بسم الله الرحمن الرحيم

# MEDICAL ANTHROPOLOGY

## CNS Module

## 4th yr. MBBS. Batch 49

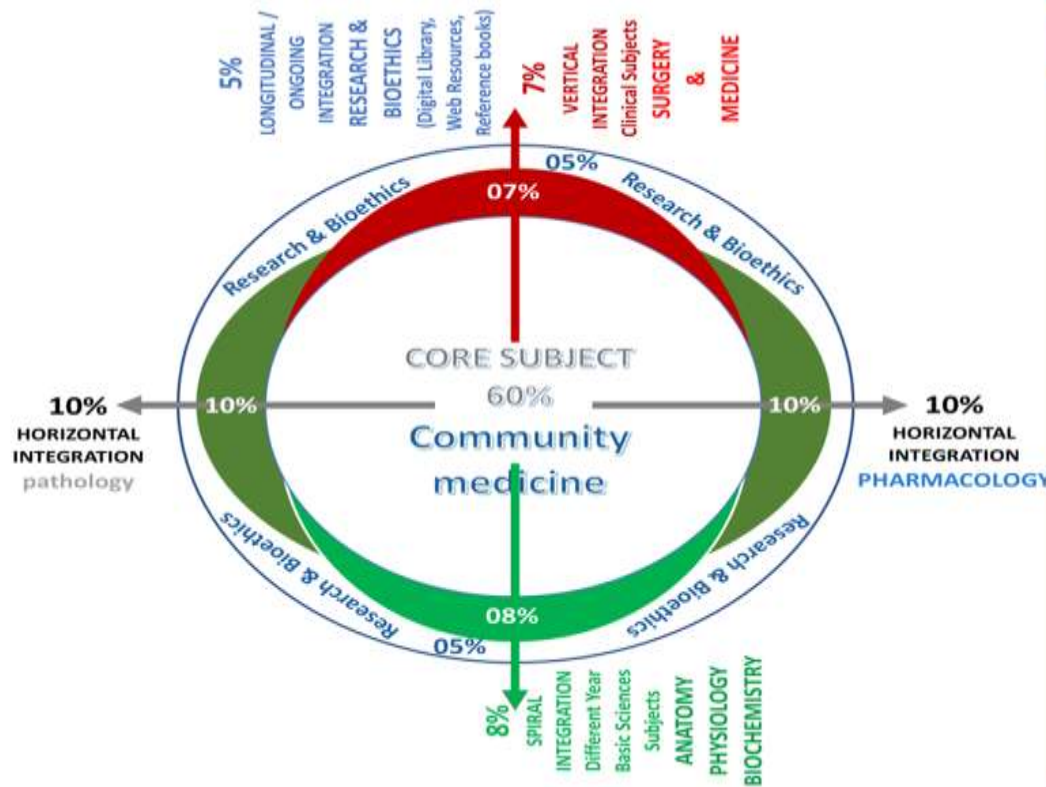DR MEHWISH RIAZ
DR MEHJABEEN QURESHI

# Vision & Mission of RMU



1. To impart evidence-based research oriented medical education
2. To provide best possible patient care
3. To inculcate the values of mutual respect and ethical practice of medicine

# Prof Umar's Integration Model

# LEARNING OBJECTIVES

By the end of this session students will be able to:

1. Describe medical anthropology and its branches

2. Appreciate anthropological methods

3. Explain research and anthropological techniques

4. Briefly describe human ecology

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# SOCIAL SCIENCES

▸ Disciplines commited to scientific examination of human behaviour

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# SOCIAL SCIENCES IN COMMUNITY MEDICINE

**The social sciences cover the disciplines of**

**BEHAVIOURAL SCIENCES**

- Sociology
- Psychology
- Anthropology
- Human Ecology

- Political science
- History
- Economics
- Demography

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# **ANTHROPOLOGY**

➢Origin from Greek

➢Anthropos means man, logos means science.

➢It is the study of the cultural, historical, physical and linguistic behavior of people from all parts of Globe both in the past and present

➢Anthropology is the study of human similarities and differences.

➢The holistic study of human kind its origin, decay, development, social and political organization, religions, language, arts and artifacts.

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# BRANCHES OF ANTHROPOLOGY

**1. Physical Anthropology** study of biological development of mankind (human evolution, growth, decay, racial differences).

**2. Cultural/ social Anthropology** studies human society, customs and elements of cultural life.

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**3. Archeology** examines peoples and civilization of the past through finding of historical data and excavations

**4. Linguistic Anthropology** study of language and its evolution

# MEDICAL ANTHROPOLOGY

▶ Study of human health ,disease, health care systems and biocultural adaptation. It focuses on relationship between health, illness and culture. health practices are different across diff cultures influenced by social, religious, political and economic factors.

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# <u>ANTHROPOLOGICAL METHODS</u>

▸ Helps in health planning and innovations prior to introduction of a new health program.

▸ What the people are doing with regard to health care.

▸ Previous beliefs and practice of people.

▸ The community's response can be measured by medical anthropology techniques.

▸ Following completion of health program results can be evaluated.

▸ Application in mass disaster and war crime investigations

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# ANTHROPOLOGICAL TECHNIQUES:

- The participant –Observer study
- Interviews with Key Informants:
- Clinical vignettes
- Drawings/Pictures/Objects
- Surveys and Questionnaires
- Focus Groups Discussions(FGD)

# THE PARTICIPANT –OBSERVER STUDY

- " The Anthropologist lives in their village and records their ways.

- <u>Advantages:</u>

- People develop trust in you that results in more honest response

- Integrates both qualitative and quantitative data.

- <u>Disadvantage:</u>

- Participants might alter behavior due to the researcher's presence.

- Requires significant time investment for immersion.

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# INTERVIEWS WITH KEY INFORMANTS

- Key informants are individual chosen from the community for extended interviews because of their knowledge of the community and because they are considered representative.

- Allows for detailed exploration of complex topics.

- Focuses on specific issues relevant to the research objectives.

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# CLINICAL VIGNETTES

- These are ways of finding out about peoples  Beliefs.

- Reflects realistic patient interactions and conditions.

- Encourages dialogue among healthcare professionals about best practices.

- Aids in developing diagnostic and therapeutic skills.

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# DRAWINGS/PICTURES/OBJECTS

- Provides non-verbal insights into cultural practices and beliefs.

- Helps participants recall and articulate their experiences.

- It draws out knowledge without leading the respondent toward specific answers.

# SURVEYS AND QUESTIONNAIRES

▸ <u>Advantages:</u>

▸ Can gather data from a large number of respondents quickly.

▸ Data can be easily quantified and analyzed statistically.

▸ <u>Disadvantages:</u>

▸ Participants may provide socially desirable answers rather than honest ones.

▸ Questions may be misunderstood, leading to inaccurate responses.

▸ Fixed questions may not allow for exploration of unexpected insights.

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# FOCUS GROUPS DISCUSSIONS(FGD)

▶ research method involving a guided conversation among a group of participants.

▶ Use to gather a lot of information in a relatively short period

▶ Can gather substantial information from multiple participants in a single session.

▶ Captures a range of views and experiences from different participants.

▶ Dominant personalities can overshadow quieter participants, skewing results.

▶ Participants may alter their responses to align with group norms or expectations.

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# SOCIAL MARKETING

- The whole process of health program advertising

- Marketing strategies to encourage healthy behaviors and practices within communities.

- Tailors messages and campaigns to align with cultural beliefs and practices, enhancing acceptance.

- Focuses on influencing health-related behaviors, such as vaccination uptake or disease prevention.

- Relies on anthropological research methods to gather insights about cultural attitudes towards health and illness.

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# PITFALLS TO AVOID:

▸ Avoid imposing your own cultural norms and values when interpreting practices and beliefs.

▸ Don't do a study and teach the answers simultaneously

▸ Validity of questionnaires

▸ Don't appear hurried or bored

# INTEGRATION OF FAMILY MEDICINE AND MEDICAL ANTHROPOLOGY

- **Holistic Care**

- Treating patients within their social and cultural contexts.

- Recognizes the influence of family and community on health.

- **Cultural Sensitivity**

- Incorporating cultural beliefs into healthcare plans.

- Respecting traditional practices and health-seeking behaviors.

- **Addressing Social Determinants**

- Impact of factors like income, education, and social support.

- Family medicine as a tool for tackling these broader health influences.

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# ARTIFICIAL INTELLIGENCE(AUTOMATED DIGITAL ETHNOGRAPHY)

▸ ADE enhances traditional ethnographic methods by automating the research process within digital field sites.

▸ By deploying programmed ADE agents, researchers can tap into the vast amounts of unstructured data available on the internet, such as social media posts, forum discussions, and blog entries.

▸ As these agents continuously collect and analyze data in real time, they act as ever-present partners in the field, providing researchers with valuable and up-to-date insights.

Automated Digital Ethnography: Revolutionizing Anthropological Research

https://azimuthlabs.io/future-perspectives-and-trends/automated-digital-ethnography-revolutionizing-anthropological-research/

# ETHICS IN MEDICAL ANTHROPOLOGY

- **Informed Consent**
- Ensuring that research participants fully understand the **purpose** and **implications** of the study.
- **Respect for Cultural Sensitivity**
- Recognizing and **respecting local customs** and traditions during research.
- **Confidentiality and Anonymity**
- Protecting participants' personal information and maintaining their **privacy**.
- **Non-Harmful Research Practices**
- Conducting research that minimizes **harm** to communities and individuals.
- Avoiding exploitation or reinforcing **negative stereotypes**.
- **Collaborative and Beneficial Research**
- Engaging with communities in a way that benefits them, not just the researcher.

# HOW TO ACCESS DIGITAL LIBRARY

1. Go to the website of HEC National Digital Library.

2. On Home Page, click on the INSTITUTES.

3. A page will appear showing the universities from Public and Private Sector and other Institutes which have access to HEC National Digital Library HNDL.

4. Select your desired Institute.

5. A page will appear showing the resources of the institution

6. Journals and Researches will appear

7. You can find a Journal by clicking on JOURNALS AND DATABASE and enter a keyword to search for your desired journal.

http://www.digitallibrary.edu.pk/

# Recommended Reading Stuff

- Park's Text Book of preventive & Social Medicine.

- Public health and Community Medicine by Ilyas Ansari

# THANK YOU