A HANDBOOK OF PRACTICING ANTHROPOLOGY

EDITED BY RIALL W. NOLAN

WILEY-BLACKWELL
A Handbook of Practicing Anthropology
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Notes on Contributors

**Linda A. Bennett** is a medical sociocultural anthropologist who has worked in academic anthropology positions (Wright State University, 1966–9; University of Memphis, 1986 to date) and in a research faculty position in a medical school environment (George Washington University Medical Center Department of Psychiatry and Behavioral Sciences, Center for Family Research 1974–86). She has served as president of the National Association for the Practice of Anthropology and the Society for Applied Anthropology.

**Lenora Bohren** is director of the National Center for Vehicle Emissions Control and Safety and Director of Research for the Institute of the Built Environment at Colorado State University. For over 20 years, she has worked on environmental issues with organizations such as the US Environmental Protection Agency (EPA) and the US Department of Agriculture (USDA). She has also conducted air quality studies throughout the United States and Mexico and helped organize national and international clean air conferences.

**Elizabeth K. Briody** is a cultural anthropologist and founder of Cultural Keys LLC, which specializes in improving organizational effectiveness and understanding and reaching customers. Her recent publications include *The Cultural Dimension of Global Business* (with Gary Ferraro, 2012) and *Transforming Culture* (with Robert T. Trotter, II and Tracy L. Meerwarth, 2010).

**Gordon Bronitsky** is the founder and president of Bronitsky and Associates, an organization which works with indigenous artists and performers around the world, both traditional and contemporary. They also work with indigenous communities in festival development. Bronitsky and Associates has an e-newsletter, *From All Directions*, which goes out every other month to nearly 7,000 people around the world.
Mary Odell Butler has worked for 35 years in research design, management, and supervision of evaluations for public health projects. She has been employed by Battelle and Westat and holds adjunct appointments at the University of Maryland and the University of North Texas. She has delivered numerous courses and workshops in evaluation for anthropologists and public health professionals. She is co-editor of Evaluation Anthropology: Creating an Emerging Sub-field (2005) and of Practicing Anthropology in the Global Village (2011).

Paula Chambers founded the first ever online community for humanities PhD students interested in non-academic careers while she was earning her PhD at Ohio State University. After graduating in 2000, she continued to manage the community while pursuing her own successful non-academic career as a grant writer. In 2010 she founded The Versatile PhD, an online service that helps universities provide graduate students with non-academic career information.

Mari H. Clarke is a senior gender consultant for the World Bank. Over the past 40 years, she has also played various roles in the Asian Development Bank (ADB), the United States Agency for International Development (USAID), the Millennium Challenge Corporation (MCC), Gesellschaft für Technische Zusammenarbeit (GTZ), NGOs, and consulting firms, addressing gender issues in a wide range of sectors and countries. Her PhD in anthropology is from the University of North Carolina at Chapel Hill.

Cathleen Crain, one of the two founding partners in LTG Associates, designs and manages project work and leads development for the firm. As a professional social scientist, Crain has worked for 35 years with ethnic, vulnerable, and hard-to-reach populations domestically and internationally, focusing on the development of evaluation and research methods that reach communities and engage them in expressing their concerns and their agency to focus and refine programs serving them.

Timothy de Waal Malefyt is visiting associate professor at Fordham Business School, Center for Positive Marketing, in New York City. Previously he was vice president, director of cultural discoveries for BBDO advertising in New York City, and D’Arcy, Masius, Benton & Bowles advertising in Detroit. Malefyt holds a PhD in anthropology from Brown, is co-editor of Advertising Cultures (2003) and co-author of Advertising and Anthropology (2012).

Paul E. Farmer, a medical anthropologist and physician, is a founding director of Partners in Health, an international nonprofit organization that provides direct healthcare services and has undertaken research and advocacy activities on behalf of those who are sick and living in poverty. He holds appointments at Harvard Medical School and Brigham Women’s Hospital, and is UN deputy special envoy for Haiti. He has written extensively on health, human rights, and the consequences of social inequality.
Shirley J. Fiske is an environmental and policy anthropologist with over 20 years’ experience working for the National Oceanic and Atmospheric Administration as a research manager and program director; and subsequently in the Senate on energy, natural resources, public lands, climate change, and ocean and fisheries policy. She is currently a research professor with the Department of Anthropology, University of Maryland, College Park. She has been president of NAPA and WAPA, and on the AAA executive board.

Kerry B. Fosher is the director of the Translational Research Group at the Marine Corps’ culture training and education center, which integrates social science perspectives across a broad range of Marine Corps initiatives. She was a member of AAA’s commission on engagement with military and intelligence organizations from 2006 through 2010.

Martha Hare is a program director at the National Institutes of Health (NIH)/National Cancer Institute (NCI). At NIH she has administered research studies concerned with health disparities, HIV/AIDS, and palliation. After receiving her PhD in anthropology (New School for Social Research), Hare conducted public health evaluation research. She earned a BA in anthropology from Binghamton University and a BS in nursing from the Cornell University—New York Hospital School of Nursing.

Suzanne Heurtin-Roberts is a health scientist at the National Institutes of Health (NIH)/National Cancer Institute (NCI). She has worked for several federal offices and agencies in research and program management on issues including health equity, culture and service delivery, policy, and behavioral and community health. She has a PhD in medical anthropology, and an MSW, and has published in the areas of culture and chronic illness, adherence, health equity, and mental health services.

Susanna M. Hoffman is a disaster anthropologist, author, co-author, and editor of ten books, including *Catastrophe and Culture* (2002) and *The Angry Earth* (1999), both with Anthony Oliver-Smith. She has written numerous articles, and has made two ethnographic films. She was the first recipient of the Fulbright Foundation’s Aegean Initiative, shared between Greece and Turkey after their earthquakes, and helped write the United Nations Statement on “Women and Natural Disaster.” She is frequently a national and international speaker on disaster issues.

Adam Koons has worked in development and relief for 31 years, including 17 years overseas. He has worked for the Peace Corps, USAID, international NGOs, the UN, and consulting companies. Koons specializes in food security, economic development and income generation, and disaster relief. He has served as training coordinator, evaluation director, food aid adviser, program manager, relief director, department director, and country director. He holds a PhD in economic and applied anthropology.

Grant McCracken is the author of a number of widely read books; his latest is *Culturematic* (2012), from Harvard Business Review Press. He has been the director
of the Institute of Contemporary Culture at the Royal Ontario Museum, a senior lecturer at the Harvard Business School, and a visiting scholar at the University of Cambridge. He is now a research affiliate at C3 at Massachusetts Institute of Technology. He consults widely, and serves on numerous marketing boards.

**Crysta Metcalf** is the manager of experiences research within Motorola Mobility’s Applied Research Center, and leads a cross-disciplinary team of social scientists, computer scientists, and designers. She has worked in applied research in Motorola since 2000, on a variety of projects utilizing team-based, transdisciplinary methods for technology innovation. Her work has been primarily focused on emerging interactive media applications, and consumers in both the home and mobile spaces.

**Riall W. Nolan** is professor of anthropology at Purdue University, where he was associate provost and dean of international programs until 2009. He worked overseas for nearly 20 years as a practicing anthropologist, in Africa, Asia, and the Middle East, mainly in international development. In addition to teaching, he writes and consults frequently on issues of international development, international education, cross-cultural adaptation, and applied anthropology.

**William L. Partridge** recently retired from Vanderbilt University where he was professor of anthropology and professor of human and organizational development. From 1986 to 2001 he worked for the World Bank in Washington, DC and Buenos Aires, Argentina. He is a specialist in social analysis and resettlement, and is the author of numerous publications on these and other aspects of international development. He is the joint editor (with Elizabeth Eddy) of *Applied Anthropology in America* (1987).

**Tracy Meerwarth Pester** is a corporate officer at Consolidated Bearings Co. in Cedar Knolls, New Jersey. She worked at General Motors Research and Development from 2001 through 2008, prior to which she received an MA in applied anthropology from Northern Arizona University. She is interested in cultural modeling, cognitive anthropology, and symbolic anthropology. She is a published author, a competitive golfer, and a yogi.

**Amy S. Porter** is a candidate in the MD/PhD program in clinical medicine and social and medical anthropology at Harvard University. She has been working with communities affected by HIV/AIDS and tuberculosis in South Africa since 2005. Her prior work focused on postpartum illness in the United States and Fiji.

**Terry Redding** is senior editor and research associate with LTG Associates in Takoma Park, Maryland, currently working on projects for the Robert Wood Johnson Foundation and the Duke Endowment. He also coordinated the 2009 CoPAPIA MA career survey. Redding holds an MA in applied anthropology from the University of South Florida (1998) and BA dual majors in journalism and sociology.
Susan Squires, from the Anthropology Department of the University of North Texas, is an anthropologist working with businesses to find innovative solutions to their challenges. She is a recognized expert on customer insights research and her edited book, *Creating Breakthrough Ideas* (2002), chronicles the application of her research theory and methodology as used by anthropologists in business and design.

Nathaniel Tashima is one of the two founding partners in LTG Associates, Inc. He has overall administrative responsibility for the firm, and oversees contract management, project design and implementation. He maintains a strong interest in the ethics of social and health research and the role of affected people and communities in the policy discussion. Throughout his career, Tashima has focused on developing opportunities for consumers to participate in policy discussions through program evaluation and community organizing.

Frank J. Tortorello, Jr. is a sociocultural anthropologist employed by Professional Solutions, LLC as a researcher for the USMC Center for Advanced Operational Culture Learning. He studies issues arising from the Corps’ need to be capable of accomplishing missions ranging from humanitarian relief to combat in any culture around the world.

Judy Tso currently works for a large strategy and technology consulting firm. She is a certified coach and certified master facilitator and applies her anthropological skills to help organizations navigate change. She has a bachelor’s degree from the Wharton School and a master’s in applied anthropology from the University of Maryland.

Linda Whiteford is a professor of anthropology and was vice provost for academic program development and review, associate vice president for global strategies, associate vice president for strategic initiatives and chair of the Department of Anthropology at the University of South Florida. Her most recent book, *Global Health in Times of Violence* (2009), is co-edited with Paul Farmer and Barbara Rylko-Bauer.

Dennis Wiedman holds a PhD (1979) from the University of Oklahoma. From 1990 to 2000 he was assistant to the provost at Florida International University. He has served as treasurer for the Society for Applied Anthropology; executive board member, practicing/professional seat for the American Anthropological Association; and president of the National Association for the Practice of Anthropology. Currently, he is associate professor of anthropology in the Department of Global and Sociocultural Studies at Florida International University.

There has never been a better time to be a practicing anthropologist, as across the
globe, people work together to confront and address our societal and environmental
challenges at a variety of levels and in a variety of ways. Anthropology has much to
contribute to these efforts, but until a few decades ago, I think it’s fair to say that
our discipline sometimes took a somewhat off-hand and haphazard approach to
issues of application.

Fortunately, this is no longer the case. Anthropology outside the university is
now the fastest-growing – and arguably most exciting – facet of our discipline,
bringing theory and practice together in new and exciting ways. More and more of
our graduates now choose practice, and more and more of our academic programs
are gearing up to help develop these practitioners. Essential to this undertaking is
the inclusion of practitioner voices in our disciplinary conversations about what
anthropology is and what it is becoming. This book is a modest contribution to
that effort.

My intention here was not to provide a survey of the literature and theory relat-
ing to practice, but instead to bring together insider accounts from experienced
professionals, accounts of what it’s like to be them. I wanted them to tell us, from
their perspective, what they do and how they do it; what they see as major issues
and opportunities in their work, and how they address these. Consider this, if you
like, an attempt to provide an emic perspective on practice, and one which connects
our discipline and its concerns to wider structures, interests, and issues.

No book of this size and scope can be created without the efforts of many dif-
ferent people. My thanks and appreciation go out to my original small group of
“sages,” with whom I consulted at the outset and who helped me with ideas, encour-
agement, warnings, and advice. Later, I received helpful suggestions from many
other practitioners as the project proceeded, regarding possible authors, topics, and
approaches. And throughout, I was encouraged and supported by the editors at
Wiley-Blackwell, in particular Rosalie Robertson, Julia Kirk, and Jennifer Bray.