

## Kluckhohn

In 1949, Kluckhohn began to work among five adjacent communities in the Southwest: Zuni, Navajo, Mormon (LDS), Spanish-American (Mexican-American), and Texas Homesteaders<sup>[4]</sup> A key methodological approach that he developed together with his wife Florence Rockwood Kluckhohn and colleagues Evon Z. Vogt and Ethel M. Albert, among others, was the Values Orientation Theory. They believed that cross-cultural understanding and communication could be facilitated by analyzing a given culture's orientation to five key aspects of human life: Human Nature (people seen as intrinsically good, evil, or mixed); Man-Nature Relationship (the view that humans should be subordinate to nature, dominant over nature, or live in harmony with nature); Time (primary value placed on past/tradition, present/enjoyment, or future/posterity/delayed gratification); Activity (being, becoming/inner development, or doing/striving/industriousness); and Social Relations (hierarchical, collateral/collective-egalitarian, or individualistic). The Values Orientation Method was developed furthest by Florence Kluckhohn and her colleagues and students in later years.<sup>[5][6]</sup>

Kluckhohn received many honors throughout his career. In 1947 he served as president of the American Anthropological Association and became first director of the Russian Research Center at Harvard. In the same year his book *Mirror for Man* won the McGraw Hill award for best popular writing on science.

Kluckhohn initially believed in the biological equality of races but later reversed his position. Kluckhohn wrote in 1959 that "in the light of accumulating information as to significantly varying incidence of mapped genes among different peoples, it seems unwise to assume flatly that 'man's innate capacity does not vary from one population to another'.... On the premise that specific capacities are influenced by the properties of each gene pool, it seems very likely indeed that populations differ quantitatively in their potentialities for particular kinds of achievement."<sup>[7]</sup>

Clyde Kluckhohn died of a heart attack in a cabin on the Upper Pecos River near Santa Fe, New Mexico. He was survived by his wife, Dr. Florence Rockwood Kluckhohn, who also taught anthropology at Harvard's Department of Social Relations. Clyde Kluckhohn was also survived by his son, Richard Kluckhohn. Most of his papers are held at Harvard University, but some early manuscripts are kept at the University of Iowa.