

**PART-II**

Q.NO.02:

**Purpose and Motives of Research.**

Anthropologists carry out research by various methods and methodologies. However, any and every research has some common purpose and motives behind it.

**Understanding Human Diversity:**

One of the primary purposes of anthropologists' research is understanding the cultural, biological and linguistic variations among humans across time and space.

**Problem solving:-**

Another purpose of research is addressing global problems such as health, development and social justice through applied research.

**Challenging Ethnocentrism:-**

Studying similarities and differences across cultures to challenge ethnocentrism is also another motive of research.

## Holistic analysis

It includes integrating biological, cultural, linguistic and archaeological data for a comprehensive view of human life.

## How do Anthropologists Conduct

### Ethnographic Research.

Conducting ethnographic research involves following steps methods.

#### Ethnographic Research Methods

Ethnographic Fieldwork

Participant Observation

Case Study

Genealogical Method

Draw conclusion

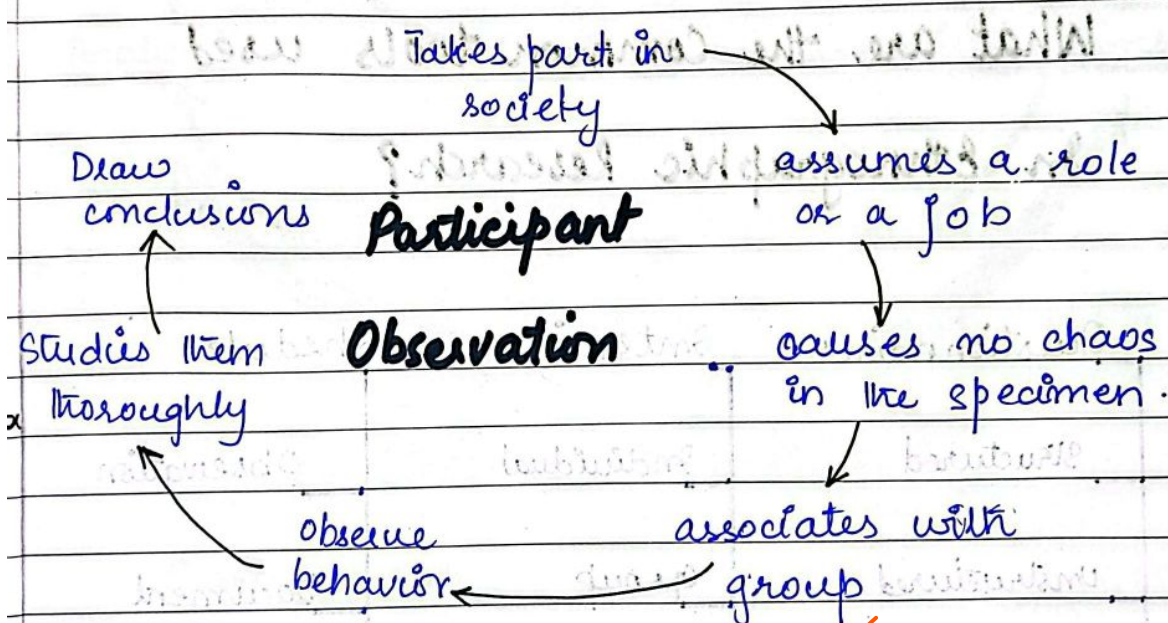
Studies the thorough

### 1. Ethnographic Fieldwork:

Ethnographic fieldwork refers to the type of research in which an anthropologist immerse himself in the data to the fully possible extent. In this process, the anthropologist becomes thoroughly familiar with even the slightest details. Recognizing and evaluating such data helps anthropologists draw effective

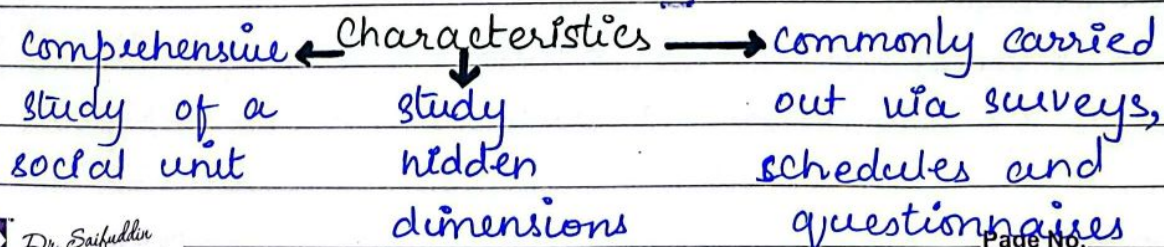
## 2. Participant Observation:-

In this type of anthropological research, researchers actively participate in the activities of the group under observation. In extreme cases of participant observation, researchers might conceal his identity, known as total participant observation. Whereas, some might disclose their identity as a researcher, known as quasi-participant observation.



## 3. Case Study Method:-

It involves intensive study of a case. It is a method of qualitative analysis.



#### 4. Genealogical Method:-

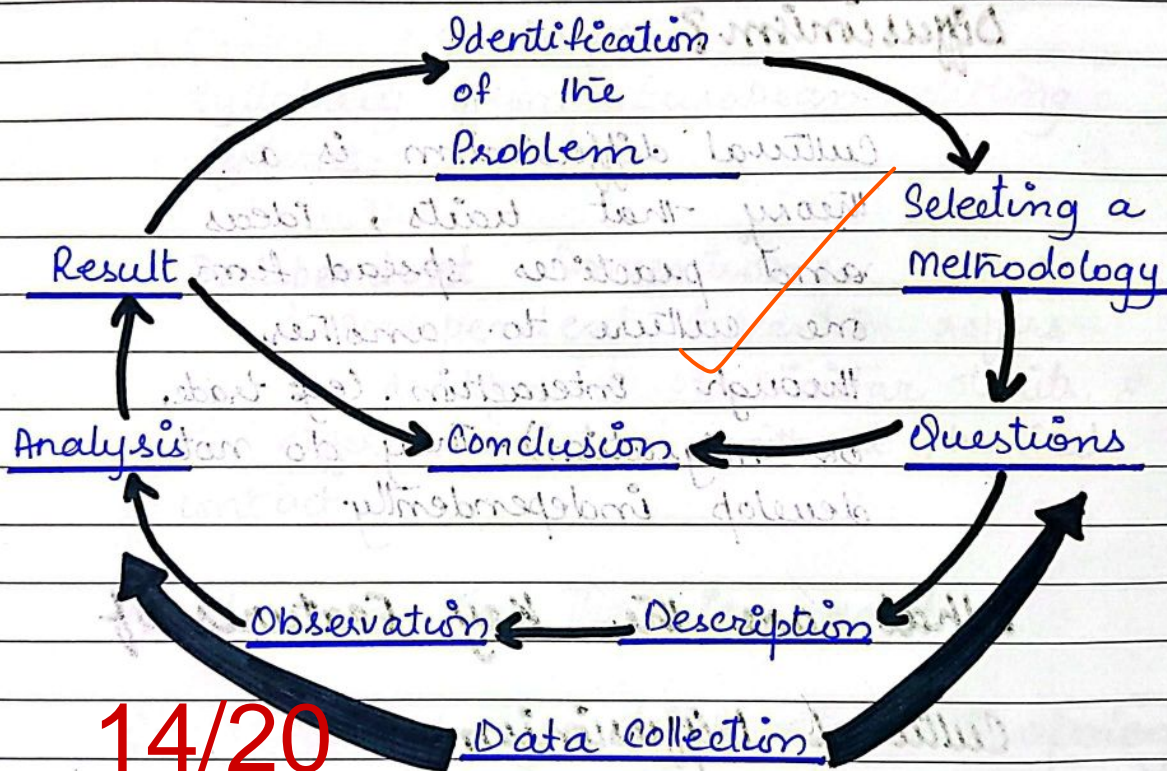
Genealogy is the study of one's ancestors. It was developed by William Halse Rivers during the Torres Straits expedition of 1889-1899. The primary aim of this methodology is the analysis of social organization i.e. the interpersonal relations and living arrangements between members of a society.

What are the common tools used

in ethnographic research?

| Questionnaires | Interviews                | Schedule    |
|----------------|---------------------------|-------------|
| Structured     | Individual                | Observation |
| Unstructured   | Group                     | Document    |
| Pictorial      | Structured/<br>Formal     | Rating      |
| Mixed          | Unstructured/<br>Informal | Evaluation  |

## What are the steps involve in Ethnographic Research?



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figure: Steps of Research.

### CONCLUSION:

The ethnographic method of research is quite common among anthropologists. It involves immersing one's own self among the group of specimens to extract the required knowledge. However, like any research, ethnographic research is a systematic process and follows certain steps.

you missed in depth interviews  
key informant  
focus group discussions

Q. NO. 05: \_\_\_\_\_

What is meant by Cultural

Diffusionism?

Cultural diffusionism is a theory that traits, ideas and practices spread from one culture to another through interaction. (e.g. trade, or migration). They do not develop independently.

What are the Key Features of

Cultural Diffusionism?

1. Simple Diffusion: Spread of culture from one society to another.

explain it further

2. Cultural Borrowing:

North American anthropologist, Ralph Linton suggested that the phenomenon of cultural borrowing accounts for as much as 90 percent of a culture's content. People pick and chose multiple possibilities and sources from other cultures.

### 3. Stimulus Diffusion:-

It is the transmission of an idea or innovation that inspires a new creation in the receiving culture. e.g: Adoption of Cherokee syllabary from European writing systems.

### 4. Independent Invention:-

Independent invention refers to the development of similar traits in different societies without physical contact.

examples?

What are the Theories and

Contributions by different Anthropologists

In Cultural Diffusionism?

#### 1. Grafton Elliot:-

The anthropologist, Grafton Elliot believed that most of the cultural innovations originated in ancient Egypt and diffused to the rest of the world. He termed this concept as Hyperdiffusionism.

## 2. Friedrich Ratzel:-

He believed that geography of the countries was an important factor in cultural diffusionism. According to Friedrich, groups and individuals who were located geographically closer to one another would be the main subjects of cultural diffusionism. This phenomenon was termed as Geographical Diffusionism.

## 3. Willem F. Frobenius:-

Willem F. Frobenius was of the opinion that cultures evolve through interaction with neighbouring cultures.

He termed this phenomenon as Kulturkreis theory. Frobenius's concept of cultural diffusionism was quite close to Friedrich's. However, his concept was not restricted to geography of the groups subject to cultural diffusionism.

## 4. Franz Boas:-

Boas opposed the idea of universal cultural diffusionism.

He believed that each culture had its specific historical traits and it evolved from there. His phenomenon was called Historical Particularism.



c. **Ralph Linton**:- Linton highlighted the process by which cultural traits are exchanged through sustained contact between societies. He termed this concept as **Acculturation**.

**What is the Relevance of the concept of Cultural Diffusionism in the contemporary society?**

Though the concept of cultural diffusionism dates back to decades, it still possesses contemporary relevance.

**Globalization**: Modern cultural diffusionism occurs through media, trade, internet and technology. It leads to hybridization of cultures.

**Cultural Preservation**:

It is argued that while diffusionism causes cultural exchange, it can also threaten indigenous traditions and languages.

## Applied Anthropology:-

Understanding of the roots and evolution of cultural diffusionism can help in better policy making by identification of interests and wills of the people.

## CONCLUSION:

11 While cultural diffusionism is a remarkable process, it has its own merits and implications.

However, it fosters a sense of unity and familiarity between different groups and communities adopting similar cultural traits.

Julian steward  
Leslie white  
and German school

Numerous anthropologists have tried to explain the phenomenon, however, Boas and Ratzel's theories for the concept are widely accepted.

Boas and Ratzel's theories for the concept are widely accepted.

Q. NO. 06:

**What is Social Stratification?**  
 Social Stratification can be defined as;  
 The hierarchical arrangement of individuals or groups in a society based on factors such as wealth, power, prestige, education or other social characteristics. It determines social inequality among different groups and individuals.

**Differences Between Caste and Class System:-**

**CASTE SYSTEM**

**CLASS SYSTEM**

**Definition**

A rigid, hereditary social system based on ascribed status.

A fluid social system based on achieved status and economic factors.

## Mobility

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Limited to no social mobility since the status is fixed by birth.

There's a high degree of social mobility based on merit and achievements.

## Basis

The caste is determined by birth, religious or cultural norms.

The class is determined by wealth, occupation, income and education.

## Endogamy

Marriage between similar castes are often restricted.

There are usually no restrictions on marriage among different castes classes.

## Religious Influence

Castes are strongly influenced by religious ideologies. e.g. caste system in Hinduism.

Very low to no religious influence. Rather influenced by social and economic factors.

Examples are:-

Traditional Indian  
Caste systems

Capitalist class  
structure in the  
West.

What are the factors responsible for  
social stratification?

### 1. Economic Factors:-

Unequal distribution of  
wealth and resources among  
individuals.

e.g: Bourgeoisie and Proletariat  
classes in the era of industrialization.

### 2. Cultural and Religious Norms:-

Religious norms and  
cultural differences lead to hierarchical  
system of social stratification.

e.g: Class system in Hindus.

### 3. Political Variation:-

People with different levels  
of political powers and influence  
form different classes.

e.g: Feudal societies were kings and lords  
dominated the political power.

#### 4. Education and Skills Development:-

Education creates variations in opportunities for jobs and earning.

e.g. Educated (skilled) or uneducated (unskilled) labourers.

#### 5. Gender and Patriarchy:-

Patriarchal societies often place men in powerful positions while marginalizing the power of women.

e.g. Wage gap (based on gender) in modern societies.

#### 6. Race and Ethnicity:-

Groups and individuals form classes based on race and ethnicities.

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e.g. Racial stratification in the USA.

you missed theories of social stratification? race and marxist school to discuss

Q. NO. 08.

SHORT NOTES:-

## 1. Ethnography and Ethnology:

Ethnography:-

Ethnography is the in-depth study of a particular culture or community through observation, participation and documentation. Its emphasis rests on understanding cultural practices, beliefs and social structures from the perspective of its subjects.

by living in particular area for long time

Methodologies used are:-

## (1) Participant observation:-

Active participation of researcher in the activities of the group under investigation.

(2) Interviews:- **indepth**

A system in which both the investigator as well as the informant discuss the problem under consideration. However, researcher takes the initiative of describing the problem.

### ③ Field notes:-

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They may be methodological, descriptive or analytic. Methodological notes deal with collecting data, descriptive notes deal with indispensable part of work and analytic notes are where the researcher writes his ideas and organize everything.

### Purpose of Ethnography:-

The purpose of ethnography is to provide the information about a single culture or social group.

e.g: Studying the daily life of Cherokee people.

### Ethnology:-

It is the comparative analysis of different cultures to identify the patterns, similarities and differences of the ~~cult~~ culture. It is based on data collected through ethnographies and other secondary sources.

### Purpose of Ethnology:-

Its purpose is to develop broader generalizations and theories about human behavior.



e.g: comparison of kinship systems across various classes and societies.

How do ethnography and ethnology differ from each other?

While ethnography focus on analyzing single culture, ethnology is a comparative analysis of different cultures.

### CONCLUSION:

Ethnology and ethnography are the two research methods as adopted by anthropologists.

While one focuses on individual approach, the other is a comparative analysis of cultures. However, both have distinctive importance when it comes to anthropological research.

## 2 - Research tools and

### Research Methodologies-

#### What are Research Tools?

Research tools are the instruments and techniques used to collect and analyze the data.

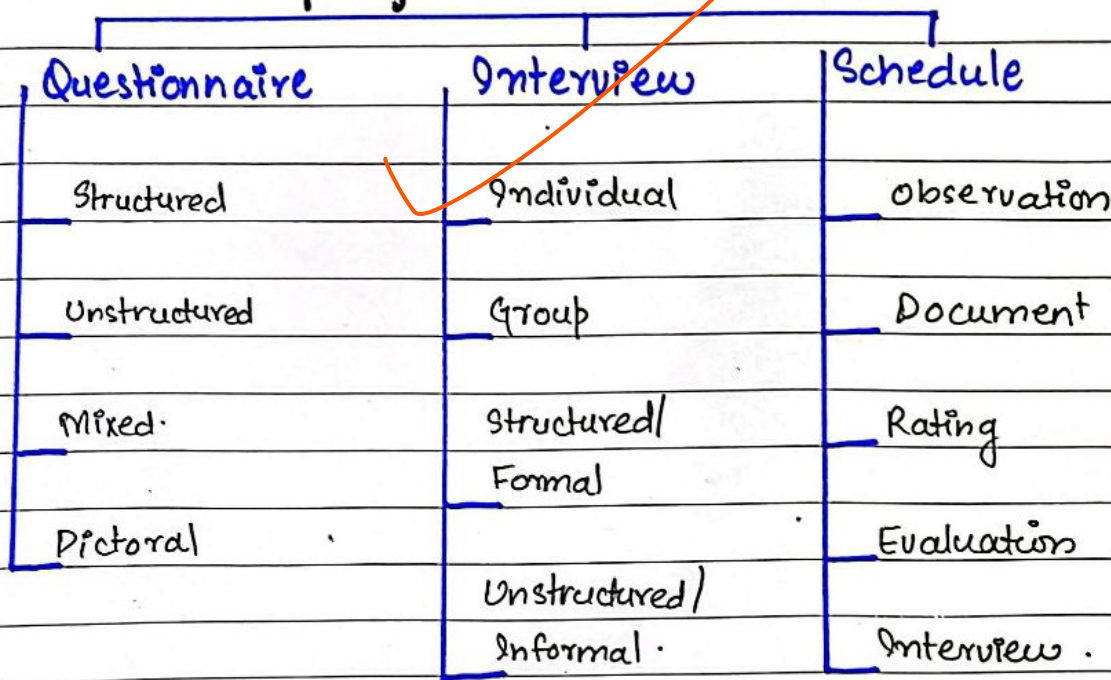
e.g: Questionnaires, surveys, schedules, Audio-visual tools for documentation, statistical softwares for data analysis, etc.

#### What is Research Methodology?

Research methodology refers to the systematic plan and approach used to conduct research. It includes the overall strategy, design and methods for data collection and analysis.

e.g: Qualitative methods, Quantitative methods and mixed methods.

## Tools and Techniques of Anthropological Research.



## Research Methods and Methodologies

### In Anthropology

