

Faculty of social and human sciences

Instructor: Ms. Dehamcha Samira

Module: English

3rd year LMD

Applied anthropology:

What does the term applied anthropology mean?

- **Applied anthropology:** means the use of anthropological theories, methods, and insights to solve real-world problems and make positive change and to make societies a better circle.

1. Key concepts of applied anthropology:

- **Holistic approach:** applied anthropology looks at problems by taking into account how social, cultural, economic, and political factors are all connected, to better understand and solve issues.
- **Cultural sensitivity:** it stresses the significance of being culturally aware and understanding the specific situations of a community when creating interventions or solutions.
- **Collaboration:** collaborating with various stakeholders like communities, government, NGOs, and other organizations is crucial in applied anthropology. It entails working together closely to recognize needs, devise plans, and put solutions into action.
- **Ethnographic research:** ethnographic research methods, such as participant observation, interviews, and surveys, are often used in applied anthropology to gather data and insights about communities and their needs.
- **Adaptive approach:** applied anthropologists understand the significance of adjusting interventions to fit local settings and being adaptable in their methods based on feedback and evolving situations.

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2. Examples of applied anthropology:

- **Community development:** applied anthropologists collaborate with communities to recognize their strengths, resources, and needs, and to create plans for sustainable development and empowerment.
- **Public health:** anthropologists support public health efforts by researching health beliefs, behaviours, and practices in communities, and by creating interventions to their culture for issues like HIV, malaria, and maternal health.
- **Cultural heritage preservation:** applied anthropologists work to document, preserve, and revitalize cultural traditions, languages, and practices threatened by globalization, development, and other factors.
- **Environmental conservation:** anthropologists collaborate with environmental organizations and local communities to develop conservation strategies that respect traditional knowledge and promote sustainable use of natural resources.
- **Conflict resolution:** applied anthropologists contribute to conflict resolution efforts by understanding the cultural dynamics underlying conflicts and by facilitating dialogue and reconciliation among different groups.