Methods in Applied Anthropology
Anthropology 531
Schedule #20126
Fall, 2013

Tuesday 11 a.m. – 12:15 p.m.
PSFA 308

Dr. Frederick J. Conway
Office: AL-484
Office Telephone: (619) 594-5643
Anthropology Department: (619) 594-5527
E-mail: conway1@mail.sdsu.edu

Office Hours:
TU 1-2
WE 10-11
TH 9:30-10:30

SYLLABUS

Learning Outcomes

Since the beginnings of their discipline, anthropologists have been concerned with the policy implications of their findings, with using their knowledge and perspectives to improve conditions, and with advocating for peoples and causes. All these are components of applied anthropology. Today, applied anthropology is a major activity and an important career option for anthropologists, as well as a focus of our Department.

This course is an introduction to applied anthropology, with an emphasis on methods used in the field. Our readings, lectures, and discussions will revolve around four dimensions of applied anthropology:

- forms of practice (such as needs assessment and evaluation)
- methods (such as focus groups and rapid assessment)
- domains of practice (such as medical anthropology and tourism)
- making a career in applied anthropology.

A major component of this course is gaining experience in the methods used in applying anthropology. We will be planning activities in applied anthropology as a group and everyone will have the opportunity to use methods for planning, evaluating or understanding the impacts of policies and programs. Methods in applied anthropology we will explore include ethnographic observation, key informant interviewing, focus groups, and rapid assessment.

This course fulfills a methods requirement for the Anthropology major and M. A. program.
By succeeding in this course, you will be able to:

- understand the various domains and arenas of applied anthropology
- distinguish among the kinds of practice applied anthropologists engage in
- evaluate literature describing programs and policies
- use several methods frequently employed in applied anthropology
- determine when particular methods are useful for a given project
- work cooperatively with others to define and accomplish specific goals
- evaluate the fit between different applied anthropology options and your career goals and aptitudes
- research career options in applied anthropology

Class sessions will include lectures, group discussions, and exercises. Attendance at all class meetings is expected. If, for some valid reason, you are unable to attend a class, you must assume responsibility for getting notes from a classmate. A schedule of readings is posted on Blackboard. The readings are to be completed before class on the day indicated.

Texts

There are three texts for this course.


The Ervin text will be available on Reserve in the library. The NAPA bulletin is available on-line through the library website.

Course Requirements

Test and Final Exam

The mid-term test will be on Oct. 22. The final exam is on December 17 at 10:30 a.m. These tests will be based on the readings and classroom material. Test formats may include short-answer, essay, and multiple-choice questions. There may be take-home components to the tests and final. The final may include comparative questions about the material covered before the mid-term test. The mid-term test is worth 100 points. The final is worth 150 points. Note the date of the final for Winter Break travel plans.

It is not possible to schedule make-up tests in a way that is fair to all students. Therefore there will be no make-up tests except in cases of true medical emergencies with documentation from a physician.
Methods Exercises

In addition to the readings, our class will be engaging in activities in applying anthropology. We will use methods described in our text to gain information about real issues at SDSU. In addition to engaging in exercises in class, we will be working on a program between the SDSU Center for Regional Sustainability and National City in the Community Engagement for Sustainable Cities (CESC) program. This program is undertaking a wide range of activities with National City, with students from diverse SDSU classes participating. Our job will be to document the first semester of activities in the program. This is a real job with a Scope of Work to complete for National City. This work will involve a time commitments outside of class, and travel to National City as well as work on the SDSU campus. All students are required to participate in the project. Travel expenses will be covered by CESC. More information about this component of the course will be given in class.

Participation

Participation in the course entails not only regular class attendance, but also active involvement in classroom activities, including written exercises and discussions. Class participation will be worth up to 50 points of your course grade. Participation will be measured both by how often you take part in class activities and by the quality of your contributions to class discussions.

Course Grade (for undergraduates)

The grade for the course will be calculated as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term test</td>
<td>100</td>
</tr>
<tr>
<td>Methods Exercises</td>
<td>200</td>
</tr>
<tr>
<td>Final exam</td>
<td>150</td>
</tr>
<tr>
<td>Participation</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

Course grades for undergraduates will be calculated from points as follows:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>460-500</td>
<td>A</td>
</tr>
<tr>
<td>450-459</td>
<td>A-</td>
</tr>
<tr>
<td>440-449</td>
<td>B+</td>
</tr>
<tr>
<td>410-439</td>
<td>B</td>
</tr>
<tr>
<td>400-409</td>
<td>B-</td>
</tr>
<tr>
<td>390-399</td>
<td>C+</td>
</tr>
<tr>
<td>&lt;300</td>
<td>F</td>
</tr>
</tbody>
</table>
Graduate Students

In addition to the above requirements, you will also submit a research paper on work in applied anthropology. More information about the assignment and your course grade will be given to you separately.

Students with Disabilities

Students who need accommodation for their disabilities should contact me privately to discuss specific accommodations for which they have received authorization. If you have a disability, but have not contacted Student Disability Services at 619-594-6473 (Calpulli Center, Suite 3101), please do so before making an appointment to see me.

Student Rights and Responsibilities

Cheating is the most serious offense in academia and it will not be tolerated. If students have any questions about cheating, they should consult SDSU’s official policy, which can be found at: www.sa.sdsu.edu/srr.

Studying with other students is encouraged, but all written work, including tests and papers, must be the work of the individual student. (Specific group projects are an exception.) Examples of cheating include unauthorized sharing of answers during an exam, use of unauthorized notes or study materials during an exam, altering an exam and resubmitting it for regarding, having another student take an exam for you or submit assignments in your name, and participating in unauthorized collaboration on coursework to be graded.

Blackboard

This course uses Blackboard, a web-based course aid that can be accessed from any terminal. Information and materials about the course will be posted on Blackboard, as well as announcements. Blackboard uses the same password as WebPortal.

PLEASE FEEL FREE TO CONTACT ME WITH ANY CONCERNS OR QUESTIONS ABOUT THE COURSE.

MY OFFICE HOURS ARE:
TU  2
WE  10-11
TH  9:30-10:30
E-mail: conway1@mail.sdsu.edu
Course Requirements for Graduate Students

Term Paper

In addition to the requirements on the general syllabus, graduate students will write a term paper about a specific case of the application of anthropology in a program. In the paper, you will address these questions:

- What was the problem or issue?
- Who was/were the client(s) of the anthropologist?
- What did the applied anthropologist do with regard to the problem or issue?
- What methods did the anthropologist use?
- What was the relationship of the anthropologist to the institutions involved?
- What were the relationships of the anthropologist to other people involved?
- What theoretical approach (if any) is evident in the work of the anthropologist?
- What conclusions can be drawn that are informative for applied anthropology as a whole?

The paper should be between 3,000 and 4,000 words in length (double-spaced). Your paper topic is due on 10/17. The paper itself is due on the last day of class, Dec. 10. The paper should also be submitted through Turnitin on Blackboard. Click on the “Assignments” button to access Turnitin. The term paper is worth 150 points, bringing your total number of points to 650.

Please consult with me about your paper topic. It is important that it be about a specific concrete piece of applied work, rather than say an analysis of an issue or a research project. One place to look for topic ideas is in Human Organization, the journal of the Society for Applied Anthropology. (Many articles, however, are not about specific programs.) You might also look at websites in the domain you are interested in, as well as the websites of the Society for Applied Anthropology and the American Anthropological Association.

Methods Exercises/CESC

Graduate students are also expected to participate actively in class discussions and take leadership roles in our methods exercises. This will mean both exercises in class and participation in documenting the SDSU-National City CESC Partnership. The work with National City will include interviewing and possibly focus groups with students, faculty and City staff and other partners. About half the students in our class are undergraduates, and the graduate students are expected to serve as mentors and occasionally as supervisors of the undergraduate students’ work. In addition, we are required by the CESC program to write reports of our work and findings. These reports will be primarily
the responsibility of the graduate students in the course. We will discuss the details of all of this work in class.

**Course Grade for Graduate Students**

The grade for the course will be calculated as follows:

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<td>Participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>650</strong></td>
</tr>
</tbody>
</table>

The grade will be calculated as follows:

- 605-650 A
- 585-604 A-
- 572-584 B+
- 540-571 B
- 520-539 B-
- 507-519 C+
- 475-506 C
- 455-474 C-
- 442-454 D+
- 410-441 D
- 390-409 D-
- <390 F

Please feel free to consult with me about any aspect of the requirements for the course.

**Office:** AL-484  
**Office Hours:**  
- Tues. 1-2  
- Wed. 10-12  
- Thurs. 9:30-10:30  
- and by appointment  
**Telephone:** (619) 594-5643  
**E-mail:** conway1@mail.sdsu.edu
ANTH 531 Methods in Applied Anthropology Fall 2013

Reading and Exam Schedule

| App Anth | Ervin: Applied Anthropology |
| Methods  | Schensul & LeCompte: Essential Ethnographic |
| NAPA     | NAPA Bulletin 29: Careers in Applied Anthropology |

A. INTRODUCTION TO THE FIELD

Week 1
Tu 8/27 Introduction to the course
Th 8/29 Introduction: App Anth 1, 4

Week 2
Tu 9/3 Ethics in Applied Anthropology: App Anth 3
Th 9/5 The Anthropological Approach: App Anth 5, Methods 11

Note Monday, September 9 is the last day to add, drop or change grading basis of your classes.

B. METHODS I: Ethnography and Interviewing

Week 3
Th 9/12 Ethnography: Methods 4: pp. 83-102

Week 4
Th 9/19 Interviewing: Methods 7

C. INSTITUTIONAL SETTINGS

Week 5
Tu 9/24 Institutional settings: public and academic: NAPA: p. 110 (Fiske), p. 56 (Young)

D. METHODS II: Focus Groups

Week 6
Tu 10/1  Focus groups:  App Anth 12
Th 10/3  Focus groups:  Methods 8: pp. 195-220

*Week 7*
Tu 10/8  Focus groups:  Methods 8: pp. 220-240

**E. APPLICATIONS OF ANTHROPOLOGY I**

*Week 7, cont’d.*
Th 10/10  Needs Assessment:  App Anth 6

*Week 8*
Tu 10/15  Program Evaluation:  App Anth 7
Th 10/17  Social Impact Assessment:  App Anth 8

*Week 9*
Tu 10/22  **Mid-Term Exam**
Th 10/24  Environmental Anthropology:  App Anth 9

*Week 10*
Tu 10/29  Environmental Anthropology:  NAPA: p.41 (Gilden)
Th 10/31  Advocacy:  App Anth 10

**F. METHODS III: Quantitative Data, Rapid Assessment, Participatory Research**

*Week 11*
Tu 11/5  Quantitative Data/Surveying:  App Anth 13
Th 11/7  Quantitative Data/Surveying:  Methods 9

*Week 12*
Tu 11/12  Quantitative Data/Surveying:  Methods 10
Th 11/14  Rapid Assessment:  App Anth 14

*Week 13*
Tu 11/19  Participatory Research:  App Anth 15
Th 11/21  Participatory Research:  NAPA: p. 70 (Lassiter)

**G. BECOMING A PROFESSIONAL APPLIED ANTHROPOLOGIST**

*Week 14*
Tu 11/26  Preparation :  App Anth 17,  NAPA: p. 166 (Nolan)
Th 11/28  Thanksgiving (No class)
Week 15
Tu 12/3  Standards: App Anth 16
Th 12/5  Conclusions

Final Exam: Tu 12/17 10:30 a.m.