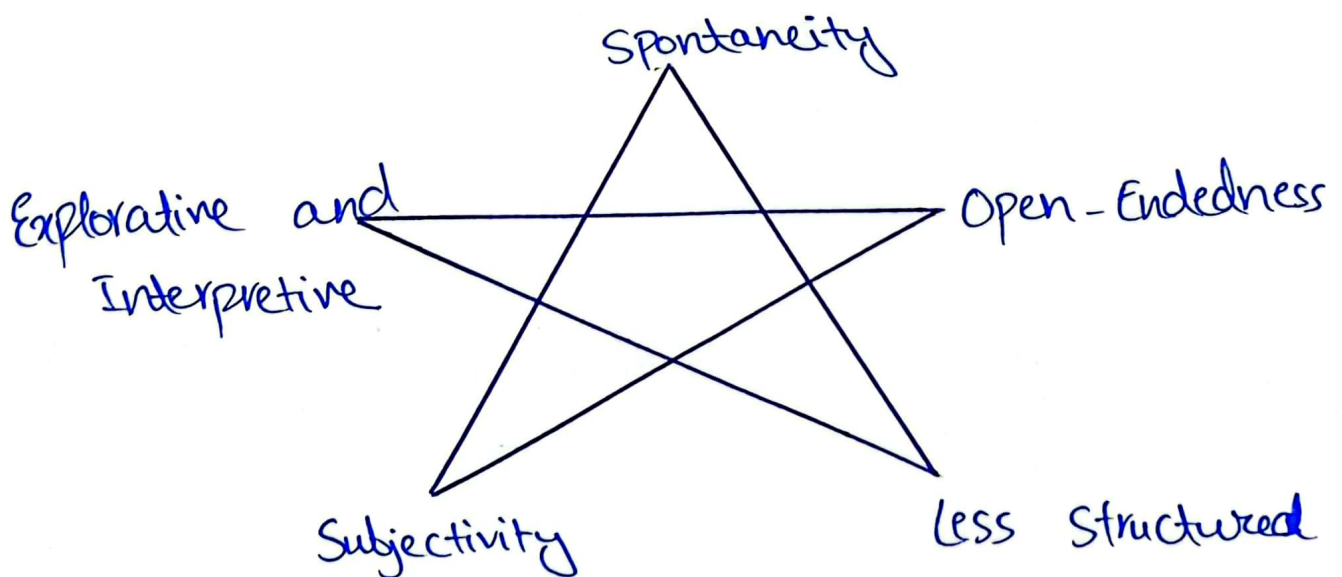


Define Etic and Emic Perspective. Explain the merits and demerits of both in detail.

EMIC AND ETIC PERSPECTIVE

Emic perspective refers to understanding specific cultural phenomena and social practices from insiders' perspective. This viewpoint focuses on understanding how individuals of a certain community perceives, interpret and understand their own practices, values and norms. Etic perspective refers to understanding social or cultural phenomena from outsiders' viewpoint. It focuses on identifying patterns, testing hypotheses and generalizing theories across larger populations.

1- Characteristics Of EMIC PERSPECTIVE



Emic perspective distinguishes from etic perspective because it is explorative and interpretive in nature. It is characterized by open-endedness, spontaneity, subjectivity. Moreover, this perspective follows less structured approach for data collection or analysis.

2. Examples Of Emic Perspective

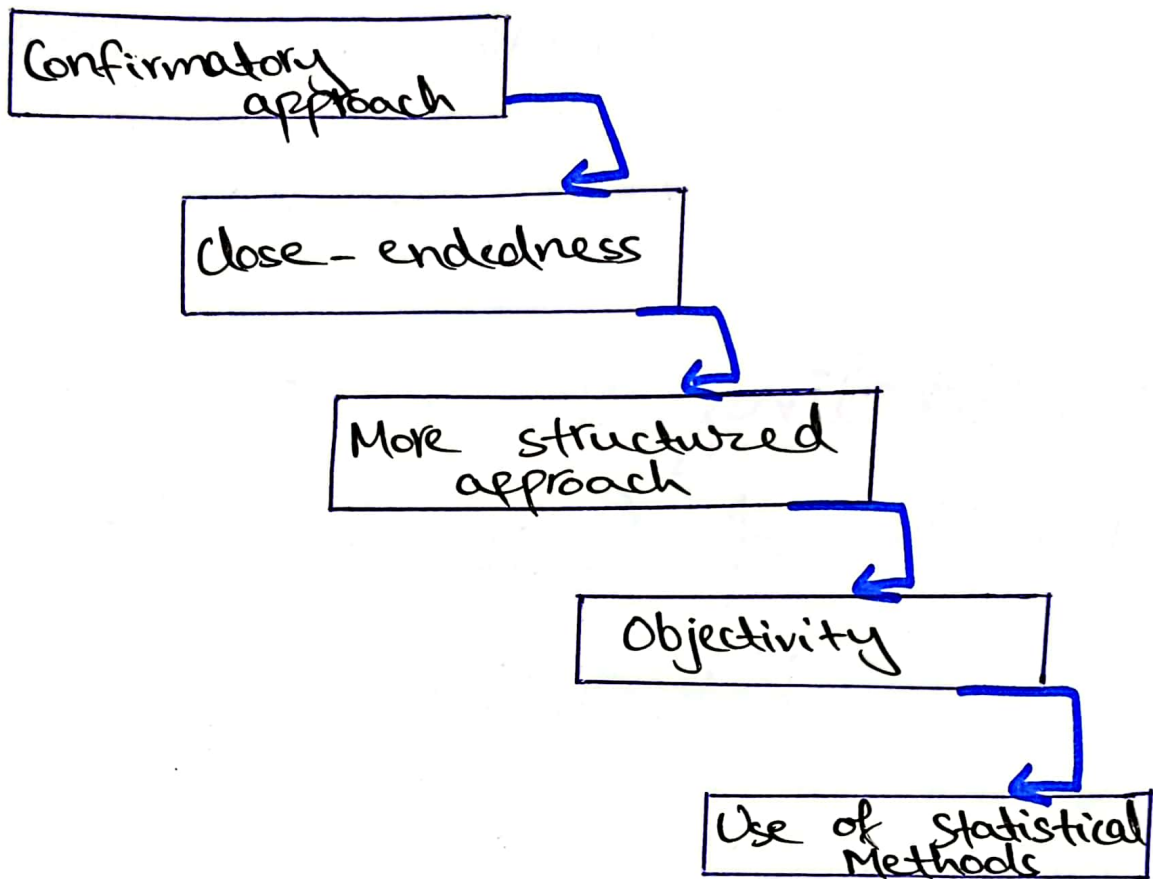
This perspective is gained through case study, participant observation, personal narratives and ethnography. Following are key examples of this perspective.

i- **Margaret Mead's Study of Samoa:** Margaret Mead conducted case study in Samoa for gaining an emic perspective on relation between adolescence and culture.

ii- **Westermarck's Study of History of Marriage:** Westermarck's work "History of human marriage" also provides an emic perspective about gradual evolution of institution of marriage.

iii- **Evans Pritchard Study of Nuer People:** Evan Pritchard deeply analyzed the Nuer people of Southern Sudan through immersive field work for gaining an emic perspective about their culture.

3. Characteristics of Etic Perspective



4. Examples of Etic Perspective

Etic perspective is gained through statistical methods like census and survey. Following are key examples of this perspective.

- i. **Structure of social stratification in the U.S. studied by Lloyd Warner:** Lloyd Warner gained an etic perspective on social mobility and income distribution in the U.S. by ^{statistically} analyzing the survey data.

- ii. **Health and Social Behavior studied by James A.S. House**: James S. House gained etic perspective on correlation between health outcomes and social factors through analysis of extensively conducted surveys.

3. Elucidating the Merits and Demerits of Emic And Etic Perspective

Following are the merits and demerits of emic and etic perspective :-

i. Explorative nature of Emic perspective Versus Confirmatory nature of Etic perspective

It is a fundamental merit of emic perspective that it is explorative and interpretive in nature. It focuses on exploring insights of culture from insider's point of view.

On the other hand, it is a demerit of etic perspective that it is confirmatory in nature. Instead of interpreting new insights, it focuses on testing the established theories and hypothesis.

ii. Subjectivity of Emic Perspective Versus Objectivity of Etic Perspective

It is the demerit of emic perspective that it is influenced by researcher's opinions and biases. On the other hand, it is the strength of etic perspective that it is free from biases and opinions of researcher. Researcher remains detached from the subjects to avoid biases.

iii. Less reliability of Emic Perspective Versus Higher reliability of Etic Perspective

It is the demerit of emic perspective that it is less reliable because it stems from cultural specificity and immersive fieldwork. However, it is the merit of etic perspective that it is highly reliable because of its systematic and objective approach.

iv. Time Consuming Approach of Emic Perspective Versus Time Efficient approach of Etic Perspective

For gaining emic perspective, researcher focuses on rapport building and gaining trust of subjects for acquiring nuanced insights. This

is time consuming. On the other hand, it is the merit of etic perspective that researcher uses structured questionnaires for saving his time.

V- Less Structured Approach of Emic Perspective Versus More Structured Approach of Etic Perspective

It is the demerit of emic perspective that it follows less structured procedures for data collection. On the other hand, it is the strength of etic approach that researcher follows pre-defined research design and analysis techniques for gaining etic perspective.

vi- Open Endedness of Emic Perspective Versus Close Endedness of Etic Perspective

It is the fundamental merit of emic perspective that research design and data collection are flexible and adaptable. Researcher focuses more on understanding unexpected aspects that arise during the study. On the other hand, it is demerit of etic perspective that it solely focuses on testing or validating theories across larger population.

Conclusion

Emic and etic perspectives are two key perspectives of anthropological research. Each has its own strengths and weaknesses. Emic perspective is better than etic due to its spontaneity and explorative nature. However, etic perspective is better due to its time-efficient, structured and high reliable approach.