

What does a Cultural Anthropologist do?

When I grow up I want to be an.....

Anthro-Corporate-advisor-design-Political-Museum-Ecological-

Bio Ethical Sustainability

-IST

Corporate Anthropology

Who needs it?

“Many corporations look explicitly for anthropologists, recognizing the utility of their perspective on a corporate team. A corporate anthropologist working in market research might conduct targeted focus groups to examine consumer preference patterns not readily apparent through statistical or survey methods. These anthropologists use their research skills to talk to consumers and users of technology to find out how products and services could be improved to better meet the needs of consumers.”(<http://www.americananthro.org/AdvanceYourCareer/Content.aspx?ItemNumber=1783&RDtoken=17085&userID=>)

Examples: Johnson and Johnson, Waste Management, Cummins engine corporation, AT&T, Clorox Company

How? WHY?

What do you need?

Bachelor's minimum - don't do it online!!

Why? Analyze business cultures within corporations

“Herman Miller uses them to help understand how people work in offices and use their furniture. MITRE, a government-funded research lab, is using them to assess how soldiers use technology, among other things. And, speaking of soldiers, the U.S. Army has discovered that anthropologists can be very helpful in building community and nation in Iraq — although many anthropologists have qualms about helping.”(Harvard Business review)

<https://hbr.org/2007/11/the-rise-of-corporate-anthropo>



The background of the slide is a collage of US dollar bills and stacks of cash. Visible elements include a \$100 bill with the number '93A' and '100', a \$50 bill with the number 'G7' and '8556632', and a \$20 bill with the number 'HC 3855374' and 'C3'. The text 'FEDERAL RESERVE SYSTEM' and 'THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE' is also visible on the bills. The text is overlaid on this background.

HOW MUCH\$\$\$\$\$??????

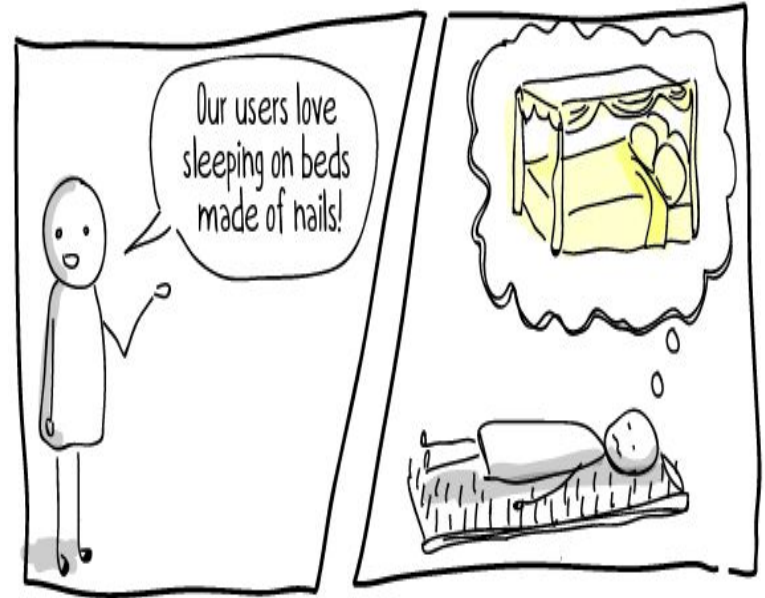
60,000 - 100,000

and up

User Experience (UX) Design/Research

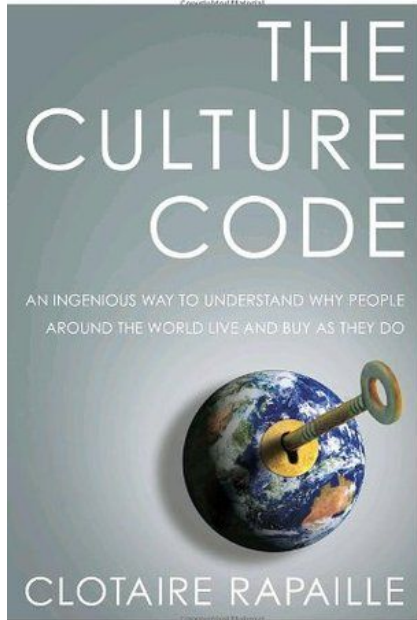
“The work that uncovers and articulates the needs of individuals and/or groups in order to inform the design of products and services in a structured manner.” — Nick Remis, Adaptive Path

- UX Design/Research anthropologists use their research skills in order to understand and improve user experiences with particular products and services.
- The main goal of UX research is to develop an understanding of customer insights in order to change/improve products from the perspective of the end user.
- Understand how to align both consumer & corporate needs, values, and goals.
- Minimum Requirements:
 - MA in Applied Anthropology
 - Experience through entry level work & internships



Understanding Culture Codes

In *The Culture Code*, internationally revered *cultural anthropologist* and *marketing expert* Clotaire Rapaille reveals for the first time the techniques he has used to improve profitability and practices for dozens of Fortune 100 companies (e.g. L'Oreal, Chrysler, Ritz-Carlton).



Application:

- Marketing/Advertising
- Policy Drafting - Corporate, Political, and/or Legal sector
- Entrepreneurship/Philanthropy
 - *Philanthropy* - an idea, event, or action that is done to better humanity and usually involves some sacrifice as opposed to being done for a profit motive.
 - *Midas Touch: Why Some Entrepreneurs Get Rich- And Why Most Don't* by Donald Trump & Robert Kiyosaki
 - Character
 - Focus
 - BRAND
 - RELATIONSHIPS
 - LITTLE THINGS

Understanding Cultural Identities

Identity at its core:

“Affiliations we acquire by birth or by choice can tell a little about ourselves...[however], the concept of individual identity is often confused with the concept of affiliation.” - *Discover Your Genius* by Gerald Sindell

Affiliation creates group identity and group identity creates *culture*:

“I am...”

“We are...”

Application:

- “I learned that, when we get to the truth of our own individual identity, and if we can figure out some things that are true about our identity [or identities] as a group, we will have a powerful platform on which to build our ideas.” - *Discover Your Genius* by Gerald Sindell
- *Careers for Creative People (Bureau of Labor Statistics):*
 - Art Director (approx. \$85,000 annual income)
 - Multimedia Artist
 - Commercial or Industrial Designer
 - Fashion Designer
 - Interior Designer
 - Editor
 - Technical Writer
 - Author
 - Photographer



United Nations: International Politics

The goals of the United Nations is to maintain international peace and security, protect human rights, deliver humanitarian aid, promote sustainable development, and uphold international law.



The unique, cross cultural view of Anthropology makes it well suited for work within the United Nations' goals.



37k to 80k (Entry Level Professionals) P1-P3
67k to 106k (Mid Career Professionals) P4-P5
95k to 123k (Senior Level Professionals) D1-D2



Jobs in the UN: Anthropology

Career Examples: HIV/AIDS Officer (P4), Special Assistant Political Affairs (P3), Human Resources Officer (P3), InterRegional Advisor on Social Development (P5), Gender or Political Affairs officers.

Typical Requirements for Career Level Positions: Social Science Master's Degree or higher (or Bachelor's degree with years of relevant experience), additional 5-10 years of necessary work experience in the field

Typical Requirements for Internships: Must be a senior in your Bachelor's program or be enrolled in graduate school

What do they recommend?

- It's incredibly beneficial for you to have a second or third language in any international field
- Get work experience
- Have some computer skills
- Have a specialty
- Be willing to go anywhere in the World

Internship Examples: Social Sciences Intern, Administration Intern, Humanitarian Affairs Intern, Environmental Affairs



United States Department of State

The Mission of the US Department of State: Create a more secure, democratic, and prosperous world for the benefit of the American people and the international community.



The international focus of the State Department makes it a great place for those with experience in Anthropology. The ability to look at politics from a cultural perspective increases the effectiveness of our diplomats in other countries.

\$60,491 to \$138,460 is the range of Salaries of Foreign Service Officers within the State Department with an average being around \$93,458

United States Department of State: Requirements



Internships: US Department of State Internship Program: U.S. citizenship

- Have good academic standing
- Successfully complete a background investigation
- Be able to receive either a Secret or Top Secret clearance
- Apply for after Sophomore Year

Pathways Program:

- U.S. Citizenship
- Must be at least 16
- Be able to receive with a Secret or Top Secret security clearance
- Must maintain student eligibility for duration of internship
- Cumulative GPA of 2.0

Stuff it's cool to have:

- Foreign language
- More advanced knowledge in your specific career track
- Political know how

Requirements:

- Bachelor's Degree or Higher
- US citizen between the ages of 20 and 60
- Available for worldwide assignment
- English Skills
- Knowledge about US politics and culture
- Basic math, economic, statistics, and computer skills

Steps for becoming a Foreign Service Officer

- FSOT (Foreign Service Officer Test)
- Oral Assessment
- Medical and Security Clearances

5 Career Tracks for Foreign Service Officers

- Consular
- Economic
- Management
- Political
- Public Diplomacy



OTHER GOVERNMENT AGENCIES

OPEN Mindedness comes WITH THE CULTURAL awareness OF ANTHROPOLOGY AND THIS CAN GIVE A SIGNIFICANT ADVANTAGE IN ALL POLITICAL areas.

IT CAN HELP WITH INTERPERSONAL COMMUNICATIONS WITHIN THE WORKPLACE AS WELL AS ANY INTERCULTURAL CONNECTIONS THAT CAN BE MADE WITH THOSE WITHIN YOUR LINE OF WORK.

THE CIA SPECIFICALLY IS KNOWN FOR ITS INTERNATIONAL INVOLVEMENT FOR WHICH ANTHROPOLOGY CAN BE BENEFICIAL.

MEDICAL ANTHROPOLOGY CAN ALSO BE APPLIED IN GOVERNMENT AGENCIES SUCH AS THE CDC.

Museum Anthropology

If you are seeking a hands on experience in cultural anthropology, a career with a museum might be a choice for you.

collecting artifacts, collaborating with cultures, as well as furthering your research are some of the opportunities museums can offer.



Photo taken from the Natural History Museum in London.

Part of the Job

In the Natural Museum of History in Utah, the anthropology department works with the Native American tribes such as, the Goshute, Shoshoni, Ute and Navajo to present their cultural heritage in exhibits. They also receive donations of artifacts to showcase. A relationship is crucial, so practices, rituals and understanding are framed to represent their culture and their significance. The Native Voices exhibit was a collaboration of such work.

Working for a museum can also be a research opportunity. Choosing a museum that specializes in your interests can lead to field work and ongoing projects may be assigned to you.

(Native Voices exhibit, n.d.)



Qualifications and income

Although you can receive a degree in Museum Anthropology, one is not necessary. A bachelor's in Anthropology is all that is required. There is, however, a lot of competition in this field so having a Master's or other qualifications such as being a volunteer or doing an internship with the museum is beneficial to be in the running.

The wage range is between 25,970 which is the lowest and 83,940 which is the highest. More commonly, museum workers make around 40,000(College Grad, 2017)

- Are you interested in Cultural Preservation ? Do you want to teach others how they can help protect sites?

- Do you enjoy working outdoors?



Do you enjoy sharing your knowledge with people and telling stories of culture, history, or pre-history?

Park Ranger: Interpretation

GS-4 to GS-8

Interpretation Rangers work in diverse ecosystems across the world. Duties for these positions focus on interacting with a diverse audience and presenting interpretive programs focused on cultural resources of the area, conservation and environmental education

Education: Associates - Bachelors.

Salary: \$14.75 - \$21.53 per hour.

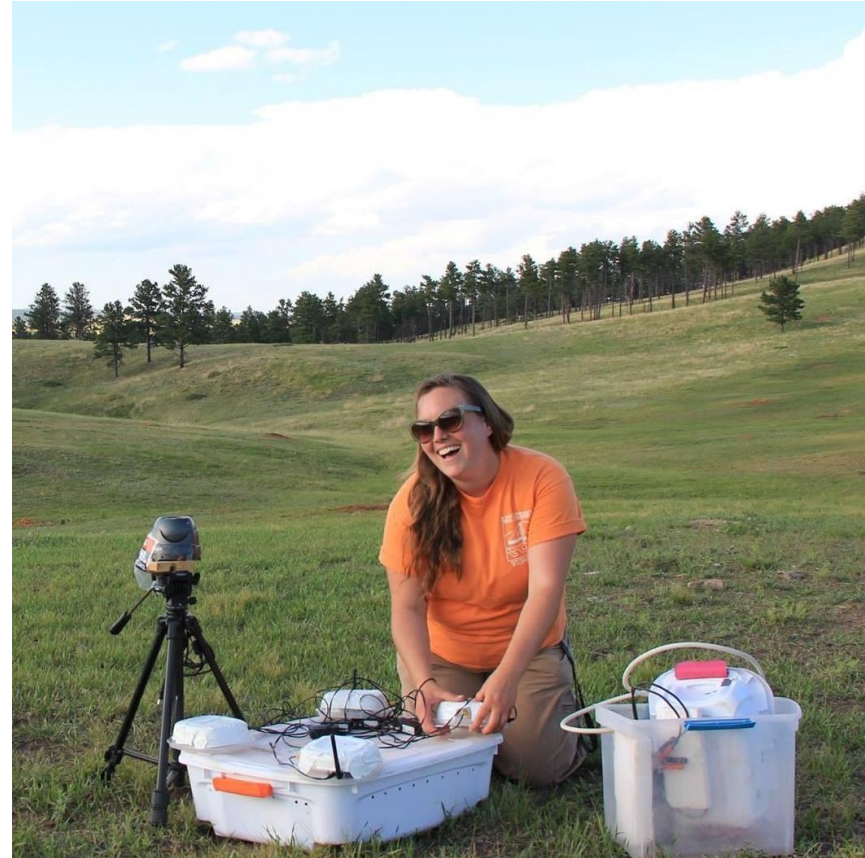


Internships

These positions are being filled under the Pathways Internship Program which is designed to provide students enrolled in a wide variety of educational institutions with paid work opportunities in agencies to explore Federal careers while still in school. This is a great opportunity for someone working on their thesis.

Education: Associates - Bachelors.

Salary: Paid & unpaid



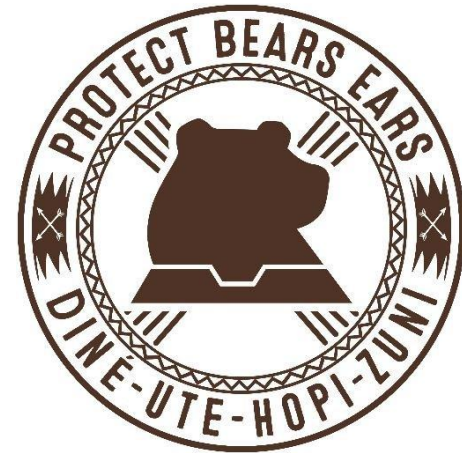
Park Management

GS-9 to GS-15

A cultural anthropologist working for NPS is responsible for interpreting local views and voices of traditionally associated people who have lived in, near, or used a park's resources. Anthropologists in parks do research to ensure that program planning and park management respond to the voices of traditionally associated peoples and that national parks interpret the cultural meanings of park resources in appropriate ways. They also participate in evaluating visitor use patterns, preparing and maintaining recreation sites, and monitoring condition of sites and natural and cultural resource

Education: Bachelors - Masters - Ph.D

Salary: \$25.07 - \$64.58, Per Hour.



Environmental Bioethics - “Everything is Connected”

The combined study of environmental concerns, human ethics, & sustainability

What they do

- Works for environmental justice with a purpose in mind to simultaneously promote human well-being and preserve natural environments.
- Concerned about human health and ecosystem implications based on fundamental issues like technology, toxins, and consumption.
- Studies environmental and human evolution from the past, present, and future.
- Concerned about the human role and what it means to environmental sustainability
 - Coming up with new beneficial ideas and options to replace old norms and habits.
 - Advocates for environmental resource management and human behavioral change in relation to human health and environmental sustainability.

Why it matters

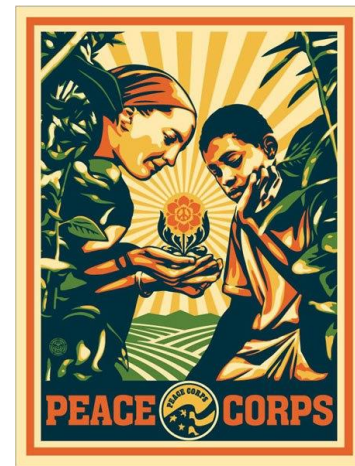
- Exploring the roots of problems and finding solutions that do not create new problems elsewhere, for present & future.
- E.Bioethics stay current on issues so solutions can be found before problems become disasters.

Workplace

- Conducting research for and assisting professionals, patients, and policy makers.
 - Bringing different fields together on shared issues, concerns, and proposals to address problems that are connected worldwide.

Humanitarian Anthropology

- What is it?
 - Use anthropological knowledge to solve real world problems by working with nonprofits and other global or local organizations.
- Why?
 - Researching and finding solutions to problems worldwide is important but we also need people who are the 'boots on the ground'.
 - Anthropology backgrounds will facilitate the execution of proposed solutions.
- Who?
 - Any one with the desire to serve others.



Humanitarian Anthropology

So you have your degree...what is the next step?

Go out there and do something!

- IRC - International Refugee Committee
- USAID
- ARC - American Red Cross
- Peace Corp
- Doctors Without Borders
- UNICEF - United Nations Children's Fund

Jemima Castillo



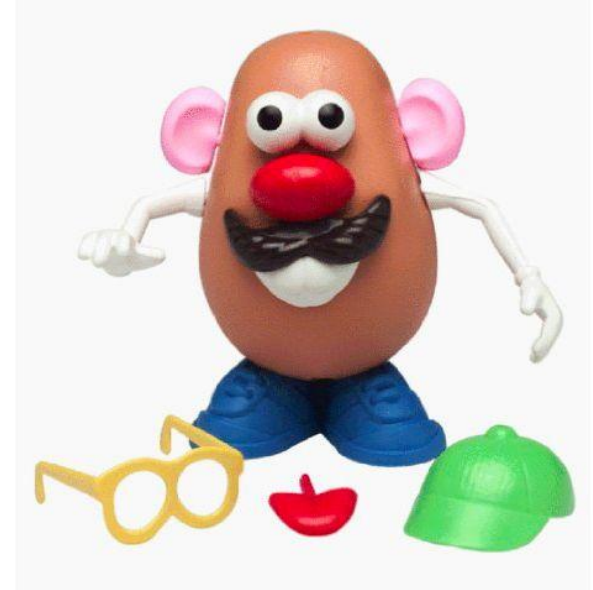
Humanitarian Anthropology

What does it pay?

- Largely based on experience
- Average salary for nonprofit workers
 - \$50 to \$75k for finance, operations and management (mid to senior level roles)
 - \$75 to \$150k for executive positions
- USAID
 - \$62,107 for Program Assistant
 - \$124,747 for Team Leader
- Peace Corp
 - Up to \$95,000 per year (different for volunteers)

Humanitarian Anthropology

- Make it your own
- Add on special skills
 - Medical
 - Language
 - Computer Science
 - Business
 - Design and Development
- We are always going to need it



Anthropology Advisor

Majoring in anthropology, you can go into any field of study you want. Becoming an anthropology advisor is what I am interested in. You just need a bachelor's degree to become an advisor, but you can always get a masters. Becoming an advisor you can help students with registering for classes and simply guide them in the direction they want to go with an anthropology degree.

