

About the Author



Conrad Phillip Kottak (A.B. Columbia College, 1963; Ph.D. Columbia University, 1966) is the Julian H. Steward Collegiate Professor of Anthropology at the University of Michigan, where he has taught since 1968. He served as Anthropology Department chair from 1996 to 2006. In 1991 he was honored for his teaching by the university and the state of Michigan. In 1992 he received an excellence in teaching award from the College of Literature, Sciences, and the Arts of the University of Michigan. In 1999 the American Anthropological Association (AAA) awarded Professor Kottak the AAA/Mayfield Award for Excellence in the Undergraduate Teaching of Anthropology. In 2005 he was elected to the American Academy of Arts and Sciences, and in 2008 to the National Academy of Sciences.

Kottak has done ethnographic field work in Brazil (since 1962), Madagascar (since 1966), and the United States. His general interests are in the processes by which local cultures are incorporated—and resist incorporation—into larger systems. This interest links his earlier work on ecology and state formation in Africa and Madagascar to his more recent research on global change, national and international culture, and the mass media.

The fourth edition of Kottak's popular case study *Assault on Paradise: The Globalization of a Little Community in Brazil*, based on his continuing field work in Areembepe, Bahia, Brazil, was published in 2006 by McGraw-Hill. In a research project during the 1980s, Kottak blended ethnography and survey research in studying "Television's Behavioral Effects in Brazil." That research is the basis of Kottak's book *Prime-Time Society: An Anthropological Analysis of Television and Culture* (Wadsworth 1990)—a comparative study of the nature and impact of television in Brazil and the United States.

Kottak's other books include *The Past in the Present: History, Ecology and Cultural Variation in Highland Madagascar* (1980), *Researching American Culture: A Guide for Student Anthropologists* (edited 1982) (both University of Michigan Press), and *Madagascar: Society and History* (edited 1986) (Carolina Academic Press). The most recent editions (thirteenth) of his texts *Anthropology: The Exploration of Human Diversity* (this book) and *Cultural Anthropology* are being published by McGraw-Hill in 2009. He also is the author of *Mirror for Humanity: A Concise Introduction to Cultural Anthropology* (6th ed., McGraw-Hill, 2008) and *Window on Humanity: A Concise Introduction to Anthropology* (3rd ed., McGraw-Hill, 2008). With Kathryn A. Kozaitis, he wrote *On Being Different: Diversity and Multiculturalism in the North American Mainstream* (3rd ed., McGraw-Hill, 2008).

Kottak's articles have appeared in academic journals, including *American Anthropologist*, *Journal of Anthropological Research*, *American Ethnologist*, *Ethnology*, *Human Organization*, and *Luso-Brazilian Review*. He also has written for more popular journals, including *Transaction/SOCIETY*, *Natural History*, *Psychology Today*, and *General Anthropology*.

In recent research projects, Kottak and his colleagues have investigated the emergence of ecological awareness in Brazil, the social context of deforestation and biodiversity conservation in Madagascar, and popular participation in economic development planning in northeastern Brazil. Kottak has been active in the University of Michigan's Center for the Ethnography of Everyday Life, supported by the Alfred P. Sloan Foundation. In that capacity, for a research project titled "Media, Family, and Work in a Middle-Class Midwestern Town," Kottak and his colleague Lara Descartes have investigated how middle-class families draw on various media in planning, managing, and evaluating their choices and solutions with respect to the competing demands of work and family. That research is the basis for a new book by Descartes and Kottak, *Media and Middle Class Moms: Managing and Imagining Work and Family in a Midwestern Town*, to be published in 2009 by Routledge/Taylor and Francis.

Conrad Kottak appreciates comments about his books from professors and students. He can be readily reached by e-mail at the following Internet address: ckottak@bellsouth.net