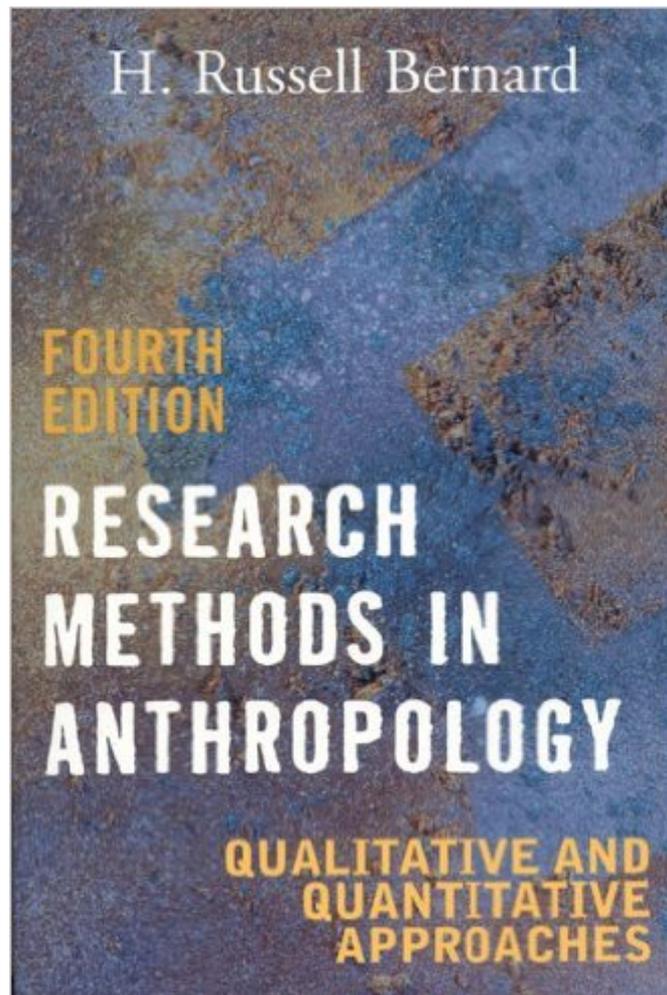


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# Research Methods In Anthropology: Qualitative And Quantitative Approaches



## Synopsis

Research Methods in Anthropology is the standard textbook for methods classes in anthropology programs. Over the past dozen years, it has launched tens of thousands of students into the field with its combination of rigorous methodology, wry humor, commonsense advice, and numerous examples from actual field projects. Now the fourth edition of this classic textbook is ready, written in Russ Bernard's unmistakable conversational style. It contains all the useful methodological advice of previous editions and more: additional material on text analysis, an expanded section on sampling in field settings, the use of computers for fieldwork and analysis, the pros and cons of rapid assessment techniques in anthropology, dozens of new examples, and an expanded bibliography. 'Methods belong to all of us' is the watchphrase of this book. Whether you are coming from a scientific, interpretive, or applied anthropological tradition, your students should learn field methods from the best guide around.

## Book Information

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## Customer Reviews

This book looks intimidating! I'm a professor with many graduate students and I own many research methods books, but had never read one quite so hefty. But as soon as I started it, I was impressed with how remarkably readable it is. Bernard has a down-to-earth style that makes it feel like you're having a conversation with him about these often complex matters. He has one of the best chapters on the relationship between theory and research questions that I have read. His clarity on that essential topic makes the book worth the price. I would strongly recommend this for anyone in disciplines involving qualitative research. It is rich in detail, yet not overwhelming. He also uses

fascinating examples to illustrate his points.

Now in a newly updated and expanded fourth edition, "Research Methods In Anthropology: Qualitative And Quantitative Approaches" by H. Russell Bernard (Professor of Anthropology, University of Florida) is a basic, comprehensive, 803-page introductory textbook on the research methods used in anthropology today. Written in a thoroughly 'reader friendly' conversational style that combines rigorous scientific methodology with Professor Bernard's wry sense of humor and experienced-based common sense, this new edition of "Research Methods In Anthropology" has an extensive bibliography and copious real-world examples, as well as sections on computer-based interviewing methods, management of electronic field notes, recording equipment and voice recognition software, text analysis, and the collection/analysis of visual materials. Ideal for college level courses in anthropology, "Research Methods In Anthropology" is also to be strongly recommended as accessibly informative for non-specialist general readers with an interest in anthropological research.

Bernard is a home run. If I can have only one resource for my research this would be it. All relevant methods are covered and done so well. This was a primary resource for my Methods paper and if in a bind could serve well as a one-stop shop for understanding methods. I would enjoy better clarity regarding organization, but that is a minor critique.

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