

**San José State University  
Department of Anthropology  
ANTH 105 Applied Anthropology (27642) Spring 2010**

<b>Instructor:</b>	Prof. Chuck Darrah is the course instructor. The course will be offered collaboratively with Drs. Jeanette Blomberg and Melissa Cefkin who are leading anthropological scholars and practitioners of service development.
<b>Office Location:</b>	Clark Hall 469
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<b>Office Hours:</b>	Mondays 10:00-12:00, Tuesdays 11:00-13:00, Wednesdays 10:00-11:00, and by arrangement
<b>Class Days/Time:</b>	Mondays 18:00-20:45
<b>Classroom:</b>	Washington Square Hall 004
<b>Prerequisites:</b>	ANTH 011 or instructor consent

**Course Description**

Use of anthropological knowledge in problem solving and policy making. Survey of applied anthropology, models of applying anthropology and affecting policymaking, and use of anthropology by non-professionals in diverse careers.

Anthropologists bring a unique perspective to the study of social life, one emphasizing the importance of the "insider's" view of things, fieldwork conducted in the ordinary settings where social life occurs, and the need to address the broader context of issues or problems. Applied anthropologists bring this perspective to bear on problems in diverse contemporary settings.

## Course Content Learning Outcomes

The student who successfully completes this course will be able to:

1. describe the development of the field of applied anthropology, and its place within the discipline of anthropology;
2. differentiate basic characteristics of services as a context within which anthropology is conducted;
3. explicate and use models of intervention by which anthropological knowledge can be used to analyze, modify, and create systems of services;
4. learn about careers available to anthropologists, and the skills required to undertake them; and
5. assess his or her skills and knowledge in order to apply anthropological concepts and methods in a variety of public and private settings.

## Required Texts/Readings

### Textbook

Aneesh, A. (2006). *Virtual migration*. Durham: Duke University Press.

Bryson, J. R., Daniels, P. W., & Warf, B. (2004). *Service Worlds*. New York: Routledge.

Ervin, A. (2005). *Applied anthropology: Tools and perspectives for contemporary practice*, 2<sup>nd</sup> edition. Boston: Allyn and Bacon.

Leidner, R. (1993). *Fast food, fast talk*. Berkeley: UC Press.

### Other Readings

Blomberg, J. (2009) *Work in the Service Economy*, In W. Karwowski and G. Salvendy (eds.) *Introduction to Service Engineering*, John Wiley.

Blomberg, J. (2008) *Negotiating Meaning of Shared Information in Service System Encounters*. *European Management Journal* 23:213-222.

Blomberg, J. (2008) *On Participation and Service Innovation*, In *(Re-) searching a digital bauhaus*, Binder, T., Löwgren, J. and Malmberg, L. (Eds.). Springer, pp. 121-144

Cefkin, M. (2009). "Introduction: Business, Anthropology and the Growth of Corporate Ethnography". In M. Cefkin, ed. Ethnography and the Corporate Encounter: Reflections on Research in and of Corporations

Spohrer & Maglio (reference forthcoming)

## **Classroom Protocol**

You are expected to come to class having completed the assigned readings and fully prepared to participate in discussions. Attendance is not graded, as per university policy, but participation is, so your regular attendance is important. We will begin punctually at 18:00 and if you are occasionally and unavoidably delayed then you are asked to enter the room quietly. Speak with the instructor if you are having regular problems in making the start of class or remaining until 20:45. Cell phones should be turned off and under no circumstances should you take or make a call during class. Personally, your instructor does not believe in using laptops to take notes during class. However, laptops will be provisionally tolerated for that purpose; this is a privilege and not a right. If laptops are used for surfing or if they otherwise distract the class then their use will be prohibited except for students who are authorized to use them under the ADA.

## **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. [Information on add/drops are available at http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html](http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html). [Information about late drop is available at http://www.sjsu.edu/sac/advising/latedrops/policy/](http://www.sjsu.edu/sac/advising/latedrops/policy/). Students should be aware of the current deadlines and penalties for adding and dropping classes.

## **Assignments and Grading Policy**

Data Collection Assignment #1 (15%). You are asked to observe and describe service encounters and interactions (from among a variety of cultural domains) over several days, and to analyze them using tools we will discuss in class.

Data Collection Assignment #2 (15%). Now you are asked to choose a service from among the cultural domains discussed in class, to conduct further research into it using interviews and secondary sources of information, and to analyze and represent it as a service system.

Midterm Exam #1 (20%). A take-home essay exam in which you will be given a choice of questions to answer; you will answer three. The exam will be based on readings and lectures.

Midterm Exam #2 (20%). A take-home essay exam in which you will be given a choice of questions to answer; you will answer three. The exam will be based on readings and lectures.

Final Project (25%). A team-based project in which you will analyze a service system and, based on that analysis, develop ways to improve it. The project will require out of class research, but there will be two class sessions devoted largely to project workshops and several smaller class units devoted to it..

Participation (5%). This is based on participation in group discussions each week.

Each assignment will be given a percentage grade that corresponds to the familiar letter grades. In my mind, A = 100-90%, B = 89-80%, C = 79-70%, D = 69-60%, and below 60% = F. Plus and minus grades will be assigned (e.g. roughly 70-72.9 = C-, 73-76.9 = C, and 77-79.9 = C+), but extra credit will not be accepted. Late assignments will only be accepted at the instructor's discretion and for documented reasons, and they must be submitted within one week of the original due date; they may be heavily penalized at the instructor's discretion. If you are having trouble getting assignments submitted by the due dates you should discuss your situation with the instructor.

## **University Policies**

### **Academic integrity**

Students should know that the University's [Academic Integrity Policy is available at http://www.sa.sjsu.edu/download/judicial\\_affairs/Academic\\_Integrity\\_Policy\\_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for [Student Conduct and Ethical Development is available at http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

### **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

## ANTH 105 Spring 2010 Course Schedule

Changes to the following schedule will be made if necessary. Students will be notified in class and by e-mail (using the official class roster e-mail addresses), and all students are responsible for any changes in the calendar.

Week	Date	Topics, Readings, Assignments, Deadlines
1	February 1	<p>Class Introduction and Overview</p> <p>What do we mean by services and why should they matter to anthropologists?</p>
2	February 8	<p>Anthropology and Services</p> <p>What is “an anthropology of services” and why can it be important to society—and anthropologists?</p> <p><u>Activities</u>            Service Lecture/Discussion 6-7:15            Group Discussion: Bryson, 7:15-7:45            Break 7:45-7:55            Applied anthropology Lecture/Discussion 7:55-8:30            Data Collection #1 Overview &amp; Class Wrap-up 8:30-8:45</p> <p><u>Readings</u>            Ervin Chapters 1 &amp; 2            Bryson Chapter 1 &amp; 2</p> <p><u>Assignments</u>            Data Collection Assignment #1 Distributed</p>
3	February 15	<p>Applied and Practicing Anthropology in a World of Services</p> <p>What are applied and practicing anthropology, and what roles do—and <i>can</i>—they play in the world of services?</p> <p><u>Activities</u>            Service Lecture/Discussion 6-7:15            Group Discussion: Cefkin, Bryson, 7:15-7:45            Break 7:45-7:55            Checking in: Data Collection Assignment #1??? 7:55-8:10            Applied anthropology Lecture/Discussion &amp; Class Wrap-up 8:10-8:45</p> <p><u>Readings</u>            Ervin Chapters 4 &amp; 5            Bryson Chapter 3 &amp; 4</p> <p>Cefkin, M. (2009). "Introduction: Business, Anthropology and the Growth of Corporate Ethnography". In M. Cefkin, ed. <u>Ethnography and the Corporate Encounter: Reflections on Research in and of Corporations</u>.</p>

Week	Date	Topics, Readings, Assignments, Deadlines
4	February 22	<p>Defining Services</p> <p>What is the breadth of services in the contemporary world and how are they conventionally categorized?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Sporer &amp; Maglio, Bryson, 7:15-7:45  Break 7:45-7:55  Data Collection Assignment #1 Debriefing &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Bryson Chapters 5 &amp; 7  Spohrer &amp; Maglio</p> <p><u>Assignments</u>  Data Collection Assignment #1 Due</p>
5	March 1	<p>Perspectives on Services</p> <p>What are some important perspectives on service systems that allow us to better understand and intervene in them?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Blomberg, Bryson, 7:15-7:45  Break 7:45-7:55  Discuss Midterm #1 7:55-8:10  Data Collection #1 Debriefing &amp; Wrap-up 8:10-8:45</p> <p><u>Readings</u>  Bryson Chapters 8 &amp; 9  Blomberg: "Work in the Service Economy"</p> <p><u>Assignments</u>  Midterm #1 Distributed</p>
6	March 8	<p>Tools for Analyzing Service Systems</p> <p>What are the methods and concepts that anthropologists can use in order to analyze service systems?</p> <p><u>Activities</u>  Presentation: Jane Leu, "Social Entrepreneurship" 6-6:30  Service Lecture/Discussion 6:30-7:45  Break 7:45-7:55  Applied anthropology Lecture/Discussion 7:55-8:35</p>

Week	Date	Topics, Readings, Assignments, Deadlines
		<p>Data Collection #2 Overview &amp; Wrap-up 8:35-8:45</p> <p><u>Readings</u>  Ervin Chapters 6, 7, 11, &amp; 12  Blomberg: "On Participation and Service Innovation"</p> <p><u>Assignments</u>  Midterm #1 Due  Data Collection Assignment #2 Distributed</p>
7	March 15	Furlough Day/no class
8	March 22	<p>Issues for Social Scientists</p> <p>What are some current "hot topics" for social scientists as they engage the world of services (e.g. information technology (IT) and a "service science"; sustainability; productivity and measures of value; co-creation of services by providers and customers; trust and other social aspects of services; and the human and societal implications of services).</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Bryson, 7:15-7:45  Break 7:45-7:55  Applied anthropology Lecture/Discussion &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Ervin Chapters 8 &amp; 9  Bryson Chapters 10 &amp; 11</p>
9	March 29	Spring Break/no class
10	April 5	<p>Cultural Contexts for Services</p> <p>How do the "cultural factors" that anthropologists traditionally study, such as identity and personhood, gender, built environments, families and communities, religion, etc., provide a necessary context for understanding services?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Blomberg, Leidner, 7:15-7:45  Break 7:45-7:55  Applied anthropology Lecture/Discussion &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Ervin Chapters 13 &amp; 14  Leidner Chapters 1-3  Blomberg: "Negotiating Meaning of Shared Information in Service System Encounters"</p> <p><u>Assignments</u>  Data Collection Assignment #2 Due</p>

Week	Date	Topics, Readings, Assignments, Deadlines
11	April 12	<p>The Variety of Services: A Comparative View</p> <p>How are services and how they are offered both similar and different across cultural or national boundaries?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Leidner &amp; Aneesh 7:15-7:45  Break 7:45-7:55  Data Collection #2 Debriefing &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Leidner Chapters 4-7  Aneesh Chapters 1 &amp; 2</p> <p><u>Assignments</u>  Midterm #2 Distributed</p>
12	April 19	<p>Impacts of Services on People and Social Systems</p> <p>How is the increasing importance of services affecting work practices and skills, education, social institutions, individual life courses, etc?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Bryson &amp; Aneesh, 7:15-7:45  Break 7:45-7:55  Group Project Overview &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Ervin Chapter 15  Bryson Chapter 6  Aneesh Chapters 3 &amp; 4</p> <p><u>Assignments</u>  Midterm #2 Due  Final Project Distributed</p>
13	April 26	<p>Analytical Practicum and Principles for Creating Services</p> <p>What are the basic values that we believe should guide the development of service systems and how can we create such systems?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Group Discussion: Aneesh 7:15-7:45  Break 7:45-7:55</p>



Week	Date	Topics, Readings, Assignments, Deadlines
		<p>Applied anthropology Lecture/Discussion 7:55-8:15  Final Project Groupings &amp; Class Wrap-up 8:15-8:30</p> <p><u>Readings</u>  Ervin Chapters 3 &amp; 10  Aneesh Chapters 5-7</p>
14	May 3	<p>Creating and Modifying Service Systems</p> <p>How can we modify service systems today to better the human condition, as well as create systems for tomorrow that produce disjunctive changes in how we live?</p> <p><u>Activities</u>  Service Lecture/Discussion 6-7:15  Applied anthropology Lecture/Discussion 7:15-7:45</p> <p>Break 7:45-7:55  Final Project Group Discussions &amp; Class Wrap-up 7:55-8:45</p> <p><u>Readings</u>  Ervin Chapters 16 &amp; 17</p>
15	May 10	Final Project Workshop
16	May 17	Final Project Workshop
Final Exam	May 24	<p>FINAL PROJECT PRESENTATIONS 18:00-20:15</p> <p><u>Assignments</u>  Projects Reports Due</p>