

Peter Munday

Calvin College
Department of Sociology & Social Work
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EDUCATION

University of Notre Dame

Ph.D. Sociology, January 2015

Dissertation: "American Christianity & Consumerism: Understanding the Relationship Between Christian Economic Culture and Secular Consumer Culture."

Committee: Christian Smith (chair), Kraig Beyerlein, Mary Ellen Konieczny, Omar Lizardo, and David Sikkink.

Comprehensive Exams: Sociology of Religion & Cultural Sociology

M.A. Sociology, 2009

Princeton Theological Seminary

Master of Divinity, 2007

Bridgewater College

B.A. History & Political Science, Philosophy & Religion, 2004. *Summa Cum Laude.*

RESEARCH AND TEACHING INTERESTS

Sociology of Religion
Qualitative Methods

Cultural Sociology
Money, Giving & Consumer Culture

PUBLICATIONS

Peer-Reviewed

- 2015 Brian J. Miller and Peter Munday. "Follow the Rules and No One Will Get Hurt: Performing Boundary Work to Avoid Negative Interactions When Using Social Network Sites." *Information, Communication and Society* 18(2):187-201.
- 2013 Brian J. Miller, Peter Munday, and Jonathan P. Hill. "Faith in the Age of Facebook: Exploring the Links Between Religion and Social Network Site Membership and Use." *Sociology of Religion* 74(2):227-253.
- 2011 Peter Munday, Hilary Davidson, and Patricia Snell Herzog. "Making Money Sacred: How Two Church Cultures Translate Mundane Money into Distinct Sacralized Frames of Giving." *Sociology of Religion* 72(3):303-326.

Other Publications

- 2012 Peter Munday. "Review of Omri Elisha's *Moral Ambition: Mobilization and Social Outreach in Evangelical Churches*." *Sociology of Religion* 73(2):225-227.
- 2009 Ryan Lincoln, Chris Morrissey, and Peter Munday. "Religious Giving: A Comprehensive Review of the Literature—Background Paper for the JTF Generosity Planning Project."

WORKS IN PROGRESS

Book Project American Christianity & Consumerism: Understanding the Relationship Between Christian Economic Culture and Secular Consumer Culture.

PRESENTATIONS

- 2013 "Follow the Informal Rules to Limit Harm: Avoiding Negative Interactions When Using Social Network Sites" (with Brian J. Miller). *American Sociological Association*, New York, NY.
- 2012 "Religion and Mass Consumer Materialism: Exploring How Religion Impacts Managing Money and Consumption." *Society for the Scientific Study of Religion*, Phoenix, AZ.
- 2012 "Religion, Consumerism, and Generosity." *Science of Generosity Conference*, Philadelphia, PA.
- 2012 "The Informal Rules of Consumption: Exploring the Unofficial Guidelines of American Consumption." *American Sociological Association*, Denver, CO.
- 2012 "Catholicism and the Family: Understanding Family Schemas in the Catholic Tradition" (with Linda Kawentel and Mary Ellen Konieczny). *American Sociological Association*, Denver, CO.
- 2011 "Cultures of Money: Explaining Congregational Responses to the Economic Crisis" (with Brandon Vaidyanathan, Melissa Pirkey, and Katie Spencer) *American Sociological Association*, Las Vegas, NV.
- 2011 "The Nexus Between Sitting in the Pews and Using Facebook: How Religion Affects SNS Use" (with Brian J. Miller). *American Sociological Association*, Las Vegas, NV.
- 2011 "Religion and Consumerism: Exploring How American Religion May Encourage and Counteract Consumerism." *Society for the Scientific Study of Religion*, Milwaukee, WI.
- 2011 "Reading the Writing on the Wall: How Bible Reading Affects SNS Use Among Emerging Adults" (with Brian J. Miller). *Society for the Scientific Study of Religion*, Milwaukee, WI.

- 2010 "Towards a Synthetic Perspective on Religious Vitality: Combining Rational Choice and Social Movements Literatures" (with Kraig Beyerlein). *Society for the Scientific Study of Religion*, Baltimore, MD.
- 2010 "Catholicism and the Family: Understanding Family Schemas in the Catholic Tradition" (with Mary Ellen Konieczny). *Society for the Scientific Study of Religion*, Baltimore, MD.
- 2010 "Congregational Democracy Deferred in Church Finances: Behind-the-Scenes in the Congregational Financial Decision-Making Process" (with Hilary Davidson). *American Sociological Association*, Atlanta, GA.
- 2010 "Making Money Sacred: How Conceptualizations of Religious Giving Work Differently in Evangelical and Mainline Protestant Contexts." *American Sociological Association*, Atlanta, GA.
- 2009 "Facing Tough Times: Congregational Responses to the Economic Crisis" (with Katie Spencer and Brandon Vaidyanathan). *Society for the Scientific Study of Religion*, Denver, CO.
- 2009 "Reconstructing Social Space at Willow Creek Community Church." *Society for the Scientific Study of Religion*, Denver, CO.
- 2009 "The Purpose Driven Politics of Rick Warren." *American Sociological Association*, San Francisco, CA.
- 2009 "How Religious Leaders Used Endorsements to Shape Religious Identity in the 2008 Presidential Primaries" (with Joseph Workman and Lourdes Meraz). *American Sociological Association*, San Francisco, CA.
- 2009 "Money Talk: Congregational Discourse on the Current Economic Crisis" (with Katie Spencer and Brandon Vaidyanathan). *Chicago Ethnography Conference*, Evanston, IL.
- 2008 "The Prosperity Gospel and the Spirit of Capitalism According to Joel Osteen." *Society for the Scientific Study of Religion*, Louisville, KY.
- 2008 "Megachurches and Social Change: Why Megachurches are Increasingly Becoming Forces for Philanthropic, Political, and Social Activism." *Society for the Scientific Study of Religion*, Louisville, KY.
- 2008 "The Neo-Parish: Willow Creek's Middle Ground Between Mega-Worship and Small Groups." *American Sociological Association*, Boston, MA.

PROFESSIONAL EXPERIENCE

Research Experience

2007 Summer – 2014 Spring: *University of Notre Dame*
Research Assistant for Christian Smith
National Study of Youth and Religion (NSYR), Science of Generosity Project, Northern Indiana Congregations Study (NICS)

2006 Summer: *Princeton University*
Research Assistant for Robert Wuthnow

Teaching Experience

Affiliated Faculty

2014-2015: Calvin College
SOC 151 – *Sociological Principles and Perspectives* (Fall & Spring)
SOC 314 – *Contemporary Social Problems* (Fall)

Course Instructor

2011 Fall: *University of Notre Dame*
SOC 20033 – *Introduction to Social Problems*

Teaching Assistant

2012 Spring: *University of Notre Dame*
SOC 20722 – *Introduction to Social Psychology*

Guest Lectures

2012 Spring, 2013 Spring, & 2014 Spring: *University of Notre Dame*
“Sacred & Gifted Monies” in SOC 13181 – *The Sociology of Money*

Pedagogical Training

Striving for Excellence in Teaching Certification, Kaneb Center for Teaching and Learning,
University of Notre Dame (2011)

PROFESSIONAL SERVICE

2009 *Presider*, “Religion and Financial and Resource Stratification.” *Society for the Scientific Study of Religion*, Denver, CO.

2009 *Presider*. “Sociology of Religion.” *American Sociological Association*, San Francisco, CA.

2009 *Presider*, “Sociology of Religion Roundtables” *American Sociological Association*, San Francisco, CA.

Reviewer: *Journal for the Scientific Study of Religion, Social Problems, and Sociology of Religion*

ADDITIONAL TRAINING

- 2003 Diploma, International Institute on Political and Economic Studies, *Georgetown University*
2002 Diploma, Institute on Political Journalism, *Georgetown University*
2001 Institute on Philanthropy and Voluntary Service, *Indiana University (IUPUI)*

MEMBERSHIPS

American Sociological Association
Society for the Scientific Study of Religion

REFERENCES

Dr. Christian Smith

William R. Kenan, Jr. Professor of Sociology
Director of the Center for the Study of Religion and Society
University of Notre Dame
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Dr. Mary Ellen Konieczny

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DISSERTATION SUMMARY

This study examines the relationship between two influential moral orders in American culture: Christianity and consumerism. Using interview and survey data from the University of Notre Dame's Science of Generosity Project, I explore how *mainstream* American Christianity interacts with the quasi-religion of consumerism. I define and specify *cultural rules and schemas* by which Americans participate in consumerism and Christians engage the consumerist religion. I also extend the study of Christianity and consumerism beyond consumption by discussing how religious giving, especially tithing, indirectly leads a minority of Christians to *partially* and *indirectly* resist consumerism.

Findings reveal important aspects of normative consumer culture in America, but also show several underlying mechanisms, "monies," ideal types, and images of God that help explain *how* and *why* mainstream American Christianity generally supports, and sometimes resists, consumerism. I argue that that mainstream American Christianity is multi-vocal regarding consumerism, but the most widely accepted voices prop up the consumerist regime by dualistically compartmentalizing some aspects of economic life from religion—especially point-of-purchase situations—promoting unfettered consumerism through the prosperity gospel, and by encouraging prudent consumerism through a gospel of fiscal responsibility.