
Contents

<i>Preface</i>	7
H. RUSSELL BERNARD	
1 ■ Introduction: On Method and Methods in Anthropology	9
H. RUSSELL BERNARD	
Part I: Perspectives	
2 ■ Epistemology: The Nature and Validation of Anthropological Knowledge	39
THOMAS SCHWEIZER	
3 ■ In Search of Meaningful Methods	89
JAMES FERNANDEZ and MICHAEL HERZFELD	
4 ■ Research Design and Research Strategies	131
JEFFREY C. JOHNSON	
5 ■ Ethics	173
CAROLYN FLUEHR-LOBBAN	
6 ■ Feminist Methods	203
CHRISTINE WARD GAILEY	
7 ■ Transnational Research	235
ULF HANNERZ	
Part II: Acquiring Information	
8 ■ Participant Observation	259
KATHLEEN M. DEWALT and BILLIE R. DEWALT, with CORAL B. WAYLAND	
9 ■ Direct Systematic Observation of Behavior	301
ALLEN JOHNSON and ROSS SACKETT	
10 ■ Person-Centered Interviewing and Observation	333
ROBERT I. LEVY and DOUGLAS W. HOLLAN	
11 ■ Structured Interviewing and Questionnaire Construction	365
SUSAN C. WELLER	
12 ■ Discourse-Centered Methods	411
BRENDA FARNELL and LAURA R. GRAHAM	

13 ■ From Pictorializing to Visual Anthropology FADWA EL GUINDI	459
14 ■ Fieldwork in the Archives: Methods and Sources in Historical Anthropology CAROLINE B. BRETTELL	513
Part III: Interpreting Information	
15 ■ Reasoning with Numbers W. PENN HANDWERKER and STEPHEN P. BORGATTI	549
16 ■ Text Analysis: Qualitative and Quantitative Methods H. RUSSELL BERNARD and GERY W. RYAN	595
17 ■ Cross-Cultural Research CAROL R. EMBER and MELVIN EMBER	647
Part IV: Applying and Presenting Anthropology	
18 ■ Methods in Applied Anthropology ROBERT T. TROTTER, II and JEAN J. SCHENSUL	691
19 ■ Presenting Anthropology to Diverse Audiences CONRAD PHILLIP KOTTAK	737
About the Authors	763
Author Index	775
Subject Index	795