

Contents

List of Illustrations	9
Preface: Ethnographic Consumer Research and Anthropological Analysis	13
Acknowledgments	19

Part I Introduction

Chapter 1 Anthropologists and Anthropology in Consumer Research	25
---	----

Chapter 2 What Does Cultural Analysis Mean?	43
---	----

Chapter 3 Framing Cultural Questions: What is Coffee in Benton Harbor or Bangkok?	57
--	----

Part II Engaging Approaches

The Ordinary Matters: Making Anthropology Audible by Donald D. Stull	83
Apposite Anthropology and the Elasticity of Ethnography by John F. Sherry Jr.	89

Chapter 4 The Social Life of Metaphors: Have We Become Our Computers?	93
---	----

Chapter 5 Finding Ourselves in Images: A Semiotic Excursion	111
---	-----

Chapter 6 Contextualizing Emotion: When Do Boredom, Paranoia, and “Being Strong” Become Emotions?	139
--	-----

Chapter 7	
Diagnosing Conversational Details	173

Part III
Engaging Entanglements

Entangled by Russell Belk	199
Reflexivity and Visual Media: Entanglements as a Productive Field by Vilma Santiago-Irizarry and Frederic W. Gleach	205

Chapter 8	
Anthropology and Consumer Segmentation: The Terrain of Race and Ethnicity	211

Chapter 9	
Ethnographic Video in Consumer Research: Fulfilling the Promise?	249

Chapter 10	
Photographs, Ethics, and Exoticization in/of Practice	279

Part IV
Engaging One Another

Chapter 11	
Engaging One Another	321
References	329
Index	358
About the Authors	367

List of Illustrations

1.1	<i>USA Today</i> , February 18, 1999	24
2.1	Image Accompanying the Article “Into the Wild Unknown of Workplace Culture: Anthropologists Revitalize Their Discipline” in <i>U.S. News & World Report</i> , August 10, 1998	43
3.1	A Cultural Expression of an Author’s Musings about Coffee	64
3.2	An Example of <i>roasted addiction</i> ’s Messaging Brought by a New Zealand Participant to the Seminar	67
3.3	Coffee Vendor at the Open Air Market in Bangkok	70
3.4	Pouring Coffee into a Plastic Ice-Filled Bag	71
3.5	UCC Coffee Pots	71
3.6	Coffee in Bangkok’s Chinese Storefront Restaurants	72
3.7	Coffee on the Street in Bangkok, One Beverage among Many	73
3.8	Vendors and Sidewalk Tables	73
3.9	Warm Pots of Waiting Coffee	74
3.10	Cans of Milk, Indexicals of Coffee on the Street	74
3.11	Canned Milk Poured into a Plastic Bag as an Ingredient of Street Coffee	75
3.12	A Bangkok Vendor, with the Coffee “Sock”	78
4.1	Offices: Infused with Aesthetic, Functional, and Symbolic Elements	96
4.2	Toronto Station News Format Mimicking a Web Page in 1999	97
4.3	An Array of Files on the Floor Mimicking the Computer’s Desktop	99
4.4	The Actual Desktop, i.e., the Desk’s, Arrayed with Files Whose Information Was Less Immediately Needed	99
4.5	The Computer’s Desktop Was Visually Parsed by File Folders and Photos of His Son	99

5.1	Icon of the Trans-Tasman Region, Australia–New Zealand Rugby Match	112
5.2	Icon of Australia, the Hill’s Hoist, Photo Diary, Australia	112
5.3	Icon of New Zealand, “Boy with Tiki,” Photo Diary, New Zealand	113
5.4	Icon of the Trans-Tasman Region, Surfing, Photo Diary, Australia	113
5.5	Icon of the Trans-Tasman Region, the Barbeque, Photo Diary, New Zealand	114
5.6	Icon of Australia, “Aussie Boy,” Photo Diary, Australia	114
5.7	A Photo Diary Image, in which the Respondent Took a Photo of Herself Standing in a Pool of Water	128
5.8	One of Many Observations of Aucklanders’ Relationship to Nature	128
5.9	Diary Image Signaling “Modern” New Zealand: Dad with Baby Updates Traditional Masculinity	132
5.10	Women’s Breastfeeding Offered as a Unique, Alternative Iconic Image of New Zealand	133
6.1	U.K. Billboard Ads, Vodafone, Circa 2005	158
8.1	Hand-imported Tequila Almendrado—“Authentic” Mexican Tequila in Recycled Johnnie Walker Bottle	218
10.1	Morón	279
10.2	Morón	282
10.3	Morón	283
10.4	Morón	283
10.5	Gas Station Rest Stop by the Highway, Pina-Havana	284
10.6	Pina	284
10.7	Morón	285
10.8	Morón	286
10.9	Güines	288
10.10	Havana	288
10.11	Havana	289
10.12	Morón	289
10.13	Güines	290

10.14	Güines	291
10.15	Morón	291
10.16	Morón	292
10.17	On the Side of the Highway, Pina-Havana	292
10.18	On the Side of the Highway, Pina-Havana	293
10.19	Morón	294
10.20	Morón	294
10.21	Morón	295
10.22	Morón	295
10.23	Morón	296
10.24	Morón	296
10.25	Morón	297
10.26	Güines	298
10.27	Güines	298
10.28	Havana	299
10.29	On the Counter at the Highway Rest Stop, Havana-Pina	301
10.30	Morón	301
10.31	On the Side of the Highway, Pina-Havana	302
10.32	Havana	303
10.33	Havana	303
10.34	Morón	304
10.35	Morón	306
10.36	Havana	306
10.37	Havana	307
10.38	Morón	308
10.39	Morón	308
10.40	Havana	313