ANTH 100 Introduction to Biological Anthropology (Units: 3)
Human beings in relation to the animal kingdom, geological time, and human evolution; fossil humans; human heredity; anthropometry; criteria of race; racial theories and problems.
Course Attributes:
- B2: Life Science

ANTH 110 Introduction to Archaeology (Units: 3)
Old and New World prehistory: discovery and invention, domestication of plants and animals, science, technology, and other aspects of culture.
Course Attributes:
- C2: Humanities
- Global Perspectives

ANTH 120 Introductory Social and Cultural Anthropology (Units: 3)
Course Attributes:
- D1: Social Sciences
- Social Justice

ANTH 130 Introduction to Visual Anthropology (Units: 3)
The role of film, photography, digital and multi-media in the examination of human diversity; the study of visual aspects of human behavior and the use of visual media in research and visual anthropology. (Plus-minus letter grade only)

ANTH 300 Foundations of Anthropology: History (Units: 3)
Prerequisites: ANTH 100, ANTH 110, ANTH 120.
Theoretical foundations of anthropology; major trends in anthropological thought and practice up to the present.

ANTH 301 Foundations of Archaeology (Units: 3)
Prerequisites: Upper division standing, ANTH 110, or consent of instructor.
Introduces and develops archaeological theory in its archaeological-anthropological paradigms with emphasis on the role of material culture. (Plus-minus letter grade only)

ANTH 302 Foundations of Human Variation (Units: 3)
Prerequisite: ANTH 100 or one course in college biology.
Examines the nature and extent of heritable differences among human populations in an evolutionary perspective. The role of genetics and environment in the formation of these differences is considered, as well as the social and biological concept of race.
Course Attributes:
- UD-B: Physical Life Science

ANTH 305GW Writing Anthropology - GWAR (Units: 3)
Prerequisites: ENG 214 or equivalent with a grade of C- or better, ANTH 120.
Advanced development of writing skills in anthropology; descriptive, interpretive, critical analyses, popular media, and scholarly research. Regional or topical theme varies. (ABC/NR grading only)
Course Attributes:
- Graduation Writing Assessment

ANTH 315 Regional Ethnography (Units: 3)
Prerequisites: Upper division standing, ENG 214.
Apply a cultural area study approach to People and Cultures around the world; focus on the history and contemporary cultures of East Asia, Central America, and West Africa. Topic to be specified in Class Schedule. May be repeated when topics vary.

ANTH 316 Contemporary Culture of Greece (Units: 3)
Prerequisite: ENG 214 or equivalent.
The culture of contemporary Greece within the framework of the social sciences, particularly anthropology and folklore. (This course is offered as MGS 316 and ANTH 316. Students may not repeat the course under an alternate prefix.)

ANTH 319 Cultures of the Middle East and North Africa (Units: 3)
Prerequisites: Upper division standing, ENG 214 or equivalent.
An introduction to the variety of cultures and communities in the Middle East and North Africa. Differences in history, religion, social organization, language, politics, and power are highlighted in lectures, ethnographies, and film.

ANTH 320 Racism: Cross-Cultural Analysis (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Cultural history of racism as related to colonialism and imperialism. Racism as on-going intellectual, political movement. Anti-racism and educational-anthropological methods to defeat racism. (This course is offered as ANTH 320 and CST 320. Students may not repeat the course under an alternate prefix.)

ANTH 321 Endangered Cultures (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Interaction between non-industrial and industrial societies; cultural degradation and extermination of non-industrial societies beginning 150 years ago.

ANTH 325 Class: Cross-Cultural Analysis (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Exploration of the cultural production of class and status in a comparative perspective. Reading of theoretical texts as well as ethnographies, exploration of class markers, and the production of distinction in students' own lives.

ANTH 326 Origins of Art and Visual Representation (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Examination of the emergence and development of art and visual representation as a human social, political, cognitive, and aesthetic behavior. Geographic coverage is global; temporal coverage from early humans through (pre)history. (Plus-minus letter grade only)
ANTH 327 Anthropology and Film (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Social and cultural anthropology through films, ethnographies, and popular writings of anthropologists.
(This course is offered as ANTH 327 and CINE 327. Students may not repeat the course under an alternate prefix.)
Course Attributes:
• UD-D: Social Sciences
• Global Perspectives

ANTH 328 Anthropology and Photography (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Examination of the documentary, social, political, and aesthetic roles of photography (and the archive and photo-essay) in anthropology as a mode of representation and control, but also of resistance.
(This course is offered as ANTH 328 and JOUR 328. Students may not repeat the course under an alternate prefix.)

ANTH 333 Primate Behavior (Units: 4)
Prerequisite: Upper division standing or consent of instructor.

Exploration of the social lives of all primates. Topics include social organization, cooperation/competition, reproduction, communication, and the interrelationship between behavior and ecology. Students will conduct behavioral observations of primates at the zoo.

ANTH 343 Women and Work (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Position and roles of women in the productive activities of society: paid and unpaid. Patterns of household and workplace employment, discrimination in pay and working conditions, relevant laws, explanations for the evolution of patterns.
(This course is offered as LABR 343 and ANTH 343. Students may not repeat the course under an alternate prefix.)

ANTH 356 Archaeology of California (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Prehistoric heritage of California's Native American cultures studied in the comparative light of ethnographic and ethnographic data. Archaeological focus on culture-history, economy, settlement pattern, ecology, political organization, and processual adaptation.

ANTH 415 Culture and Sex in East Asia (Units: 3)
Prerequisites: Upper division standing, ANTH 120, or consent of instructor.

Examines from the perspective of critical anthropology on the role of culture in sex/gender power relations in East Asian societies.
(This course is offered as ANTH 415 and SXS 438. Students may not repeat the course under an alternate prefix.)

ANTH 420 Indigenous Media and Social Change (Units: 4)
Prerequisites: Upper division standing; completion of GE Areas A and B4 requirements [formerly GE Segment I].

Examination of contemporary visual culture, particularly commercial culture, for its impact on personal and collective identity. Technical aspects of creating and altering visual media.
(This course is offered as SOC 420 and ANTH 420. Students may not repeat the course under an alternate prefix.)

ANTH 450 Archaeology of Ritual and Religion (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Examination of religion and ritual on a global level from prehistory to the present, from an archaeological perspective. (Plus-minus letter grade only)

ANTH 460 Historical Archeology (Units: 3)
Prerequisite: ANTH 110, or consent of instructor.

Introduction to historical archeology, key themes in historical archeology, critical examination of methods, development of historical archeology, key theoretical approaches, and case studies in historical archeology. (Plus-minus letter grade only)

ANTH 470 Archaeology of Mexico and Central America (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Overview of the prehistory and archaeology of what is now the nation-states of Mexico and Central America.

ANTH 471 The Ancient Maya (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Civilization of the Maya Indians of Mexico and Guatemala. Recent findings in Maya archaeology and on interpretations of Maya history, politics, art, economy, and writing.

ANTH 485 Archaeology of Women (Units: 3)
Prerequisite: ANTH 110.

In conventional archaeology, the female half of human societies has been consistently ignored. Puts the forgotten sex back into the past, showing how an engendered archaeology modifies many of our views of human origins and prehistory.

ANTH 490 Ancestors or Data? Culture, Conflict, and NAGPRA (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Political struggles surrounding the creation and implementation of the 1990 Native American Graves Protection and Repatriation Act (NAGPRA). Analysis of the law, impact of recent court decisions, and specific focus on cultural conflicts related to the concept of knowledge.
(This course is offered as AIS 490, ANTH 490, and SOC 491. Students may not repeat the course under an alternate prefix.)

ANTH 500 Language and Cultural Systems of North American Indians (Units: 3)
Prerequisite: AIS 100 or consent of instructor.

Relationship between American Indian language and culture, including topics and skills related to language learning and the historical conditions of cultural retention and revitalization efforts.
(This course is offered as AIS 500 and ANTH 500. Students may not repeat the course under an alternate prefix.)

ANTH 501 Latin America: The National Period (Units: 3)
Prerequisites: Upper division standing or consent of instructor; ENG 214 or equivalent.

Latin America since independence (c. 1825). Histories of Latin American peoples: culture, race relations, women, political oppression and resistance, the economy, and development.
(This course is offered as HIST 501, ANTH 501, and LTNS 501. Students may not repeat the course under an alternate prefix.)
ANTH 525 Diversity in the Workplace (Units: 3)
Prerequisite: Upper division standing.

An overview of workplace diversity and strategies to utilize it positively. Theoretical debates and issues related to race, ethnic origin, gender, sexual orientation, class, age, and disability. Ways in which individuals and organizations can maximize benefits through respecting and working with diversity. (This course is offered as LABR 525 and ANTH 525. Students may not repeat the course under an alternate prefix.)

ANTH 530 Human Osteology Practicum (Units: 4)
Prerequisite for ANTH 530: ANTH 100.

Human skeleton, bone dynamics, and anthropometric and morphological analysis of modern and fossil skeletal materials. Research on osteological and fossil materials. Classwork, 2 units; laboratory, 2 units. (ANTH 730/ANTH 530 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

ANTH 535 Paleopathology (Units: 3)
Prerequisite: ANTH 730/ANTH 530 or consent of instructor.

Bioarchaeology of disease and human health. Evolutionary, cultural, and biological factors of prehistoric epidemiology. (Plus-minus letter grade only.) (ANTH 735/ANTH 535 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

ANTH 545 Bioarchaeology (Units: 3)
Prerequisite: ANTH 530 or consent of instructor.

Reconstruction of past lifeways from examination of the human skeleton. Patterns of subsistence, diet, disease, demography, and physical activity reconstructed from skeletal populations.

ANTH 551 Anthropology of the Body (Units: 3)
Prerequisite: Upper division standing or ENG 214.

Comparative cross-cultural approach to the study of the individual in society as mediated through an anthropological inquiry of the body. Social construction of the body and self in everyday life, and ways that cultural practices, social structures, and psychological tent are inscribed and reproduced through the body and bodies.

ANTH 555 Urban Anthropology (Units: 3)
Prerequisites: Upper division standing; one course in cultural anthropology or USP 400.

Impact of urban environments upon human behavior cross-culturally. Ethnographic fieldwork techniques, the history and theoretical roots of urban anthropology, and case studies from around the world. (This course is offered as ANTH 555 and USP 555. Students may not repeat the course under an alternate prefix.)

ANTH 557 Ethnography of the Inner City (Units: 4)
Prerequisite: ANTH 555.

Participant-observation fieldwork techniques; research projects in inner city communities in the Bay Area. Classwork, 3 units; activity, 1 unit. (This course is offered as ANTH 557 and USP 557. Students may not repeat the course under an alternate prefix.)

ANTH 559 Cross-Cultural Aspects of Sex and Gender (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Sex, sexuality, and gender; the control of sexuality, cultural components of gender role and gender identity, and symbolic aspects of sex and gender. (This course is offered as ANTH 569 and SXS 567. Students may not repeat the course under an alternate prefix.)

Course Attributes:
- UD-C: Arts and/or Humanities
- Social Justice

ANTH 570 Anthropology of Religion (Units: 3)
Prerequisites: Upper division standing and/or ENG 214. Students who have never taken a college level ANTH course need consent of instructor in order to enroll.

Nature and form of folklore, its cultural setting, transmissions and dynamics. Psychological, ethnic, and philosophical considerations of folklore and its relationship to drama, art, and music.

ANTH 581 Anthropology and Folklore (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Examination of contemporary globalization from a combined political-economic and cultural anthropological perspective. (This course is offered as ANTH 585 and CST 585. Students may not repeat the course under an alternate prefix.)

ANTH 585 Globalization and World Cultures (Units: 3)
Prerequisite: ANTH 120 or consent of instructor.

Effects of globalization and multinational corporations on cultures. Ethnographic, physical, anthropological, and pre-historical materials on women. Theories on origins of the family, social structuring of sexuality, and changing sex and gender in modern societies. (This course is offered as ANTH 590, CST 590, and WGS 595. Students may not repeat the course under an alternate prefix.)

ANTH 590 Anthropology of Women (Units: 3)
Prerequisite: ENG 114 or equivalent.

Ethnographic, physical, anthropological, and pre-historical materials on women. Theories on origins of the family, social structuring of sexuality, and changing sex and gender in modern societies. (This course is offered as ANTH 590, CST 590, and WGS 595. Students may not repeat the course under an alternate prefix.)

ANTH 591 Applied Anthropology Media Workshop (Units: 4)
Prerequisites: Upper division standing, ANTH 120 or equivalent, or consent of instructor.

Carrying out ethnographic media projects for local, community-based organizations. Principles of visual anthropology, ethnographic research, and community-based learning are linked to learning practical skills of digital media production.
ANTH 592 Archaeological Methods (Units: 4)
Prerequisite: ANTH 110.
Archaeological theory and methods; field reconnaissance, research design, excavation and laboratory methods; archaeological chronology, typology, cartography, photography, and other skills. Classwork, 2 units; laboratory, 2 units.

ANTH 595 Visual Anthropology I (Units: 6)
Prerequisites: Restricted to Anthropology or Cinema major; ANTH 120, ANTH 300; or consent of instructor.
Introduction to ethnographic digital video production, including methods of ethnographic fieldwork, creation of field notes and research design; basics of digital video planning, production and editing. Classwork 3 units; laboratory and fieldwork 3 units. [CSL may be available]
(This course is offered as ANTH 595 and CINE 595. Students may not repeat the course under an alternate prefix.)

ANTH 596 Visual Anthropology II (Units: 4)
Prerequisites: Restricted to Anthropology or Cinema major; ANTH 595 or CINE 595; or consent of instructor.
Advanced filmmaking-based applied anthropological fieldwork, collaboration, and digital post-production techniques. Students complete a video for which they conducted research during the previous semester. Classwork, 2 units; laboratory and fieldwork, 2 units. [CSL may be available]
(This course is offered as ANTH 596 and CINE 596. Students may not repeat the course under an alternate prefix.)

ANTH 609 Approaches to the African Past (Units: 3)
Prerequisite: Upper division standing; ENG 214; or consent of instructor.
Explorations of different methodologies for studying the African past, including anthropology, archaeology, oral traditions, and history. (This course is offered as HIST 609 and ANTH 609. Students may not repeat the course under an alternate prefix.)

Course Attributes:
- UD-D: Social Sciences
- Global Perspectives

ANTH 620 History of Anthropological Film (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Historical overview of interconnections between anthropology and filmmaking, from traditional styles and approaches to mass market anthropology, the hyper-aesthetic, textual and reflexive turns and applied visual anthropology. [Formerly ANTH 303]

ANTH 630 Medical Anthropology (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
The interplay of culture, genetics, population, and environment; cross-cultural medical education; folk and urban medical systems as moral, social, and cognitive systems.

ANTH 651 Ethnographic Field Methods (Units: 4)
Prerequisite: Upper division standing or consent of instructor.
Anthropological data-gathering methods, participant observation, scheduled and open-ended interview, life history, survey, questionnaire, projective techniques, electronic aids. May be repeated for a total of 8 units. Classwork, 2 units; fieldwork, 2 units.

ANTH 652 Anthropological Statistics (Units: 4)
Prerequisite: Upper division standing or consent of instructor.
Methods and techniques for analysis of data: collecting and describing data; statistical inference and hypothesis testing; parametric and non-parametric techniques; SPSS training for data analysis. Classwork, 2 units; laboratory, 2 units.

ANTH 657 Ethnology of Dance (Units: 3)
Prerequisite: Upper division standing or consent of instructor.
Function of dance in pre-literate, pre-technological societies in the context of anthropological literature. (This course is offered as DANC 657 and ANTH 657. Students may not repeat the course under an alternate prefix.)

Course Attributes:
- UD-C: Arts and/or Humanities
- Global Perspectives

ANTH 685 Projects in Teaching Anthropology (Units: 1-3)
Prerequisites: Grade of B or better in course the student will be assisting in and consent of instructor.
Training and assistance in the teaching of anthropology. Students work as teaching assistants to instructors and receive training and instruction in teaching anthropology. Responsibilities include working with supervising faculty, assist in preparing course material, tutoring students, and conducting small discussions. (Students may earn a maximum of 4 units toward the baccalaureate degree for any course(s) numbered 685 regardless of discipline.) (CR/NC grading only)

ANTH 690 Senior Thesis (Units: 4)
Prerequisites: Successful completion with a grade of B or better in the following courses: ANTH 100, ANTH 110, ANTH 120, ANTH 300; major GPA 3.25.
Provides qualified students the opportunity to undertake a senior thesis. Supervised study of a topic mutually agreed upon by student and faculty.

ANTH 695 Anthropology Internship (Units: 3)
Prerequisites: ANTH 300, ANTH 301 or ANTH 302.
Internship in research, governmental and non-governmental agencies, museums and other public and private institutions. Students must find an anthropology faculty to serve as the academic supervisor. May be repeated for a total of 6 units.

ANTH 699 Independent Study (Units: 1-3)
Prerequisites: Consent of major adviser, department chair, and instructor.
Supervised, individual study of a particular problem in anthropology. The student must state the problem, method of data-gathering, and the method of data-analysis. [CSL may be available]

ANTH 701 Sexual Cultures, Sexual Identities (Units: 3)
Prerequisite: Restricted to graduate students in Human Sexualities Studies or consent of instructor.
Concepts of "sexual culture" and "sexual identity" in history and across cultures. (This course is offered as SXS 701 and ANTH 701. Students may not repeat the course under an alternate prefix.)
ANTH 710 Proseminar in Anthropological Theory and Method (Units: 3) 
Prerequisite: Graduate standing in anthropology or consent of instructor.

Directed application of anthropological theory, methods and research techniques. Cannot be repeated for credit. Must be taken before or concurrently with other graduate seminars.

ANTH 715 Research Skills: The Craft of Anthropological Writing (Unit: 1) 
Prerequisites: Graduate standing; concurrent enrollment in ANTH 710; or consent of instructor.

Strategies to enhance creative thinking. Advanced review of grammar and sentence construction. Organization of MA thesis argument and organization. Dominant writing styles in anthropology understood through the study of Author’s Guides to publishing in major journals. (Plus-minus letter grade only)

ANTH 716 Research Skills: The Literature Review (Unit: 1) 
Prerequisite: Graduate standing or consent of instructor.

The importance of qualitative and quantitative literature reviews in academic research. Finding the problem and contending with information glut. Advanced on- and offline search skills. Avoiding plagiarism, using evidence matrices, synthesizing data and mastering the authorial tone. (Plus-minus letter grade only)

ANTH 717 Research Skills: The Research Proposal (Unit: 1) 
Prerequisite: Graduate standing or consent of instructor.

Developing the research question, originality and timeliness. Defining the research context and specific qualities and antecedents. Selecting the appropriate research method, suitability, practicality, and availability. Contending with ethical constraints and necessary permissions. (Plus-minus letter grade only)

ANTH 718 Research Skills: The Grant Proposal (Unit: 1) 
Prerequisite: Graduate standing in anthropology or consent of instructor.

Topics in the foundations of proposal writing: good writing in a good proposal, software options, major granting agencies for anthropological research, proposal statement of need, goals and objectives, the budget, ethics and evaluation, and sustainability and capacity. (Plus-minus letter grade only)

ANTH 720 Foundations in Visual Anthropology (Units: 2) 
Prerequisite: Graduate standing in anthropology or consent of instructor.

Classic and contemporary literature in visual anthropology: proxemics and kinesics, semiotic studies, indigenous media, shared and sensory anthropological filmmaking, the archive as active, and three approaches to photography, colonialist, Photovoice, and photo elicitation. (Plus-minus letter only)

ANTH 721 Seminar in Archaeological Problems (Units: 2) 
Prerequisite: Graduate standing in Anthropology or consent of instructor.

Archaeological approaches and explanations of the past understood through key works in interpretive archaeology and examples of the major archaeological theories. May be repeated for a total of 4 units. [Formerly ANTH 740]

ANTH 722 Seminar in Biological Anthropology (Units: 2) 
Prerequisite: Graduate standing in Anthropology or consent of instructor.

Historical and contemporary primary literature in biological anthropology and the importance for anthropology of evolutionary theory, primatology, the primate fossil record, human diversity, anthropological genetics, and NAGPRA.

ANTH 723 Seminar in Problems in Cultural Anthropology (Units: 2) 
Prerequisite: Graduate standing in Anthropology or consent of instructor.

Advanced exploration of literature in contemporary schools in cultural anthropology. Topics include post-structuralism, cultural materialism, neo-evolutionism, symbolic anthropology, and others. May be repeated for a total of 4 units. [Formerly ANTH 770]

ANTH 730 Human Osteology Practicum (Units: 4) 
Prerequisite for ANTH 730: Graduate standing.

Prerequisite for ANTH 530: ANTH 100.

Human skeleton, bone dynamics, and anthropometric and morphological analysis of modern and fossil skeletal materials. Research on osteological and fossil materials. Classwork, 2 units; laboratory, 2 units. (ANTH 730/ANTH 530 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

ANTH 731 Fossil Humans Practicum (Units: 4) 
Prerequisite for ANTH 731: Graduate standing or consent of instructor.

Prerequisite for ANTH 531: Upper division standing or consent of instructor.

The fossil evidence for human evolution. Comparative primate anatomy and function; skeletal morphology of hominid fossils. Ecological and geological settings. Trends and processes in human evolution. (ANTH 731/ANTH 531 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

ANTH 735 Paleopathology (Units: 3) 
Prerequisite: ANTH 730/ANTH 530 or consent of instructor.

Bioarchaeology of disease and human health. Evolutionary, cultural, and biological factors of prehistoric epidemiology. (Plus-minus letter grade only)

(ANTH 735/ANTH 535 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

ANTH 750 Seminar in Visual Anthropology: The Fixed Image (Units: 3) 
Prerequisite: Graduate standing or consent of instructor.

Advanced examination of the fundamental theories, methods, histories, and works of the fixed image in visual anthropology. (Plus-minus letter grade only)

ANTH 755 Seminar in Visual Anthropology: The Moving Image (Units: 3) 
Prerequisite: Graduate standing or consent of instructor.

Philosophical grounding and historical roots of anthropological film. Theories and anthropological approaches of and to transcultural production, co-production and consumption of moving images. (Plus-minus letter grading only)

ANTH 785 Teaching Anthropology (Units: 1-3) 
Prerequisite: Graduate standing. Grade of B or better in course in which student will assist.

Training and assistance in the teaching of anthropology.

ANTH 894 Creative Work Project (Units: 3) 
Prerequisite: Consent of instructor and approval of Advancement to Candidacy (ATC) for the Master of Arts and Culminating Experience (CE) forms by Graduate Studies. ATC and Proposal for Culminating Experience Requirement forms must be approved by the Graduate Division before registration.
ANTH 897 Directed Thesis Advising and Support (Units: 3)
Directed advising and support for development of theses and creative work projects both before and after enrollment in ANTH 894 or ANTH 898. Enrollment in ANTH 897 is required every spring semester until the culminating experience is completed. (CR/NC grading only)

ANTH 898 Master's Thesis (Units: 3)
Prerequisite: Consent of instructor and the chair of the thesis committee; and approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies. ATC and Proposal for Culminating Experience Requirement forms must be approved by the Graduate Division before registration.

ANTH 899 Independent Study (Units: 1-3)
Prerequisites: ANTH 710 and consent of student's graduate major adviser, department chair, and supervising faculty member.

Individual research into a problem in anthropology. Student must state the problem, her/his method of data-gathering, and her/his method of data analysis.