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CTD: o2AM- APPROACHES, METHODS, AND METHODOLOGIES

SUB-DOMAIN: METHODOLOGICAL ISSUES AND NEW APPROACHES IN ANTHROPOLOGY

PANEL TITLE:

## METHODOLOGICAL AMBIVALENCE IN ANTHROPOLOGICAL RESEARCH: SOME SUGGESTIONS FOR FUTURE ETHNOGRAPHIC EXPLORATION

CONVENOR: PROF DR AHM ZEHADUL KARIM

CO-CONVENOR: DR ROHAIZA ROKIS

### ABSTRACT

Anthropologists have always engaged in a debate among themselves on its methodological rigour. It endeavours at imparting a heuristically robust methodology for its disciplinary improvement. Tracing the chronology of the discipline and its methodology, we argue that anthropology itself is a discipline that emerged with a controversy and epistemological ambivalence. However, its research technique is unique by itself that has always been open to refinement and incorporating refreshed methodological rigour. The journey of the discipline moved from classic static models of research to dynamic interpretation of transitions. Social transitions are integral to human societies and its content comprises the subject of its ethnographic research. With Redcliffe-Brown started an era of method of comparison that relied on predominant discourse of experimentation that looked for validation and even talked about laws that govern societies. It focused on objectivity and a kind of certitude that processes of social interaction have always defied. Its methods were heavily dependent on qualification. In the early decades of 70s ethnographic research reinvented its methodology and used more qualitative tools to generate empirical data. With Clifford Geertz's Writing Culture started anthropological critique of development and a tryst with post-modernism. Over the years some attempts at convergence of quantitative and qualitative methods has taken place in gradual acceptance of triangulation as a significant tool. As we enter era of post post-modernism and enter theoretical debates on era of post-truth, there is urgent need to furth modify our methods of generation and analysis of data. Based on this idea, this panel invites proposals suggesting the improvement of the discipline through innovating different dimensions of anthropological research strategies.

**Keywords:** Anthropology, Methodological Ambivalence, Emerging Problems, Innovations

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