Contents

	List of illustrations Acknowledgements	vi viii
1	Introduction: towards a social study of social science	1
2	Theory as data: the example of health and risk	19
3	Methodology as data: the example of sex research	31
4	Measurement as data: the example of health status	49
5	The rhetorical challenge to biomedicine	62
6	Defining the individual/social boundary	74
7	Who is the late twentieth-century individual? The example of diet	86
8	Health and the construction of the individual: concluding remarks	98
	References Index	108 123
	TIMEA .	123