

# NAPA Notes

September 2013



# NAPA

National Association  
for the Practice of Anthropology

Hello NAPA Members:

My calendar says September but it hard to accept that the summer is more or less behind us already. I hope you had a productive and restful summer, wherever you happened to be and whatever you happened to be doing.

NAPA has been busy this summer, and I am pleased to announce that there are a number of wonderful new initiatives that have just been launched by your association. This edition of *NAPA Notes* highlights four of these major new projects.

First, please read through the description of the substantial new mentoring resource that has been developed by the Mentor Committee. A set of Frequently Asked Questions and their relevant answers has just been posted in the Careers Section of the NAPA website. These FAQs, well over 50 of them, are drawn from many of the queries that NAPA mentors have received in the past few years from students, particularly undergraduates, and address applied anthropology as a career, appropriate coursework, and thoughts about graduate school.

As you may know, NAPA has many information outlets, from Twitter to Facebook to LinkedIn to the website and *Anthropology News Online*. How to keep up with everything? NAPA members Jo Aiken, Karen Greenough, and Chad Morris have just created PraxAnth, NAPA's own listserv. I urge you to become a list member, to both keep track of all the ongoing NAPA activities and breaking news, and also as a way to share your own thoughts and information. NAPA members are not automatically added to the list, so see the article to learn how you can sign up.

NAPA is now producing original online content weekly. On our LinkedIn page, Kristin Keller and Nicole Conand have been posting bi-weekly interviews with practitioner anthropologists related to the profession in practice. In alternating weeks, Dan Jordan has been coordinating a new blog series on the NAPA website. Blog postings will feature comments and updates from NAPA Governing Council members related to the behind-the-scenes functioning of NAPA. Be sure to check in weekly to see what is up with NAPA and the practice of anthropology.

Last and not least, the EPIC conference kicks off next week in London. NAPA is proud to have played a small role in the development of EPIC, which continues to grow in popularity. Conference co-chairs Timothy de Waal Malefyt and Simon Roberts give a summary of EPIC and the conference on Page 2.

As NAPA prepares for the AAA meeting in Chicago, we hope you will be in touch with your suggestions and ideas for what you would like to see, or how you can pitch in to help make this meeting productive and successful. The next edition of *NAPA Notes* will come out right before the meeting with details on all the NAPA activities in Chicago.

See you then!

NAPA President Lenora Bohren, Colorado State University

## In this Issue:

- Letter from Lenora Bohren, 1
- An EPIC Year in London, 2
- PraxAnth NAPA Listserv, 3
- NAPA Mentoring FAQs, 3
- Communications Initiatives, 4





## AN EPIC YEAR IN LONDON

The elegant Royal Institution of Great Britain in London will host this year's EPIC (Ethnographic Praxis in Industry Conference) starting soon: September 15 through 18. For both EPIC regulars and newcomers, it is a chance to expand personal networks, learn new approaches to ethnographic work, participate in workshops, listen to top scholars, and deepen thinking about current and significant social and cultural dimensions of business. EPIC leads with ideas, thinking and analysis that comes from the front lines of those doing ethnography for a living. EPIC stresses "hands on" participatory learning from real ethnographic practitioners; people share stories of the field and learn from others as a result.

EPIC seeks to promote the integration of rigorous methods and theory from multiple academic disciplines and fields such as Anthropology, Computer Science, Design, Marketing, and Culture Studies into a range of business practices. It advocates business decisions based upon sound research, and seeks to promote public recognition of practicing ethnography as a profession. It also supports the continuing professionalization of the field.



The EPIC conference has been held yearly since its start in 2005 by founders Ken Anderson and Tracy Lovejoy. What began at corporate headquarters such as Microsoft in Seattle and Intel in Portland has since expanded to settings as diverse as mountain ski villages and urban hotel complexes to university campuses. In its first 8 years the conference has gathered a strong international audience. Participants come from academia, small businesses, corporations and governmental and non-governmental organizations.

Keynote speakers include Daniel Miller, Professor of Material Culture at the Department of Anthropology, University College London; David Howes, an anthropologist based at Concordia University, Montreal and Director of the Centre for Sensory Studies; Tricia Wang, a global tech ethnographer; and Genevieve Bell, an anthropologist and Director of Interaction and Experience Research in Intel Labs.



Along with papers covering the changing face of healthcare and ethnographic practice, exploring energy use, serendipity and business development, and building brand communities, EPIC also includes a fast paced and lively Pecha Kucha session, where presenters offer a simple presentation, showing 20 images, each for 20 seconds.

EPIC workshops include practice for students and professionals in developing their digital identity, learning to translate insights into innovation in design fiction, developing visual and narrative methods for "unfolding" creative thinking, better understanding mobile apps, and the use of sensors.

You can read more about EPIC 2013 at: [www.epiconference.com/2013](http://www.epiconference.com/2013).

(Editor's note: This article has been condensed from its original length. The full version appears at <http://practicinganthropology.org/practicing-anthro/epic/>).

*Submitted by  
Timothy de Waal Malefyt (Co-Chair)  
Simon Roberts (Co-Chair)*



# PRAXANTH NEW NAPA LISTSERV



# NAPA MENTORING FREQUENTLY ASKED QUESTIONS

The NAPA Communications Committee is excited to announce the launch of the new NAPA discussion listserv, PraxAnth, designed to promote the practice of anthropology and the interests of practicing anthropologists. The PraxAnth listserv will be a valuable tool for networking year round, keeping up with activities and issues within NAPA as well as out in the field, and provides a discussion forum for professional topics and a means for exchanging information (job listings, call for papers, conference updates, etc.).

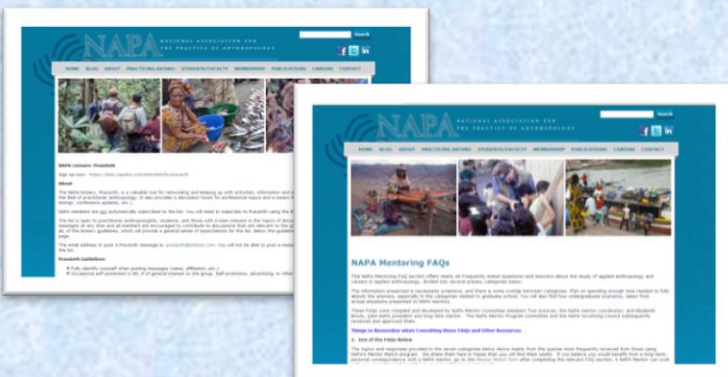
Although sponsored and managed by NAPA, the list is open to all individuals with an interest in practicing anthropology and all disciplines are welcome to join. As NAPA members, please help us spread the word about the new listserv. But first – **JOIN US!! To subscribe to the list please visit the NAPA website at <http://practicinganthropology.org/about/listserv/>.** Please note, NAPA members will *not* be automatically subscribed to the PraxAnth listserv.

We hope that this listserv will become an active clearinghouse for ideas, opportunities, and exchanges that benefit list members and advance the discipline. The listserv will facilitate communication between NAPA members and will also serve as a means to connect with our colleagues and practitioners abroad.

For questions regarding PraxAnth, please email the listserv moderators at [PraxAnthModerators@gmail.com](mailto:PraxAnthModerators@gmail.com).

**PraxAnth Moderators:**  
Chad Morris, Roanoke College  
Karen Greenough, Challenge Program for Water and Food - Volta Basin, Volta Basin Authority  
Jo Aiken, University of North Texas

*Submitted by  
Jo Aiken*



A major new mentoring resource is being initiated this month on the NAPA website. The NAPA Mentoring FAQs offer nearly 60 Frequently Asked Questions—and answers—about studying and careers in applied and practicing anthropology. These questions were derived from the most common queries that have been posed to NAPA mentors over the past few years; the majority of them are aimed at undergraduates and those looking to go to graduate school in anthropology. There are also four undergraduate scenarios, taken from actual situations presented to NAPA mentors, with suggested pathways for students to follow.

The FAQs are divided into seven major sections, covering the basics of applied anthropology, undergraduate information, the undergraduate scenarios noted above, understanding and applying to graduate school, and other key topics. Each FAQ section has its own discussion board, so readers can follow-up with questions and generate their own discussion threads.

The FAQs were organized and developed by NAPA Mentor Committee members Tom Greaves, the NAPA mentor coordinator, and Elizabeth Briody, a past NAPA president and long-time mentor. Anthropological practitioners, professors, academic advisors, and career counselors are invited to peruse the FAQs and submit their own responses to the questions.

The FAQs are designed to augment the support provided by the Mentor Match program, which matches those requesting a mentor with an available applied or practicing anthropologist who best matches the mentee’s needs and interests.

For general information about the Mentoring Program, see the NAPA website at <http://practicinganthropology.org/careers/mentoring/>. To start your review of the Mentoring FAQs, go directly to [http://practicinganthropology.org/careers/mentoring/mentoring\\_faq/](http://practicinganthropology.org/careers/mentoring/mentoring_faq/).

*Submitted by  
Niel Tashima*



### Two Major New Initiatives Underway

NAPA launched two new online initiatives this summer, in order to highlight the activities of professional practitioners and to bring the behind-the-scenes activities of NAPA to the awareness of members. The efforts mean that NAPA posts original new materials online at least once a week. This is in addition to the numerous postings that come every week through NAPA's popular Twitter feed (4,000 followers and growing!).

The first initiative is an interview series that appears every other Tuesday on the NAPA LinkedIn page (<http://www.linkedin.com/groups/National-Association-Practice-Anthropology-1123547>). Nicole Conand and Kristin Keller (alumni from San Jose State U.) upload interviews from anthropologists on current issues and trends in the practice of anthropology. Interviews with exhibitors from the Career Expo at the 2012 AAA annual meeting constituted the first series. The next postings are scheduled for September 10 and 24. The latter date will mark the start of an interview series with past NAPA presidents to explore their reflections on the past and thoughts on the future. We encourage you to check in and explore these and the diversity of other discussions on NAPA's LinkedIn pages!

The second initiative is headed up by Dan Jordan (a U. Maryland alum). On the alternate Tuesdays between LinkedIn interviews, members of the NAPA Governing Council (aka the GC, the elected officials and committee chairs who volunteer their time to provide the functioning of the association) post thoughts and information about their own and their committee's work for NAPA. Through their ongoing posts, it is hoped that NAPA members and other practitioners will better understand what NAPA does and how it does it, and then provide feedback on what is presented. Postings from the Communications Chair opened the series on August 20, with the Membership Chair chiming in two weeks later. These posts can be found on the website blog at <http://practicinganthropology.org/blog/>, under the heading "Governing Council Today."

Both of these initiatives are planned as ongoing activities. We encourage you to check in and provide your comments, suggestions, questions, and ideas. And let us know if you would like to post a blog of your own!



## HOPE TO SEE YOU SOON...

### 112<sup>th</sup> AAA Annual Meeting

The 112<sup>th</sup> AAA Annual meeting will be held at the Chicago Hilton November 20-24, 2013 in Chicago IL. The 2013 annual meeting theme is [Future Publics, Current Engagements](#).

The 2013 annual meeting theme Future Publics, Current Engagements invites discussions about how anthropological theory and method can provide insight into the human past and emerging future.



Anthropologists have long been engaged with diverse publics and with other social sciences. The influence of anthropological methods, concepts and research is growing, as witnessed by the fact that over half of us are now employed outside the academy. Our journals are experimenting with new formats to link research to contemporary concerns. We engage with rapidly changing media technologies to reach diverse audiences and explore different pathways to activism, collaboration, and scholarship. By locating the human at the center of its inquiry, anthropology through all of its fields provide crucial methodological and political insights for other disciplines.

Be sure to submit your AAA activities and events to us so we can include them in the next newsletter.