

Methods- P&B Chap. 5

Culture:

- 1.) ideas "widely shared" (but not **identical**, rather **isomorphic**)
 - a.) must be able to "anticipate possible outcomes"
- 2.) socially learned
 - a.) via observation
 - b.) play (as imitation- both "object", "social=game" & conceptual)
 - c.) trial & error
 - d.) verbal instruction/questioning (uniquely human)
- 3.) that underlie the behavior of people in **society**
 - a.) interacting individuals
 - b.) outlives any particular member
 - c.) recruited sexually (but not necessarily-**adoption**)
- 4.) AND TRANSMITTED, IN PART, BY A **NATURAL LANGUAGE** (not **Laboratory Languages like Yerkish**)

Society:

- 1.) Social Identity
 - a.) Biological Age & Cultural "Maturity"
 - b.) Biological Sex & Culturally-defined Gender
 - c.) Status/Role-->Rights-->Duties (**reciprocal**), "my right over you is your duty to me"
 - d.) Biological Individual & Cultural Personhood

(The Relationship of Culture to Language)

Culture | Language

Culture | Standard Language (e.g., "SAE" "Standard American
(reification)| English" versus "American Culture")

Sub-Culture | Dialect (e.g., Southern Dialect/Biker Sub-Culture)
(ethnic, regional, occupational)

Culturolect | Idiolect

Personal Cul. | Individual Competence & performance

1.) Cultural Integration* (Holism)- a system

2.) Cultural Identity*

3.) World View or Ethos

- a.) Values (shared appropriate goals of behavior), e.g.,
Yanomamö waiteri="fierceness"/Semai of Malaysia punan,

- "accident proneness"=passive/active
- b.) Norms (shared ideals or rules of appropriate of actual behavior)
"jural" or "normative"
- 4.) Cosmology
- 5.) Mythology
- 6.) Classifications of Reality (Ethnoscience)
- 7.) Modern Western Science
- a.) study of the **physical world** of **empirical reality** (inert + life, not "afterlife" or "psychic phenomena")
 - b.) via the senses & **instrumentation** ("scales" not "guages")
 - c.) within a **commutable space/time matrix** (even if you can't know both=Heisenberg Principle)
 - d.) that conforms to **uniformitarian** laws
 - e.) by **analytical** (induction) and **synthetic** (deduction) methods
 - f.) whose results must be **reproducible** and
 - g.) **quantifiable** vis-à-vis chance
 - h.) that produce **generalizations** (trend, tendency and universal)
 - i.) within specifiable **boundary conditions**
 - j.) and **related theories=paradigm** (Kuhn)
 - k.) that are **falsifiable** (Popper)
 - l.) and provide the **future promise of greater understanding** (Kuhn)
 - m.) of great **explanatory power (retrodiction)**
 - n.) as well as great **predictive power**
 - o.) as judged by **Occam's Razor (elegance)**
 - p.) resulting in an **open world-view**
 - q.) of **relativistic truth**
 - r.) that implies a concept of **progress** within a total picture of **great but dissipating ignorance**
 - s.) that never ends

Ethnography=Descriptive, a **case study** of all institutions of a given people

Ethnology=Theoretical study of a single institution across many cultures (P&B don't use "Ethnology" this way, just as a synonym for cultural anthropology, but they do mention the term)

Interviews=structured & unstructured, ask **informants** (earliest form)

But, if one relies upon this exclusively, one gets **Memory Culture**, with its own problems:

1.) The Old romanticize the past, "The Golden Age"

2.) Any one informant does not know all aspects of even their own culture=personal ignorance

3.) Informants will give you the **normative**, that is, the **ideal** answer ("this is how we should do it" not "This is what I did")

4.) Memory edits experience—we tend to suppress bad events, remember the good things

Participant Observation=since the 1920s, modern fieldwork that addresses the difficulties of "memory culture" by coupling interviews (what people say) with actual observation (what people do). It was based on:

Functionalism=a systemic understanding of all the institutions of culture where one institution "functions" to support all others and thus ensure the continuity of both culture and the biological and psychological requirements of the individuals who make it up (the "culture bearers/ creators")

Problems=(1.) Personal Bias (**stereotyping**) + [observer's personality]

(2.) Gender & Marital Status

(3.) [conceptual framework] & [problem orientation]

(4.) Developing **rapport**

(5.) Selecting informants ("key informants")= [marginality]

Fieldwork as a "rite of passage" or an [personal odyssey]

Culture shock/Future shock

Ethnohistory [& synchronic/diachronic time + "the ethnographic present"]

[Protohistory versus History]

Cross-Cultural Studies [& HRAF]

Controlled Historical Comparisons=changes in particular groups of societies, e.g., Matrilineal versus e.g., Patrilineal societies, the former adopt better to acculturation (Michael Allen), i.e., have less population loss