

Cultural Consensus Analysis: Measuring Cultural Knowledge

H. Russell Bernard

October 26th, 2018

ARD Large Pod, 10:00-12:00

With consensus analysis (due to [A. K. Romney, S. C. Weller, and W. Batchelder](#)) we can lose the key to a university exam and -- if the questions were well formulated -- recover that key from the combined set of students' answers. This talk is about applying consensus analysis to the study of cultural knowledge -- like, what mothers know about home remedies for various illnesses -- where we don't know the correct answer to the questions beforehand.

Agenda

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| 10:00-10:15 | Welcome – Bob Trotter II and Paul Flikkema |
| 10:16-11:30 | Cultural Consensus Analysis
Russ Bernard, ASU and UF |
| 11:31-12:00 | Closing Remarks and Questions
Russ Bernard, Bob Trotter II, and Paul Flikkema |

To RSVP please email Christine.Kirby@nau.edu as space is limited.

H. Russell Bernard is a cultural anthropologist specializing in technology and social change; language death; and social network analysis. He is a research professor in the ASU School of Human Evolution and Social Change, the director of ASU's Institute for Social Science Research and an Emeritus Professor of the University of Florida.

Bernard has taught or done research at universities in the U.S., Greece, Japan and Germany. Since 1987, he has participated in National Science Foundation-sponsored summer courses on research methods and design.

He is former editor of *Human Organization* and the *American Anthropologist* and is the current editor of *Field Methods*. Bernard's books include "Research Methods in Anthropology: Qualitative and Quantitative Approaches;" "Social Research Methods;" "Analyzing Qualitative Data: Systematic Approaches," with Gery Ryan; and "Native Ethnography," with Jesús Salinas Pedraza.

Bernard was the 2003 recipient of the Franz Boas Award from the American Anthropological Association and is a member of the National Academy of Sciences.