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978-0-521-42338-0 - Human Motives and Cultural Models

Edited by Roy G. D'Andrade and Claudia Strauss

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A full understanding of human action requires an understanding of what *motivates* people to do what they do. For too many years studies of motivation and of culture have drawn from different theoretical paradigms. Typically, human motivation has been modeled on animal behavior, while culture has been described as pure knowledge or symbol. The result has been insufficient appreciation of the role of culture in human motivation and a truncated view of culture as disembodied knowledge. In this volume, anthropologists have attempted a different approach, seeking to integrate knowledge, desire, and action in a single explanatory framework. This research builds upon recent work in cognitive anthropology on *cultural models*, that is, shared cognitive schemas through which human realities are constructed and interpreted, while also drawing upon insights from developmental psychology, psychoanalytic theory, and social theory.

Most of the research described here was conducted in the United States and deals with some of the pressing concerns – romance, marriage, parenthood, and success – of women and men from different class and ethnic backgrounds. A study of gender roles in Mexico provides comparative cross-cultural data. Several of the chapters deal with oppressive social ideologies, exploring cultural models of gender and class. The careful, in-depth case studies and innovative methods of discourse analysis used here turn up findings about the relation of ideology to people's thought and action that challenge any kind of simple social determinism.

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Publications of the Society for Psychological Anthropology is a joint initiative of Cambridge University Press and the Society for Psychological Anthropology, a unit of the American Anthropological Association. The series has been established to publish books in psychological anthropology and related fields of cognitive anthropology, ethnopsychology, and cultural psychology. It will include works of original theory, empirical research, and edited collections that address current issues. The creation of this series reflects a renewed interest among culture theorists in ideas about the self, mind–body interaction, social cognition, mental models, processes of cultural acquisition, motivation and agency, gender, and emotion.

The books will appeal to an international readership of scholars, students, and professionals in the social sciences.

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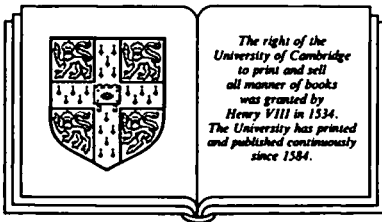
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Edited by  
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## Preface

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The impetus for this volume began with an invited session of the Society for Psychological Anthropology and the Society for Cultural Anthropology at the meetings of the American Anthropological Association in 1986, organized by Naomi Quinn and Roy D'Andrade. The symposium was titled "The Directive Force of Cultural Models." All of the contributors to this volume gave papers at the symposium. Alan Fiske also contributed a paper which later became the basis of a book-length monograph.

The basic idea of the symposium was to investigate the theoretical and ethnographic usefulness of the concept of "directive force." Robert Weller and Edwin Hutchins were discussants, and grateful acknowledgment is made for the assistance given by their good critiques.

R.D.

C.S.

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