

Current Research

Lecture 22

How anthropology is changing

- 1. **M**odern Western cultures
- 2. **P**roblem-oriented research
- 3. **L**ongitudinal research
- 4. **T**eam Research
- 5. **D**iversity

- 6. **S**urvey research
- 7. **R**eflexivity
- 8. **I**nput by informants
- 9. **E**thics
- 10. **A**gency

Current research in gender:

- 11. **B**iology & culture
- 12. **M**en
- 13. **M**ultiple realities

MODERN WESTERN CULTURES

- Traditional & simpler  more modern
& complex cultures

over 150 Twitter-based studies in 2013

Language is a window into people's
sense of personal identity

General findings

- women - (I and my, !!!!)
- men - (links, technology related words)
- young - (swears, :), ALL CAPS, niiiiice)
- “awesome” (wealthy), emotion (Hispanic)

“Personality, Gender, and Age in the Language of Social Media” Schwartz et. al. (2013)

- 75,000 authors - social media
- females used more emotion words (e.g., ‘excited’), and first-person singulars, and they mention more psychological and social processes (e.g., ‘love you’ and ‘3’ –a heart).
- Males used more swear words, object references (e.g., ‘xbox’)

PROBLEM-ORIENTED RESEARCH

- holistic  problem-focused ethnographies

LONGITUDINAL RESEARCH

- Single visit  long-term study

TEAM RESEARCH

- One ethnographer → many
- researchers

Incorporates DIVERSITY:

- one standard → class, racial, ethnic, sexual orientation, socio-economic differences
- Coexistence and interaction of 2 or more differences. i.e. Gender AND Class.

ETHICS

- little concern → more concern
- Protect informants/artifacts/primates - informed consent

INPUT BY INFORMANTS

- anthropologist's views → “What do you think?”

SURVEY RESEARCH

- ethnography → ethnography & survey

REFLEXIVITY

- objectively acquired knowledge → subjective formed notions
- can be replicated → every account unique
- Is true cultural relativity ever possible?

Mead

v.s.

Freeman

- academic agendas
- Cultural determinism (Mead) vs more nature (Freeman)

Malinowski scandal

- “Off the Veranda” = Participant observation
- participant observation = daily contact so can record “the imponderabilia of everyday life”
- GOAL: to grasp the native's point of view, his relation to life, to realize his vision of his world.

- Fieldwork=objective and replicable facts so that a set of facts created by one fieldworker could be replicated by another in the same field situation.
- Ethnographic information = “objectively acquired knowledge” NOT “subjectively formed notions”

Accepted until ...

- written in the field 1914-1918
- misrepresented fieldwork - Veranda anthropology
- revealed his hatred and dislike of the people

soul searching and debate in anthropology:

- Ethics
- ?'s about what rights Whites had to portray other cultures
- ? Objectivity of fieldwork and ? if it can indeed be replicable
- Inspired the rethinking of fieldwork methods that came in the 1970's and 80's.

Reflexivity in anthropology (1980's)

- ? can anthropologists ever completely get rid of their biases? anthropologist is “agent of measure”
- If not, is anthropology still worth doing?
- If can't reproduce, how are we to judge ethnographic works?
- Anthropologists of cultural origin?

Important!

- Methodology
- who you are (biases)

Holmes- Every account is shaped not only by the common anthropological enterprise but also by the ethnographer's personal attributes, training and interests, and by the time, place and circumstances of the fieldwork. Our understanding of a culture is deepened through the juxtaposition of many such accounts, provided that each one is evaluated in relation to these specifics.

Recognizes AGENCY

- Blindly follow culture → Individuals use culture creatively and actively
- individual intent
- performance

“Doing Gender, Doing Class” by Mary Trautner (2005)

- “No person can experience gender without simultaneously experiencing race and class”
- Women perform different versions of femininity through clothing, vocabularies, grammar and accents, hair styles, cosmetics, attitudes toward authority, and attitudes and practices of sexual behavior.

- voyeuristic sexuality = gazing at the female from a distance, constructed to appear as admiration and respect. GOOD GIRL (middle class)
- cheap thrills sexuality = just about sex, women as sex objects. BAD GIRL (working class)

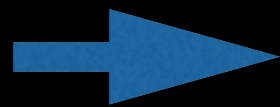
BIOLOGY & CULTURE

- culture → both biology & culture
- new technology (PET) & (FMRI)
- 80% - 20% brains
- RELATIVE size of different parts of the brain

- differences at the cellular level
- Toys
- How people – centered males and females are
- Stress
- Hormones responsible for behavioral differences

MEN

women



women
& men

FIXING MEN

Sex, Birth Control, and AIDS in Mexico

COCOS *ala* **Viagra**
JUGO de NARANJA **por** LITRO
Sabados y Domingos

Matthew Gutmann

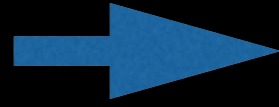
Men:

- inappropriate to assume single male norm
- public role over emphasized

Brown classes:

- Anthropology of masculinity: Masculine identities and practices throughout the world, cultural economies of masculinity, images of manhood, male friendship, machismo, embodied masculinity, violence, power and sexual fault lines (Gutman)

MULTIPLE REALITIES



- one standard
one culture

differences within

Challenges:

- culture has one, single gender identity
- gender stratification
- two simple gender categories - male & female

Anna Meigs (1990) “Gender in the Highlands of Papua New Guinea”

- Hua
- “No society has a definite gender ideology, a simple female status, or a single way of categorizing male and female”
- 3 gender ideologies

Assignment:

-  work on ethnography