

EASA Applied Anthropology Network

Activity Report 2017

In 2017, EASA Applied Anthropology Network (EASA AAN) undertook a number of activities that have culminated with the fifth annual symposium „Why the World Needs Anthropologists“ in October. First, the preparations for the publication of the first **edited volume** have started. In the forthcoming collection 13 authors, an international mixture of well-known anthropologists working inside and outside academia, will revisit their life trajectories in order to engage with the provocation hidden behind the title of the symposium. While being edited by Applied Anthropology Network convenors Dan Podjed, Meta Gorup, Pavel Borecký and US liaison Carla Guerron-Montero, the volume will feature, among others, Anna Kirah, Sarah Pink, Rikke Ulk, Steffen Jöhncke, Veronica Strang and Dimitris Dalakoglou. Second, in order to facilitate contact among anthropology professionals and anthropology enthusiasts convenors set out to develop an online **membership database**. Network's mailing list (currently 257 members) and an extensive list of people interested in applied anthropology generated between 2012 and 2017 (1819 unique e-mail addresses) are currently being integrated. Once completed in 2018 a base survey will follow in order to understand the profile and needs of applied anthropology practitioners better. Third, in collaboration with Evelien De Bruyne **website** experienced a profound redesign - www.applied-anthropology.com. It now traces the history of all previous symposia. Further expansion of functionalities is about to be discussed within the network. Finally, in order to raise the awareness about „Powering the Planet“ event, Network represented by Dan Podjed was promoted via panel discussion, workshop and exhibition stand during „**London Anthropology Day**“ on 29 June, and the revived AAN **newsletter** was distributed online, while future editions are to be circulated irregularly.

On 28 and 29 October, EASA ANN co-organized the fifth edition of the annual symposium „**Why the World Needs Anthropologists**“ for 273 registered participants entitled „Powering the Planet“ in Durham, UK. Whereas the aim was to promote applied anthropology in Europe and to explore how energy professionals can cooperate with anthropologists to design and deploy energy innovations, among seven other organising partners, the key role of the event host was assigned to Durham Energy Institute. The four speakers presenting at Durham University were Benj Sykes, UK Country Manager of DONG, Tanja Winther, Associate Professor at Centre for Development and the Environment (University of Oslo), Sophie Bouly de Lesdain, Expert Researcher at Electricité de France, and Veronica Strang, Executive Director of the Institute of Advanced Study (Durham University). Energy Hotspot with exhibition stands of seventeen companies and institutions provided information on job opportunities for graduates and anthro-energy-related projects. The second day offered five thematic workshops focused on conflicted moralities of energy consumption (Energethics), building corporate cultures of sustainability (The Culture Academy), enculturating skills for renewable energy (The Low Carbon Energy for Development Network), adapting value of reflexive thinking (ASA Network of Applied Anthropologists), and exploring history of mining (Department of Anthropology). The online video stream is available here: <http://www.applied-anthropology.com/stream/>.

On 29 October the Network held an **annual meeting**. The 2017 event had been evaluated and the framework for the sixth symposium „Designing the Future“ (Lisbon, 26-27 October 2018) discussed. App. 30 attendees (eight EASA members eligible to vote) have appointed Pablo Mondragón Valero network manager, and Verónica Rey Eros the fourth convenor of the Network. The other topics revolved around the cooperation and funding. The overall impression is positive with Network being active and its members showing interest to develop new activities.

In 2017, the impact of Network curated content shared via online **social media** has been steadily growing. Facebook administrators continued to be active while preparing at least one post per day which resulted in having current 9300 „followers“ (6400 in December 2016). The most viral posts are listed below. Twitter account shows 288 (107 in November 2016) and Instagram counts 59, which does not signal a significant change in comparison to the previous year. Such results can be, however, attributed to sporadic posting.

Date	Post	Source	Reach
January 28	Smartphone Ethnography	antropologia2-0.com	15 000
February 12	„Enjoy koalitative research!“	visual meme, unknown	10 000
February 17	The Kidnapping of Anthropology	antropologia2-0.com	10 300
April 4	Debra Rodman: Why anthropologists make great politicians	huffingtonpost.com	22 000
May 8	Powering the Planet - new website announcement	EASAAAN	15 000
May 9	„Can't tell if this is ethnography or just hanging out.“	visual meme, unknown	33 000
June 3	Alex Golub: Clifford Geertz – Ethnographer?	savageminds.org	17 000
July 10	PhD Studentship: Anthropology of Smartphones and Smart Ageing	ucl.ac.uk	11 600
August 1	Nazima Kadir: I'm glad I eschewed a career in Academia	timeshighereducation.com	12 400
September 26	Think like an Anthropologist – book review	theguardian.com	12 000
October 14	Powering the Planet – promotion	EASAAAN	12 000

The Activity Report was prepared by EASA Applied Anthropology convenors:

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Website: <http://www.applied-anthropology.com/>

Facebook: <https://www.facebook.com/EASAAAN/>

Twitter: <https://twitter.com/AppAnthro>

Instagram: https://www.instagram.com/world_needs_anthro/