Contents

	Preface and Acknowledgements	vii
	The Contributors	ix
1	The Next Step: an Introduction to the Reflexive Project Steve Woolgar and Malcolm Ashmore	1
	Reflexion on Woolgar and Ashmore	12
2	Reflexivity is the Ethnographer of the Text Steve Woolgar	14
	Reflexion on Woolgar	35
3	What is Reflexive about Discourse Analysis? The Case of Reading Readings Jonathan Potter	37
	Reflexion on Potter	53
4	Whose Discourse? Teri Walker	55
	Reflexion on Walker	80
5	Don Quixote's Double: a Self-exemplifying Text Michael Mulkay	81
6	Accounting for Accounts of the Diagnosis of Multiple Sclerosis Anna Wynne	101
	Reflexion on Wynne	123
	Reflexion on Mulkay	124

vi Contents

7	The Life and Opinions of a Replication Claim: Reflexivity and Symmetry in the Sociology of	
	Scientific Knowledge Malcolm Ashmore	125
	Reflexion on Ashmore	154
8	The Politics of Explanation: an Alternative Bruno Latour	155
	Reflexion on Latour	177
9	Reservations about Reflexivity and New Literary Forms or Why Let the Devil have All the Good Tunes? Trevor Pinch and Trevor Pinch	178
	Reflexion on the Pinches	198
	Bibliography	201
	Index	211