Abelard, Peter, 58
abstinence, sexual, 161
action, 193, 201, 219–22, 224–5
active citizen, 191
activity, civic, 42–3
actors, and expectations, 79
Adorno, Theodor W., 107
agency, 2, 15, 194–8
aggression, and genomics, 91–4
Alcoholics Anonymous, 171–2, 176, 182
Alcoholism, see also naltrexone
American model, 178
assisted recovery, 170–1
biological viewpoint, 173
cognitive-behavioral therapy, 171, 176–7
as compulsion, 181
conceptualizing, 169
coping therapy, 176–8
craving, 182–3
and free will, 182
and identity, 172
medicalization, 172–3
neurobiology and behavior, 174
Pearlman, Dr, 171–2, 178
problems of definition, 181
psychotherapy, 177–8
research problems, 185n
and the self, 174
Sinclair, Dr, 178
targeted governance, 14–15
Volpicelli, Dr Joseph, 174, 176–7
and willpower, 181–2
Althusser, Louis, 7
Antabuse (disulfiram), 170
appreciative enquiry, 203
Ariès, Philippe, 61
Aristotle, 103, 193, 195
assisted recovery, 170–1
asymmetry thesis, 220
attention deficit hyperactivity disorder (ADHD), 87–8
attitudes, as social claims, 199
attribution, practices of freedom, 189
attrition, 60–1
authority, and free will, 105
autonomy
of bourgeois individual, 103–4
and health of community, 42
and moral realism, 15–16
in neoliberal society, 9
personal, 6–7
in self-help, 26
awareness, and self-determination, 214–16
Barber, Benjamin R., 121
behavior, mechanistic explanation, 194
behavioral genomics, 87–9
behavioral science, 195
behaviorism, social, 55
binary distinctions, in neoliberalism, 132–3
biographical data, 69
biographies, 56–7, 64
biography generators, 56–7, 69–72
biomedicine, 96
Blair, Tony, 41, 129, 130, 131
Blunkett, David, 44
body, as locus of control, 96–7
Bourdieu, Pierre, 4
brain
behavioral genomics, 87–9
chemistry, 84–5
effects of research on sociology, 119
imaging, 83–4
molecular neuroscience, 84–5
psychopharmacology, 85–7
scientific study of, 82
Brown, Wendy, 156–8
Brunner, Han, 90–2
Bush, George W., 160
Calvinism, 65
capital, social, 189–90
Carnegie, Dale, 33–4
Catholicism, and confession, 67–8
causal chains, deviant, 225n
causal discourse, changing use, 195
Center for Addiction and Mental Health, 173–4
chemistry, of the brain, 84–5
choice, 127, 130, 138–9
Christianity, 22–3, 36, 193
catholicism, and confession, 67–8
citizen-consumer, 122, 125–9, 191
citizenship, 39–45
city-state, 44
civic activity, 42–3
classroom participation, 203
cognitive-behavioral therapy, 171,
176–7
collaboration, therapeutic, 203–4
commitment, and compliance, 137–8
common sense, 141
communication, 25, 110–11
communication media, and function systems, 115
community, and individual autonomy, 42
compassionate conservatism, 160
compatibilists, 210, 216
competition, 128
compliance, and commitment, 137–8
conduct, governance, 172, 184
confession
of acts, 57–8
biographical, 62–7
as biography generator, 69–72
as catharsis, 71
Counter-Reformation, 67–8
genealogy, 11–12
general, 68
handbooks for priests, 57, 61–2
mandatory, 59–62
meaning for individual, 70
of motives, 58–9
within Puritan marriage, 66
and Reformation, 62–3
retention of information, 69
as technology, 21–4
as technology of the will, 54–5
conflict, 202–6
consumers, 126–7, 132–7, 140–1
consumption, and the self, 181
contestability, in public services, 131
continuism, 151, 152–3, 163–4
contritio, 60
control
ethics of, 191
as function of society, 97
of impulses, 88–9
of movement, 213
psychopharmacology, 86–7, 95
through self-monitoring, 22, 47
through the body, 96–7
Cooley, Charles, 4
coping therapy, 176–7
Counter-Reformation, confession, 67–8
craving, 182–3
culture, consumer, 126
de Lille, Alain, 68
Dean, Mitchell, 45–6
dead, 61
degovernmentalization, of state, 153
Deleuze, Gilles, 97, 154
Deneris, Evan, 94
dependence on others, in self-help, 33–4
desire, targeted, 183
determinism, 194–8, 209–10
devotion, 67–8
dialogue, transformative, 204–6
discipline, privatization, 155
discourse analysis, 198–9
disulfiram (Antabuse), 170
diversity, 130–1
Dretske, Fred, 218
dualism, mind and body, 212
Duns Scotus, John, 60–1
Durkheim, Émile, 4, 106, 108
Ecological Momentary Assessment, 183
economic systems, and individualization, 115–16
economics, and liberal democracy, 157–8
economization of the social, 9
education, 116–17, 127
Education Reform Act, 1988, 127
Eimer, Martin, 217
Elias, Norbert, 65, 67
embedding, relational, 202–4
emotion, 199–200
empowerment, of self, 2
end of history, 154, 156–7
end of liberal democracy (Brown), 156–7
end of politics, 154–8
entrepreneurship, 7, 42
equality, in public services, 130–1
ethics, 6, 190, 191
ethopolitics, 47
ethos of modernity (Foucault), 162–3
‘Europe: The Third Way’, 41
evil, 201–2
evolution, cultural, 21
exclusion individuality, 113–14, 117
expectations, social, 111

fear curriculum, 161
first-order morality, 206
Fischer, John, 220–1
Fishbein, Diane, 95
Fitzsimons, Patrick, 7
Foucault, Michel
analysis of government, 8
care of the self, 146
ethos of modernity, 162–3
genealogy, 21
governmentalization, 147–9
man as ‘confessing animal’, 36
polarity of liberal governmentality, 153
potential of governmentality, 150
power and knowledge, 77–8
on prisons, 146–7
self-knowledge, 30
subjecting practices, 104
on voluntary acts, 4
Fourth Lateran Council, 59, 61
Frankfurt, Harry G., 216
Franklin, Benjamin, 65
free will, see also voluntary acts; will
and alcoholism, 182
attribution, 119
as autonomous action, 211
compatibilist view, 210
and function systems, 118
and genetics, 92–3, 94–6
implications of neuroscience, 1
and the law, 93
as political concept, 2
power and authority, 105
re-establishment, 119
and responsibility, 53–4
sociological viewpoints, 3
freedom
as basis of social action, 43–5
dubious existence, 209–10
as effect and instrument of neoliberalism, 158
instrumentalized by neoliberalism, 153
language of, 209
practices of, 146
as technology, 48–9
and will, 81
Fukuyama, Francis, 156–7
function systems, 111–12, 114–18
geniology (Foucault), 21
genetics, 92–6
genomics, 87–94
Gibson, Eleanor, 213
Giddens, Anthony, 4–5
Ginzberg, Lori, 157
goal orientation, 32–3
goals, individual and societal, 40
governance
based on knowledge, 29–31
of conduct, 172
of self, 36–9, 40
targeted, 14–15, 123–4, 167–8, 184
governing, as uneven process, 142
government, as uneven process, 142
government, of the self, 155–6
governmentality
as analytical perspective, 46
and free will, 3
neoliberal, 7–10
polarity of liberal, 153
responses to, 142
studies, 5
governmentalization, 147–9, 155, 161–2
Gramsci, Antonio, 141
Greenwald, Tony, 219–20
guides, spiritual, 67–8
guilt, internalization, 59

Habermas, Jürgen, 102, 108
habitus, 4
Haggard, Patrick, 217
Hegel, Georg W. F., 104–5
on subjectivity, 107–8
Higher Power, 176
Himmelfarb, Gertrude, 159
Horkheimer, Max, 107
Housing Act, 1980, 127
How to Win Friends and Influence People (Carnegie), 33–4
Huckleberry Finn, 219
humanism, debate with science, 195
Husserl, Edmund, 110

identity
and alcoholism, 172
amongst public service users, 135–40
deviant, 178
individualization, 61
and memory, 56
social and personal, 73n
impulse control, 88–9
inclusion, 111
inclusion individuality, 114–17
inclusion theory, 13, 110–14
individual, fragmented, 70
individualism, versus structuralism, 108
individuality
exclusion, 113–14
inclusion, 114–17
psychological, 96
and social expectations, 111
somatic, 96–7
individualization
and economic systems, 115–16
and education, 116–17
and function systems, 114–17
of identity, 61
and legal systems, 116
and mass media, 117
and medicine, 117
and modern arts, 117

and political systems, 116
and religion, 116–17
and scientific function, 117
and social help, 117
in systems theory, 112
inequality, 130–1
interpellation, 7
introspection, 38, 66
isolation, 37

Kant, Immanuel, 103, 193
Knigge, Freiherr von, 32
knowledge, 22, 29–31
Kristol, Irving, 159, 161

language, 198–9, 209
Lau, Hakwan, readiness potential, 217
law, and free will, 93
legal systems, and individualization, 116
liberal democracy, 156–8
liberal governmentality, polarity, 153
libertarians, 210
liberty, neoconservative view, 160
Libet, Benjamin, 119, 216–17
lithium, treating alcoholism, 175
love, of self, 37–8
Luhmann, Niklas, 110, 111, 113–14
Luther, Martin, 62–3
Lyotard, Jean-Francois, 5

mapping, of the social, 142
market, in non-economic spheres, 7
market populism, 126
marketization, 126–7
Marx, Karl, 4
mass media, and individualization, 117
Mead, George Herbert, 4, 55, 106
Mead, Lawrence, 160
media discourse, 1
medicine, 86–7, 117
membership, political cultural significance, 137
memory, and identity, 56
metaphysics, Aristotelian, 103
Metzinger, Thomas, 212–13
micro-credit schemes, 153
micro-moral domains, 153
Index

Milburn, Alan, 129
Mills, C. Wright, 107
mind-body dualism, 212
mind, visualization of, 83–4
moderation, 38–9
modern arts, and individualization, 117
molecular analysis, 85
molecular neuroscience, 84–5
monoamine oxidase A, and behavior, 90–1
moral realism, 15–16
morality, 63–4, 190, 206
motivation, 43
movement, 193, 213
mutuality, 40

naltrexone, 169–72, 179–80, 184–5,
see also alcoholism
narrative mediation, 205
narratives, 101, 104, 105
National Health Service (NHS), 135–7
National Institute on Alcohol Abuse and Alcoholism (NIAAA), 173, 177–8
neoconservatism, 14, 123, 158–63
neoliberalism
articulating, 134
binary distinctions, 132–3
and competing conceptions, 133–4
consumer as archetype, 132–7
continuist view, 152–3
debate with neuroscience, 16–18
as end of liberal democracy, 157
and free will, 2, 5
and freedom, 158
as governmental, 134
governmentality, 7–10
instrumentalization of individual freedom, 153
morality, 190
and neuroscience, 16–18
perspective, 45–6
as political, 134
rationalization, 191
and reform, 152
role of self-help, 27–8
and self-help, 24, 45–9
shift from citizen to consumer, 132–3
transnational, 128
view of consumer, 126–7
neopolarities, 146, 150, 151, 163–4
neosocial self, becoming, 39–45
neosocial society, 28
Neue Mitte, 41–5
neuroimaging, 83–4
neuroscience, 1, 6, 12, 16–18, 78
New Labour, 41–5, 122, 128–9, 133
new paternalism, 160
New Right, 127
NHS, see National Health Service (NHS)
novels, and introspection, 66

obligations, of individuals, 46–7
Office of Public Service Reform, 126, 129
O’Malley, Stephanie, 177
ontologies, 198–202
opiate receptor antagonists, 169
organizational participation, 203
panopticon, 168
Parsons, Talcott, 106, 108
participation, 203
Pearlman, Dr, 171–2, 178
penitentials, 57, 61–2
people, as manageable, 195–6
phenomenology, 4
planning, sociality, 167–8
polarity, of liberal governmentality, 153
political systems, and individualization, 116
politics, 146, 148, 150, 151, 154–8
post-disciplinary society, 154–5
postmodern ethics, 190
postmodernism, 2, 154
power, 9–10, 22, 105, 133
practice, discursive, 140
practices of freedom, 146, 156, 202
predestination, 53
present, neopolarities of, 163–4
prevention, of conflict, 202–4
priests, roles in confession, 23
prisons, 146–7, 152–4
private life, governmentalization, 155
privatization, 71, 122, 155
professionals, power of, 105
Prozac (fluoxetine hydrochloride), 86
psychology, 194
psychopharmacology, 85–7, 95
psychotherapy, and self-help, 34
public choice theory, 127
public conversations project, 205
public services
  changing terminology, 132
  choice, 138–9
  and consumer society, 128–32
consumers, 13–14, 123
contestability, 131
equality, 130–1
New Labour principles, 129–30
reform, 134–5
research study, 135–40
self-identity of users, 135–40
Puritanism, 65–7
readiness potential, 216–17
reason-responsiveness, 220–3
reflection, 38
reform
  contingency, 151
  democratic, 164
  neoconservatism, 158–63
  neoliberal, 152
  opposition to revolution, 150
  perpetual, 161–2
  as principle of liberal rule, 153
  producing new politics, 150
  as program of prisons, 146–7
  as source of stability, 149
  as tactic, 149
Reformation, and confession, 62–3
reformation, as condition of survival of state, 147–8
relationships, of power, 9–10
religion, and individualization, 116–17
remoralization, 159, 161
repentance, 60
research in sociology, practice of, 109
responsibility, 53–4, 196–8, 200–6
restorative justice, 205
ReVia (naltrexone), see naltrexone
Riesman, D., 70
right to buy, 127
Rimke, Heidi Marie, 26, 30
Rose, Nikolas, 47, 132, 153, 157–8
Roth, Gerhard, 53
sacraments, obligation to receive, 59–60
Schröder, Gerhard, 41
Schüting, Lewin, 66
science, 5–6, 195
scientific function, and
  individualization, 117
screening, genetic, 95
second order morality, 206
secularization, 193
Selective Serotonin Reuptake Inhibitors (SSRI), 85–6
self
  and alcoholism, 174
  and consumption, 181
  definitions, 71–2
  explicit and implicit, 55–6
  governance, 40
  government of, 155–6
  as individualistic, 21–2
  knowledge, 38
  linked to society, 28
  meaning for individual, 211–13
  as object of knowledge, 30
  privatization, 71
  responsibilization, 47–8
  self-regulating, 10–11
  sense of, 96
  in social subsystems, 79
  technologies, 190–1
  true, 34–5, 222–5
  unwilling, 140–3
  willing, 11
self-change work, 36
self-description, bourgeois, 104
self-determination
  and awareness, 214–16
  and conscious reasons, 219–20
  and self-model, 216–18
of the subject, 213–14
and true self, 222–4
self-discipline, 47–8
self-help
assumptions of autonomy, 26
Christianity, 36
and civic activity, 42
dependence on others, 33–4
emphasis on willpower, 33
goal-oriented, 32–3
governance by knowledge, 29–31
history of, 31–6
individual as expert, 25–6
isolation, 37
knowing yourself, 38
knowledge base, 25
living in society, 31–2
man as ‘confessing animal’, 36
mixing of genres, 30
moderation, 38–9
and neo-liberalism, 24, 27–8
in neoliberal societies, 45–9
as normative, 27
as obligation, 46–7
popularity, 25
proto-sociology, 30
psychotherapeutic, 34
relationships with self and society, 35–6
role of the will, 26
search for true self, 34–5
self-change work, 36
self-governance, 40
self-love, 37–8
self-management, 35
as self-technology, 26–7
and self-thematization, 55–7
simultaneous roles, 25–6
and sociality, 28
techniques of self-governance, 36–9
self-love, 37–8
self-management, and self-help, 35
self-model, 211–13, 215–18
self-technologies, 10, 22
serotonin uptake inhibitors (SUIs),
treating alcoholism, 175
sexuality, governmentalization of, 161–2
Simmel, Georg, 4
sin, 23, 58, 60
Sinclair, Dr John D., 178, 184–5
Singer, Wolf, 53
skepticism, 141
‘smart’ technology, 167–8
social, as contested terrain, 142
social capital, 189–90
social expectations, 111
social help, and individualization, 117
social order, subjective and objective, 108–9
social planning, 167–8
sociality, and self-help, 28
society
advice on living in, 31–2
atomized, 198
can do, 126
of control, 97, 154–5
functionally differentiated, 111–12
linked to self, 28
neosocial, 28
personal autonomy, 6–7
post-disciplinary, 154–5
sociological research, practice of, 109
sociology, 106–9
conception of voluntary acts, 3–5
soul, as origin of action, 193
spontaneity, 219–22
stability, based in reform, 149
state, 41–2, 121, 148, 149, 153
stereotypes, unconscious, 219–20
structuralism, versus individualism, 108
structuration, 4–5
subjection, 137–8
subjectivity
Aristotle, 103
asymmetry, 105
decomposing, 118
Immanuel Kant, 103
philosophical tradition, 105–6
problems with criticism, 102
semantics, 102–6
and sociology, 106–9
subjects, 46, 100–3, 140–3, 151, 211–16
symbolic interactionism, 4
systems theory, 110, 112
targeted desire, 183
targeted governance, 14–15, 123–4, 167–8, 184
targeting, non-specificity, 179–81

technologies
  of agency, 46
  Christian, 12
  of citizenship, 44–5
  of government, 8–9, 122, 190
  of performance, 46
  self-oriented, 190–1
  of the will, 54–5
Tenbruck, Friedrich H., 70–1
Thatcher, Margaret, 122, 126–7
The Citizen’s Charter, 128
theories
  asymmetry, 220
  autopoietic social systems, 110, 115
  of the prison, 147
  public choice, 127
  systems, 110
Third Way, see New Labour
Thomas Aquinas, 60
time, as sacred, 65
transformative dialogue, 204–6
transformism, 132
true-self, 225

United States, 123, 152, 159

Vartiainen, Heikki, 92–3
Velleman, David, 214, 226

Veyne, Paul, 151
virtualization of the world, 107
volition, individual, see also free will;
  voluntary acts
Volpicelli, Dr Joseph, 174, 176–7
voluntary acts, 3–5, see also free will;
  volition, individual

Wasserman, David, 90
‘we are what we do’, 43
web logs, 72
Weber, Max, 64–6, 77, 106
Wegner, Daniel, 217
welfare state, 159
welfarism, 121–2
will, see also free will
  and alcoholism, 181
  changing definitions, 81
  as controlled by brain, 3
  as corrupted, 159–60
  neoconservative view, 159–60
  neurogenetic basis, 94
  nineteenth century view, 82
  and personal freedom, 81
willpower, 33, 181–2
Wittgenstein, Ludwig, 198
work, 36
workfare, 160
World Health Organization, 181

Zacharias, Rudolf, 31–2