

Late 20th Century
2 very different approaches

SCIENTIFIC
HUMANISTIC

SCIENTIFIC

main goal- explain cultural differences and similarities

-humans part of natural world

-observation and comparison

-find patterns and regularities

-humans fundamentally similar

-field methods- observation

find information that really exists

EXPLANATORY/MATERIALIST

HUMANISTIC

main goal- describe and interpret culture

-humans are unique

-cultures so complex- cannot compare

-humans differ according to culture raised in

-field methods- interaction with individuals

field workers vary so results vary

IDEAS/BELIEFS (IDEALISM)

What comes next?

Synthesis?