

Significance of Applied Anthropology

Introduction

Thesis Statement

Applied anthropology is the application of anthropological techniques and approaches to address practical problems and guide decision-making processes. One pertinent example of this lies in the use of ethnographic research to understand consumer behavior. Ethnography is a qualitative research method which involves the collection of data from observations, interviews, questionnaires, and surveys in order to gain an in-depth understanding of the culture and behavior of a particular group. It is often used to provide insights into consumer behaviors, motivations, and attitudes towards products and services (Kearns & Ledgerwood, 2010).

Body Paragraph

One example of how ethnography has been applied to consumer research lies in the study of mobile phone use among teenagers in Westernized societies (Halle, 2006). Through interviews and observations, researchers were able to gain a deeper understanding of how teenagers interact with technology and how mobile phones have become an essential part of their social lives. This research was used to inform product development and marketing strategies for mobile phone companies targeting this demographic.

Another example of applied anthropology lies in the use of medical anthropology to address health problems experienced by particular communities. Medical anthropologists often undertake research to understand how cultural beliefs, values, and practices shape people's understanding of disease and illness and their willingness to access healthcare services (Kearns & Ledgerwood, 2010). This research can be

used to develop interventions which are tailored for specific communities and cultures, as well as inform healthcare policy.

Overall, applied anthropology has become an increasingly important tool for addressing practical problems in the fields of business and healthcare. Ethnography is just one example of how anthropological research can be used to gain valuable insights into the behavior of consumers or patients. Through ethnographic field work and other methods, applied anthropologists can provide valuable perspectives on how to best address practical problems.

References:

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Kearns, G., & Ledgerwood, J. (2010). *Applied anthropology: An introduction*. West Sussex, England: Wiley-Blackwell.