Handbook of Methods in Cultural Anthropology

H. Russell Bernard
editor

ALTAMIRA PRESS

A Division of Sage Publications, Inc.
Walnut Creek • London • New Delhi
Contents

Preface
H. RUSSELL BERNARD 7

1 Introduction: On Method and Methods in Anthropology
H. RUSSELL BERNARD 9

Part I: Perspectives

2 Epistemology: The Nature and Validation of Anthropological Knowledge
THOMAS SCHWEIZER 39

3 In Search of Meaningful Methods
JAMES FERNANDEZ and MICHAEL HERZFELD 89

4 Research Design and Research Strategies
JEFFREY C. JOHNSON 131

5 Ethics
CAROLYN FLUEHR-LOBBAN 173

6 Feminist Methods
CHRISTINE WARD GAILEY 203

7 Transnational Research
ULF HANNERZ 235

Part II: Acquiring Information

8 Participant Observation
KATHLEEN M. DEWALT and BILLIE R. DEWALT, with CORAL B. WAYLAND 259

9 Direct Systematic Observation of Behavior
ALLEN JOHNSON and ROSS SACKETT 301

10 Person-Centered Interviewing and Observation
ROBERT I. LEVY and DOUGLAS W. HOLLAN 333

11 Structured Interviewing and Questionnaire Construction
SUSAN C. WELLER 365

12 Discourse-Centered Methods
BRENDA FARNELL and LAURA R. GRAHAM 411
13 • From Pictorializing to Visual Anthropology
   FADWA EL GUINDI

14 • Fieldwork in the Archives: Methods and Sources in Historical Anthropology
   CAROLINE B. BRETTELL

Part III: Interpreting Information

15 • Reasoning with Numbers
   W. PENN HANDWERKER and STEPHEN P. BORGATTI

16 • Text Analysis: Qualitative and Quantitative Methods
   H. RUSSELL BERNARD and GERY W. RYAN

17 • Cross-Cultural Research
   CAROL R. EMBER and MELVIN EMBER

Part IV: Applying and Presenting Anthropology

18 • Methods in Applied Anthropology
   ROBERT T. TROTTER, II and JEAN J. SCHENSUL

19 • Presenting Anthropology to Diverse Audiences
   CONRAD PHILLIP KOTTA

About the Authors

Author Index

Subject Index