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Table of contents

1. Review of The cultural context of learning and thinking: An exploration in experimental anthropology	1
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Review of The cultural context of learning and thinking: An exploration in experimental anthropology .

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Abstract (English): Reviews the book, *The Cultural Context of Learning and Thinking: An Exploration in Experimental Anthropology* by Michael Cole, John Gay, Joseph A. Glick, and Donald W. Sharp (1971). The careful attention Cole and his associates have given to the delineation and interpretation of theoretical and methodological problems in the cross-cultural study of cognitive processes should bring to a final stop the uncritical use of Western- devised tests to measure the aptitudes of non-Western peoples. The book Cole et al have written about their research is enormously useful, for they embed their theoretical discussion in the detailed description of their trials and errors, their evaluations of test results in light of the total experimental situation as they understand it, and their efforts to restructure their methods in keeping with the realities of Kpelle life. The goal Cole and his colleagues project is "a bidirectional, comparative analysis both of our own culture and of others." In this phase of their work, however, they are limited by the pragmatic and inherently white-supremacist context within which so much cross-cultural testing has been done. (PsycINFO Database Record (c) 2013 APA, all rights reserved)

Links: [UC-eLinks](#)

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