Slide 1

Teaching students ethical design in public anthropology

**Going Public**

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Daniels Fund Ethics Initiative Faculty Ethics Resource Luncheon
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Slide 2

**Why a concern with public messages?**

1. "Vastly more people learn about anthropology from museums than from universities.”
   - Nancy Parezo, 1988
2. In other words, public anthropology matters.

Slide 3

**What is anthropology today?**

"[T]he study of humans, past and present. To understand the full sweep and complexity of cultures across all of human history, anthropology draws and builds upon knowledge from the social and biological sciences as well as the humanities and physical sciences. A central concern of anthropologists is the application of knowledge to the solution of human problems" (www.americananthro.org).
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Slide 10

Museum collections

- Museums of natural history often include cultural groups from non-European places
- Dioramas as “butterfly cases” fixing specimens in place (Weismantel 1995)
- Paths through museums lead visitors along an “evolutionary” path
- Europe, and white North America, are represented in other settings, such as art museums

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Slide 11

Making messages both ethical and effective

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Slide 12

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Stakeholders
Audience
Metacommunication
Media

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**Metacommunication**

- How are our values expressed?
- How do the ways we present information reveal underlying biases, preconceived notions, etc. that we hold about how we categorize people and places?
- Language is part of this, but how we display information visually also contributes to underlying messages to our audiences.

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