CONTENTS

Introduction: The Art and Science of Studying Religion  
Roger Finke and Christopher D. Bader  
SECTION I. SURVEY MEASURES OF RELIGION  
1. How Religious Identity Shapes Survey Responses  
   Philip S. Brenner  
   Peter C. Hill and Kenneth I. Pargament  
3. Indirect and Implicit Measures of Religiosity  
   Jonathan Jong, Bonnie Poon Zahl, and Carissa A. Sharp  
4. Assessing Measures of Religion and Secularity with Crowdsourced Data from Amazon’s Mechanical Turk  
   Joseph O. Baker, Jonathan P. Hill, and Nathaniel D. Porter  
5. Evaluating Survey Measures Using the ARDA’s Measurement Wizard  
   Christopher D. Bader and Roger Finke  
6. Using the Total Survey Error Paradigm to Improve Cross-National Research on Religion  
   Tom W. Smith  
SECTION II. BEYOND SURVEYS  
7. From Documents to Data  
   Christopher P. Scheitle  
8. Historical Research: Oneida Online  
   William Sims Bainbridge  
   Evelyn L. Bush
10. Reviewing Millions of Books: Charting Cultural and Religious Trends with Google’s Ngram Viewer
   Roger Finke and Jennifer M. McClure

11. Pathways to Discovery and Enlightenment: Amazon’s Recommendation System as a Source of Information on Religious and Paranormal Consumption Patterns
   Nathaniel D. Porter and Christopher D. Bader

12. Lessons Learned from SoulPulse, a Smartphone-Based Experience Sampling Method (S-ESM) Study of Spirituality
   Bradley R. E. Wright, Richard A. Blackmon, David M. Carreon, and Luke Knepper

   Conclusion: Lessons Learned, Challenges Remaining
   Roger Finke and Christopher D. Bader

About the Editors

About the Contributors

Index