

Handbook Of Methods In Cultural Anthropology

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The Routledge Handbook of Anthropology and the City - SETHA LOW 2018-10-03

The Routledge Handbook of Anthropology and the City provides a comprehensive study of current and future urban issues on a global and local scale. Premised on an 'engaged' approach to urban anthropology, the volume adopts a thematic approach that covers a wide range of modern urban issues, with a particular focus on those of high public interest. Topics covered include security, displacement, social justice, privatisation, sustainability, and preservation. Offering valuable insight into how anthropologists investigate, make sense of, and then address a variety of urban issues, each chapter covers key theoretical and methodological concerns alongside rich ethnographic case study material. The volume is an essential reference for students and researchers in urban anthropology, as well as of interest for those in related disciplines, such as urban studies, sociology, and geography.

The Oxford Handbook of Material Culture Studies - DAN HICKS 2010-09-02

Written by an international team of experts, the Handbook makes accessible a full range of theoretical and applied approaches to the study of material culture, and the place of materiality in social theory, presenting current thinking about material culture from the fields of archaeology, anthropology, geography, and science and technology studies.

Digital Anthropology - HEATHER A. HORST 2013-08-01

Anthropology has two main tasks: to understand what it is to be human and to examine how humanity is manifested differently in the diversity of culture. These tasks have gained new impetus from the extraordinary rise of the digital. This book brings together several key anthropologists working with digital culture to demonstrate just how productive an anthropological approach to the digital has already become. Through a range of case studies

from Facebook to Second Life to Google Earth, Digital Anthropology explores how human and digital can be defined in relation to one another, from avatars and disability; cultural differences in how we use social networking sites or practise religion; the practical consequences of the digital for politics, museums, design, space and development to new online world and gaming communities. The book also explores the moral universe of the digital, from new anxieties to open-source ideals. Digital Anthropology reveals how only the intense scrutiny of ethnography can overturn assumptions about the impact of digital culture and reveal its profound consequences for everyday life. Combining the clarity of a textbook with an engaging style which conveys a passion for these new frontiers of enquiry, this book is essential reading for students and scholars of anthropology, media studies, communication studies, cultural studies and sociology.

In Praise of Historical Anthropology -

Alexandre Coello de la Rosa 2020-02-18

In Praise of Historical Anthropology is based on a fundamental conviction: the study of society cannot be undertaken without considering the weight of history and separations between disciplines in academics need to be bridged for the benefit of knowledge. Anthropology cannot be limited to situating its object in its immediate context; rather its true subject of study is society as a historical problem. The book describes the complex attempts to transcend this separation, presenting perspectives, methodologies and direct applications for the study of power relations and systems of social classification, paying special attention to the reconstruction of colonial situations. Following the maxim expounded by John and Jean Comaroff, this book will help us understand that historical anthropology is not a matter of merging the two disciplines of anthropology and history, but rather considering societies in their historically situated dimension and applying the tools of the

social and human sciences to the analysis. In this vein, the book reviews the complex attempts to bridge disciplinary separations and theoretical proposals coming from very different traditions. The text, consequently, opens up hegemonic perspectives to include 'other anthropologies.'

The Routledge Handbook of Linguistic Anthropology - Nancy Bonvillain 2015-08-11

The Routledge Handbook of Linguistic Anthropology is a broad survey of linguistic anthropology, featuring contributions from prominent scholars in the field. Each chapter presents a brief historical summary of research in the field and discusses topics and issues of current concern to people doing research in linguistic anthropology. The handbook is organized into four parts - Language and Cultural Productions; Language Ideologies and Practices of Learning; Language and the Communication of Identities; and Language and Local/Global Power - and covers current topics of interest at the intersection of the two fields,

while also contextualizing them within discussions of fieldwork practice. Featuring 30 contributions from leading scholars in the field, The Routledge Handbook of Linguistic Anthropology is an essential overview for students and researchers interested in understanding core concepts and key issues in linguistic anthropology.

Routledge Handbook of Interdisciplinary Research Methods - Celia Lury 2018-07-06

The landscape of contemporary research is characterized by growing interdisciplinarity, and disciplinary boundaries are blurring faster than ever. Yet while interdisciplinary methods, and methodological innovation in general, are often presented as the 'holy grail' of research, there are few examples or discussions of their development and 'behaviour' in the field. This Routledge Handbook of Interdisciplinary Research presents a bold intervention by showcasing a diversity of stimulating approaches. Over 50 experienced researchers

illustrate the challenges, but also the rewards of doing and representing interdisciplinary research through their own methodological developments. Featured projects cover a variety of scales and topics, from small art-science collaborations to the 'big data' of mass observations. Each section is dedicated to an aspect of data handling, from collection, classification, validation to communication to research audiences. Most importantly, *Interdisciplinary Methods* presents a distinctive approach through its focus on knowledge as process, defamiliarising and reworking familiar practices such as experimenting, archiving, observing, prototyping or translating.

Perspectives - Tina Stavenhagen-Helgren
2018-12-05

Handbook of Methods in Cultural Anthropology -
H. Russell Bernard 2014-07-08
The Handbook of Methods in Cultural Anthropology, now in its second edition,

maintains a strong benchmark for understanding the scope of contemporary anthropological field methods. Avoiding divisive debates over science and humanism, the contributors draw upon both traditions to explore fieldwork in practice. The second edition also reflects major developments of the past decade, including: the rising prominence of mixed methods, the emergence of new technologies, and evolving views on ethnographic writing. Spanning the chain of research, from designing a project through methods of data collection and interpretive analysis, the Handbook features new chapters on ethnography of online communities, social survey research, and network and geospatial analysis. Considered discussion of ethics, epistemology, and the presentation of research results to diverse audiences round out the volume. The result is an essential guide for all scholars, professionals, and advanced students who employ fieldwork.

Coming of Age in Second Life - Tom

Boellstorff 2015-08-25

Millions of people around the world today spend portions of their lives in online virtual worlds. Second Life is one of the largest of these virtual worlds. The residents of Second Life create communities, buy property and build homes, go to concerts, meet in bars, attend weddings and religious services, buy and sell virtual goods and services, find friendship, fall in love--the possibilities are endless, and all encountered through a computer screen. At the time of its initial publication in 2008, *Coming of Age in Second Life* was the first book of anthropology to examine this thriving alternate universe. Tom Boellstorff conducted more than two years of fieldwork in Second Life, living among and observing its residents in exactly the same way anthropologists traditionally have done to learn about cultures and social groups in the so-called real world. He conducted his research as the avatar "Tom Bukowski," and applied the rigorous methods of anthropology to study many facets of

this new frontier of human life, including issues of gender, race, sex, money, conflict and antisocial behavior, the construction of place and time, and the interplay of self and group. *Coming of Age in Second Life* shows how virtual worlds can change ideas about identity and society. Bringing anthropology into territory never before studied, this book demonstrates that in some ways humans have always been virtual, and that virtual worlds in all their rich complexity build upon a human capacity for culture that is as old as humanity itself. Now with a new preface in which the author places his book in light of the most recent transformations in online culture, *Coming of Age in Second Life* remains the classic ethnography of virtual worlds.

Visual Anthropology - Fadwa El Guindi
2004-11-15

El Guindi provides a comprehensive guide to the methods of visual anthropology and the use of film in cross-cultural research and ethnography.

She shows how visual media — photographic, filmic, interactive — is now an accepted part of the anthropological process, a vital tool that reflects and produces knowledge about the range of cultures and about culture itself. It preserves the integrity of people, objects, and events in their cultural context, and expands our horizons beyond the reach of memory culture. El Guindi places visual anthropology within an empirically-based, analytic framework, built on systematic observation, identifying the research cycle that begins with data gathering and leads to visual ethnographic construction that is anthropological in method, process, and product. She explains how indigenous, professional, and amateur forms of pictorial/auditory materials are grounded in personal, social, cultural, and ideological contexts, and describes the non-Western critique of the Western traditions of visual anthropology. Her book is an excellent guide for ethnographic research, and for film and other media instruction concerned with

cross-cultural representation.

Research Methods in Anthropology - Harvey Russell Bernard 2006

A new edition of the best-selling textbook in anthropological methods. It includes new examples, new material on text analysis, rapid ethnography, computers in the field, and an expanded bibliography.

Handbook of Methods in Cultural Anthropology - H. Russell Bernard 2014-07-08

Draws on both science and humanism to explore the scope of contemporary anthropological fieldwork in practice. This thoroughly revised second edition also features new chapters addressing online ethnography; mixed methods and social survey research; and network and geospatial analysis.

Cross-Cultural Filmmaking - Ilisa Barbash 1997-11-03

This extraordinary handbook was inspired by the distinctive concerns of anthropologists and others who film people in the field. The authors

cover the practical, technical, and theoretical aspects of filming, from fundraising to exhibition, in lucid and complete detail—information never before assembled in one place. The first section discusses filmmaking styles and the assumptions that frequently hide unacknowledged behind them, as well as the practical and ethical issues involved in moving from fieldwork to filmmaking. The second section concisely and clearly explains the technical aspects, including how to select and use equipment, how to shoot film and video, and the reasons for choosing one or the other, and how to record sound. Finally, the third section outlines the entire process of filmmaking: preproduction, production, postproduction, and distribution. Filled with useful illustrations and covering documentary and ethnographic filmmaking of all kinds, *Cross-Cultural Filmmaking* will be as essential to the anthropologist or independent documentarian on location as to the student in the classroom.

A Handbook of Practicing Anthropology
Nolan 2013-01-16

An essential career-planning resource, *A Handbook of Practicing Anthropology* presents a comprehensive account of contemporary anthropological practice written primarily by anthropological practitioners. Engagingly written and instructive accounts of practice by anthropological professionals working in corporations, governmental, entrepreneurial, and educational settings. Provides essential guidance on applying anthropological principles on the job: what works well and what must be learned. Emphasizes the value of collaboration, teamwork, and continuous learning as key elements to success in non-academic careers. Highlights the range of successful career options for practitioners, describes significant sectors of professional activity, and discusses key issues, concerns, and controversies in the field. Chapters examine key practice sectors such as freelancing, managing a consulting firm, working

for government, non-profits, and corporations, and the domains of health, industry, education, international development, and the military

Remembering to Live - M. Hay 2001-11-05

DIVAn ethnographic exploration of health, illness, and healing among a poor, rural Indonesian people /div

The Routledge International Handbook of Ethnographic Film and Video - Phillip Vannini
2020-04-13

The Routledge International Handbook of Ethnographic Film and Video is a state-of-the-art book which encompasses the breadth and depth of the field of ethnographic film and video-based research. With more and more researchers turning to film and video as a key element of their projects, and as research video production becomes more practical due to technological advances as well as the growing acceptance of video in everyday life, this critical book supports young researchers looking to develop the skills

necessary to produce meaningful ethnographic films and videos, and serves as a comprehensive resource for social scientists looking to better understand and appreciate the unique ways in which film and video can serve as ways of knowing and as tools of knowledge mobilization. Comprised of 31 chapters authored by some of the world's leading experts in their respective fields, the book's contributors synthesize existing literature, introduce the historical and conceptual dimensions of the field, illustrate innovative methodologies and techniques, survey traditional and new technologies, reflect on ethics and moral imperatives, outline ways to work with people, objects, and tools, and shape the future agenda of the field. With a particular focus on making ethnographic film and video, as opposed to analyzing or critiquing it, from a variety of methodological approaches and styles, the Handbook provides both a comprehensive introduction and up-to-date survey of the field for a vast variety of audiovisual researchers,

such as scholars and students in sociology, anthropology, geography, communication and media studies, education, cultural studies, film studies, visual arts, and related social science and humanities. As such, it will appeal to a multidisciplinary and international audience, and features a dynamic, forward-thinking, innovative, and contemporary focus oriented toward the very latest developments in the field, as well as future possibilities.

Handbook of Anthropology in Business - Rita M Denny 2016-06-16

In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major reference work on this field, the Handbook of Anthropology in Business is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. Offering broad coverage of theory and practice around the world, chapters demonstrate the vibrant tensions and innovation

that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal an evolving mosaic of engagement and innovation, offering a paradigm for understanding anthropology in business for years to come.

Handbook of Cultural Psychology, First Edition - Shinobu Kitayama 2010-01-04

Bringing together leading authorities, this definitive handbook provides a comprehensive review of the field of cultural psychology. Major theoretical perspectives are explained, and methodological issues and challenges are discussed. The volume examines how topics fundamental to psychology—identity and social relations, the self, cognition, emotion and motivation, and development—are influenced by cultural meanings and practices. It also presents cutting-edge work on the psychological and

evolutionary underpinnings of cultural stability and change. In all, more than 60 contributors have written over 30 chapters covering such diverse areas as food, love, religion, intelligence, language, attachment, narratives, and work.

Handbook of Critical and Indigenous

Methodologies - Norman K. Denzin 2008-05-07

"... The Handbook of Critical and Indigenous Methodologies extends beyond the investigation of qualitative inquiry itself to explore the indigenous and nonindigenous voices that inform research, policy, politics, and social justice". -- BACKCOVER.

The Oxford Handbook of Culture and Psychology

- Jaan Valsiner 2013-12-15

The goal of cultural psychology is to explain the ways in which human cultural constructions -- for example, rituals, stereotypes, and meanings -- organize and direct human acting, feeling, and thinking in different social contexts. A rapidly growing, international field of scholarship, cultural psychology is ready for an

interdisciplinary, primary resource. Linking psychology, anthropology, sociology, archaeology, and history, *The Oxford Handbook of Culture and Psychology* is the quintessential volume that unites the variable perspectives from these disciplines. Comprised of over fifty contributed chapters, this book provides a necessary, comprehensive overview of contemporary cultural psychology. Bridging psychological, sociological, and anthropological perspectives, one will find in this handbook: - A concise history of psychology that includes valuable resources for innovation in psychology in general and cultural psychology in particular - Interdisciplinary chapters including insights into cultural anthropology, cross-cultural psychology, culture and conceptions of the self, and semiotics and cultural connections - Close, conceptual links with contemporary biological sciences, especially developmental biology, and with other social sciences - A section detailing potential methodological innovations for cultural

psychology By comparing cultures and the (often differing) human psychological functions occurring within them, *The Oxford Handbook of Culture and Psychology* is the ideal resource for making sense of complex and varied human phenomena.

Visions of Culture - Jerry D. Moore 2018-11-05
Visions of Culture: A Reader, Second Edition, is an anthology of articles about anthropological theorists.

The SAGE Handbook of Cultural Anthropology
Lene Pedersen 2021-03-31

The SAGE Handbook of Cultural Anthropology is the first instalment of *The SAGE Handbook of the Social Sciences* series and encompasses major specialities as well as key interdisciplinary themes relevant to the field. Globally, societies are facing major upheaval and change, and the social sciences are fundamental to the analysis of these issues, as well as the development of strategies for addressing them. This handbook provides a rich overview of the discipline and

has a future focus whilst using international theories and examples throughout. The SAGE Handbook of Cultural Anthropology is an essential resource for social scientists globally and contains a rich body of chapters on all major topics relevant to the field, whilst also presenting a possible road map for the future of the field. Part 1: Foundations Part 2: Focal Areas Part 3: Urgent Issues Part 4: Short Essays: Contemporary Critical Dynamics

[Audiovisual and Digital Ethnography](#) - Cristina Grasseni 2021-11-30

Audiovisual and Digital Ethnography is a state-of-the-art introduction to this dynamic and growing subject. The authors explain its fundamental aspects in a clear and systematic way. The chapters cover topics including: learning to see and listen in the field and the role of sensory attention the mediation of the senses doing anthropological fieldwork with video observational filmmaking ethnographic drawing multimodal anthropology digital

ethnography interactive documentary the ethics and management of audiovisual and digital data. The result is a much-needed, up-to-date and concise guide to both the fundamental skills required for audiovisual and digital ethnographic production and the essential theoretical knowledge relating to this. It will be particularly useful for students and scholars in the fields of Anthropology, Sociology, Cultural Studies, Social Sciences, Media, Design, Art Practice and Sound Studies.

Handbook of Ethnography in Healthcare Research - Paul M. W. Hackett 2020-12-02

This handbook provides an up-to-date reference point for ethnography in healthcare research. Taking a multi-disciplinary approach, the chapters offer a holistic view of ethnography within medical contexts. This edited volume is organized around major methodological themes, such as ethics, interviews, narrative analysis and mixed methods. Through the use of case studies, it illustrates how methodological considerations

for ethnographic healthcare research are distinct from those in other fields. It has detailed content on the methodological facets of undertaking ethnography for prospective researchers to help them to conduct research in both an ethical and safe manner. It also highlights important issues such as the role of the researcher as the key research instrument, exploring how one's social behaviours enable the researcher to 'get closer' to his/her participants and thus uncover original phenomena.

Furthermore, it invites critical discussion of applied methodological strategies within the global academic community by pushing forward the use of ethnography to enhance the body of knowledge in the field. The book offers an original guide for advanced students, prospective ethnographers, and healthcare professionals aiming to utilize this methodological approach.

Handbook of Political Anthropology - Harald Wydra 2018-11-30

This Handbook engages the reader in the major debates, approaches, methodologies, and explanatory frames within political anthropology. Examining the shifting borders of a moving field of enquiry, it illustrates disciplinary paradigm shifts, the role of humans in political structures, ethnographies of the political, and global processes. Reflecting the variety of directions that surround political anthropology today, this volume will be essential reading to understanding the interactions of humans within political frames in a globalising world.

The Cambridge Handbook of Linguistic Anthropology - N. J. Enfield 2014-09-11

The field of linguistic anthropology looks at human uniqueness and diversity through the lens of language, our species' special combination of art and instinct. Human language both shapes, and is shaped by, our minds, societies, and cultural worlds. This state-of-the-field survey covers a wide range of topics,

approaches and theories, such as the nature and function of language systems, the relationship between language and social interaction, and the place of language in the social life of communities. Promoting a broad vision of the subject, spanning a range of disciplines from linguistics to biology, from psychology to sociology and philosophy, this authoritative handbook is an essential reference guide for students and researchers working on language and culture across the social sciences.

Ethnography and Virtual Worlds Tom Boellstorff 2012-09-16

This title provides practical and detailed techniques for ethnographic research customized to reflect the specific issues of online virtual worlds, both game and nongame.

21st Century Anthropology: A Reference Handbook - H. James Birx 2010

Research Methods in Anthropology - Harvey Russell Bernard 2002

A new edition of the best selling textbook in anthropological methods. Includes new examples, new material on text analysis, rapid ethnography, computers in the field, and other topics.

The Handbook of Sociocultural

Anthropology - James G. Carrier 2020-06-29
The Handbook of Sociocultural Anthropology presents a state of the art overview of the subject - its methodologies, current debates, history and future. It will provide the ultimate source of authoritative, critical descriptions of all the key aspects of the discipline as well as a consideration of the general state of the discipline at a time when there is notable uncertainty about its foundations, composition and direction. Divided into five core sections, the Handbook: examines the changing theoretical and analytical orientations that have led to new ways of carrying out research; presents an analysis of the traditional historical core and how the discipline has changed since 1980;

considers the ethnographic regions where work has had the greatest impact on anthropology as a whole; outlines the people and institutions that are the context in which the discipline operates, covering topics from research funding to professional ethics. Bringing together leading international scholars, the Handbook provides a guide to the latest research in social and cultural anthropology. Presenting a systematic overview - and offering a wide range of examples, insights and analysis - it will be an invaluable resource for researchers and students in anthropology as well as cultural and social geography, cultural studies and sociology.

The Oxford Handbook of Human Development and Culture - Lene Arnett Jensen 2015

A comprehensive synopsis of theory and research on human development, with every chapter drawing together findings from cultures around the world.

Research Methods in Anthropology - H. Russell Bernard 2006-01-03

Research Methods in Anthropology is the standard textbook for methods classes in anthropology. Written in Russ Bernard's unmistakable conversational style, his guide has launched tens of thousands of students into the fieldwork enterprise with a combination of rigorous methodology, wry humor, and commonsense advice. The author has thoroughly updated this new fourth edition. Whether you are coming from a scientific, interpretive, or applied anthropological tradition, you will learn field methods from the best guide in both qualitative and quantitative methods.

Field Projects in Anthropology by G. Crane
1984

This text helps students learn how to, & get a feel for being an anthropologist.

Digital Ethnography - Natalie M. Underberg
2013-04-15

Digital ethnography can be understood as a method for representing real-life cultures through storytelling in digital media. Enabling

audiences to go beyond absorbing facts, computer-based storytelling allows for immersion in the experience of another culture. A guide for anyone in the social sciences who seeks to enrich ethnographic techniques, Digital Ethnography offers a groundbreaking approach that utilizes interactive components to simulate cultural narratives. Integrating insights from cultural anthropology, folklore, digital humanities, and digital heritage studies, this work brims with case studies that provide in-depth discussions of applied projects. Web links to multimedia examples are included as well, including projects, design documents, and other relevant materials related to the planning and execution of digital ethnography projects. In addition, new media tools such as database development and XML coding are explored and explained, bridging the literature on cyber-ethnography with inspiring examples such as blending cultural heritage with computer games. One of the few books in its field to address the

digital divide among researchers, *Digital Ethnography* guides readers through the extraordinary potential for enrichment offered by technological resources, far from restricting research to quantitative methods usually associated with technology. The authors powerfully remind us that the study of culture is as much about affective traits of feeling and sensing as it is about cognition—an approach facilitated (not hindered) by the digital age.

The Handbook of Food and Anthropology Jakob A. Klein 2016-08-25

Winner of the CHOICE Outstanding Academic Title of the Year Award 2017. Interest in the anthropology of food has grown significantly in recent years. This is the first handbook to provide a detailed overview of all major areas of the field. 20 original essays by leading figures in the discipline examine traditional areas of research as well as cutting-edge areas of inquiry. Divided into three parts - Food, Self and Others; Food Security, Nutrition and Food

Safety; Food as Craft, Industry and Ethics - the book covers topics such as identity, commensality, locality, migration, ethical consumption, artisanal foods, and children's food. Each chapter features rich ethnography alongside wider analysis of the subject.

Internationally renowned scholars offer insights into their core areas of specialty. Examples include Michael Herzfeld on culinary stereotypes, David Sutton on how to conduct an anthropology of cooking, Johan Pottier on food insecurity, and Melissa Caldwell on practicing food anthropology. The book also features exceptional geographic and cultural diversity, with chapters on South Asia, South Africa, the United States of America, post-socialist societies, Maoist China, and Muslim and Jewish foodways. Invaluable as a reference as well as for teaching, *The Handbook of Food and Anthropology* serves to define this increasingly important field. An essential resource for researchers and students in anthropology and

food studies.

The SAGE Handbook of Social Anthropology

- Richard Fardon 2012-07-25

In two volumes, the SAGE Handbook of Social Anthropology provides the definitive overview of contemporary research in the discipline. It explains the what, where, and how of current and anticipated work in Social Anthropology. With 80 authors, contributing more than 60 chapters, this is the most comprehensive and up-to-date statement of research in Social Anthropology available and the essential point of departure for future projects. The Handbook is divided into four sections: -Part I: Interfaces examines Social Anthropology's disciplinary connections, from Art and Literature to Politics and Economics, from Linguistics to Biomedicine, from History to Media Studies. -Part II: Places examines place, region, culture, and history, from regional, area studies to a globalized world -Part III: Methods examines issues of method; from archives to war zones, from development

projects to art objects, and from ethics to comparison -Part IV: Futures anticipates anthropologies to come: in the Brain Sciences; in post-Development; in the Body and Health; and in new Technologies and Materialities Edited by the leading figures in social anthropology, the Handbook includes a substantive introduction by Richard Fardon, a think piece by Jean and John Comaroff, and a concluding last word on futures by Marilyn Strathern. The authors - each at the leading edge of the discipline - contribute in-depth chapters on both the foundational ideas and the latest research. Comprehensive and detailed, this magisterial Handbook overviews the last 25 years of the social anthropological imagination. It will speak to scholars in Social Anthropology and its many related disciplines. *My Life as a Night Elf Priest* Bonnie Nardi 2010-06-02

"Ever since the creators of the animated television show South Park turned their lovingly sardonic gaze on the massively multiplayer

online game World of Warcraft for an entire episode, WoW's status as an icon of digital culture has been secure. My Life as a Night Elf Priest digs deep beneath the surface of that icon to explore the rich particulars of the World of Warcraft player's experience." —Julian Dibbell, Wired "World of Warcraft is the best representative of a significant new technology, art form, and sector of society: the theme-oriented virtual world. Bonnie Nardi's pioneering transnational ethnography explores this game both sensitively and systematically using the methods of cultural anthropology and aesthetics with intensive personal experience as a guild member, media teacher, and magical quest Elf." —William Sims Bainbridge, author of The Warcraft Civilization and editor of Online Worlds "Nardi skillfully covers all of the hot button issues that come to mind when people think of video games like World of Warcraft such as game addiction, sexism, and violence. What gives this book its value are its unexpected gems

of rare and beautifully detailed research on less sensationalized topics of interest such as the World of Warcraft player community in China, game modding, the increasingly blurred line between play and work, and the rich and fascinating lives of players and player cultures. Nardi brings World of Warcraft down to earth for non-players and ties it to social and cultural theory for scholars. . . . the best ethnography of a single virtual world produced so far." —Lisa Nakamura, University of Illinois World of Warcraft rapidly became one of the most popular online world games on the planet, amassing 11.5 million subscribers—officially making it an online community of gamers that had more inhabitants than the state of Ohio and was almost twice as populous as Scotland. It's a massively multiplayer online game, or MMO in gamer jargon, where each person controls a single character inside a virtual world, interacting with other people's characters and computer-controlled monsters, quest-givers, and

merchants. In *My Life as a Night Elf Priest*, Bonnie Nardi, a well-known ethnographer who has published extensively on how theories of what we do intersect with how we adopt and use technology, compiles more than three years of participatory research in Warcraft play and culture in the United States and China into this field study of player behavior and activity. She introduces us to her research strategy and the history, structure, and culture of Warcraft; argues for applying activity theory and theories of aesthetic experience to the study of gaming and play; and educates us on issues of gender, culture, and addiction as part of the play experience. Nardi paints a compelling portrait of what drives online gamers both in this country and in China, where she spent a month studying players in Internet cafes. Bonnie Nardi has given us a fresh look not only at World of Warcraft but at the field of game studies as a whole. One of the first in-depth studies of a game that has become an icon of digital culture, *My Life as a*

Night Elf Priest will capture the interest of both the gamer and the ethnographer. Bonnie A. Nardi is an anthropologist by training and a professor in the Department of Informatics in the Donald Bren School of Information and Computer Sciences at the University of California, Irvine. Her research focus is the social implications of digital technologies. She is the author of *A Small Matter of Programming: Perspectives on End User Computing* and the coauthor of *Information Ecologies: Using Technology with Heart* and *Acting with Technology: Activity Theory and Interaction Design*. Cover art by Jessica Damsky
Handbook of Methodological Approaches to Community-based Research - Leonard Jason 2016

"The Handbook of Methodological Approaches to Community-Based Research is intended to aid the community-oriented researcher in learning about and applying cutting-edge quantitative, qualitative, and mixed methods approaches"--

The Oxford Handbook of Cultural Sociology

- Jeffrey C. Alexander 2012-01-26

Explains the social science of cultural sociology, a study of the ways in which culture, society, politics, and economy interact in the world.

The Cambridge Handbook of Acculturation

Psychology - David L. Sam 2006-08-03

In recent years the topic of acculturation has evolved from a relatively minor research area to one of the most researched subjects in the field of cross-cultural psychology. This edited handbook compiles and systemizes the current state of the art by exploring the broad international scope of acculturation. A collection

of the world's leading experts in the field review the various contexts for acculturation, the central theories, the groups and individuals undergoing acculturation (immigrants, refugees, indigenous people, expatriates, students and tourists) and discuss how current knowledge can be applied to make both the process and its outcome more manageable and profitable.

Building on the theoretical and methodological framework of cross-cultural psychology, the authors focus specifically on the issues that arise when people from one culture move to another culture and the reciprocal adjustments, tensions and benefits involved.