



Magnetic Appeal: MRI and the Myth of Transparency (Paperback)

By Kelly A. Joyce

Cornell University Press, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Magnetic Resonance Imaging, not so long ago a diagnostic tool of last resort, has become pervasive in the landscape of consumer medicine; images of the forbidding tubes, with their promises of revelation, surround us in commercials and on billboards. Magnetic Appeal offers an in-depth exploration of the science and culture of MRI, examining its development and emergence as an imaging technology, its popular appeal and acceptance, and its current use in health care. Understood as modern and uncontroversial by health care professionals and in public discourse, the importance of MRI—or its supposed infallibility—has rarely been questioned. In Magnetic Appeal, Kelly A. Joyce shows how MRI technology grew out of serendipitous circumstances and was adopted for reasons having little to do with patient safety or evidence of efficacy. Drawing on interviews with physicians and MRI technologists, as well as ethnographic research conducted at imaging sites and radiology conferences, Joyce demonstrates that current beliefs about MRI draw on cultural ideas about sight and technology and are reinforced by health care policies and insurance reimbursement practices. Moreover, her unsettling analysis of physicians and technologists work practices lets readers consider...



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