

# REBEKAH PEEPLES MASSENGILL

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## CURRENT POSITION

Associate Dean of the College, Princeton University, 2016 - present

## EDUCATION

Ph.D. in Sociology, Princeton University, 2009

Dissertation title: "Critical Capitalism: Moral Discourse in the Debate Over Wal-Mart."

Committee: Robert Wuthnow (chair), Miguel Centeno, Viviana Zelizer

M.A. in Sociology, Princeton University, 2006

Examination areas: Religion, Organizations, Poverty

M.Div., Union Theological Seminary and Presbyterian School of Christian Education, 2000

B.A., Davidson College, *cum laude* with High Honors in Political Science, 1997

## OTHER POSITIONS HELD

Director of Studies, Mathey College, Princeton University, Princeton, NJ. 2013-2016

Lecturer, Princeton Writing Program, Princeton University. 2009-2011; 2012-2013

Visiting Assistant Professor of Sociology, Department of Sociology and Anthropology,  
Swarthmore College, Swarthmore, PA. 2011-2012

Project Consultant, Pew Forum on Religion and Public Life, Pew Research Center, Washington  
D.C. August 2010 – July 2011

Quin Morton Teaching Fellow, Princeton Writing Program, Princeton University, Spring 2009

Adjunct Faculty, Princeton Theological Seminary, Fall 2007, Spring 2009

Project Coordinator, Cognition and Religion Initiative, Princeton University Center for the Study of  
Religion, Spring 2006-Spring 2008. (PI: Robert Wuthnow)

## PUBLICATIONS

### Book

2013 *Wal-Mart Wars: Moral Populism in the 21<sup>st</sup> Century*. New York: New York University Press.

Reviews & Media Coverage: *American Journal of Sociology, Social Forces, Contemporary Sociology, Political Science Quarterly, Choice, Library Journal, Publisher's Weekly*; "Five Myths About Walmart" (*Washington Post* Editorial, July 14, 2013); "Uprising Radio" guest (July 12, 2013); Midday with Dan Rodricks guest (May 15, 2013).

### Articles and Chapters

- 2014 "Nonaffiliation and Socioeconomic Status: Differences in Education and Income between Atheists and Agnostics and 'Nothing in Particulars.'" Pp. 31-51 in Lisa Keister and Darren Sherkat (Eds). *Religion and Inequality in America: Research and Theory on Religion's Role in Stratification*. New York: Cambridge.
- 2012 "The Changing Impact of Religious Nonaffiliation on Schooling: The Educational Trajectories of Three Types of Religious 'Nones'" *Research in the Sociology of Work* 23: 27-47. Special edition on Religion and Stratification. (with Carol Ann MacGregor).
- 2012 "Did the Religious Group Socioeconomic Ranking Change Leading into the Great Recession?" *Research in the Sociology of Work* 23: 183-203. Special edition on Religion and Stratification. (2<sup>nd</sup> author with Stephanie Boddie and Anne Shi).
- 2011 "Sociological Writing as Higher-Level Thinking: Writing Assignments that Cultivate the Sociological Imagination." *Teaching Sociology* 39(4): 371-381.
- 2011 "Why Evangelicals Like Wal-Mart: Education, Region, and Religious Group Identity." *Sociology of Religion* 72(1): 50-77.
- 2010 "Moral Discourse in Economic Contexts." Pp. 485-501 in Steven Hitlin and Stephen Vaisey (Eds). *Handbook of the Sociology of Morality*. Springer. (with Amy Reynolds).
- 2009 "'The Money is Just Immaterial': Relationality on the Retail Shop Floor." *Research in the Sociology of Work* 18: 185-206. (Special edition on Economic Sociology of Work)
- 2008 "Prayers of the People: Moral Metaphor in the Faith-Based Labor and Right to Life Movements." *Poetics* 36(5-6): 338-357.

- 2008 “Educational Attainment and Cohort Change among Conservative Protestants, 1972-2004.” *Journal for the Scientific Study of Religion* 47(4): 545-562.
- 2008 “Why Organizational Ties Matter for Neighborhood Effects: A Study of Resource Access through Childcare Centers.” *Social Forces* 87(1): 387-414. (3<sup>rd</sup> author with Mario Luis Small and Erin Jacobs)
- 2006 “The Texture of Hardship: Qualitative Sociology of Poverty, 1995-2005.” *Annual Review of Sociology* 32: 423-446. (2<sup>nd</sup> author with Katherine Newman)

### **Book Reviews and Other Writing**

- 2014 Review of Mark Chaves’ *American Religion: Contemporary Trends in Interpretation: A Journal of bible and Theology* 68(2): 229.
- 2012 Review of Lisa Keister’s *Faith and Money: How Religion Contributes to Wealth and Poverty in Sociology of Religion* 73(4): 461-462.
- 2012 *Writing Sociology: A Guide for Junior Papers and Senior Theses*. Princeton University Department of Sociology. Also adapted for use at [Yale University](http://www.yale.edu).
- 2010 Review of Stephen Halebsky’s *Small Towns, Big Business: Challenging Wal-Mart Superstores in Social Forces* 89(2): 710-712.
- 2009 “Down Home Amid Hope and Futility.” *Times Higher Education* (Dec. 10-16): p. 48. Review of *Those Who Work, Those Who Don’t: Poverty, Morality, and Family in Rural America* by Jennifer Sherman.
- 2009 “Faithful Servants Fill the Aisles.” *Times Higher Education* (May 28-June 3): p. 52. Review of *To Serve God and Wal-Mart* by Bethany Moreton.
- 2009 *The SOC 300 Companion: A Guide to Writing Your Sociology JP Research Proposal*. Princeton University Department of Sociology. (Handbook for junior concentrators beginning the process of independent research)
- 2009 *The SOC 300 Companion: A Guide for Preceptors*. Princeton University Department of Sociology. (Handbook for Assistant Instructors teaching a writing-intensive research methods course).

### **CONFERENCE PRESENTATIONS (\*=Invited)**

- \* “Religious Nonaffiliation and Stratification.” Religion and Stratification Conference, Duke University, Durham, NC. September 13, 2012.
- “Public Discourse and Divisive Populism: The Case of Wal-Mart.” American Sociological Association, Denver, CO. August 17, 2012.

- \* “Cultural Categories and Populist Discourse: Moral Rhetoric in the Debate Over Wal-Mart.” Eastern Sociological Society, New York, NY. February 23, 2012.
- \* “Millenials and the Churches.” Annual Faculty Retreat, Princeton Theological Seminary, Princeton, NJ. September 12, 2011
- \* “Generation, Culture, and Religion in the United States.” New Leadership Conference, Princeton Theological Seminary, Princeton, NJ. June 1, 2011
- \* “Did the Religious Group Socioeconomic Ranking Change Leading into the Great Recession?” (with Anne Shi and Stephanie Boddie) Penn State Stratification and Social Change Conference, State College, PA. May 21, 2011
- \* “The Changing Impact of Religious Nonaffiliation on Schooling: The Educational Trajectories of Three Types of Religious ‘Nones’” (with Carol Ann MacGregor) Penn State Stratification and Social Change Conference, State College, PA. May 21, 2011
- \* “People Like Us...: Moral Populism in the Debate over Wal-Mart” Swarthmore College, March 16, 2011
- “Friend to King: Shifts in Images of God, 1984-2008” (with Hana Shepherd and Conrad Hackett). Association for the Sociology of Religion, Atlanta, GA. August 15, 2010.
- \* “Higher Education, Cohort Change and Conservative Protestants, 1972-2004.” Pew Forum on Religion and Public Life, Pew Research Center, Washington, DC. May 6, 2010
- “Images of God and Moral Politics” (with Conrad Hackett). Society for the Scientific Study of Religion, Denver, CO. October 25, 2009.
- “People Like Us Need People Like You: Individuals, Communities, and Morality in the Wal-Mart Debate” American Sociological Association, Boston, MA. August 3, 2008.
- “Prayers of the People: Familial Imagery in the Liturgy of the Faith-Based Labor and Right to Life Movements.” Society for the Scientific Study of Religion, Tampa, FL. November 2, 2007
- “Thinking Outside the (Big) Box: Cultural and Moral Repertoires in the Wal-Mart Debate.” American Sociological Association, New York, NY. August 14, 2007.
- “What Do People Think of Wal-Mart? Exploring American Responses to the Retail Giant.” Eastern Sociological Society, Philadelphia, PA. March 15, 2007.
- “Retail Religion: Faith and Work among Wal-Mart Women.” Association for the Sociology of Religion, Philadelphia, PA. August 13, 2005.
- “Religious Background and Educational Attainment: Gender and Cohort Change among Conservative Protestants.” Eastern Sociological Society, Washington, DC. March 19, 2005.

## HONORS, AWARDS, AND FELLOWSHIPS

Finalist, Quin Morton '36 Teaching Award, Princeton Writing Program, Princeton University, 2011  
Princeton University Committee on Research in the Humanities and Social Sciences Faculty Research Grant (Fall 2009)  
Woodrow Wilson Society of Fellows, The Graduate School, Princeton University (declined for 2007-2008, 2008-2009).  
Seminary Teaching Internship, Center for the Study of Religion, Princeton University, Fall 2007 Fall 2009.  
Grant Recipient, Cognitive and Textual Methods Seminar, Princeton University Center for the Study of Religion, Spring 2006 – Spring 2008. (PI: Robert Wuthnow)  
Graduate Student Fellow, Religion and Public Life Seminar, Princeton University Center for the Study of Religion, 2005-2006, 2006-2007.  
Princeton University Graduate Student Fellowship, 2003 – 2008.  
Phi Beta Kappa, Davidson College, 1997

## COURSES TAUGHT

Culture and Inequality (Princeton University 2011-2012)  
Ways of Knowing (Princeton University, Summer 2010, Summer 2012)  
Discourse and Democracy (Swarthmore College, 2011)  
Culture and Poverty in the American Ghetto (Swarthmore College, 2011)  
Sociology of Religion (Princeton University, Spring 2011, Spring 2012; Swarthmore College, Spring 2012)  
Wal-Mart Nation (Princeton University, 2009-2011; Swarthmore College, Spring 2012 )  
The Congregation as Organization (Princeton Theological Seminary, January 2009, Fall 2007)

## PROFESSIONAL ACTIVITIES

Assistant Editor and Editorial Board Member, *Sociology of Religion*  
Occasional reviewer for *American Journal of Sociology*, *Journal for the Scientific Study of Religion*, *Social Problems*, *Sociology of Religion*, *Sociological Forum*, *Qualitative Sociology*  
Member: American Sociological Association, Eastern Sociological Society, Society for the Scientific Study of Religion, Association for the Sociology of Religion  
Member, Curriculum Committee, Princeton Writing Program, Princeton University, 2010-2011  
Cohort Representative, Graduate Student Advisory Committee, Sociology Department, Princeton University, 2005-2006