Case Study: Great Britain Anthropological Production from AIO 2000-2010

Max Carocci- Helen Earl-Fraser

AIO's index of articles from 797 titles in anthropology and related sciences gave us the opportunity to sieve through 50 years of production with specific attention to the four fields: Socio/cultural anthropology, archaeology, physical anthropology and linguistics.

The case study selected for this presentation was Great Britain. We wanted to test the most popular keywords used in socio-cultural anthropology of this country, so as to have a sense of the trends and focus anthropologists are directing their attention to. A cursory glance to the keywords cloud shows the most prominent terms used in the articles from 2000 to 2010 (data were limited to one decade in order to test viable methods of enquiry for bigger numbers as can be seen in the case of archaeological sites below).

The cloud indicates how prominent terms mirror current concerns and topics most researched in the discipline. While it is useful to highlight what anthropology discusses in the specialised literature, the cloud and following quantitative charts and percentages can also indicate what is missing. A comparative exercise can highlight this efficiently.
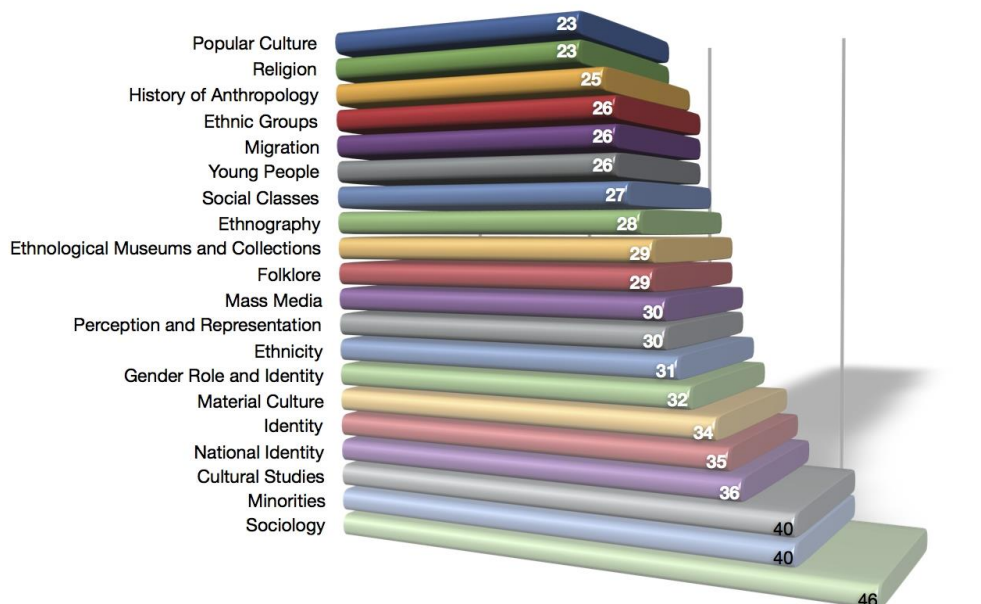
We have taken archaeology about Great Britain as an example of gaps and areas of neglect, which, we believe, are as important to construct a full picture of anthropological production as what is being published already. Please refer to the charts below for further details.

Great Britain- most used keywords in specialised literature- 2000-2010

Great Britain's most popular keywords were collected for data produced between 2000-2010- from AIO's 797 journal titles in anthropology and related sciences. The socio/cultural anthropology field used in AIO is a default field. Under this field go all the keywords that we see below. Inevitably, because of the special history that ties anthropology to sociological studies and theory in the UK, the keyword Sociology is high in the usage of keywords from articles indexed in AIO between 2000 and 2010. Great accent is put on minorities and identities, followed by a marked interest in national identity, folklore and museum studies. Popular culture features in the keywords too as much of the Cultural Studies production has been directly relevant to anthropological and sociological studies on gender, ethnicity, nationality, and culture. Numbers on bars refer to the total number of articles containing the corresponding keyword.

Popular Keywords in Sociocultural Anthropology 2000-10

Keyword	Value
Popular Culture	23
Religion	23
History of Anthropology	25
Ethnic Groups	26
Migration	26
Young People	26
Social Classes	27
Ethnography	28
Ethnological Museums and Collections	29
Folklore	29
Mass Media	30
Perception and Representation	30
Ethnicity	31
Gender Role and Identity	32
Material Culture	34
Identity	35
National Identity	36
Cultural Studies	40
Minorities	40
Sociology	46

Map Simulation

Graphic representation of the most used keywords in the UK. Simulation of planned keyword map that can generate models, trends, charts, statistics and percentages from AIO databases.

AIO is planning to introduce interactive maps that enable users to see how much and what is available in any country about any topic in anthropology, by clicking on the desired location.

Keyword, Ethnic group, and Archaeological sites, or place of historical interest will be given precedence as they are site specific and can be directly linked to spots on the map. Please note that by clicking on a country, AIO will generate data referring to the article that cover that region/nation/area, NOT articles that were produced there.
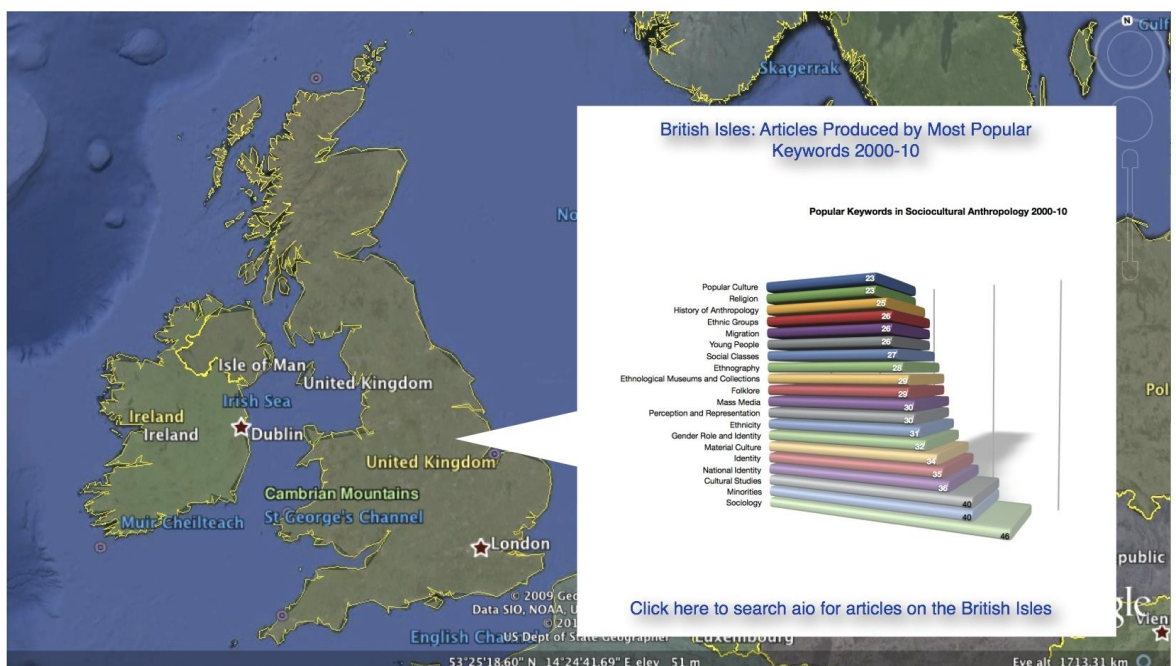
Chart based on 10 years of anthropological production about Great Britain.

Between 2000 and 2010 Sociocultural anthropology of the UK was 70% of the total anthropological production indexed from 797 journal titles in anthropology, archaeology and related sciences. 24% of the articles covered the archaeology of the UK and 5% concerned the physical anthropology of British people and people living in the UK. Only 1% of the total production was related to linguistic issues. The research revealed that linguistic studies on the English language are most likely to be general articles on the language irrespective of place. In all likelihood, articles in the 1% relate to the use of the English language in Britain, sociolinguistic aspects of language(s) for identity maintenance, as cultural boundary, or the use of specialised jargons, dialects and national politics.

Articles on the British Isles Produced 2000-10

5%

1%

24%

70%

- Linguistics
- Sociocultural
- Archaeology
- Physical
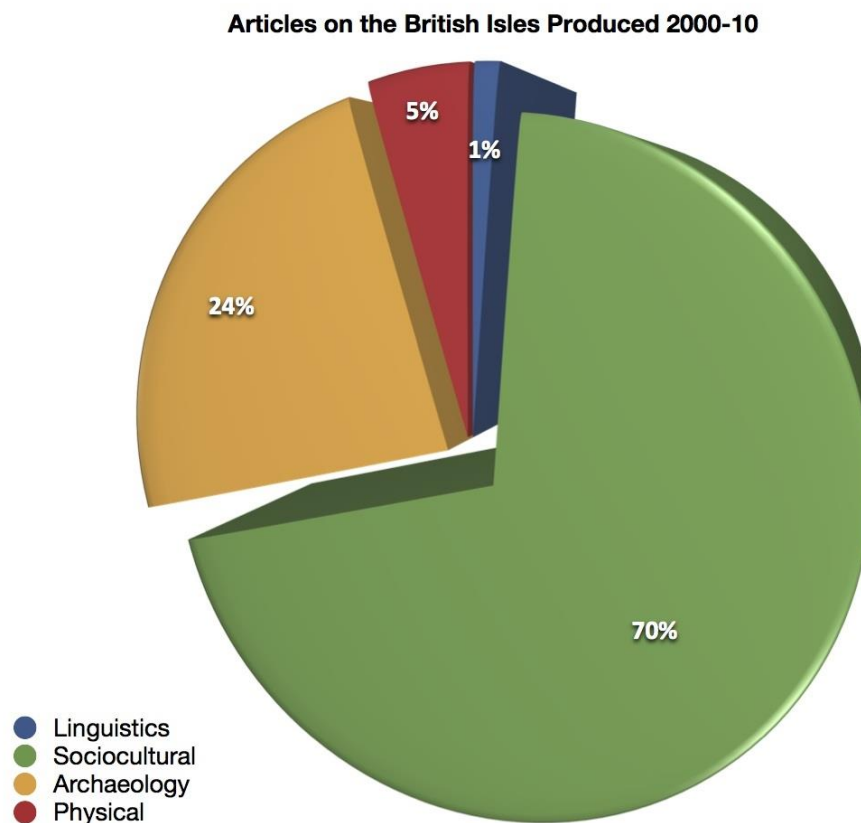
Graphic representation of articles produced about the UK 2000-2010. Simulation of planned map that can generate models, trends, charts, statistics and percentages from AIO databases
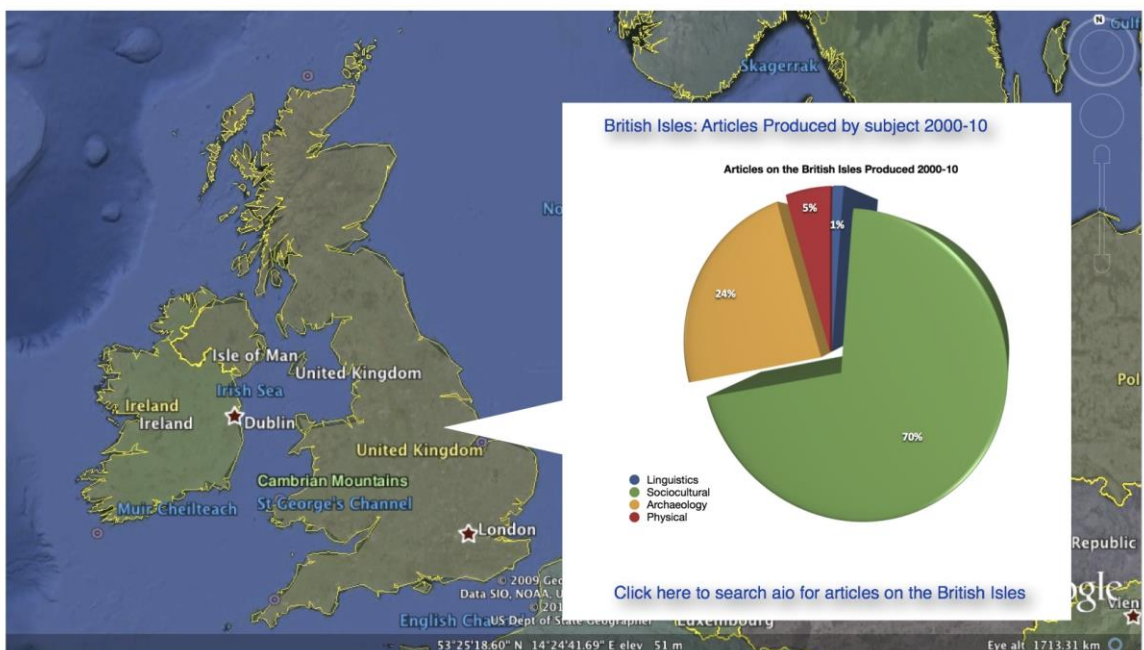
Archaeological sites in the UK; three examples. Stonehenge, Avebury, Boxgrove.

Example of gaps in production. Interest in Stonehenge has fluctuated greatly over time (please see also blue chart below). The difference between this site and the other two is clearly visible. There are significantly less articles written on Boxgrove than Avebury over time. Peaks of interest may mirror new findings, excavations, and hotly debated issues that ebb and flow with epochal changes. Qualitative assessment of the article contents can greatly complement our understanding of these figures.

Comparison of archaeological articles published on three Archaeological sites from the British Isles
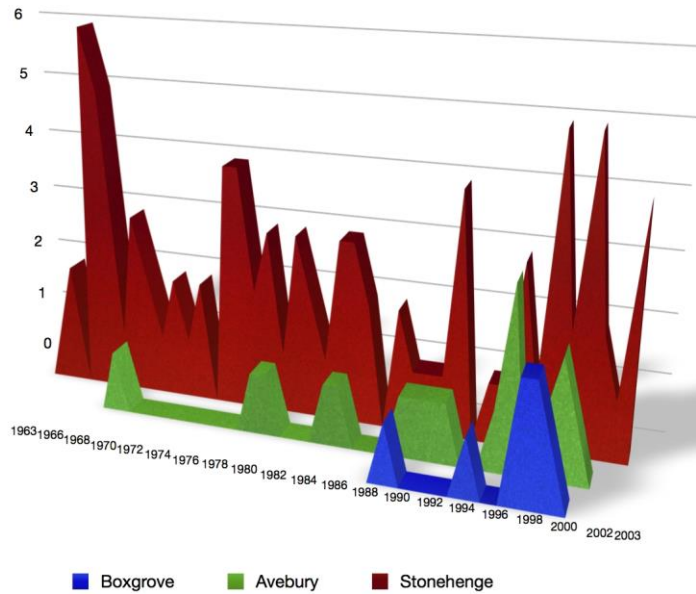
Fluctuations of article numbers in the production of scholarship about Stonehenge: 1963-2003