Goal: To reconstruct past lifeways.

Analogy: things that are known to be similar in some ways, are assumed to be similar in other ways.

Example of Analogic Reasoning
1) they are longer than they are wide;
2) they slither;
3) they eat mice;
4) they hiss;
5) they are non-poisonous.

Archaeological Analogy Example: William Ritchie, New York
1) they cremate their dead;
2) they bury them in special places;
3) the use red ochre;
4) they have shamans;
5) they believe in spirits.

Problems w/Use of Analogy
conclusions not necessarily true
easy to interject personal biases
no modern analogies
assumes no change

Accomplishments of Culture Reconstruction
1) introduced statistics to archaeology
2) emphasized spatial relationships amongst artifacts
3) emphasized determining artifact functions