

Gómez, A., (2008), "Bridging the Divide between Macro/Micro Perspectives," *Practicing Anthropology*, 30 (4): 42–45. Fall 2008.

A challenge often faced by applied anthropologist involved in poverty research is finding ways in which their research can inform and impact the policy making process. This paper describes efforts to bring to the attention of social scientists working at a macro level, the significance that contributions from the micro level can make to their analyses and hence to social policies. The paper uses a postdoctoral research experience to address the various challenges and rewards associated with this process including: developing the project, identifying and securing the implementation site, identifying potential partners at the site, recruiting participants, and building rapport and trust with all players involved.