

\* **Introduction  
to the Social  
Sciences**

**anthropology**

**psychology**

**sociology**

# \*The social sciences

\*essentially are all about the study and analysis of human behaviour

behaviours are thoughts, feelings or actions shown by humans

what we think?  
how we act?

they include many many many different **disciplines** or branches or study

such as...economics, political science, history, geography, family studies, human geography, **anthropology**, **psychology** and **sociology**

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\*Social scientists seek to understand human experiences, they are interested in people, and they examine **cultures**, **societies** and **behaviours** of various groups of people through their research.



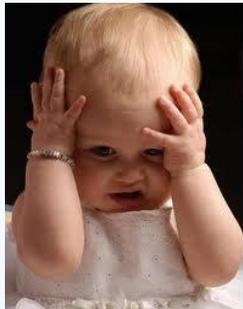
\***Social  
Scientists**

# \* Society is dynamic not static!

\* dynamic means always changing,

\* static means staying the same

These changes create challenges for society that need to be addressed...



\* Change is challenging

OR

\* Challenges require change

**Either way, social scientists are interested in how it all plays out**

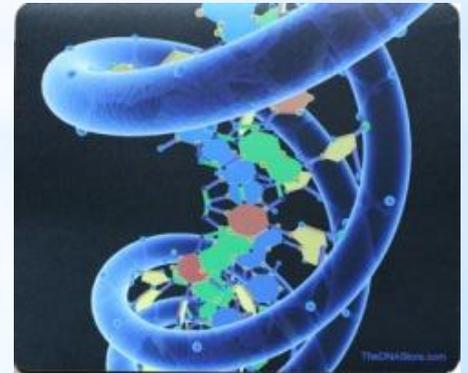
# \*What's up with Anthropology?

Anthropology is the study of humankind around the world

and throughout time.



It is concerned with both the **biological** and the **cultural** aspects of humans.\*



# \* Anthropology has 4 main branches:

## \* Physical Anthropology

studying evolution, genetic inheritance, human adaptability and variation, primatology (apes), the fossil record of human evolution & forensics



## ⊙ Cultural Anthropology

culture, ethnocentrism, communication, survival & other economic patterns, family patterns or kinship, sex & marriage, social control, political organization, class, ethnicity, gender, religion and cultural change



Borat the Cultural Anthropologist  
NOT!



◎ **Archaeology**  
early history of cultures around the world; major trends in cultural evolution; and techniques for finding, excavating, dating, and analyzing material remains of past societies

\* **Linguistic Anthropology**  
studies the role of language in community, national, and cross-cultural interactions. It is concerned with the social and cultural factors that underlie people's use of language to share information and shape cultures and community life.



# \* how anthropologists conduct their field work...

- \* **archaeology** the study of past cultures based on material remains [A Day in the LIfe of an Archaeologist](#)
- \* **dna and forensic testing** interested in the physical biological aspects of the human species [CSI Miami Intro](#)
- \* **ethnology** a comparative and historical study of culture
- \* **collection of statistics** comparing demographics
- \* **field interviews**
- \* **ethnography** the study of present-day cultures through fieldwork [Wade Davis](#)
- \* **participation-observation** becoming part of the group\*

# \* Dian Fossey

- \* Dian Fossey believed that in order to study gorillas effectively she had to immerse herself with them in an effort to get them to accept her presence [Dian and Digit](#)



She was an advocate for the gorillas who were being killed by poachers for their heads and hands. She was murdered in her cabin at Karisoke on December 26, 1985. Her death is a mystery yet unsolved.~



# \* Jane Goodall

\* Studied chimpanzees and also lived with them for over 45 years off and on in the wild



\* She learned that chimpanzee culture is similar to humans in many ways

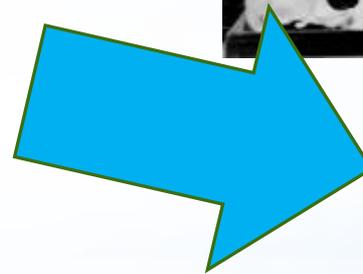


# \* Mary & Louis Leakey

\* Louis and Mary Leakey, two of the most famous fossil hunters of the twentieth century, are known for their many discoveries relating to human evolution.

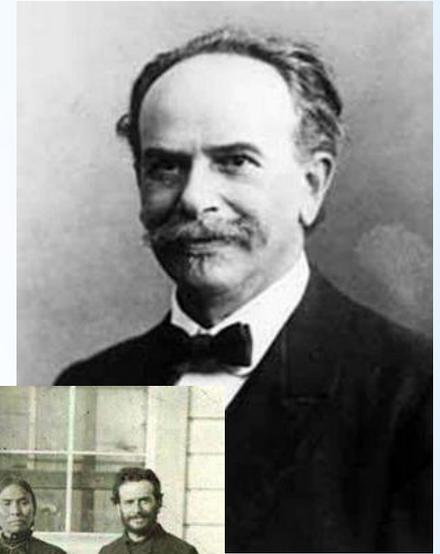


\* Their finds at Olduvai Gorge, a site in north western Tanzania, when added to the work of others, convinced most paleoanthropologists that humans originally evolved in Africa.



# \* Franz Boas

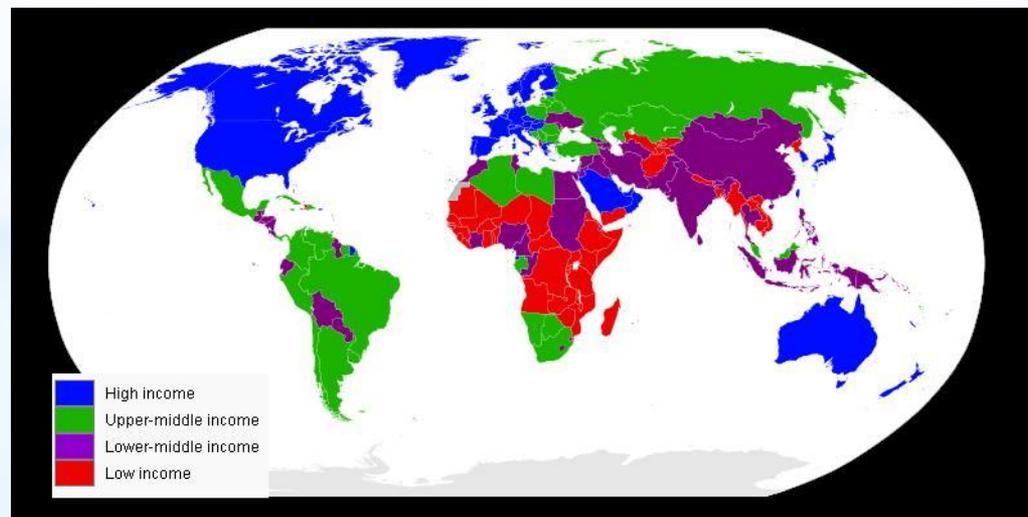
- \* Originally from Germany, Boas travelled to Canada in the late 1800s to study the indigenous people here
- \* He is famous for challenging the idea of racial differences
- \* He introduced the idea of not judging cultures as less than our own - which is anti ethnocentrism
- \* Instead believed all cultures are relative to their own history - cultural relativism



# \* Anthropology & Social Change

- \* Anthropologists recognize that cultures are constantly changing organisms
- \* Anthropologists contribute to the understanding of social change by examining the past and present cultures around the world.
- \* Using participant observation allows them to see first hand what a culture is like - this information can be compared to past information to evaluate whether changes have occurred.
- \* They have detailed the evolutions of different cultures.
- \* Study how change comes about in groups - what factors have effected change ...external or internal, accidental or intentional, good or bad

- \* External factors include diffusion, acculturation & directed change
  - \* diffusion is the spread of a cultural trait through contact
  - \* acculturation is the process of contact, exposure and exchange of ideas which can cause change for both groups (ex. early contact)
  - \* directed change is when one culture forces another to change (ex. Colonialism)
- \* Anthropologists consider roughly 30 countries to be “developed” and 180 to be “developing”



# \* Anthropological “Schools of Thought” ...

\* **Functionalism**

\* **Cultural Materialism**

# \* Functionalism

- \* all cultures are set up to deal with the same problems that human groups around the world face meeting physical or psychological needs
- \* every **custom** or **practice** in a culture serves a purpose or **function**
- \* the culture **functions** in the best interest of the **majority** (laws, practices and customs)
- \* **to understand a culture you need to examine the functions of its institutions**
- \* strive to understand different practices rather than judge or criticize them
- \* Change would need to be in the best interest of the majority of the culture



ethnocentrism

# \* Cultural Materialism

\* to understand a culture and how it changes you need to look at a three level framework

\* The different types of technology and economics determine or help to shape the type of society that develops

\* there are three main levels of structures that exist in all cultures

1. infrastructures [methods of producing goods and services, and methods of reproduction] **material stuff** what they produce
2. structures [domestic economy and politics] social classes & the **distribution of wealth / laws / families** who gets what?
3. superstructures [behaviours] **music/ art/recreation/ religion, values\*** what they value and believe