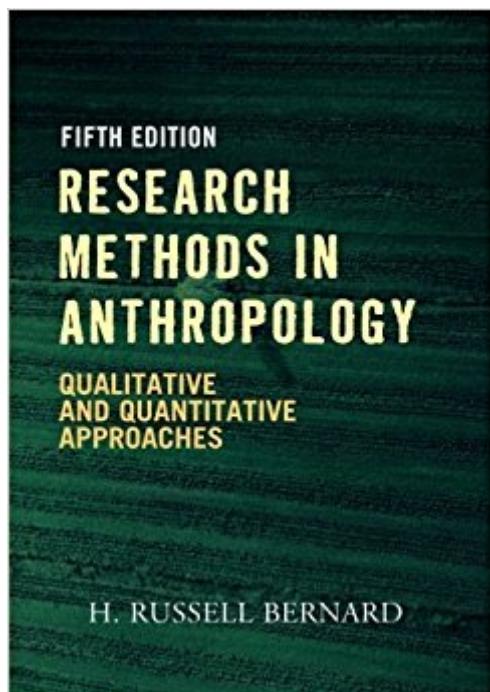


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# Research Methods In Anthropology: Qualitative And Quantitative Approaches



## Synopsis

Research Methods in Anthropology is the standard textbook for methods classes in anthropology. 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. 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.

## Book Information

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## Customer Reviews

Praise for previous editions •[This text] is the standard for anthropology students and researchers alike and offers valuable information and advice to all social scientists interested in research methods and analysis. . . . An absolute must for all libraries, classrooms, and individuals interested in this subject matter. (CHOICE)Praise for previous editions •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. (Midwest Book Review)

H. Russell Bernard is professor of anthropology emeritus at the University of Florida. He is the editor of the *Handbook of Methods in Cultural Anthropology*, author of *Social Research Methods*, and founder and editor of the journal *Field Methods*.

When I first picked up this book for a field methods class, I was expecting the kind of dry writing one comes to expect from most books on research methodology. What I discovered was a conversational style and a slew of anecdotes that helped bring to life the successes and pitfalls of anthropological research. Given his extensive experience in both conducting and writing about field research, Bernard doesn't need me to sell his book. But to all those budding anthropologists out there, fear not, you might actually like reading this one.

I love the contents. I could have scored it 5 stars but it is difficult to navigate. it is not a book that is read continuously but used as a reference and i get lost sometimes. But this is a great book content wise.

Compare to the other authors I like Bernard's since it is clear to me especially the participant observation method and the semi structured interview which gives us the way that we can analyze with the correlated questions.

Continues to be the best book available on the subject. Should be read and used by any serious graduate student or professional working in the cultural anthropology discipline.

This is the base for your PhD and sociological research. The book starts with a solid foundation about the history of research and gives good insight in anthropological research.I like the complete Sampling theory and the useful examples for observation.

Great book for the Anthropological Research Methods class I'm taking. Its helping me set up my research project!

Well written text - very clear and comprehensive. Great tips for organizing field notes, running focus groups, and conducting interviews.

This book is useful for anyone interested in improving their research techniques in anthropology. The book is easy to read and understand

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