

# Newsletter

## Society for Applied Anthropology

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### SfAA PRESIDENT'S LETTER

By Noel Chrisman [noelj@u.washington.edu]

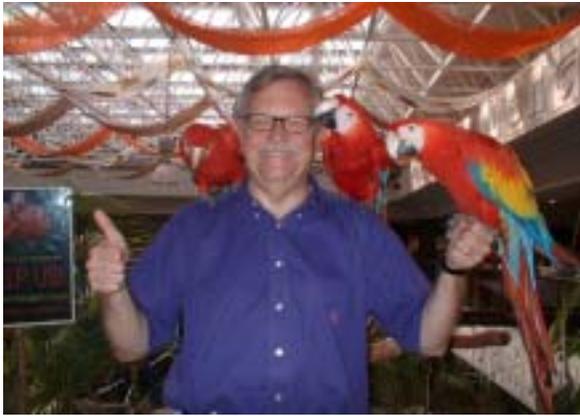
A few weeks ago, the deadline passed for sessions, papers, posters, workshops, and other fun things for our meeting in Portland, March 19-23. It's up to Sunil Khanna and his able and heterogeneous program committee to put together an experience all of us that will highlight the bridges that we work with everyday. We will be strengthening some other bridges at this meeting as well. One set is bridges to the organizations that co-sponsor the meeting. Looking at co-sponsors helps to remind us how interdisciplinary we are. (Perhaps we can soon attract the archeologists and the applied sociologists.) Some of these are old standbys like the Political Economy Society (PESO), the Council on Nursing and Anthropology (CONAA), and the Society for Community Research and Action (SCRA). Others are new: the Society for Public Health Education (SOPHE) and the National Association for the Practice of Anthropology (NAPA). All these organizations will significantly extend the variety of sessions and of attendees.

It will be a particular pleasure to have NAPA join us. After years of more or less low-level tension between the two societies, we have an excellent opportunity to work more closely together. We share a huge amount of our memberships, past and present leadership, and certainly our interest in applied/practicing anthropology. We may also start down the road of clarifying our differences and similarities. It can only be positive to get this change under way. I hope the reason we have been lucky enough to get NAPA to co-sponsor is because of the work of the AAA/SfAA Commission on Applied and Practicing Anthropology where the two organizations (and others) have worked closely together for almost two years.

A second source of strength for our organization is our set of awards. They tell us at least two things about the SfAA: we welcome student participation, and we think that personal excellence in promoting applied anthropology needs to be recognized. The Peter Kong-ming New Award honors a long-time applied scholar by recognizing excellence in a student research paper. **Students and Professors: The deadline for this is December 31.** A committee chooses the best of the papers to win a beautiful sculpture as a memento of the event, a cash award, and travel to

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SfAA President Noel Chrisman and friends during a recent working vacation in Mexico

the annual meeting. The winner presents his or her paper and *Human Organization* has the early opportunity to review and potentially publish the paper. Our New Award winners have gone on to successful careers. The other two student awards honor two anthropologists who were well known for their abilities to nurture students: Edward Spicer and Del Jones. These are awards to help support travel to the annual meeting. The deadline to apply is January 2, 5 and the competition is open to all students who have a paper accepted to the program. Last year, we were able to fund two Spicer Awardees and one Jones Awardee. Information on all these awards is available on the website (sfaa.net) in the Awards section. By the way, all the awards are held in two separate trust funds that can accept donations from us at any time.

We also have awards to honor leaders in our field: Bronislaw Malinowski, Margaret Mead, and Sol Tax. The Malinowski Award began in 1973 and is a career achievement distinction that is presented each year by the Society to an outstanding social scientist. The Award recognizes and honors a career dedicated to the goal of solving human problems through the application of concepts and tools from the social sciences. In Portland, Prof. Carlos Vélez-Ibáñez of the University of California, Riverside (my undergraduate *alma mater*) will receive the award. Vélez-Ibáñez is the Presidential Chair in Anthropology, and he also directs the Ernesto Galarza Applied Research Center. He is being recognized for his long-standing work on a variety of issues facing Mexicans and Mexican Americans, life on the border in particular.

The Margaret Mead Award is jointly presented by the SfAA and the American Anthropological Association to a younger scholar for a particular accomplishment such as a book, film, monograph, or service that interprets anthropological data and principles in ways that make them meaningful and accessible to a broadly

concerned public. Nominations for this award are due on June 1 each year.

In Portland, the award for 2001 will be given to Mimi Nichter, whose degree is from the University of Arizona. Dr. Nichter has translated anthropological expertise in public health issues, particularly teen and women's health concerns, to a more broadly concerned public. Nichter's book, *Fat Talk*, shows how culture, body image, and dieting are inextricably linked. Her message has been circulated widely through various media, and presented to the Office of the Surgeon General, the National Institutes of Health, and the World Health Organization.

Tobias Hecht will receive the 2002 award for his work describing the lives of street children in Northeast Brazil. This work has been shown to the public in his book, *At Home in the Street*, and through his work with national and international agencies concerned with children's health and welfare. He also partnered with Brazilian voluntary agencies to affect policy.

The Sol Tax Award is our most recently established tribute to a major leader in our field. In 2002, we presented the first Sol Tax Award to Art Gallagher for his influence on the development of our field. Tax Award nominations are due near the end of September each year. Nominees should demonstrate long-term and exceptional contributions in one or more of these areas: 1) leadership in organizational structure, activities and policy development; 2) central roles in communication with other disciplines or subdisciplines; 3) editing and publishing; 4) development of curricula in applied anthropology; 5) formulation of ethical standards of practice; and 6) other innovative activities which promote the goals of the Society and the field of applied anthropology, or to the public at large. The Executive Board of the Society will act on recommendations by the Sol Tax committee at its meeting in November in New Orleans.

Remember that full information on these awards is available on the SfAA web page and that contributions go to trust funds dedicated to the awards.

## WHY WITCHES WON'T GO AWAY: FOR MARVIN HARRIS

By Paul Durrenberger [epd2@psu.edu]  
Penn State

Friends, anthropologists, fellow-citizens—lend me your ears. I have come to praise Marvin Harris, not bury him. The good people do, is oft interred with

their bones. But not Marvin Harris. He left us a valuable legacy in the exemplary clarity of his popular writings.

After thirty years his books speak to our students to challenge their imaginations and make them think hard about culture and causality. As he circles in from far away and exotic lands to our own he leads readers to consider how anthropology pertains to their own societies and their own lives.

You want to see a sacred cow? He dares us Americans. Look at your car. Consider the energy costs. Think of the industries that support it from construction to steel to oil. Understand the politics of it. Each American in 1970 used 60 times the energy of one Indian. "Automobiles and airplanes are faster than ox carts, but they do not use energy more efficiently" (1974:32)

He promoted the idea that we can understand cultural similarities and differences and historical processes in terms of the political and economic forces that shape the material conditions of peoples' everyday lives.

He explained the witch craze of Europe as a response to the conditions of the time. Feudalism had collapsed; capitalism had not yet become established. There were revolutionary religious movements all across Europe. "One way to get rid of the troublemaking alienated poor," he tells us (1974:229) "was to enlist their aid in the Holy Wars, or Crusades, aimed at recapturing Jerusalem from Islam."

Sound familiar from today's (October 11, 2002) news? But in those days, these military efforts were less well organized. They tended to backfire and become revolutionary, aimed at the rulers who set them in motion. Witches to the rescue.

Witches? "What happened?" Harris asks, not "what did people think happened?" In his straightforward way he challenges us to sort out realities from the fantasies of the various participants.

...the poor came to believe that they were being victimized by witches and devils instead of princes and popes. ... Did the price of bread go up, taxes soar, wages fall, jobs grow scarce? It was the work of witches (1974:123).

The state wasn't responsible for the economic crisis that befell the continent. Witches were. The state would aid the church in helping to defend people against these enemies. Was a rapacious nobility to blame? No! It was witches. The church and state

protected people against an "enemy who was omnipresent but difficult to detect," (1974:238).

The ruling class, Marvin Harris explained, perpetuated a witch mania to disperse and fragment people, demobilize the poor, increase their social distance, fill them with mutual suspicions, make people fearful, heighten peoples' insecurity, and to make people feel helpless and dependent on the governing classes to protect them.

In so doing, it drew the poor further and further away from confronting the ecclesiastical and secular establishment with demands for the redistribution of wealth and the leveling of rank... It was the magic bullet of society's privileged and powerful classes. That was its secret. (1974:240).

Today people worry about the efficient uses of energy, the oil business, and the relationship of big oil to big government. The stock market crashes and sends the economy into a tailspin as business empires built on bogus accounting practices collapse. In the collapse, people worry about the increasing poverty and joblessness that stalk them. Insurance companies increase co-payments for healthcare to insure their profitability. People begin to think they should be grateful for a minimum wage job as low paying jobs replace well paying ones. People fret over concentrations of wealth and worry about connections between barons of business and political elites. What's the solution?

Is a rapacious business/government nobility to blame? No! It must be...witches? That won't play in today's secular society. Communists? All gone. What can business and state protect people against? An "enemy who was omnipresent but difficult to detect," (1974:238).

A war on terrorism just fits the bill. Thanks, Marvin. Rest in peace.

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## BRINGING QUALITATIVE METHODS TO HIV/AIDS RESEARCH IN JIANGMEN, CHINA

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As Peter Piot, head of the UN AIDS program reported at the recent International AIDS Conference in Barcelona, Spain (July 7-12, 2002), although HIV/AIDS cases can now be found in virtually every country in the world, specific challenges and experiences with the epidemic vary from continent to continent, country to country, and city to village. Case in point: China. Several years ago, the HIV/AIDS epidemic in China was being described as a sleeping giant that was beginning to stir. On September 6, 2002, the giant woke up! On that day, Chinese health officials in Beijing announced that the country, with a population of 1.3 billion people, now has 1 million HIV/AIDS cases (a very conservative estimate in the opinion of many health workers), and is projected to reach 10 million cases in a few years unless there is a significant intensification of existing prevention efforts.

Although the current HIV infection rate is below the 0.2% percent set internationally as the maximum for low-incidence countries, there is no reason for complacency given China's huge population and very high prevalence in some groups. UN AIDS warned in June that China is on the verge of a catastrophe that could result in unimaginable human suffering, economic loss and social devastation. Indeed, fear is growing that China will repeat the pattern exhibited by India, which experienced an explosive growth in infection and now threatens to overtake southern Africa in AIDS cases. The level of concern among Chinese health authorities is reflected in their recent public request for outside help in addressing the epidemic, and reports that China is applying for \$90 million in aid from the UN's Global Fund for AIDS, Tuberculosis and Malaria.

The first AIDS case in China was diagnosed in 1985. The Chinese Ministry of Health has identified three primary phases in the spread of HIV in the country. During phase I (1985-88), there were a small number of cases, mostly among individuals who had lived outside of and returned to China. During phase II (1989-93), a period of limited HIV spread, a number of indigenous rural drug users were diagnosed with HIV in Yunnan province, in the south of the country. During phase III (1994-present), HIV spread beyond Yunnan, with infection being most common initially among injection drug users (IDUs) and plasma donors

(due to a lack of sanitary safeguards). It has been estimated that as many as 1 million people—mostly poor farmers hoping to supplement their meager incomes through the sale of blood—may have been infected from unsanitary plasma donation stations in Yunnan province alone.

It is now clear that China has entered a fourth phase, involving multiple local epidemics that vary by province and county, with differing epidemiological profiles, including thousands of cases among blood donors, an increasing number of cases transmitted through sexual intercourse, both heterosexual and homosexual, and a continually growing number of individuals infected through injection drug use (which has become an increasingly common method of illicit drug consumption) in an expanding number of provinces.

Efforts to stall the mounting Chinese AIDS epidemic are hampered by a limited level of prevention research, including, most notably a lack of qualitative research with at risk populations to better understand risk patterns, co-factors and contexts of risk, awareness of prevention strategies, and knowledge of prevention services.

**Indeed, fear is growing that China will repeat the pattern exhibited by India, which experienced an explosive growth in infection and now threatens to overtake southern Africa in AIDS cases.**

To help overcome this gap in research capacity, the Hispanic Health Council has begun to work with public health programs in several Chinese provinces, including the Inner Mongolia Health Education Institute (HEI) and the Guandong and Jiangmen City Centers for Disease Control and Prevention.

Founded in 1978 as a collaborative effort of a number of Connecticut-based applied anthropologists and health activists from the Puerto Rican community of Hartford, CT, the Hispanic Health Council (HHC) has developed expertise in linking qualitative and quantitative community health research in the development of community-based services and public health advocacy. Since 1983, the HHC has focused considerable energy in applied research on AIDS, with a special focus on the development of research-based intervention targeted to drug users and other highly at risk populations. Beginning in the late 1980s, the HHC began participating in multi-site national studies

of AIDS risk and prevention. As part of this effort, the HHC collaborated in the founding of the Yale University Center for Interdisciplinary Research on AIDS, and through the Center participated in discussions on AIDS globally. This work, as well as efforts undertaken by Chinese staff at the HHC, led to the development of relations with public health visitors from China who expressed interest in the model of multi-method, ethno-epidemiological community-based research used by the Hispanic Health Council.

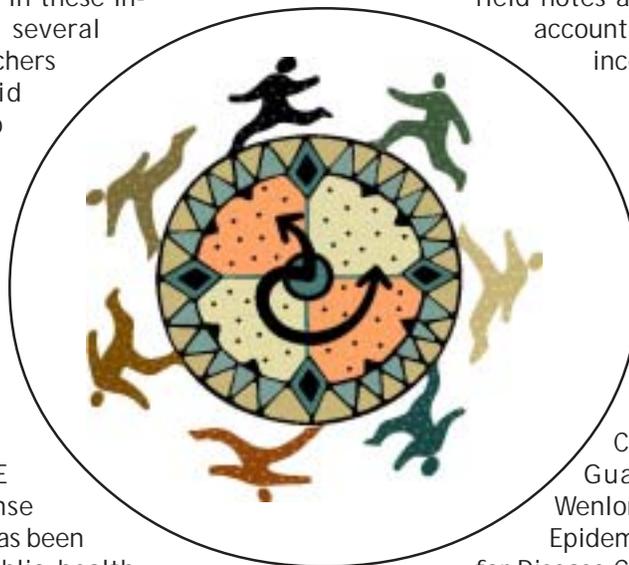
In August 2002, three anthropologists and a public health epidemiologist from the HHC traveled to China to participate in a series of trainings on qualitative research in three locations around the country. The first component of this training took place in Chifeng, Inner Mongolia. The Inner Mongolia HEI conducts annual in-service training for its local staff dispersed across the province, with a goal of increasing research capacity to enhance the quality of public health educational programming. Ian Newman and Ming Qu, two alcohol researchers from the University of Nebraska, have participated in these in-service training efforts for several years. In 2002, HHC researchers were invited to add rapid ethnographic assessment to the research training agenda at the annual conference.

As a model for this training, HHC researchers selected the rapid assessment model developed by the Department of Health and Human Services' Office of HIV/AIDS Policy. Called RARE (Rapid Assessment, Response and Evaluation), this model has been implemented for use by public health workers thus far in over 15 cities around the U.S. and its territories. Anthropologists have been centrally involved in the development, implementation, and evaluation of the RARE project since it was initiated and funded by the federal government in 1999 in response to pressure from the Congressional Black Caucus to address the worsening AIDS epidemic in the African American and other ethnic minority communities. The Inner Mongolia training was the first in the use of this model among public health workers in Asia.

Participants were introduced to rapid qualitative assessment methods, including street intercept interviews, focus groups, researcher and focus group mapping of high risk social locations, key informant

interviewing, and field observation, as well as ethical issues in research and the use of research in the development of achievable public health recommendations. Given the limited research training of public health educators in Inner Mongolia, the RARE model was deemed to be especially appropriate because it was developed for use at the community level by AIDS educators, outreach workers, and other public health staff without prior research training.

Some of the challenges of transnational research capacity transfer were seen during a field training exercise during the training. Having been divided into teams of 5-8 people, participants were trained to conduct field observations of public health risk and to write up field notes describing identified risks on a local street corner. While all of the observation teams were able to find important health risks during their field observation, none of the teams produced detailed descriptive notes on the identified risks. Trainers discussed a number of strategies for overcoming the lack of experience of public health workers in keeping field notes and writing full descriptive accounts of observed behaviors for incorporation in the 2003 in-service training.



The second part of the qualitative training in China took place in Jiangmen, Guangdong Province, in the south of China. During 2001, HHC researchers collaborated with Dr. Lin Peng, Director of the Center for HIV/AIDS Control and Prevention of Guangdong Province, Dr. Wenlong Zhong, Director of Anti-Epidemic Office, Jiangmen Center for Disease Control and Prevention, and Dr. Ruiheng Xu, Deputy Director of the Center for Disease Control and Prevention of Guangdong Province (CDCP), in the development of a National Institute on Drug Abuse-funded multi-method study of sociocultural factors in syringe sharing among IDUs. As part of this effort HHC researchers developed and presented a four-day training course on the values and uses of qualitative research, qualitative methods, and qualitative data analysis to Guangdong CDCP staff.

As part of this training, participants conducted in-depth face-to-face interviews with patients in drug treatment in Jiangmen, presented their experiences with, and findings from the interviews, and discussed effective rapport-building and elicitation strategies. As a result of the training, public health officials in

Guangdong expressed strong interest in learning further about qualitative methods for use in the development of epidemiological knowledge.

The final component of the qualitative research training took place in Beijing at the National Office of Health Education at the China Center for Disease Control and Prevention. This training focused on the model of community-based, applied research used by the Hispanic Health Council over the last 25 years. Although various US policy makers warn that differences between research and direct service delivery—and the personnel engaged in them are so great that it is difficult to develop “one-roof” institutions that incorporate both missions, the HHC has developed into a non-government institution that embraces a commitment to community-based research and research-based services.

The training in Beijing examined the strengths and challenges of a “one-roof” approach, the contributions of qualitative research to linking research to services, the various multi-method research efforts of the HHC, and HHC efforts to build an international research agenda that emphasizes qualitative approaches.

With a new project beginning in the Virgin Islands, and research proposals in development with public health, research, and service delivery collaborators in Brazil, Nepal, Bangladesh, Puerto Rico, and India, among other places, HHC researchers foresee the opportunity to demonstrate the value of qualitative methods in various settings in which detailed, contextual accounts of behaviors, knowledge, attitudes, and experiences can contribute to the development of grounded public health programs targeted to specific populations.

## CHINA'S HIV/AIDS EPIDEMIC

By Vincent E. Gil [vgil@vanguard.edu]  
Vanguard University of Southern California

In the last issue of *AIDS and Anthropology Bulletin* (14:2), Merrill Singer reported on his recent, and I believe, first trip to China as part of a NIDA-funded study of risk among drug users in Guangdong Province. Singer also reports of the great opportunities now opening for facilitations of the ethnographic kind in assisting the Chinese government to understand behavior risk patterns in populations like injection drug users. It is true—finally, the Chinese government not only recognizes the magnitude of the problem, but is asking for international assistance to help combat it.

**The bottom line here is that qualitative research in China, while sorely needed and desperately useful, must be undertaken with extreme caution, regardless of whatever benign official intentions are aired.**

At first glance, the long struggle to get China to acknowledge its HIV/AIDS problem, and do something about it, seems to be over. Those of us who have worked with HIV/AIDS in China since its onset (myself since 1990) continue to watch these recent developments with a ‘critical medical anthropological’ eye. Critical Medical Anthropology emphasizes the melding of political economy and ethnography to better understand the factors that shape behavior (Singer and Baer 1995; Susser, Singer, and Baer 1997), health behaviors in general, and government behaviors in particular.

The political economy of HIV/AIDS, and sexuality, in a country such as China cannot be ignored in this discussion. HIV raises onerous questions about a population’s sexual behaviors. Historically, China’s sexology, while not scientific by Western standards, was well developed and rooted in conceptions about the body and socially acceptable expressions of sexual ‘satisfaction’ based on Confucian morality (Ng and Lau, 1990). Socialism and ‘Mao Zedong Thought’ largely continued historical interpretations of sexuality (Gil, 1994). Now, China’s protracted and complex process of modernization and economic reform have allowed mainland Chinese to be increasingly exposed to alternative sexual norms and behaviors, along with near-rampant capitalism and the individualism which it brings (Iritani and Dickerson 2002).

As it relates to Chinese sexual culture, the effects have been a veritable “sexual revolution”, quiet by our Western standards, yet visible in every urban sector and most viewable in the metropolises (Gil 1991; 1992; 1993a,b; 1994; 1996). Thus, the official construction and morality of sexuality continuously collides with the current practices in the population. Sexual experimentation and cohabitation are no longer considered moral wrongs among the ‘modern’ generation (Gil, 1991; Pan, 1990), but rather an alternative to rigid gender-relations ideals. Despite the spurt in sexual activity, however, condom use remains very low (Gil, 1991; He, 1990; local interviews by author 1996-2001).

Officials are not unaware, and this is where both local and international efforts at reporting,

ethnographically, the goings-on help to clarify realities (cf., Gil 1991, 1992; Liu, Ng, and Liu 1992; Pan and Wu 1993; Pan, Wu, and Gil 1996). It has often been the case, however, that these 'realities' spur on the government's efforts at eradication of the behaviors: 'Whore wars' (Anderson and Gil 1998; Gil and Anderson 1998), anti-'spiritual pollution' campaigns, and harsh and punitive treatment of drug users. Drug and prostitute populations are especially difficult for the government to broach, since their behaviors are illegal. Consequently, any prevention outreach must insure that it does not surreptitiously contribute to the behavior (such as giving out free condoms, which may inadvertently provide opportunities for more sex; or needle exchange programs that can 'promote' drug use). By extension, any ethnographic information culled by well-meaning social researchers must be presented in formats that do not incriminate the population studied.

The bottom line here is that qualitative research in China, while sorely needed and desperately useful, must be undertaken with extreme caution, regardless of whatever benign official intentions are aired. China desperately needs qualitative and quantitative anthropological work to inform realistic, and intentionally useful prevention program designs. Moreover, culturally informed anthropologists who can navigate Chinese culture are needed to broker the many delicate moral constructions that still surround sexual behaviors, sexual populations, and government views.

I believe Beijing is ready to be helped, but needs assistance helping itself. The challenges are not just about needing ethnography, although this is fundamental work; it is also about helping the government shift, epistemologically, how they think about sexuality in general and about sexual practices in the population in particular. Such efforts will press officials to view sexual expressions, and elements that fuel these, from a more complex frame than that provided by uniform sexual knowledge, customs, and morals.

Medical anthropologists take note: China must also begin to prepare the medical armamentum necessary to diagnose, and effectively treat current and future cases of HIV and AIDS. A colleague from NCAIDS estimates China only has but a handful of physicians capable of diagnosing, and treating HIV, not to mention educating patients on prevention strategies.

I am currently beginning work with the National Center for AIDS/STD Prevention and Control in the design of a culturally attuned, HIV/AIDS clinical training program for physicians from the highest HIV-

seroprevalence provinces who most likely encounter HIV-at risk or infected individuals in their practices. My role in physician education will revolve around how to deal with the culturally sensitive topic of 'sexual behaviors,' and on how to speak to sexual risk factors in general as part of their practice. There's room for more, so if you are interested, please contact me (and bring funding!). China's role in the world, and for humanitarian reasons, should touch us all.

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## SfAA JOINS "DECADE OF BEHAVIOR"

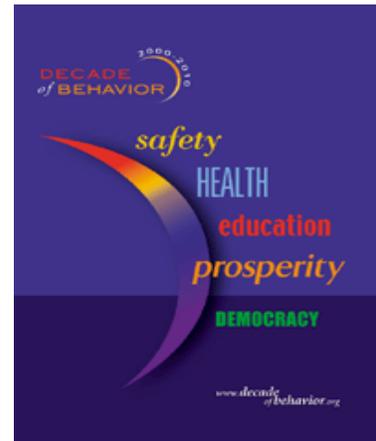
By Charles Cheney [cscheney@bellatlantic.net]  
SfAA's representative to the Decade of Behavior

The Society for Applied Anthropology has recently joined a diverse coalition of nearly 70 behavioral and social science organizations, in addition to numerous academic departments, private foundations, and federal funding agencies, in support of the "Decade of Behavior".

The Decade of Behavior is a multi-disciplinary initiative highlighting how behavioral and social science research can and does address many challenges facing our society today. Challenges such as improving education and health care; enhancing safety in homes and communities; addressing the needs of an aging population; and helping to curb drug abuse, crime, high-risk behaviors, poverty, racism, and cynicism towards government.

Through a focus on five broad themes—*education, safety, health, prosperity, and democracy*—the "Decade" serves as a catalyst for activities directed toward the public, policy makers, scientists, and students. Disciplines currently involved in the Decade include anthropology, education, geography, linguistics, political science, psychology, sociology, preventive medicine, nursing, and public health.

Why launch a Decade of Behavior? It is appropriate that the first decade in the new millennium focuses on more than a single organ, disease, or population. Behavior affects the young and old, the sick and well, and helps us understand the connections between people. For too long, behavioral and social sciences and their applications have been under-utilized as resources for addressing the serious problems of our society. The time is ripe for a paradigm shift as we enter the new millennium. The Decade of Behavior is creating an opportunity for our disciplines to be in the spotlight.



The sense of a new era of cooperation and communication between science and the public, and between science and policy, was avowed at the Decade's launch in September 2000 on Capitol Hill. Rep. David Price (D-NC) read a congratulatory letter from then-President Bill Clinton commending the efforts of the initiative. The congressman then commented: "There is a lot going on... in the social sciences, and it has a tremendous potential for human betterment, to contribute to good public policy and to enlightened attitudes on the part of our citizenry... By understanding behavior, we hope that we can improve human behavior and that society will benefit."

This call was repeated by Rep. Brian Baird (D-WA), who declared: "What this Decade of Behavior is about is... taking the information that you develop in your research... clinical work... applied work... consulting, and bringing it to the governmental process, to inform governmental decision-making...."

And if we do that, we'll have performed a great service to this great country."

Ever important, each of the initiative's five themes have taken on even greater relevance since the events of September 11—and the Decade is an ideal vehicle to demonstrate how behavioral and social science findings can help save lives and enable us to understand, prevent, or prepare for a wide range of disasters. Says the CEO from one participating

organization, "We are fighting the first behavioral and social science war."

With a sense of optimism about the potential to meet this challenge,

SfAA joins the Decade coalition as it begins its work in earnest, including:

- A *public education campaign* about the relevance of behavioral and social science research findings.

- Congressional briefings, seminars, and other efforts to translate research findings into the *public policy arena*.

- An outreach program in secondary schools to *recruit the next generation of scholars* into the behavioral and social sciences.

Programs to *increase interdisciplinary collaboration and generate new knowledge*, including conferences, lectures series, and "FundSource," a searchable website of funding opportunities in the behavioral and social sciences.

Many new projects and events will be planned over the next several years. For more information about the Decade of Behavior, please log onto [www.decadeofbehavior.org](http://www.decadeofbehavior.org).

## MOVING SfAA INTO THE DIGITAL AGE

By Neil Hann [[neil@hann.org](mailto:neil@hann.org)]  
Webmaster, SfAA

Many SfAA members have heard former President Tony Paredes lament about the advent of personal computers and decline of dependable manual typewriters. It is true that some things of the past did work well, and those new-fangled inventions often caused more headaches than solutions. Nonetheless, we now live in a digital age, and the use of computers in our daily work has become a necessity, particularly in the way we communicate.

In order to keep up with the rest of the world, the SfAA Office began transitioning much of its communication activities toward electronic formats during the 1990s. In 1996, SfAA launched its first Internet site. Since that time, numerous updates have occurred, with a redesign of the SfAA web site completed in 2001. During 2002 a major upgrade was completed to enhance security of the web site, which now uses the same secure system of most online transaction companies.

All of these digital enhancements have been completed with one thing in mind—providing more convenient service for SfAA's membership. Communication has been improved through

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personalized e-mails to members, providing up-to-date news. Dues can now be paid online. This convenient way of maintaining one's membership has been utilized by over 20 percent of SfAA's membership so far for the year 2003 dues period.

Perhaps one of the most important advances has been the transition of the annual meeting abstract submissions and registrations to an online format. In the past, abstracts were submitted on paper, which was not particularly efficient for either the authors, or the SfAA staff responsible for processing all of the submissions. Eventually, computer floppy disks were submitted. This helped, but there were the problems of multiple disk formats, multiple word processing programs, disks getting "zapped" through "snail" mail—not to mention the challenge of sorting 700 to 800 floppy disks.

A better system had to be developed, and by the year 2000, we tentatively tried our first online submissions. There were numerous bugs with the first attempts, a few lost abstracts in cyberspace, and some abstracts that were submitted a least a few dozen times. The process improved the next year as technical upgrades were done to the SfAA annual meeting web site, and as members became more accustomed to using the online system. This year, just about all the gremlins have been exorcised from the system and online abstract submissions and meeting registrations are running well.

There are still those members who prefer their trustworthy Selectric, and we are more than happy to accommodate them. But, the 21 Century is here, and SfAA is ready to meet the challenges of digital world—or as my 13-year-old son, Luke, would say, "Dude, we have computers now."

## REPORT FROM THE HO EDITOR

By Donald D. Stull [[stull@ku.edu](mailto:stull@ku.edu)]  
University of Kansas

Today (October 21), we sent the galleys for our winter issue off to authors for corrections—in six weeks or so you will have a new copy of *Human Organization* to pore eagerly over as you pass the evening before a warm fire, grateful your holiday shopping is done. This issue is my 16th as editor, and I think it is a dandy. It opens with a provocative essay by David Gow on "Anthropology and Development: Evil Twin or Moral Narrative" and ends with Andrew Gardner's article "The Long Haul from Deregulation: Truck Drivers and Social Capital in the Louisiana Oilpatch" which won Peter K. New Award in 2000. In between you'll find out

whether marking tone makes tone languages easier to read and that Erin Brockovich doesn't live in Mobile County, Alabama; you'll track pastoralist migration in Ethiopia's Somali National Regional State and see how rapid assessments are being strengthened in Bangladesh and Tanzania; and you'll discover how native Canadians and anthropologists are putting community back into community-based resource management and learn how labor migration is creating unofficial sister cities in Iowa and Mexico. Is that a page-turning lineup, or what?

Coming to the end of my fourth year as editor and teaching a seminar on applied anthropology has caused me to reflect on the significance of *Human Organization* for applied anthropology. Of course, being informed by Admiral Mike, editor-in-chief of the SfAA's Flagship Publication, that I damn well better come up with something to say in the next issue, really fired up my synapses and got my fingers to moving.

Actually, ever since I began editing *HO* in 1999, I have toyed with the idea of a "greatest hits" issue. If the Beach Boys can do it, and *Practicing Anthropology* can do it, why can't *HO*? Sure *Human Organization* is the "Grey Lady" of anthropological publishing, but if the *New York Times* can throw caution to the wind and announce commitment ceremonies along with weddings, why can't we be a little daring. Admiral Mike won't let me follow *PA*'s lead and commission a blue-ribbon panel to pore over *HO*'s 244 back issues to vote on their favorites—so I've decided to let Jerry Springer be my guide. I'm going to ask you, dear audience, to tell me your most favorite *HO* article of all time. Which of the more than 2,400 or so articles *HO* has published in its 61 years most influenced you? Which is the one you return to time and again for reference and inspiration?

If you've been a regular *HO* reader for a while, you may be hard pressed to pick from among the many smudged, frayed issues on your bookshelf the one that holds your all-time favorite article. I know I'm asking a lot of you, so I'll go first.

My all-time favorite is not a single article, but rather a symposium, "Values in Action," published in 1958 (17:1-26). "What kind of science should anthropology be?" That was the question such luminaries as Conrad Arensberg, Homer Barnett, Allan Holmberg, Lisa Redfield Peattie, Robert Redfield, and Sol Tax grappled with when anthropology was trying to find its way in the middle of the 20th century. Anthropologists are asking that same question a half-century later. Many of the issues they raised—and the answers they gave—still resonate with me—and with my students. And my work is guided by what Allan

Holmberg referred to in that symposium as the pliancy factor: "when a generalization on behavior is communicated to people who are also its subjects, it may alter the knowledge and preferences of these people and also their behavior" (17:14).

To get the ball rolling on my rigorous scientific survey, and to keep the hounds at bay during our weekly *HO* staff meeting, I asked my editorial assistants for their favorites. Shawn Maloney had this to say:

As a masters student in applied anthropology in the mid-1990s, "The Inventions of Practice," by Shirley Fiske and Erve Chamber (55:1-12, 1996) was key to helping me better understand the range of ways individuals were conceptualizing practicing or applied anthropology. It was important for me to learn that anthropologists had diverse opinions on what constituted applied work, as well as the manner in which it could or should be used.

This is from Jim Dick, our newest staff member:

As a first-year graduate student in anthropology, uncertain of the direction my studies would take but knowing that I wanted an applied focus to my MA, I discovered *Human Organization* through its summer 2000 issue (Vol. 59, No. 2). The entire issue was devoted to an analysis of contemporary American agriculture. It was an eye-opening issue. Taken in aggregate, this issue demonstrated the power of the anthropological perspective to illuminate complex changes in the social landscape of rural America. It provided concrete help for policy makers as well as for the public in assessing these changes and in making decisions about them. The value for me personally was the confirmation that applied anthropology can make vital contributions to important and complex public issues in a way that is both rigorous academically and useful.

OK, now it's your turn. Send your favorite and a few lines about why, to me at above e-mail address. We'll feature our readers' favorites in future issues of the SfAA *Newsletter*, and with any luck I won't have to write any new columns for the two years remaining on my editorship.



## REPORT FROM THE PA EDITOR

By Jeanne Simonelli [simonejm@wfu.edu]  
Wake Forest University

*P*racticing Anthropology has finally moved into its new home in the Cultural Anthropology lab at Wake Forest University. After a brief visit to the SfAA business office in Oklahoma City, we finally feel that the transfer of office has actually taken place. We are working to put the Winter 2003 issue to bed by its mid November deadline. This issue, edited by Alayne Unterberger, features pieces by practitioners working with Hispanic populations all over the US. As the border moves from its geophysical location into almost every other region of the country, agencies and communities are scrambling to deal with the challenges of education, health care, recreation and community relations. The eight articles address situations in which solutions and dilemmas found sometimes similar, sometimes unique expressions. In an attempt to make the journal teaching friendly, we will be including a series of questions derived from the articles that can be used by colleagues teaching applied courses.

Those of you who have submitted articles to Sandy Ervin or to Bill and me should be hearing from us soon after the November deadline. The spring issue will be an "Editor's Choice." Bill and I, with the help of our editorial board will review the submissions, and build an issue that we can tie together around a particular theme in practice or teaching. For those of you who have not submitted to *PA*, we want to remind you that the journal features short (2500-3500 words) articles dealing with innovative methods and situations in the application of anthropology. This is an opportunity to highlight what you are doing, and present your work to colleagues in a way that gets the information out before you sit down to write the longer pieces for *Human Organization* and other journals. Send your piece with abstract, bio, and photos in hard copy and on disk.

It's our dream to see the journal open the door to sharing what works and doesn't in practical situations in development, resource management, service delivery and all other areas of the applied domain. Someday, we hope to have a website where you can "consult" with colleagues, and share your fast breaking dilemmas, much as the medical profession does in the area of epidemiology. But until then, we will be working to bring you a journal that is informative, timely, and useful to you in each of anthropology's subdisciplines.

So keep the submissions and inquiries coming. For Spring 2003, address all your work to me,

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Department of Anthropology, Wake Forest University,  
PO Box 7807, Winston-Salem, NC 27109. Bill will be in  
The Gambia on a Fulbright this spring, and we look  
forward to hearing about his work when he returns  
next fall.

## STUDENT COMMITTEE REPORT

By Chad Morris [chadmorris1@aol.com]  
University of Kentucky

**T**he Student Committee continues to seek students who are interested in committee service for the two-year period beginning at the Portland meetings. Several positions, including Chair (and even Editor!), remain available. Student committee participation is an excellent opportunity, for new and more experienced students alike, to gain a better understanding of the Society, to meet other active students—the newest generation of applied anthropologists, and to add a service line to your CV. Selection to the committee, though subject to current committee review, is often non-competitive.

Committee members review applications immediately, and applicants may be contacted regarding their interests. Applicants will quickly be notified of our decision after the nomination deadline (January 1, 2003). To apply, send a statement of position interest, a one-page vision statement that includes a proposal plan, and your CV/resume to Anne Ballenger [anneball@erols.com], current Chair. Additionally, members of the Student Committee will be recruiting new officers at the upcoming AAA meetings in New Orleans. Contact me to set up an appointment to find out more about Student Committee opportunities there. See [<http://members.tripod.com/anneballenger/student/nexus.html>] for more information.

Our online Conference Connection is up and running, with valuable conference information such as:

- Tips for presentation success
- Getting the most from your conference experience
  - Places to stay, eat, and play in Portland (and how to get around)
  - Information on conference awards (with fast approaching deadlines)

We've worked hard to develop this valuable resource, hoping to make the Society's always friendly conference environment even more hospitable for students. We particularly encourage advisors of first-

time attendees to guide them to the site, as it represents some of the things we wish we'd known about attending that first conference and making that first professional presentation. The Student Committee is looking forward to the Portland meetings, and will detail our always-popular student conference events in the next edition of the *Newsletter*. As always, if you have any questions, would like to suggest an addition to the online Conference Connection, or simply can't wait three months to find out what exciting conference events we have planned, please let us know.

## LPO NEWS

By Carla Littlefield [clittlef@compuserve.com]  
Littlefield Associates  
Denver, Colorado

The "Chicago Association for the Practice of Anthropology" (CAPA) has over 38 paid members and welcomes hearing from all anthropologists passing through or resettling in the Chicago area. Their meeting in September, organized by Mario Longoni, focused on the use of GIS and other digital forms of information in anthropological research and presentations. Dan Wolk has coordinated a panel to be led by Sharon Bartlett-Hicks on November 7 on the topic of diversity training in schools and corporations. Will Kelley is organizing the meeting on December 15 with speakers, Paul Durrenberger and Suzan Erem. CAPA holds its meetings at DePaul University (Lincoln Park campus) at Fullerton and Kenmore, thanks to Bob Rotenberg, chair of the Anthropology Department.

Kate Gillogly is CAPA's new Convener. Contact her at kagillogly@mindspring.com for membership information or check out their new website at [www.chicagoanthro.org](http://www.chicagoanthro.org). CAPA also has a listserv, which is available to non-members. Go to [yahoo.groups.com](http://yahoo.groups.com) to sign up.

The "Sun Coast Organization of Practicing Anthropologists" (SCOPA) held their first meeting of the year at Latam in el Centro Asturiano in Ybar City, Tampa, Florida on August 9. In attendance were 13 SCOPA members, who represented over 10 organizations related to health, education, human services, county planning, the arts, and community studies. They reviewed SCOPA's 23-year history, which, in Alvin Wolfe's words, "includes several years of quiescence followed by several years of exuberant expectations."

Guest speaker was Crystal J. Metcalf, Senior Research Anthropologist at Motorola Research Labs,

Schaumburg, Illinois. Dr. Metcalf discussed her current activities in business and industrial anthropology. She is a member of Motorola's User-Centered Research Group, a multidisciplinary team tasked with studying how people communicate in order to design new communication technologies and communication applications for the future. According to Dr. Metcalf, the research group was especially interested in having an anthropologist on the team because anthropological methodologies lend themselves well to these kinds of projects. Specifically, they spend time observing and asking questions about current practices, looking for breakdowns in the process, and then design products and applications to solve the current problems. To join SCOPA as it enters another phase of "exuberance," contact Glenn Brown at [gbrown@childrensboard.org](mailto:gbrown@childrensboard.org).

The "High Plains Society for Applied Anthropology" (HPSfAA) held its annual retreat at Ghost Ranch near Abiquiu, New Mexico, October 4-6. The primary focus of discussion was the challenges facing the HPSfAA journal, *High Plains Applied Anthropologist* (HPAA). Deward Walker, the former editor of *Human Organization* (1970-1976) assumed editorship of HPAA in 1996 and has continued to build HPAA into a national and international journal. Dr. Walker and Sylvester "Bus" Lahren, HPAA co-editors, welcome manuscripts from the entire anthropology community. Contact Dr. Walker at [walkerde@spot.colorado.edu](mailto:walkerde@spot.colorado.edu).

To communicate about LPO news and issues, please contact the SfAA-LPO Liaison, Carla Littlefield, at the e-mail address above.

## FOOD AND AGRICULTURE TIG

By Garry Stephenson [garry.stephenson@orst.edu]  
Oregon State University

SfAA members tour the Capitol View Community Garden, one of several stops on a tour of Atlanta's urban agriculture during the 2002 SfAA conference. Todd Crane of UGA organized the tour as an activity of the SfAA Food and Agriculture Interest Group. A food and agriculture related tour is planned for the 2003 SfAA conference in Portland.

SfAA 2003. Plans are underway for Food and Agriculture Interest Group activities during the 2003 SfAA conference in Portland, Oregon. A preliminary look indicates there is a large and diverse collection of sessions focusing on food and agriculture issues. A tour of global and national food distribution as reflected in Portland's marine terminal and other sites is also being planned. Portland is the nation's largest exporter of Western and Midwestern wheat to Pacific



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Rim countries. Tour sites will include a marine cargo facility that handles imports and exports of food from/to global markets, and regional food centers that process and distribute food to feed a large urban and regional population. "Big" is the theme as the tour examines several mega-features of our food system.

Some Interesting Resources. Three interesting items related to food and agriculture appeared on the web in recent months. They include a guide to environmental laws affecting U.S. agriculture, a study of U.S. farm well being, and a household guide to the nutritional content of food.

NASDA Guides to Agriculture Environmental Laws. The NASDA Research Foundation (National Association of States' Departments of Agriculture) is releasing agricultural guides detailing each state's environmental laws that affect agriculture. A separate guide on federal legislation is also available. The guide contains useful tips about state and federal statutes and a list of agencies and organizations to contact for additional information. NASDA is publishing a guide for each state. There are 29 state and federal guides completed to date. The guides are located on NASDA's website at <<http://www.nasda.org/>>. To access the guides, click on "State-by-State Environmental Guides" on the drop down menu.

Income, Wealth, and the Economic Well-Being of Farm Households. According to the authors, agricultural policy is rooted in the 1930's notion that providing transfers of money to the farm sector translates into increased economic well-being of farm families. This report shows that neither change in income for the farm sector nor for any particular group of farm business can be presumed to reflect changes confronting farm households. Farm households draw income from various sources, including off-farm work, other businesses operated and, increasingly, nonfarm investments. Likewise, focus on a single indicator of well-being, such as income, overlooks other indicators such as the wealth held by the household and the level of consumption expenditures for health care, food, housing, and other items.

Using an expanded definition of economic well-being, the report shows that farm households as a whole are better off than the average U.S. household, but that 6 percent remain economically disadvantaged. Available for order or as a pdf document at: <http://www.ers.usda.gov/publications/aer812/> (From abstract of Ashok K. Mishra, Hisham S. El-Osta, Mitchell J. Morehart, James D. Johnson, and Jeffrey W. Hopkins. 2002. Income, Wealth, and the Economic Well-Being of Farm Households. USDA Economic Research Service Agricultural Economic Report No. AER812).

Nutritive Value of Foods. Revised in October, 2002, the Nutritive Value of Foods contains nutrient content of over 1,200 foods expressed in household units. The 103 page publication is directed to the household level. The guide was first published in 1960; the last revision was published in 1991.

Values are reported for water; calories; protein; total fat; saturated, monounsaturated, and polyunsaturated fatty acids; cholesterol; carbohydrate; total dietary fiber; calcium; iron; potassium; sodium; vitamin A in IU and RE units; thiamin; riboflavin; niacin; and ascorbic acid (vitamin C). Data are from the U.S. Department of Agriculture Nutrient Database for Standard Reference. Available for order or as a pdf document at: <http://www.nal.usda.gov/fnic/foodcomp/Data/HG72/hg72.html> (From abstract of Gebhardt, Susan E., and Robin G. Thomas. 2002. Nutritive Value of Foods. U.S. Department of Agriculture, Agricultural Research Service, Home and Garden Bulletin 72).

## TIG FOR INTELLECTUAL PROPERTY RIGHTS

By Mary Riley [mriley88@hotmail.com]  
University of Illinois-Chicago

The IPR TIG will hold their Business Meeting on one of the days of the SfAA Annual Meetings, March 2003, and will be sponsoring a Round Table Session on the multiple meanings of indigenous knowledge at the conference as well. More details about these events will be provided as the conference draws near. Please be sure to attend.

At the Business Meeting, we will be discussing, amongst other things, organizational issues, new directions for the future, and a new person to take over the TIG *Newsletter* column. The column is a great opportunity for someone who wants to gain more experience in writing for a wider audience, and who wants to gain such experience without having it take over their entire life. If you are interested in participating, please be sure to let me know.

The official title of the upcoming SfAA conference is "Building Bridges: Collaborating Beyond Boundaries". As applied anthropologists, we oftentimes find ourselves *at* the boundaries of one (if not several) sociocultural realms at once. Given the places where our fieldwork takes us, and the unique situations that our role as both "outsider and insider" places us in another (sub)culture, it is not surprising then that we are in an excellent position for cross-collaboration of all kinds, because we know the terrain "beyond the

boundaries" better than most. For a long time now, applied anthropologists have been doing collaborative research that, by definition, goes beyond the traditional boundaries of academic research, and overlaps with several fields at once: industry, business, agriculture, policy-making, environmental management, sustainable development, medicine and reproductive health—the list goes on.

Whether or not you plan on attending the conference in March, think about this strange paradox: applied anthropology is a bustling field, with a research scope spanning across disciplinary and occupational boundaries. It clearly is a "social" science, dedicated to using the anthropological approach and insights for solving human problems. Yet, the image of what anthropology is that prevails, in the public consciousness, is either the pith-helmeted archaeologist, the "gone native" cultural anthropologist or linguist, the tweedy museum curator, or that of the dedicated, activist (and nearly always female) primatologist.

These images reflect a somewhat romanticized view of anthropological research; and, to be fair, I am not trying to suggest that these images of ourselves (as anthropologists) are completely bad. But, as the academic market further shrinks and tenure-track jobs become increasingly more difficult to find, I find it ironic that the images that resonate most strongly with people as to what "anthropology is all about" represent an entire occupational class - the tenured and tenure-track professorate - that is, by and large, becoming an endangered species! (And while museum curators do not usually enjoy the benefit of tenure, curatorships are not all that easy to find, either). Meanwhile, the job prospects for applied anthropologists appear to be much rosier ...

If you have anything that you would like to see published in the newsletter column, or if you would like to be a guest columnist on a particular subject relating to indigenous rights (and IPR) issues, be sure to contact me at the above email address, or send it to me at PCRPS, UIC, 833 S. Wood Street, 3<sup>rd</sup> Floor, Chicago, IL 60612.

## TIG FOR PUBLIC POLICY

By Joe Heyman [jmheyman@utep.edu]  
University of Texas-El Paso

The Public Policy section of the SfAA's website is up and running at <http://www.sfaa.net/committees/policy/policy.html>. It has many useful documents, including the updated essay "Strategies

and Gameplans” by Robert Hackenberg, embodying his many years of experience in anthropology and public policy. It also has nine detailed syllabi on public policy topics, useful for both teachers and practitioners, covering topics such as Human Rights, Community Health, International Natural Resource and Property Rights, and Public Policy and Anthropology. Finally, it has several SfAA public policy statements, which might serve as useful models for composing public comments and policy interventions. Please come and explore it!

While you are there, please consider adding to the website. We still need contributions, in particular from experienced applied anthropologists who can share their lessons in public arenas. We are seeking short essays that reflect on policy experiences in ways that will inform other anthropologists working in similar domains or issues. Essays should be short (1000 to 2000 words) and effective essays will go beyond specific cases to draw out transferable lessons for policy and participation effectiveness.

For example, essays might delineate specific lessons for working with private voluntary organizations, state legislatures, or international advocacy networks, in contexts as diverse as India, Mexico, or the U.S. The goal is to tap SfAA members’ accumulated wisdom for a site that is easily accessible to applied anthropologists all over the world, whether they seek general self-education in policy skills or specific pointers for a particular activity. We also continue to seek syllabi, including courses on public policy generally and specific policy-relevant subjects. You can send contributions as Word files to me at the e-mail found above; please note the attachment of a policy document in the subject line of the email. It is helpful to communicate with me before writing essays (e.g., to avoid duplicative essays and to clarify topics). General questions and queries are always welcome.

## **MINDING YOUR BUSINESS: “SEARCHING FOR BACK ISSUES”**

By Jude Thomas May [tom@sfaa.net]  
Executive Director, SfAA

There were many gaps in the records of the Society that we inherited in 1986. Some files were complete while others were sketchy. We inherited an inventory of back issues of *Human Organization* that had significant holes, particularly for the early years of publication. We are now trying to locate copies of the missing issues of *Human Organization*. Our goal is to build a complete set of all issues of the journal.

To complete the inventory, we need copies of the following years/volumes: 1942-58, volumes 1-17 (missing most issues) and 1967 - vol. 26

If you have early issues of *Human Organization*, or know of someone willing to consider a donation of such issues, please contact the SfAA Office for the particulars. We can provide for donors a receipt for tax purposes establishing the value of the donation based on out-of-print journal estimates. As you know, the Society is a 501(c)3 organization and donations are considered tax deductible.

## **NORTH CAROLINA STATE UNIVERSITY FIELD SCHOOL MOVES TO GUATEMALA**

By Tim Wallace [tim\_wallace@ncsu.edu]  
North Carolina State University

The tenth annual North Carolina State University ethnographic field school will be held in Guatemala for the Summer 2003 field session. After six years in Costa Rica, in 2002, the program moved to Lake Atitlán, Guatemala. Along with the move from Costa Rica to Guatemala, coffee, tourism, and the environment have moved to center stage for the field school. Vietnam recently entered the international coffee market with huge exports that have put global, producer coffee prices into a tailspin. The bottom has dropped out of the coffee market, and the Guatemalan economy, like other coffee-dependent, Central American economies, has been severely affected. Guatemalan coffee farmers, much to the dismay of environmentalists, are beginning to rip up their coffee trees and plant maize. Tourism is now the only bright spot left in the Guatemalan economy, which has now replaced coffee as the country’s most important export.

Last year twelve US and Canadian graduate and undergraduate students joined eleven Guatemalan anthropology and ecotourism students from the Universidad del Valle de Guatemala (UVG) to begin a three-year study of the effects of growing demographic pressure and tourism development on the fragile environment around Lake Atitlán. The participation of the Guatemalan students was supported by a grant from The Nature Conservancy (TNC), which is developing a “site conservation plan” for the Lake Atitlán watershed.

Lake Atitlán is one of the most majestic and scenic spots in all of Latin America. Ringed by dormant volcanoes and about a mile in elevation, the enormous lake was formed out of a volcanic basin. Dotted the shores of the lake are about a dozen communities

inhabited by the contemporary descendants of the ancient Maya. Although the town of Panajachel (pop. 8000) has become a tourist mecca with small hotels, delightful restaurants and plentiful souvenir stores, the other communities in the region have retained much of their traditional Mayan heritage, though it is now being affected greatly by both tourism and environmental changes. Not only is Lake Atitlán an important region of Mayan heritage, it is also the second most visited tourist destination in Guatemala. With over 50% of its population from Mayan ancestry, Guatemala has the largest indigenous population in Central America. A thirty-year civil war ended in 1997 and in the post-civil war era Mayans have become more aggressive about retaining their heritage despite the challenge from the forces of economic and cultural globalization.

Lake Atitlán is officially a protected conservation area, but in the view of The Nature Conservancy the conservation program for the lake has not been very effective. Last year the TNC asked the Universidad del Valle de Guatemala to assist in developing a site conservation plan by providing technical assistance in documenting biodiversity, human natural resource management and use practices and in researching the degree to which tourism, especially nature tourism, might provide economic incentives to local residents that would encourage environmental conservation efforts.

UVG Anthropologists Isolda Fortin and Daniela Diamante (a graduate of Butler University) along with the author of this article led the human resource and ecotourism research efforts. Ms. Fortin worked with Dr. Nancie Gonzalez (UVG and Maryland) to develop the research design for the natural resource management effort, while Wallace and Diamante collaborated on the ecotourism part of the research. Some of papers emerging from the research are available online at <http://www4.ncsu.edu/~twallace>. Many of the recommendations from our reports will be implemented during the next two years; however, additional research is necessary to provide additional data about community organization among the municipalities around Lake Atitlán to assist the various training and development projects envisioned for 2003 and 2004.

Students who participate in the Summer 2003 program, which begins on May 15 and ends on July 4, will assist in both the research and development phases of the project. We will continue to work with TNC and the UVG as well as several other local NGOs. We are now accepting applications for program participants for the Summer 2003 season. The program is designed for 12-14 graduate and/or undergraduate anthropology majors or minors or students in related fields wishing to learn traditional & applied ethnographic field methods. UVG anthropology majors who were students last year will participate this year as mentors for the rest of the participants.



Each student chooses their own topic for their independent project; nevertheless, student projects will be connected to the ongoing research efforts of the work on environmental and heritage conservation. For example, one TNC/UVG project currently underway is aimed at encouraging residents of the community of San Pedro La Laguna to improve the tourist trails used to climb San Pedro Volcano. Ecotourism projects such as this one, it is hoped, will provide more income to residents and reduce the likelihood that forested areas will be cut for firewood or to maize fields. Environmental conservation will only be successful through extensive participatory action research and development.

Another project being planned is a museum project for three communities that would be focal points for both heritage and environmental conservation and educational efforts. Finally, weaving is a very important economic and social activity around Lake Atitlán for both household and tourist consumption. One community, San Juan La Laguna, has a large number of women weavers, but very few tourist visitors. We are hopeful that one of this year's student projects will help us understand why this is the case and provide more suggestions as to what action projects might more directly link local weavers with tourists while minimizing negative cultural impacts.

The primary function of the NC State field school is to provide a hands-on, practical experience in ethnographic research methods. The instructors facilitate learning the basic techniques of ethnographic

field work: project design, research design, writing field notes and reports, interviewing procedures, systematic observation techniques, sampling, pile sorts, focus groups, and so forth. During the 6 ½ week program students live with Guatemalan families in one of the local communities around Lake Atitlán. Each student receives room, laundry, breakfast, lunch and dinner. Many of the families have worked with American students before as hosts for students in local Spanish language schools. Families also help students learn Spanish and establish networks in the community.

Anthropologists have been welcomed around Lake Atitlán since the 1930's and 40's when Sol Tax, Robert Redfield and many of their students invested much time and energy in getting to know this very important center of contemporary Maya culture and society. Many anthropologists have worked here in the succeeding decades. Their good work and good will has provided an important base of acceptance for responsible anthropological research. For example, San Pedro La Laguna, one of the communities where students will be staying, has a library and Mayan heritage center named after anthropologists Benjamin and Lois Paul, both of whom spent years there. Students in the program will have access to a large number of studies written by other anthropologists working around Lake Atitlán. Our own contacts in the region may help interested students later find internships or volunteer work with local NGOs. We are currently collaborating with a number of NGOs to implement several projects, and we expect students will be able to work on them during their participation in the field school.

The cost of the six-week program is \$2500 and except for airfare and personal purchases, all expenses for the six and a half weeks, including room and board, excursions, ground transfers, local transportation costs, program fees, instruction, tuition for six credits in anthropology, full coverage health insurance and some research supplies. Fees do not include airfare and airport departure tax, but airfare from most U.S. destinations to Guatemala City is currently around \$500. Students are strongly encouraged to bring a laptop word processor to the field.

For more information and an application, see the website at: <http://www4.ncsu.edu/~twallace>. Interested participants can also call, send a letter or E-mail message to: Tim Wallace, Program Director, NC State U., Summer Ethnographic Field School, Department of Sociology & Anthropology, Box 8107, North Carolina State University, Raleigh, NC 27695. Telephone (919) 515-9025 or (919) 815-6388, Fax: (919) 515-2610, or email at above address.

## NAPA WORKSHOPS AT THE AMERICAN ANTHROPOLOGY ASSOCIATION MEETINGS IN NEW ORLEANS

By Susan Squires [tactics@inreach.com]  
President, NAPA

Going to the AAA meetings in New Orleans? If your answer is yes, you may want to "check-out" the workshops that National Association for the Practice of Anthropology is sponsoring.

Again this year NAPA is sponsoring workshops for practicing anthropologists, students or anyone interested in learning the varying ways anthropology is being applied. Workshops will be held during the American Anthropology Association Meetings in New Orleans in November. All of these workshops have been offered during past AAA meetings, received rave reviews, and are "back by popular demand." If you would like to register for any the workshops listed below, please do so by visiting the AAA website at [www.aaanet.org](http://www.aaanet.org) or by filling out a registration form that can be mailed to AAA. Too late to register online? Don't worry there may still be space when you arrive at the meetings. Make sure to check when you register. NAPA Sponsored Workshops are listed below:

- Ethnographic Field School Organization and Leadership. Tim Wallace, Wednesday, November 20, 10 - 12 am
- Becoming a Practicing Anthropologist: A Workshop for Students Seeking Non-Academic Careers. Instructor: Riall Nolan. Thursday, November 21, 8 - 10 am
- Evaluation of Comprehensive/ Collaborative Community Initiatives. Instructor: Eve Pinsker. Thursday, November 21, 1:30 - 5:30 pm
- Rapid Assessment Process (RAP): Team-based Qualitative Research. Instructor: James Beebe. Thursday, November 21, 3:30 - 5:30 pm
- Beyond Marketing: Informed Decision Making for Qualitative Software Choice and Use. Instructor: Ray Marietta. Friday, November 23, 8 - 11 am
- Meet the Press: Anthropologists Talk with Science Writers. Organizer: Merry Bruns. Friday, November 23, 10:30 - 12:30
- Bringing Practice In: A Workshop for Faculty Seeking Ways to Improve Training for Applied and Practice Oriented Students. Instructor: Riall Nolan. Friday, November 23, 12 - 2 pm
- Tourism Research: Workshop in New Theories, Methods and Practice. Instructors: Quetzil Castanada & Tim Wallace. Saturday, November 24, 8 - 10 am

## MARGARET MEAD AWARDS FOR 2001 & 2002

By Jill E. Korbin [jek7@po.cwru.edu]  
Case Western Reserve University

**Tobias Hecht**, Ph.D. (1995, University of Cambridge) is the recipient of the 2002 Margaret Mead Award. Hecht's ethnography, *At Home in the Street: Street Children of Northeast Brazil* (1998, Cambridge University Press) is a clear demonstration of how anthropological work can touch and engage a broader concerned public. Hecht's work engaged not only academic audiences, but moved anthropological insights into the discourse of national and international agencies and political entities concerned with street children and their well-being. Demonstrating an exquisite sensitivity to his research "subjects," Hecht did not patronize street children by speaking for them, but rather allowed their voices to direct an understanding of their daily lives, strengths and struggles. Collaborating with children, for example by providing access to his tape recorder to do their own "radio" workshops, stands as an exemplar of anthropological creativity and participatory research. Working with local volunteer agencies in Brazil, Hecht sought to inform rather than direct policy initiatives. In this impressive anthropological work, Hecht provides a carefully nuanced discussion of the ethics of working with such a marginalized group, clearly evidencing the respect that he accorded them.

**Mimi Nichter**, Ph.D. (1995, University of Arizona) is the recipient of the 2001 Margaret Mead Award. Nichter has translated anthropological expertise in public health issues, particularly teen's and women's health concerns, to a more broadly concerned public. Following a record of publications on women and children's health issues, Nichter's book, *Fat Talk: What Girls and Their Parents Say About Dieting* (2000, Harvard University Press), shows how culture, body image, and dieting are inextricably linked. Using the girls' own "talk," Nichter employs anthropological research to focus attention not just on the pathology of dieting girls, but also on the strengths evidenced by girls' narratives. As stated in a nominating letter, "The "fat talk" of the title is a routine through which girls ritually lament their own bodily flaws. Yet, rather than represent this widespread practice as pathological or indicative of girls' low self-esteem, Nichter argues that "fat talk" is a rich and complex resource for expressing solidarity, with intricate functions in adolescent interaction." Nichter points to the importance of understanding adolescent girls on their own cultural grounds, and demonstrates how prevention and intervention cannot be understood

without the girls' own narratives. Nichter has conveyed her anthropological research on these issues and others, including women's use of tobacco, to policy organizations including The Office of the Surgeon General, the National Institutes of Health, and the World Health Organization. Her work has been widely disseminated in the media.

## ANNOUNCEMENTS

### American Philosophical Society Library Library Resident Research Fellowships 2003 - 2004

The American Philosophical Society Library is accepting applications for short-term residential fellowships for conducting research in its collections. Eligibility: The fellowships are intended to encourage research by scholars who reside beyond a 75-mile radius of Philadelphia. The fellowships are open to both U.S. citizens and foreign nationals who are holders of the Ph.D. or the equivalent, Ph.D. candidates who have passed their preliminary exams, and independent scholars. Applicants in any relevant field of scholarship may apply. Funding for the fellowship comes from the Andrew W. Mellon Foundation, the Isaac Comly Martindale Fund, the Philips Fund, the John C. Slater Library Research Fund, and other generous gifts by individual donors. Award: The stipend is \$2,000 per month, and the term of the fellowship is a minimum of one month and a maximum of three, taken between June 1, 2003 and May 31, 2004. Fellows are expected to be in residence for four consecutive weeks during the period of their award. Deadline: Applications must be received by March 1, 2003. Notice of awards will be mailed after May 1, 2003. There is no special application form and this notice provides all the essential information needed to apply.

Applicants should submit the following: (1) cover sheet stating a) name, b) title of project, c) expected period of residence, d) institutional affiliation, e) mailing address, f) telephone numbers, and e-mail if available, and g) social security number; (2) a letter (not to exceed three single-spaced pages) which briefly describes the project and how it relates to existing scholarship, states the specific relevance of the American Philosophical Society's collections to the project, and indicates expected results of the research (such as publications); (3) a c.v. or résumé; and (4) one letter of reference (doctoral candidates must use their dissertation advisor). Published guides to the Society's collections are available in most research libraries, and a list of these guides is available on request. Applicants are strongly encouraged to consult the Library staff by mail or phone regarding the

collections. Address applications or inquiries to: Library Resident Research Fellowships, American Philosophical Society Library, 105 South Fifth St., Philadelphia, PA 19106-3386. Telephone: (215) 440-3400. Information on the Society's Library is also available at <<http://www.amphilsoc.org>>.

### **Bridging Scales and Epistemologies: Linking Local Knowledge with Global Science - Kunming, China: June 23-27, 2003**

The Millennium Ecosystem Assessment (MA), an international assessment on the consequences of ecosystem change for human well-being, sponsors this conference. The conference will address the challenges of how to incorporate local knowledge into a global scientific assessment. How can we integrate information that is collected at different scales, from different communities, and from multiple knowledge traditions? How do we study cross-scale interactions? The conference will explore these questions in both their theoretical and applied contexts. For more information, contact Carolina Katz Reid at [c.reid@cgiar.org](mailto:c.reid@cgiar.org) or [www.millenniumassessment.org](http://www.millenniumassessment.org).

### **FROM THE EDITOR**

I am staring out the window at a mixture of rain and snow and am lamenting what seems to be the passing of an awfully fast (and gorgeous) autumn. Our yearly forests of corn have been leveled and for a moment the landscape and sky share a common dreariness.

Here at Iowa State we've just passed the midpoint of the fall semester and after two years of rolling budget cuts, there's no talk yet of any reversions this year. That's good news, but it's an election year and maybe once the ballots are counted talk will shift to what next to do with the state economy. Last year was financially a difficult one for our three state universities. But our situation is hardly unique among state institutions. A quick glance at almost any issue of the *Chronicle of Higher Education* might suggest that we're in better straits than many of our peers. Not surprisingly, our reactions were mixed to find out that our state finished the fiscal year with \$100 million more than it anticipated.

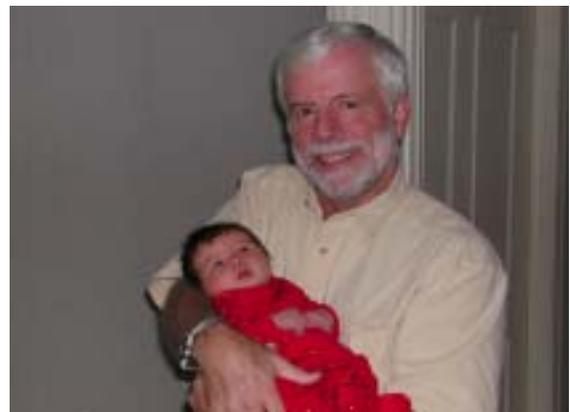
Occasionally I get a bit anxious about what is happening in higher education. Increasingly students want to know what types of jobs they should expect to get after finishing their degrees. When you think about it, that's not an unreasonable request and it is something that our colleagues in the professional schools and programs can often answer with

supporting facts and figures. My concern is our constituents might not understand the importance of the lessons from anthropology as an integral part of educating our students in today's increasingly complex and ever-changing world. The underlying messages from anthropology not only contribute immensely to the degree programs of liberal arts students, but also might be some of the most important courses that students in engineering and business majors will ever take. I think that more than ever every college/university student should take an anthropology course before graduating, but I guess I'm not a very neutral observer. And of course, I am writing this message to members of the choir.

Applied anthropology continues to be the most obvious vehicle for demonstrating the practical uses of anthropological knowledge. The spring meetings in Portland will be yet another opportunity to showcase why anthropologists should be taken seriously. Several years ago the AAA felt that it was important to advertise its successes (and by extension its relevance) to the outside world. They now devote a reasonable amount of time alerting the press to exciting discoveries in anthropology, issuing press releases, arranging for interviews with the media at the national conference and the like. *HO* editor Don Stull has done some of this on his own, with the emergence of some articles timed to coincide with some media attention. We need to be doing more along these lines. Please let our Executive Director Tom May [[tom@sfaa.net](mailto:tom@sfaa.net)] know what ideas you might have.

Also always, I end my column with a call for material for this newsletter. Our next deadline will be February 25 (for the March issue). I look forward to hearing from you.

*Mike Whiteford [[jefe@iastate.edu](mailto:jefe@iastate.edu)]*



*Newsletter Editor Whiteford with future SfAA member (and granddaughter) Audrey Whiteford-Woods*



The SfAA *Newsletter* is published by the Society for Applied Anthropology and is a benefit of membership in the Society. Non-members may purchase subscriptions at a cost of \$10.00 for U.S. residents and \$15.00 for non-U.S. residents. Checks or money orders should be made payable to the Society for Applied Anthropology. All contributions reflect the views of the authors and not necessarily viewpoints adopted by the Society for Applied Anthropology, the institutions with which the authors are affiliated, or the organizations involved in the *Newsletter's* production.

Items to be included in the *Newsletter* should be sent to: Michael B. Whiteford, Department of Anthropology, 324 Curtiss Hall, Iowa State University, Ames, IA 50011-1050, E-mail: [jefe@iastate.edu](mailto:jefe@iastate.edu). Telephone: 515/294-8212; fax 515/294-1708. The contributor's telephone number and e-mail address should be included, and the professional affiliations of all persons mentioned in the copy should be given.

Changes of address and subscription requests should be directed to: SfAA Business Office, P.O. Box 2436, Oklahoma City, OK 73101-2436 (405/843-5113); E-mail <[info@sfaa.net](mailto:info@sfaa.net)>. Visit our website at <<http://www.sfaa.net/>>.

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