

## **Class Syllabus**

### **Spring 2021**

ANG 6481 Research Methods in Cognitive Anthropology

Friday 9:35 AM - 12:35 PM

**Instructor:** Jeffrey C. Johnson johnsonje@ufl.edu

**Home:** 252-258-4869

**Office Hours:** Mondays and Wednesday 10am-12pm and by appointment (email to schedule)

**Abstract:** This class focuses on the fundamentals of data analyses and data collection methods in cognitive anthropology. Particular attention will be paid to the relationships among cognitive anthropological research problems and appropriate data collection and methods of analysis. Data analysis will be viewed very broadly and will include elicitation techniques for interviewing, data visualization methods, the analysis of relational data, cultural domain analysis, cultural consensus models, analysis of cultural beliefs, the construction and testing of cultural models, exploratory data analysis, data reduction techniques, narrative analysis, the collection and analysis of cultural schemas, measurement issues, and statistical techniques for the analysis of cognitive data. By the end of the course students will be able to match appropriate analytical approaches to a given set of cognitive anthropological data and research problems.

**Class Goals and Objectives:** To give students engaged in cognitive anthropological research an understanding of the spectrum of data analysis and collection approaches appropriate for a given type of cognitive anthropological research problem.

**Readings:** Assigned on a weekly basis from a variety of sources (usually provided in digital form). These readings will be posted online at: <http://jeffreycjohnson.org>

**Tests and Projects:** There will be a mid-term exam and a final class project. The final project involves the development of a cognitive anthropological data analysis project of the student's choosing. This is an opportunity for students to conduct a cognitive anthropological data analysis project that may be relevant to their PhD dissertation topic. Students will present their data analysis projects during the final exam period and their analysis will be discussed and reviewed by fellow students as well as the instructor. Final Project Presentations: 4/26/2021 @ 10:00 AM - 12:00 PM

**Assignments:** There will occasionally be short weekly assignments involving some type of data collection and analysis exercise based on readings for the week. In addition, students will discuss possible data analysis projects on a weekly basis.

**Analytical Software:** Several analytical programs will be used throughout the course. Most run in Windows only, so people with Macs will have to find a way of running Windows based software. The usual way to solve this is to use Boot Camp. You will need a copy of Windows.

Students can purchase a copy of Windows. Instructions for installing Windows on the Mac using Boot Camp can be found here: <https://support.apple.com/en-us/HT201468>

**Programs needed:**

UCINET 6

You can get a trial version for the semester at the Analytic Technology web site.

<http://www.analytictech.com/products.htm>

Anthropac

You can get a free version at the Analytic Technology web site.

<http://www.analytictech.com/products.htm>

MyStat (a free mini version of the statistical package SYSTAT).

<https://systatsoftware.com/downloads/download-mystat/>

For those familiar with R, relevant statistical script can also be used.

Others to be announced later.

Grading: Grades will be based on exercises, weekly proposal development assignments, tests and the final project.

Exams-25%

Assignments and Proposal Presentations and Discussions-25%

Final Proposal Project-50%

For further information on UF's Grading Policy, see:

<http://www.registrar.ufl.edu/catalog1011/policies/regulationgrades.html>

<http://www.isis.ufl.edu/minusgrades.html>

**Tentative Course Schedule**

Readings for Modules will be assigned on a weekly basis.

Module 1: Introduction: What is cognitive anthropology?

Module 2: Getting Started: Ethnographic interviews and elicitation techniques for interviewing.

Discussion Question: What additional knowledge and/or skills might you need to prepare you to do cultural domain research?

Readings:

- Johnson & Weller (2002) "Elicitation Techniques for Interviewing"

- James Spradley The Ethnographic Interview”.

Module 3: Statistical methods for the analysis of relational data.

Module 4: Cultural Domain Data

Module 5: Free Lists Part 1

Module 6: Free Lists Part 2

Module 7: Pile Sorts Part 1

Module 8: Pile Sorts Part 2

Module 9: Quadratic Assignment Procedure (QAP) and PROperty FITting (PROFIT)

Module 10: Cultural Consensus Analysis

Module 12: Building and Testing Cultural Models

Module 13: Cognitive Social Structures (CSS) and Informant Accuracy

Module 14: Summary