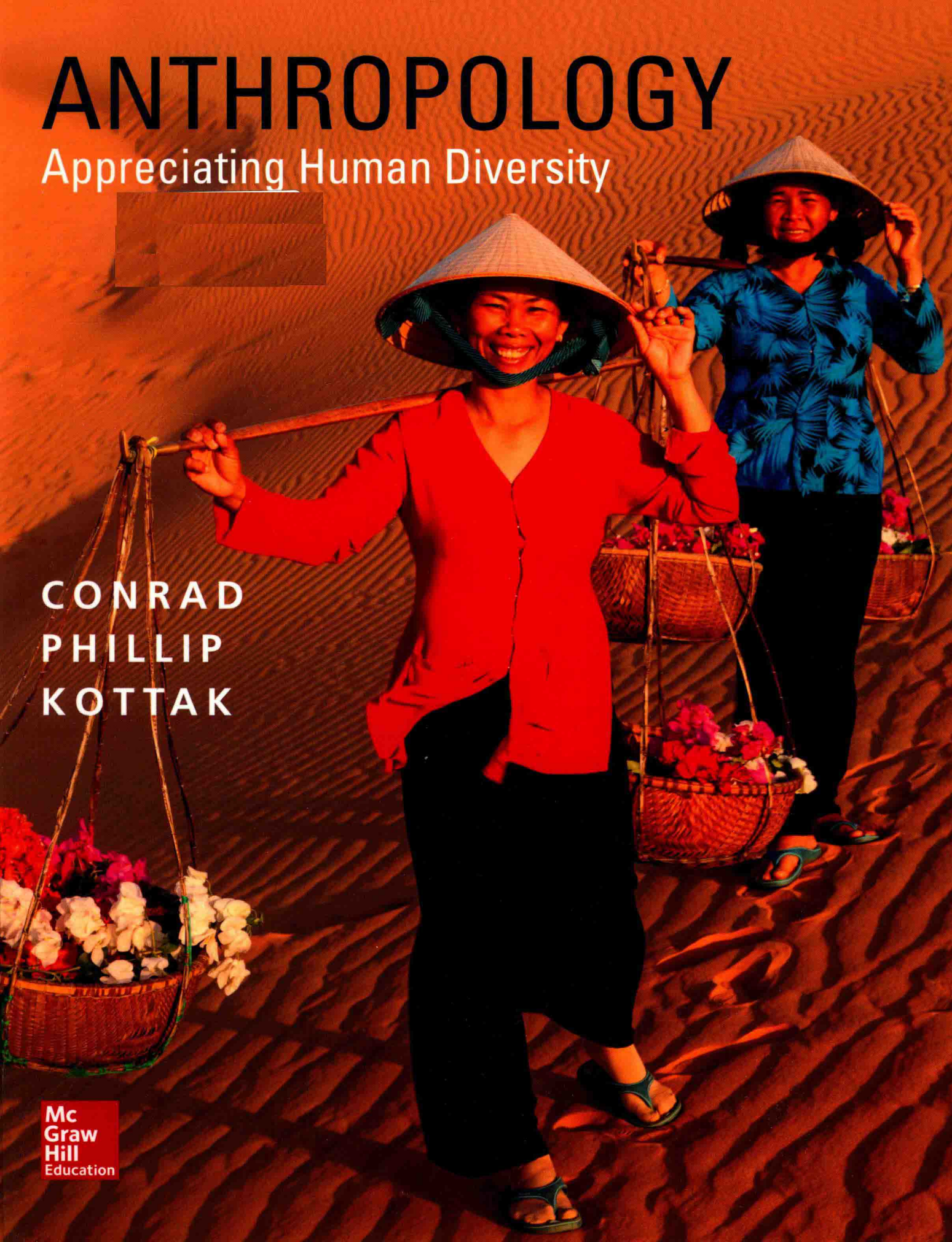


# ANTHROPOLOGY

Appreciating Human Diversity

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PHILLIP  
KOTTAK

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# anthropology **APPRECIATING HUMAN DIVERSITY**

SIXTEENTH EDITION

Conrad Phillip Kottak

University of Michigan



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ANTHROPOLOGY: APPRECIATING HUMAN DIVERSITY, SIXTEENTH EDITION

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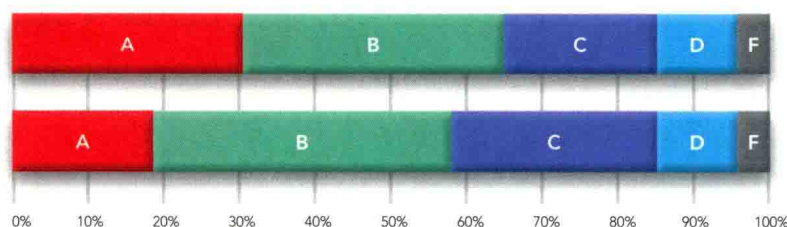
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- ☐ Learning a new language.

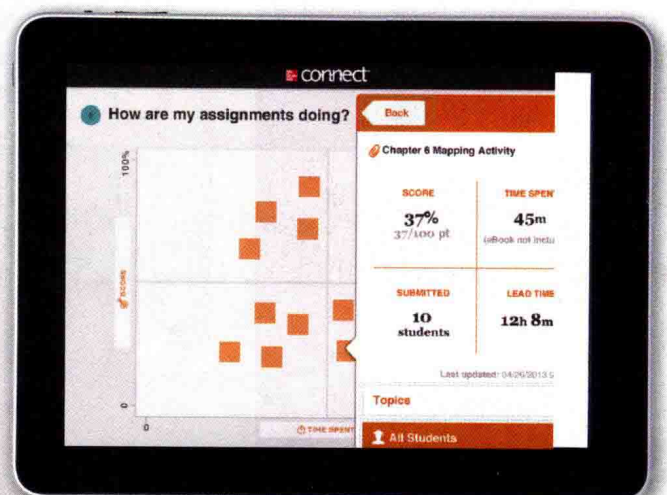
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Also Available from McGraw-Hill by Conrad Phillip Kottak

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***Culture***,  
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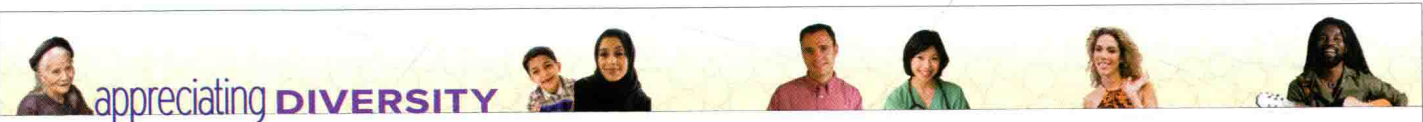
***Assault on Paradise: The Globalization of a Little Community in Brazil***,  
4th ed. (2006)



# list of boxes



- |   |  |   |
|---|--|---|
| His Mother, the Anthropologist 14–15                          | In with the Old: The Evolutionary Importance of Grandparents 172 | Hidden Women, Public Men—Public Women, Hidden Men 356–357 |
| Afghanistan: What the Anthropologists Say 44–45               | Global Climate Change and Political Threats to Sites 200–201     | American Family Life in the 21st Century 368              |
| A Biocultural Approach to Health in the Bolivian Amazon 70–71 | The Fantastic Claims of Pseudo-Archaeology 222–223               | Come Join My Band, Baby 383                               |
| H1N1, Anyone? 86–87   | I Wish They All Could Be California Vowels 266–267               | I'll Get You, My Pretty, and Your Little R2 426–427       |
| Adapting to Thin Air 102–103                                  | What's Wrong with Race? 278–279                                  | Is Mining Sustainable? 456–457                            |
| <i>Au sediba</i> : Ancestor or Fascinating Sideline? 140–141  |  |   |



- |  |  |  |
|--|--|--|
| "Give Me a Hug" 4–5                                    | Headstrong Hominins 152                                      | Social Security, Kinship Style 364–365                 |
| Culture Clash: Makah Seek Return to Whaling Past 32–33 | Even Anthropologists Get Culture Shock 232–233               | Hinduism Takes Back Yoga 410–411                       |
| Culturally Appropriate Marketing 53                    | Googling Locally 262–263                                     | Bones Reveal Some Truth in "Noble Savage" Myth 442–443 |
| All This from a Finger Bone? 67                        | Scarcity and the Betsileo 308–309                            | The Plight of Climate Refugees 464–465                 |
| Intelligent Design versus Evolutionary Theory 79       | Globalization Spreads Political Power to the Countryside 332 |  |
| A Planet without Apes 116                              |  |  |

# about the author



Conrad Phillip Kottak

Conrad Phillip Kottak (A.B. Columbia College, Ph.D. Columbia University) is the Julian H. Steward Collegiate Professor Emeritus of Anthropology at the University of Michigan, where he served as anthropology department chair from 1996 to 2006. He has been honored for his undergraduate teaching by the university and the state of Michigan and by the

American Anthropological Association. He is an elected member of the American Academy of Arts and Sciences and the National Academy of Sciences, where he chaired Section 51, Anthropology from 2010 to 2013.

Professor Kottak has done ethnographic fieldwork in Brazil, Madagascar, and the United States. His general interests are in the processes by which local cultures are incorporated—and resist incorporation—into larger systems. This interest links his earlier work on ecology and state formation in Africa and Madagascar to his more recent research on globalization, national and international culture, and the mass media, including new media.

Kottak's popular case study *Assault on Paradise: The Globalization of a Little Community in Brazil* (2006) describes his long-term and continuing fieldwork in Arembépe, Bahia, Brazil. His book *Prime-Time Society: An Anthropological Analysis of Television and Culture* (2009) is a comparative study of the nature and impact of television in Brazil and the United States.

Kottak's other books include *The Past in the Present: History, Ecology and Cultural Variation in Highland Madagascar*; *Researching American Culture: A Guide for Student Anthropologists*; and *Madagascar: Society and History*. The most recent editions (16th) of his texts *Anthropology: Appreciating Human Diversity* (this book)

and *Cultural Anthropology: Appreciating Cultural Diversity* were published by McGraw-Hill in 2015. He also is the author of *Mirror for Humanity: A Concise Introduction to Cultural Anthropology* (9th ed., McGraw-Hill, 2014) and *Window on Humanity: A Concise Introduction to Anthropology* (6th ed., McGraw-Hill, 2014). With Kathryn A. Kozaitis, he wrote *On Being Different: Diversity and Multiculturalism in the North American Mainstream* (4th ed., McGraw-Hill, 2012).

Conrad Kottak's articles have appeared in academic journals, including *American Anthropologist*, *Journal of Anthropological Research*, *American Ethnologist*, *Ethnology*, *Human Organization*, and *Luso-Brazilian Review*. He also has written for popular journals, including *Transaction/SOCIETY*, *Natural History*, *Psychology Today*, and *General Anthropology*.

Kottak and his colleagues have researched television's impact in Brazil, environmental risk perception in Brazil, deforestation and biodiversity conservation in Madagascar, and economic development planning in northeastern Brazil. More recently, Kottak and his colleague Lara Descartes investigated how middle-class American families use various media in planning, managing, and evaluating the competing demands of work and family. That research is the basis of their book *Media and Middle Class Moms: Images and Realities of Work and Family* (Descartes and Kottak 2009). Professor Kottak currently is collaborating with Professor Richard Pace of Middle Tennessee State University and several graduate students on research investigating "The Evolution of Media Impact: A Longitudinal and Multi-Site Study of Television and New Electronic/Digital Media in Brazil."

Conrad Kottak appreciates comments about his books from professors and students. He can be reached by e-mail at the following Internet address: **ckottak@bellsouth.net**.



# a letter from the author

## Welcome to the 16th Edition of *Anthropology: Appreciating Human Diversity*!

I wrote the first edition of this book during a time of rapid change in my favorite academic discipline—anthropology. My colleagues and I were excited about new discoveries and directions in all four of anthropology's subfields—biological anthropology, anthropological archaeology, sociocultural anthropology, and linguistic anthropology. My goal was to write a book that would capture that excitement, that would address key changes in anthropology, while providing a solid foundation of core concepts and the basics.

Just as anthropology is a dynamic discipline that explores new discoveries and the profound changes that affect people and societies, this edition of *Anthropology* has kept pace with changes in the way students read and learn core content today through the digital program called **Connect Anthropology**. This program includes assignable and assessable quizzes, exercises, and interactive activities, organized around course-specific learning objectives. In addition, **Connect** includes an interactive eBook, **LearnSmart**, an adaptive testing program, and **SmartBook**, the first and only adaptive reading experience. The tools and resources provided in **Connect Anthropology** are designed to engage students and enable them to improve their performance in the course.

While any competent text must present anthropology's core, it also must demonstrate anthropology's relevance to the 21st-century world we inhabit. Accordingly, several "Focus on Globalization" essays in this book examine topics as diverse as travel and tourism in the ancient and modern worlds, disease pandemics, world sports events (including the Olympics and the World Cup), and the expansion of international finance and branding. In addition, discussions of new media, including social media, have been added to several chapters.

Each chapter begins with a discussion titled "Understanding Ourselves." These introductions, along with examples from popular culture throughout the book, show how anthropology relates to students' everyday lives. My overarching goal for this textbook is to help students appreciate the field of anthropology and the various kinds of diversity it studies. How do anthropologists think and work? Where do we go, and how do we interpret what we see? How do we step back, compare, and analyze? How does anthropology contribute to our understanding of the world? To answer these questions, chapters contain boxed sections titled "Appreciating Anthropology," which focus on the value and usefulness of anthropological research and approaches. Other boxes, titled "Appreciating Diversity," focus on various forms and expressions of human biological and cultural diversity.

Most students who read this book will not go on to become anthropologists, or even anthropology majors. For those who do, this book should provide a solid foundation to build on. For those who don't—that is, for most of my readers—my goal is to instill a sense of appreciation: of human diversity, of anthropology as a field, and of how anthropology can build on, and help make sense of, the experience that students bring to the classroom. May this course and this text help students think differently about, and achieve greater understanding of, their own culture and its place within our globalizing world.

Conrad Phillip Kottak



# Highlights of the 16th Edition

Anthropology is an ever-evolving field, reflecting a constant stream of new discoveries, analyses, and interpretations, as well as the rapidly changing world it studies. It is vital to provide new and up-to-date content to enrich, for both students and instructors, the appreciation of anthropology's subject matter, intrinsic interest, and contemporary relevance. In this edition you will find some entirely new discussions and subject matter—in particular, an attempt to delve more deeply into the everyday lives of ancient hominins, as well as systematic attention to the key role of the Internet and social media in today's globalizing world.

## CHAPTER 1: WHAT IS ANTHROPOLOGY?

- New discussion of culturally specific syndromes, including the cultural construction of anorexia in China
- Rewritten section on the scientific method

## CHAPTER 2: CULTURE

- New information on the Internet and social media
- Revised section on globalization

## CHAPTER 3: APPLYING ANTHROPOLOGY

- New section on “Public and Applied Anthropology”
- New “Appreciating Anthropology” box, “Afghanistan: What the Anthropologists Say”

## CHAPTER 4: DOING ARCHAEOLOGY AND BIOLOGICAL ANTHROPOLOGY

- New “Appreciating Diversity” box, “All This from a Finger Bone?”, about the reconstruction of the Denisovan genome
- New “Appreciating Anthropology” box, “A Biocultural Approach to Health in the Bolivian Amazon”

## CHAPTER 5: EVOLUTION AND GENETICS

- Two new figures illustrating the geographic distribution of the sickle-cell allele in relation to that of *falciparum malaria*

## CHAPTER 6: HUMAN VARIATION AND ADAPTATION

- Updated and reorganized content with a new discussion of the CCR5- $\Delta$ 32 (delta 32) allele and resistance to HIV/AIDS

## CHAPTER 7: THE PRIMATES

- New art and discussions of recent discoveries of early primate fossils in China (the earliest known primate) and East Africa (the earliest known Old World monkeys and protoapes)

## CHAPTER 8: EARLY HOMININS

- New section titled “Oldowan Hominins at the Kanjera Site”
- New “Appreciating Anthropology” box, “*Au. sediba*: Ancestor or Fascinating Sideline?”

## CHAPTER 9: ARCHAIC *HOMO*

Substantially revised, this chapter now includes

- New information on recent *H. rudolfensis* discoveries
- New section titled “Life as a Neandertal”
- New section, “The Denisovans”

## CHAPTER 10: THE ORIGIN AND SPREAD OF MODERN HUMANS

Substantially revised with these additions:

- New section on China's Red Deer Cave people
- New “Appreciating Anthropology” box titled “In with the Old: The Evolutionary Importance of Grandparents”
- Discussion of recent discoveries involving the settlement of the New World, including Oregon's Paisley Caves and California's Channel Islands

## CHAPTER 11: THE FIRST FARMERS

Substantially revised; specific changes include

- New information on the recent discovery of the world's oldest pottery, in China, and recent discoveries about Jomon culture
- New introduction to the “Neolithic Revolution”
- New information on pre-Neolithic herd management in the Middle East and the spread of the Neolithic to Europe
- New sections, “The Neolithic in Europe” and “The Neolithic in Asia”
- New “Appreciating Anthropology” box on how global climate change and other threats are affecting archaeological sites

## CHAPTER 12: THE FIRST CITIES AND STATES

- Significantly revised throughout, including completely rewritten introductory sections and new information on early urbanism in Syria and state formation in the Americas

## CHAPTER 13: METHOD AND THEORY IN CULTURAL ANTHROPOLOGY

- Revised with clearer subheads and an updated section on ethics
- New section, “Online Ethnography”

## CHAPTER 14: LANGUAGE AND COMMUNICATION

- Updated with a new “Appreciating Anthropology” box on California accents
- New section titled “Language, Culture, and History,” featuring new information on Proto-Indo-European (PIE)

## CHAPTER 15: ETHNICITY AND RACE

- Updated with the latest demographic data from the United States and Canada
- New sections titled “Minority Groups and Stratification” and “Changing Demographics”
- Revised and updated section on multiculturalism

## CHAPTER 16: MAKING A LIVING

Major revision and rewrite with specific changes, including the following:

- New introduction clarifying the huge importance and transformational nature of food-producing (Neolithic) economies
- New material on foragers in South Asia
- New hunter-gatherer distribution map

## CHAPTER 17: POLITICAL SYSTEMS

- New section titled “Resistance via Social Media”
- New “Appreciating Diversity” box on political mobilizations in rural Thailand

## CHAPTER 18: GENDER

- New discussion of Margaret Mead's pioneering work on gender
- Updated section on gender in industrial societies
- Revised material on transgender and gender identity (as distinguished from sexual orientation)

## CHAPTER 19: FAMILIES, KINSHIP, AND DESCENT

- Informative new “Appreciating Anthropology” box on American family life in the 21st century
- All charts, figures, and statistics have been updated.



## CHAPTER 20: MARRIAGE

Thoroughly updated, the chapter now contains a major new section titled “The Online Marriage Market.”

## CHAPTER 21: RELIGION

Substantially revised, the chapter now includes

- Major new section, “Religion and Cultural Globalization,” whose subsections are titled “Evangelical Protestantism and Pentecostalism,” “Homogenization, Indigenization, or Hybridization?,” “Antimodernism and Fundamentalism,” and “The Spread of Islam”
- Substantially updated and revised section on world religions
- New “Appreciating Diversity” box, “Hinduism Takes Back Yoga”

## CHAPTER 22: ARTS, MEDIA, AND SPORTS

Significantly revised chapter includes two major new sections titled “Networking and Sociability On- and Offline” and “The Fall from Grace: Golf and the Celebrity Scandal”

## CHAPTER 23: THE WORLD SYSTEM AND COLONIALISM

- Major new section titled “NAFTA’s Economic Refugees”
- Expanded discussion of skewed wealth distribution in the contemporary United States (including the Occupy movement)

## CHAPTER 24: ANTHROPOLOGY’S ROLE IN A GLOBALIZING WORLD

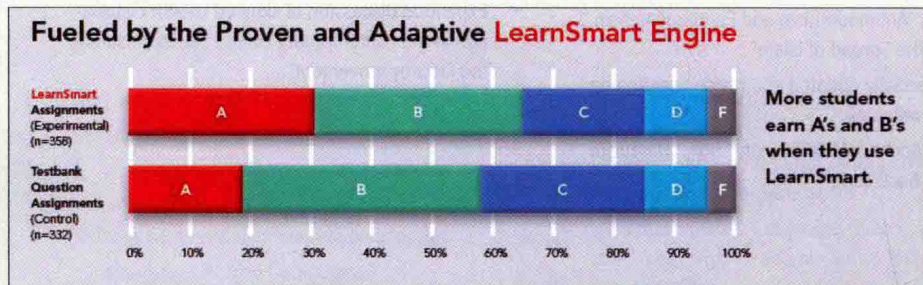
A substantially revised section on globalization begins this chapter, which has been updated throughout.

- Section on energy consumption and industrial degradation moved here from the previous chapter
- Major new section on emerging diseases
- Substantially revised sections on global climate change, environmental anthropology, and cultural imperialism and indigenization
- New concluding discussion of anthropology’s key lessons

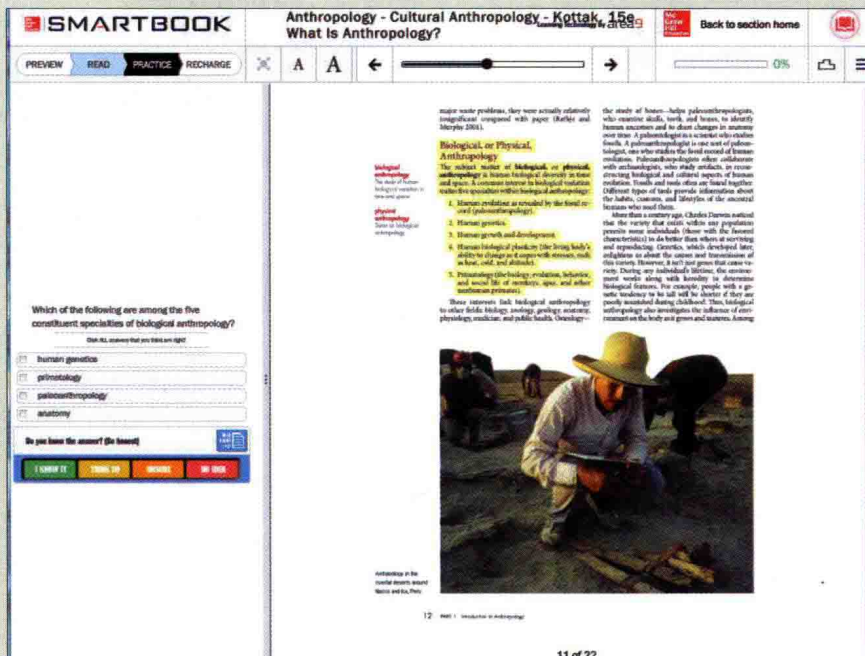


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**SMARTBOOK** Anthropology - Cultural Anthropology - Kottak, 15e

PREVIEW READ PRACTICE RECHARGE

Which of the following are among the five constituent specialties of biological anthropology?

Check ALL answers that you think are right.

☒ human genetics  
☒ primatology  
☒ paleoanthropology  
☒ anatomy

Do you know the answer? (Be honest)

major water problems, they were actually relatively insignificant compared with paper (Barley and Sherry 2001).

**Biological or Physical Anthropology**  
 The subject matter of biological, or physical, anthropology is human biology in time and space. A consistent interest in biological variation underlies questions within biological anthropology.

1. Human evolution as revealed by the fossil record (paleoanthropology).  
 2. Human genetics.  
 3. Human growth and development.  
 4. Human biology of plasticity (the living body's ability to change in response to stresses, such as heat, cold, and food intake).  
 5. Primatology (the biology, evolution, behavior, and social life of monkeys, apes, and other nonhuman primates).

These interests link biological anthropology to other fields: history, sociology, psychology, physiology, medicine, and public health. Overlap-

the study of human paleoanthropologists, who examine skulls, teeth, and bones to identify human ancestors and to detect changes in anatomy over time. A paleoanthropologist is a scientist who studies fossils. A paleoanthropologist is one sort of paleontologist, one who studies the fossil record of human evolution. Paleontologists often collaborate with archaeologists, who study artifacts, to reconstruct biological and cultural aspects of human evolution. Fossils and tools often are found together. Different types of tools provide information about the habits, customs, and lifestyles of the ancestral humans who used them.

More than a century ago, Charles Darwin noticed that the variety that exists within any population prevents some individuals (those with the least characteristics) to do better than others at surviving and reproducing. Genetics, which developed later, explains in detail the origin and transmission of this variety (Darwin 1871) and genes that cause variety. During any individual's lifetime, the environment works along with heredity to determine biological features. For example, people with a genetic tendency to be tall will be shorter if they are poorly nourished during childhood. Thus, biological anthropology also investigates the influence of environment on the body as it grows and matures. Among

12 UNIT 1 Introduction to Anthropology

11 of 22

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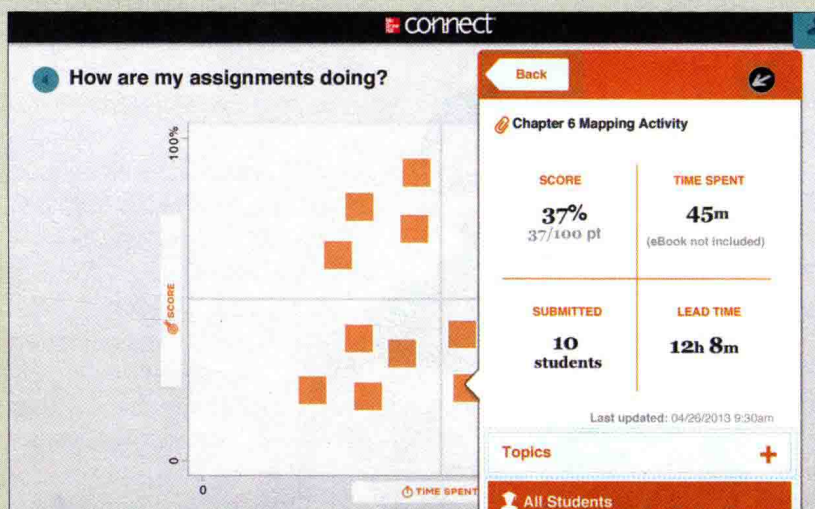


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# Teaching Resources



The following instructor resources can be accessed through the Library tab in **Connect Anthropology**:

- Instructor's manual
- PowerPoint lecture slides
- Computerized test bank
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- Links to professional resources and career-related information
- "Beyond the Classroom" essays
- Supplementary content on the following topics: anthropological theories, ethics, and popular culture

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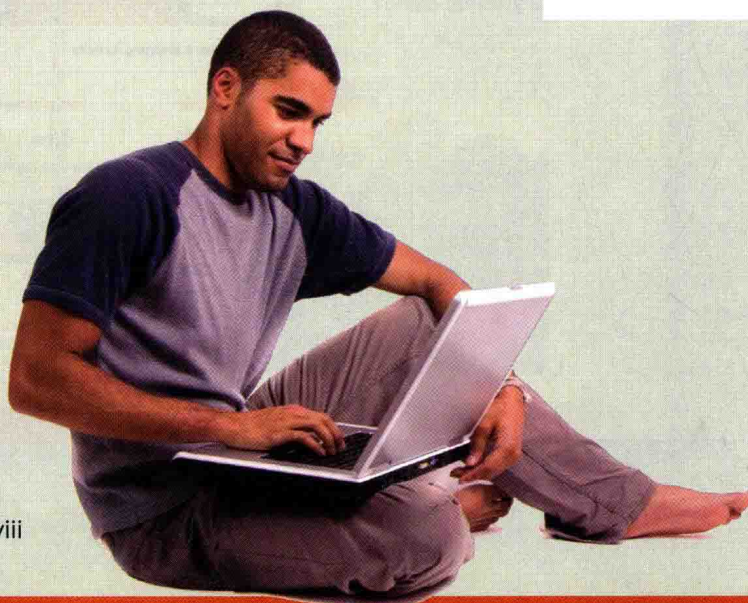
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# contents in brief

List of Boxes	xx
About the Author	xxii
Preface	xxiii

## **PART 1** Introduction to Anthropology

---

<b>1</b>	<b>WHAT IS ANTHROPOLOGY?</b>	<b>1</b>
<b>2</b>	<b>CULTURE</b>	<b>20</b>
<b>3</b>	<b>APPLYING ANTHROPOLOGY</b>	<b>39</b>

## **PART 2** Biological Anthropology and Archaeology

---

<b>4</b>	<b>DOING ARCHAEOLOGY AND BIOLOGICAL ANTHROPOLOGY</b>	<b>57</b>
<b>5</b>	<b>EVOLUTION AND GENETICS</b>	<b>74</b>
<b>6</b>	<b>HUMAN VARIATION AND ADAPTATION</b>	<b>93</b>
<b>7</b>	<b>THE PRIMATES</b>	<b>108</b>
<b>8</b>	<b>EARLY HOMININS</b>	<b>127</b>
<b>9</b>	<b>ARCHAIC <i>HOMO</i></b>	<b>147</b>
<b>10</b>	<b>THE ORIGIN AND SPREAD OF MODERN HUMANS</b>	<b>165</b>
<b>11</b>	<b>THE FIRST FARMERS</b>	<b>186</b>
<b>12</b>	<b>THE FIRST CITIES AND STATES</b>	<b>207</b>

## **PART 3** Appreciating Cultural Diversity

---

<b>13</b>	<b>METHOD AND THEORY IN CULTURAL ANTHROPOLOGY</b>	<b>229</b>
<b>14</b>	<b>LANGUAGE AND COMMUNICATION</b>	<b>253</b>
<b>15</b>	<b>ETHNICITY AND RACE</b>	<b>274</b>
<b>16</b>	<b>MAKING A LIVING</b>	<b>295</b>
<b>17</b>	<b>POLITICAL SYSTEMS</b>	<b>317</b>
<b>18</b>	<b>GENDER</b>	<b>340</b>
<b>19</b>	<b>FAMILIES, KINSHIP, AND DESCENT</b>	<b>360</b>
<b>20</b>	<b>MARRIAGE</b>	<b>378</b>
<b>21</b>	<b>RELIGION</b>	<b>397</b>
<b>22</b>	<b>ARTS, MEDIA, AND SPORTS</b>	<b>416</b>

## **PART 4** The Changing World

---

<b>23</b>	<b>THE WORLD SYSTEM AND COLONIALISM</b>	<b>439</b>
<b>24</b>	<b>ANTHROPOLOGY'S ROLE IN A GLOBALIZING WORLD</b>	<b>461</b>
	Glossary	479
	Bibliography	489
	Credits	511
	Index	515