Medical pluralism not only signifies the availability of various therapies in a given society, but also connotes a nexus of worldviews espousing distinct concepts of world, man, illness, and health. Due to a complex set of sociocultural factors, there has been an increase in complementary and alternative medicine (CAM) use in Western cultures. Patients’ choice of therapy is largely dependent on their information-seeking behavior, explanatory model of illness, and underlying dispositions.

In countries such as Hungary, social institutions of integration among Western medicine and CAM are sparse, entailing adverse repercussions in communication between physician and CAM user. The presentation will examine the milieu and sociocultural factors of therapy choice in Hungary with an emphasis on embodied dispositions. The scrutiny of complex metaphors that patients employ concerning illness and health aspires to shed light on the intricacies of the habitus and decision-making processes, as well as offers a model for the improvement of doctor-patient communication regarding CAM use.

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Szilvia is a doctoral candidate of Mental Health Sciences at Semmelweis University, Budapest, and is currently a Fulbright visiting scholar at UC San Diego. Her research focuses on the sociocultural factors of therapy choice in Hungary and decision-making processes related to health. She is a guest lecturer at the Institute of Intercultural Psychology and Education, as well as the Department of Anthropology, at Eötvös Loránd University.

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