use your up/down arrow keys and/or your space bar to advance the slides

Ancient Middle America

University of Minnesota Duluth
Tim Roufs © 2010-2014
http://www.d.umn.edu/cla/faculty/troufs/anth3618/
Main Characteristics of Anthropology

Ancient Middle America
you’ve seen these listed in the Week 1 “Topics” . . .

- **Main Characteristics of Anthropology**
  - [slides](#) (pdf) (ppbx)
  - (Download PowerPoint Viewer Free) (Download Adobe .pdf Reader Free)
  - [note on slide format]

  (NOTE: This is a long slide set as it covers some very important background information that will be referred to often as we go through the semester. Please bear with it to the end. And it will take a little longer to load, so please bear with that also. There is no video presentation scheduled for this and next week as the base slide sets tend to be a little longer than “normal”.)
  - the four fields or general anthropology
  - culture as a primary concept
  - comparative method as major approach
  - holism as a primary theoretical goal
  - fieldwork as a primary research technique

- **“Other Important Terms”**
  - [slides](#) (pdf) (ppbx)
  - (Download PowerPoint Viewer Free) (Download Adobe .pdf Reader Free)
  - [note on slide format]

- **Units of Analysis**
  - [slides](#) (pdf) (ppbx)
  - (Download PowerPoint Viewer Free) (Download Adobe .pdf Reader Free)
  - [note on slide format]

- **Three Major Perennial Debates**
  - [slides](#) (pdf)
  - (Download PowerPoint Viewer Free) (Download Adobe .pdf Reader Free)
  - [note on slide format] (NOTE: This is a long slide set as it covers more than 2000+ years. Please bear with it to the end. Please bear with it to the end. And it will take a little longer to load, so please bear with that also. There is no video presentation scheduled for this and next week as the base slide sets tend to be a little longer than “normal”.)
you’ve seen these listed in the Week 1 “Topics”...

- Main Characteristics of Anthropology
  - slides: (.pdf) (.pptx)
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  - the **four fields** of general anthropology
  - **culture** as a primary concept
  - **comparative method** as major approach
  - **holism** as a primary theoretical goal
  - **fieldwork** as a primary research technique

WebPage Summary
"Anthropology and . . . It's Parts" chart
You’ve seen these listed in the Week 1 “Presentations Topics” . . .

- Main Characteristics of Anthropology
  slides: (.pdf) (.pptx)
  (Download PowerPoint Viewer Free) (Download Adobe .pdf Reader Free)
  [see note on slide formats]

let’s have a closer look . . .

- the four fields of general anthropology
- culture as a primary concept
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- holism as a primary theoretical goal
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  "Anthropology and . . . Its Parts" chart
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2. **culture** as a primary concept

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4. **holism** as a primary theoretical goal

5. **fieldwork** as a primary research technique
you’ve already seen the fourfold approach of American Anthropology . . .

American Anthropology

- cultural / social
- physical
- archaeology
- linguistics
we’re going to have a closer look at . . .

Middle America
and its . . .

• cultural / social
• physical
• archaeology
• linguistics
  aspects
Main Characteristics of Anthropology

1. the four fields of general anthropology

2. culture as a primary concept

3. comparative method as major approach

4. holism as a primary theoretical goal

5. fieldwork as a primary research technique
Main Characteristics

• “culture” is
  – learned
  – shared
  – transmitted from generation to generation
  – based on symbols
  – integrated
Main Characteristics

- “culture”

- some anthropologists focus on the idea that culture involves “shared understanding”
Main Characteristics

• “culture”
  • is *not* inherited
    
    (i.e., is not biological)
  
  • is *not* “instinct”
Main Characteristics

• “cultures”
  • are groups of people sharing a common heritage (and usually a common language)
for e.g.,

Aztec
Maya
Inca

Sophie D. Coe
*America's First Cuisines*

[www.d.umn.edu/cla/faculty/troufs/anthfood/aftexts.html#title](http://www.d.umn.edu/cla/faculty/troufs/anthfood/aftexts.html#title)
for e.g.,
for e.g.,

Mexico (7th Ed.)

Michael D. Coe and Rex Koontz

(NY: Thames and Hudson, 2013)

Mexico 7th Ed. is currently available online from about $18.46 new, $17.00 used
(+ p/h. at amazon.com & eligible for FREE Super Saver Shipping on orders over $25).
(26 August 2013)

UMD Bookstore | Amazon.com | Barnes and Noble
CampusBooks.com | Chegg (rental) | ecampus.com | half.com
bookspire.com | CheapestTextbooks.com | CourseSmart.com | TextbookMedia.com
| Direct Textbook |

- "A pioneering synthesis."—Antiquity
- "Fascinating reading... an accessible, informed and extremely well illustrated introductory book."
  —Popular Archaeology

"Michael D. Coe's Mexico has long been recognized as the most readable and authoritative introduction to the region's ancient civilizations. This companion to his best-selling The Maya has now been completely revised and expanded for the fifth edition by Professor Coe and Rex Koontz."

"The sixth edition includes new developments in the birth of agriculture and writing, both of which were independently invented here. Fresh insights into the metropolis of Teotihuacán reveal a world of palaces and warrior cults brought down by social revolts. A spectacular new find in the center of the Aztec capital, just
but "Mexico" includes many cultures . . .

Aztec
Toltec
Mixtec
Totonac
Tarascan
Zapotec
Olmec
Yaqui
and others
for e.g.,

more about this with “local cultures” (“microcultures”) below
Main Characteristics

- “cultures”
  - are “integrated”

-- an idea that was pioneered and emphasized by the “pioneer” anthropologist Ruth Benedict

Ruth Fulton Benedict
1887-1948
Patterns of Culture
1934
Patterns of Culture

An enduring classic

“Expertly conceived and brilliantly developed.”
— NEW YORK TIMES

Ruth Fulton Benedict
1887-1948
Patterns of Culture
1934
Main Characteristics

- “cultures”
- are integrated
- Interact and change
  - the idea that some cultures (like “hunting and gathering” cultures, or the Amish) do not change is not correct
The Concept of Culture

• **Microculture**
  
  – are smaller groups with distinct pattern of learned and shared behavior and thinking found within larger cultures such as ethnic groups in localized regions

  – some people like to think of these as “local cultures”
The Concept of Culture

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The Concept of Culture

- microcultures can include ethnic groups within nations
  - e.g., Greek-Americans
  - e.g., Anishinabe (Chippewa; Ojibwa)
  - e.g., Irish “Travellers”
    - sometimes incorrectly called “Gypsies”
  - e.g., Australian Aboriginals
  - e.g., Cajun
  - e.g., Rom (Gypsies)
  - e.g., Basques
  - e.g., Kurds
The Concept of Culture

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Local groups generally strive to preserve their cultural identity

- e.g., Kurds
The Concept of Culture

• microcultures can include ethnic groups within nations

local groups generally strive to preserve their cultural identity with . . .

language
food
religion
clothing
cultural symbols
The Concept of Culture

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The Concept of Culture

• Microculture

Microculture – are smaller groups with distinct pattern of learned and shared behavior and thinking found within larger cultures such as ethnic groups in localized regions. Some people like to think of these as “local cultures.”
Welcome to our parish website. We have just begun working on updating and we intend to bring it up to date more specific information and a small reorganization by the end of January 2014. The calendar is always updated.

Please come and worship with us at any of the services listed on our schedule. Our regular weekly schedule consists of Saturday Vespers at
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Opa! Taste of Greece is back

Blue and white signs have been popping up all over Duluth as a reminder that this weekend is the annual Taste of Greece. On Saturday and Sunday, July 14 and 15, Marshall School will be transformed into a little Athens, where Greek food and drink will be served, costumed dancers will perform traditional dances, and T-shirts, dresses, books, hats and jewelry and any number of Hellenophilic items will be on sale.

By: Patra Sevastiades, Duluth Budgeteer News

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For those with a sweet tooth, the extensive pastry table alone is probably worth the visit. Consider pairing a piece of flaky baklava with a small but potent cup of Greek coffee, and you may feel like dancing the “Zorba.” Best of all, admission is free.
The “Zorba” begins with a low sweeping motion. Eva Sevastiades, 19, Megan Solem, 15, and Tess Sevastiades, 15, start to dance.

(Photo by Patra Sevastiades)
Dima Sevastiades, Styli Regas and Demetri Bush wear their dance costumes for the Taste of Greece.

(Photo by Patra Sevastiades)
“Greek Coffee”
every region has its own local cultures, or microcultures . . .
“units of analysis” may include:

- one person
- the family
- the community
- a region
- “culture area”
  - Ancient Middle America
    - Chamula
    - Lancandon
    - Tzotzil
    - Tzeltal
    - Zoque
  - Yaqui
  - Otomi
  - Tarascan
  - Mixtec
  - Zapotec
  - Olmec
  - Toltec
  - Aztec
  - Teotihuacanos
  - Tarahumara

for e.g., Prehistoric Middle America has all of these cultures . . . and more . . .
indigenous groups with a population of more than 100,000
indigenous groups with a population of more than 100,000
Aztec "Triple Alliance"
“units of analysis” may include:

- one person
- the family
- the community
- a region
- “culture area”
- a culture / “subculture”

and

just the Maya
include all of these subcultures . . .
and more . . .

- Maya
  - Chamula
  - Lancandon
  - Tzotzil
  - Tzeltal
  - Zoque
every region has its own local cultures, or microcultures . . .
even Minnesota . . .
The Minnesota Ethnic Food Book

With more than 150 recipes

Anne R. Kaplan, Marjorie A. Hoover, Willard B. Moore

Minnesota Historical Society Press
even in places like Minnesota there are many “microcultures” . . .
even in places like Minnesota there are many “microcultures”

for e.g., Anishinabe

(known less appropriately as “The Ojibwa,” and “The Chippewa”) . . .

. . . and many groups have been in or near their present locality since prehistoric times
The Concept of Culture

- microcultures can include ethnic groups within nations
  - e.g., Anishinabe (Chippewa; Ojibwa)
  - e.g., Irish “Travellers”
  - e.g., Rom (Gypsies)
  - e.g., Basques
  - e.g., Kurds
  - e.g., Australian Aboriginals

Local groups generally strive to preserve their cultural identity . . .
The Concept of Culture

- microcultures can include ethnic groups *within* nations

Local groups generally strive to preserve their cultural identity with . . .
- language
- food
- religion
- clothing
- cultural symbols
The Concept of Culture

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  - e.g., Rom (Gypsies)
  - e.g., Basques
  - e.g., Kurds
Tribal college seeks to strengthen its Indian identity

Jana Hollingsworth Duluth News Tribune
Published Thursday, September

The pipe ceremony Wednesday at the Fond du Lac Tribal and Community College acknowledged and honored the four directions, the elements and the Creator.

It also signaled a new beginning for the college and the Fond du Lac Band of Lake Superior Chippewa.

By law, both the state and the band run the college. But in recent years, the band has felt its role diminish — a trend that community college officials say they want to reverse.
The Concept of Culture

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  - e.g., Basques
  - e.g., Kurds
  - e.g., Australian Aboriginals

local groups generally strive to preserve their cultural identity . . .

and you can often see that in the artifacts that they produce
you can probably see signs of this in your area . . .

www.worldlicenceplates.com/usa/US_MNXX.html
these have prehistoric counterparts ...
Clovis Point
Pictograph from Hegman Lake, Minnesota
and prehistoric items sometimes have modern counterparts

Molinillo
Ancient Mexican Hot Chocolate Frother

but *context* is *always* important
but context is always important

What is this, for e.g.?
it’s a “spurtle”

for stirring oatmeal
and soups
(in Scotland)
The Concept of Culture

- microcultures can include ethnic groups *within* nations
  - e.g., *Anishinabe* (Chippewa; Ojibwa)
  - e.g., *Irish* "Travellers" – sometimes incorrectly called "Gypsies"
  - e.g., *Rom* (Gypsies)
  - e.g., *Basques*
  - e.g., *Kurds*
  - e.g., *Australian Aboriginales*

... some areas of human activity tell us more than others ...
The Concept of Culture

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  - e.g., Rom (Gypsies)
  - e.g., Basques
  - e.g., Kurds
  - e.g., Australian Aboriginals

... food, for e.g., is almost always a key part of peoples’ cultural identity, often dating back to their prehistoric past, and defining their history ...
The Concept of Culture

- microcultures can include ethnic groups within nations
  - e.g., Anishinabe (Chippewa; Ojibwa)
  - e.g., Irish “Travellers”
  - sometimes incorrectly called “Gypsies”

and this often shows up in the archeological record . . .
Indians harvesting wild rice near Brainerd, 1905
Minnesota Historical Society
Wild Rice

Wild rice
*Zizania aquatica*
Wikipedia

http://www.d.umn.edu/cla/faculty/troufs/anthfood/afwildrice.html#title
Maple Sugar

Day's Place, Frozen Sap, Lake Mille Lacs

Minnesota Historical Society
Indians making maple sugar, Cass Lake.

Photograph Collection, Postcard, 1905
Visual Resources Database
Minnesota Historical Society
Location No. E57 3201 C 4 Negative No. 49125

http://www.d.umn.edu/cla/faculty/troufs/Buffalo/PB07.html#title
Mrs. Day Granulating Maple Sugar, Lake Mille Lacs
Minnesota Historical Society
Woman and Blueberries.
Patrick DesJarlait (1912-1972)
Minnesota Historical Society
Bannock / Frybread

Wikimedia
and this is the case for almost every group . . .
Main Characteristics of Anthropology

1. the **four fields** of general anthropology
2. **culture** as a primary concept

3. **comparative method**
   as major approach
devolution and structure

4. **holism** as a primary theoretical goal
5. **fieldwork** as a primary research technique
Main Characteristics

• **comparative method**
  
  – as a *major approach* to the study of human behavior
  
  – the comparative method *compares* things
Main Characteristics

• comparative method
  – One form of comparative method was pioneered by Fred Eggan (University of Chicago)

  “Social anthropology and the method of controlled comparison”

Main Characteristics

• comparative method

  – One form of comparative method was pioneered by Fred Eggan (University of Chicago)

  “Social anthropology and the method of controlled comparison”

*American Anthropologist, 56:743-61 (1954)*
Main Characteristics

- the comparative method compares things

  for e.g. . . .
Aztec

Maya

Inca

Sophie D. Coe

*America's First Cuisines*


[www.d.umn.edu/cia/faculty/troufe/anthfood/aftexts.html#title](http://www.d.umn.edu/cia/faculty/troufe/anthfood/aftexts.html#title)
Main Characteristics

• comparative method
  – Other methods...

compare things regionally
in an attempt to understand process
Main Characteristics

process essentially refers to how things change or how things came to be the way they are now
Main Characteristics

• comparative method
  – Other methods . . .

anthropologists
  for e.g.,
compare things regionally
in an attempt to understand
process
Main Characteristics

- the comparative method compares things, for e.g., process of domestication / civilization
the comparative method compares things, for e.g., process of domestication / civilization
the comparative method compares things, for e.g., process of domestication / civilization

- maize – Mexico
- wheat – Turkey
- rice – China
- manioc – Brazil
- millet – Africa

Main Characteristics
Compare . . .

Main Characteristics

• the comparative method compares things, for e.g., process of domestication / civilization

  maize  –  Mexico
  wheat  –  Turkey
  rice    –  China
  manioc  –  Brazil
  millet  –  Africa
Origin of Domestication for Selected Plants

- Rice: 7,000 ybp
- Manioc: 4,200 ybp
- Maize: 4,200 ybp
- Wheat: 10,500 ybp
- Millet: 4,000 ybp

Compare...
Chapter 14

Understanding Physical Anthropology and Archaeology, 9th Ed.

"Food Production"

A Biocultural Revolution

Time line for Ch. 14 Food Production

Understanding Physical Anthropology and Archaeology, 9th Ed., p. 333
one of the best places in the world to look at the process of plant domestication
Compare . . .

- **Tehuacán Valley, Puebla, Mexico**

Maize

4,200 ybp

*Understanding Physical Anthropology and Archaeology, 8th Ed.*, p. 432
Tehuacán

Tecuahucan
Tenochtitlan

Tehuacán slides

Tehuacán -- Wikipedia

Search Tehuacán on JSTOR
## Archaeological Sequence from Tehuacán, Mexico

11,000 B.C. to A.D. 1500

(Tehuacán Page)

<table>
<thead>
<tr>
<th>Phase</th>
<th>Community Pattern</th>
<th>Subsistence</th>
<th>Tehuacán Valley Population Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venta Salada phase (A.D. 700 - 1520)</td>
<td>Secular cities or towns with religiously, politically, and economically affiliated centers</td>
<td>Full-time agriculture and irrigation as well as commerce</td>
<td>Five thousand times original population (60,000 - 120,000)</td>
</tr>
<tr>
<td>Palo Blanco (200 B.C. - A.D. 700)</td>
<td>Sacred or ceremonial centers</td>
<td>Full-time agriculture with irrigation</td>
<td>One thousand times the original population (12,000 - 24,000)</td>
</tr>
<tr>
<td>Ajalpán and St. Maria (1500 - 200 B.C.)</td>
<td>Ceremonial centers or villages with temples with ceremonially affiliated villages (100-300 village population)</td>
<td>Full-time agriculture using many hybrid domesticates; irrigation (?)</td>
<td>One hundred fifty times original population (1800 - 3600)</td>
</tr>
<tr>
<td>Late Abejas, Barrio, and maybe</td>
<td>Semipermanent villages composed of a number of</td>
<td>Full-time agriculture planting an increasing</td>
<td>Forty times original population (480 - 960)</td>
</tr>
</tbody>
</table>

www.d.umn.edu/cla/faculty/troufs/anth3618/matehuac.html\#title
Time line for Ch. 14  Food Production

Understanding Physical Anthropology and Archaeology, 9th Ed., p. 333
“The Neolithic Revolution”
“The New Stone Age”

in Middle America this is known as
The “Archaic”

and sometimes they’re all referred to as
“The Agriculture Revolution”

Time line for Ch. 14  Food Production.

Understanding Physical Anthropology and Archaeology, 9th Ed., p. 333
Compare . . .

- Early Neolithic sites
REM:

“The Neolithic Revolution”
“The New Stone Age”

in Middle America this is known as
The “Archaic”

and sometimes they’re all referred to as
“The Agriculture Revolution”
Time line for Ch. 14  Food Production
Mehrgarh
One of the earliest Neolithic settlements of southern Asia, Pakistan
Main Characteristics of Anthropology

1. the **four fields** of general anthropology
2. **culture** as a primary concept
3. **comparative method**
   as major approach
   development and structure

another e.g. . . .
Compare . . .

Out of the Past:
"The Collapse"

60 min., 1993, VC 2135

Abstract  Terms / Notes  Concepts

Cultures  Sites  Individuals  Bibliography

comparing
the “fall of civilization”
around the world

The Fall of Civilizations  -- Wikipedia

www.d.umn.edu/cla/faculty/troufs/anth3818/video/Collapse.html#title
The Fall of the Maya

23 min., 1993, VC 2322

Abstract  Terms / Concepts  Notes

Cultures  Sites  Individuals  Bibliography / Resources

Other Maya Sites

Maya -- Wikipedia

Search Maya on JSTOR

"The mystery of the Maya civilization is explained through the archaeological findings of the ancient city of Copán in the Honduras' jungle."

"Until 1965, the ancient Maya were thought to have been a mysterious but peaceful people governed by astronomer-priests. But then Russian linguist Yuri Knorosov cracked the phonetic code of Maya hieroglyphics. Today, researchers are revealing stories of Maya blood sacrifice, uncovering a world far different from their expectations. This program shows how, from excavations deep in the Honduran jungle to the most recently interpreted hieroglyphic writings, the story is being..."
Main Characteristics of Anthropology

1. the **four fields** of general anthropology
2. **culture** as a primary concept
3. **comparative method** as major approach
4. **holism**
   or the study of "humankind" as a whole, as a primary theoretical goal
5. **fieldwork** as a primary research technique
American Anthropology

- cultural / social
- physical (bio-physical)
- archaeology
- linguistics

holism tries to put all of the pieces together . . .
let’s have a look at that on the “Anthropology and . . . Its Parts” chart . . .
NOTE:
usually anthropologists read charts from the bottom up

that has to do with the fact that in archaeology the oldest layers are at the bottom of a site and the newer ones are on top
## Anthropology and ... Its Parts

<table>
<thead>
<tr>
<th>Level 4</th>
<th>Integrative Science of Humans (Holism)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 3</td>
<td>Generalized Analysis of Biological and Cultural Systems</td>
</tr>
<tr>
<td>Level 2</td>
<td>Specialized Classification and Analysis of Subsystems</td>
</tr>
<tr>
<td>Level 1</td>
<td>Empirical Observation and Gross Classification</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>Cultural Anthropology (Ethnology)</th>
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<tr>
<td>Human Morphology</td>
<td>Technology</td>
</tr>
<tr>
<td>Human Biology</td>
<td>Arts and Literature</td>
</tr>
<tr>
<td>Human Paleontology</td>
<td>Social Anthropology</td>
</tr>
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<td>Linguistics</td>
</tr>
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NOTE:
there are four levels . . .

(REM: read from the bottom up)
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Anthropology and ... Its Parts

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HOLISM involves all four levels and all of the physical and cultural components combined.
Anthropology and ... Its Parts

Anthropology and . . . Its Parts

holism

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## Anthropology

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... and the two main divisions of Anthropology are bio-physical and socio-cultural...
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**Anthropology**

### Bio-physical
- Human Morphology
- Human Biology
- Human Paleontology
- Anthropometry

### Socio-cultural
- Technology
- Arts and Literature
- Social Anthropology
- Linguistics
- Archaeology
- Ethnography

---

... and ultimately studies involve lots of subdisciplines and interdisciplinary studies ...
Anthropology and ... Its Parts

Anthropology

Bio-physical | Socio-cultural

Level 4
Integrative Science of Humans (Holism)

Level 3
Generalized Analysis of Biological and Cultural Systems

Level 2
Emperical Observation and Gross Classification

Level 1
measuring | excavating | participant / observation

Human Morphology | Human Biology | Human Paleontology | Technology | Arts and Literature | Social Anthropology | Linguistics

in some ways this chart business is all about Theory and that is important to the understanding of Middle America
Anthropology and . . . Its Parts

theory

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Anthropology and . . . Its Parts

and the theory ultimately also includes the results of interdisciplinary study

and finally, we have the last main characteristic of anthropology . . .
Main Characteristics of Anthropology

1. the **four fields** of general anthropology
2. **culture** as a primary concept
3. **comparative method** as major approach
4. **holism** as a primary theoretical goal

5. **fieldwork**
   as a primary research technique -- involving “participant observation”
note two terms in the “major characteristics of anthropology” listing . . .
Main Characteristics

1. **culture** as a primary concept

2. **comparative method** as major approach to the study of human behavior

3. **holism** or the study of "humankind" as a whole, as a primary theoretical goal

4. **fieldwork** as a primary research technique, involving “participant observation”
Main Characteristics

1. *culture* as a primary concept

2. *comparative method* as major approach to the study of human behavior

what’s the difference?

3. *holism* or the study of “humankind” as a primary theoretical goal

4. *fieldwork* as a primary research technique, involving “participant observation”
Main Characteristics

1. culture as a primary concept

2. comparative method as major approach to the study of human behavior

3. holism or the study of "humankind" as a whole, as a primary theoretical goal

4. fieldwork as a primary research technique = tool “participant observation” = how you get information
Main Characteristics

1. **culture** as a primary concept

   data gathering *technique* —
   participant observation
   (fieldwork)

**technique** = **tool** “participant observation” = how you get information
Main Characteristics

Anthropologists use other tools . . . like questionnaires, interview schedules, psychological tests, documentary filming . . . but “participant observation” is a characteristic technique use by anthropologists, especially cultural anthropologists (ethnologists)

“participant observation” = how you get information
Main Characteristics

Anthropologists use other tools . . . like questionnaires, interview schedules, psychological tests, documentary filming . . . but “participant observation” is a characteristic technique used by anthropologists, especially cultural anthropologists, who are also ethnologists.

NOTE: The term “participant observation” = how you get information.
Main Characteristics

1. *culture* as a primary concept

2. *comparative method* as major approach to the study of human behavior

3. *holism* or the study of "humankind" as a whole, as a primary theoretical goal

4. fieldwork as a primary research technique = tool "*participant observation*" = how you get information
Main Characteristics

1. *culture* as a primary concept

2. *comparative method* as major approach to the study

3. *holism* or the study of "humankind" as a primary theoretical goal

4. *fieldwork* as a primary research technique, involving "participant observation" = how you get information

approach = tool

how you use information = how you get information
Main Characteristics

1. *culture* as a primary *concept*

2. *comparative method* as major *approach* to the study of human behavior

3. *holism* or the study of "humankind" as a whole, as a *primary theoretical goal*

4. *fieldwork* as a primary research *technique* = tool "*participant observation*" = how you get information
Main Characteristics

1. **culture** as a primary concept

other tools include

things like . . .

**technique** = **tool** “**participant observation**” = how you get information
Main Characteristics

- surveys and questionnaires
- various laboratory analyses of a variety of artifacts
- ethological research techniques (animal studies in the field)

**technique = tool** “participant observation” = how you get information

after Marion Nestle, *Food Politics, Rev. Ed.*, 2007, pp. 401-405
• various studies of laboratory animals

• biochemical research
  ("test tube")

• epidemiological research
  (populations)

• clinical studies
  (medical)

• and others
Anthropologists often like to use a research “technique” based on “unobtrusive measures” . . .

(either in the field or elsewhere)
“unobtrusive measures”

- analysis of available data
- analysis of artifacts
- simply observing
- still and video photography
  and analysis of films and images
- and others

after Marion Nestle, *Food Politics, Rev. Ed.*, 2007, pp. 401-405
but most of all (generally) Anthropologists LOVE . . .
Main Characteristics of Anthropology

1. the **four fields** of general anthropology
2. **culture** as a primary concept
3. **comparative method** as major approach
4. **holism** as a primary theoretical goal

5. **fieldwork**

   as a primary research technique --

   involving “**participant observation**”
And as I mentioned in the “. . . Note on Videos and Visual Anthropology”, we would LOVE to take you along with us around the world, but the next best thing we can do is bring the world to you in the form of films and videos. And we’ll do a lot of that (starting Week 1)
our first “field trip” . . .
(Day 01 . . . to see . . .)

Woman of Chamula
our second “field trip” . . .
(Day 02 . . . to visit . . .)

Tikál and Seven Other Ancient Mesoamerican Sites
our third “field trip” . . .
(Day 04 . . . to visit . . .)

video: “The Fifth World of the Aztecs"
(60 min., 1997, UM Duluth Library Multimedia (F1430 .S65 2006 DVD), VC 3403-4)

film HomePage
course viewing guide