homogenization**
- Science wants to understand **Humanity**
- Strongest in **compliment with other methods**



Ray Hames & Yanomamö, 1987

# How it started: origins of the comparative method

- In the beginning, **armchair anthropology** with a dash of ethnography
- Edward B. **Tylor**, 1889: “...it has become evident that the great need of anthropology is that its *methods should be strengthened and systematized*”
- Early 20th century: **Malinowski**, gets “off the veranda”; **Boas**, cultural comparisons require *deep historical/ethnographic information*.
- Mid 20th century: Methods and data refined by George P. **Murdock** et al.; standard samples and collated data bases.



Bronisław Malinowski, Trobriand Islands. 1918.



Lorna Marshall, 1898 - 2002

