Contents

List of Contributors Acknowledgments 1 Introduction: The Myth of Individualization and the Dream of Individualism 1 Agony of Choice?: The Social Embeddedness of Consumer Decisions 25 With Sebastiaan van Doorn and Jochem Verheul 3 Beyond the Spiritual Supermarket: Why New Age Spirituality is Less Privatized Than They Say It Is 4 'Be Who You Want to Be'?: Commodified Agency in Online Computer Games 5 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 7 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web With Ineke Noomen 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers Bibliography 157 Index 181	List of Figures and Tables List of Contributors		vii ix
1 Introduction: The Myth of Individualization and the Dream of Individualism 1 2 Agony of Choice?: The Social Embeddedness of Consumer Decisions 25 With Sebastiaan van Doorn and Jochem Verheul 3 Beyond the Spiritual Supermarket: Why New Age Spirituality is Less Privatized Than They Say It Is 33 4 'Be Who You Want to Be'?: Commodified Agency in Online Computer Games 55 5 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 73 6 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web 91 With Ineke Noomen 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 105 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands 123 With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands 141 With Samira van Bohemen and Roy Kemmers			
of Individualism 1 Agony of Choice?: The Social Embeddedness of Consumer Decisions 25 With Sebastiaan van Doorn and Jochem Verheul Beyond the Spiritual Supermarket: Why New Age Spirituality is Less Privatized Than They Say It Is 33 'Be Who You Want to Be'?: Commodified Agency in Online Computer Games 55 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 73 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web 91 With Ineke Noomen Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 105 With Peter Achterberg One Nation without God?: Post-Christian Cultural Conflict in the Netherlands 123 With Peter Achterberg and Jeroen van der Waal Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands 141 With Samira van Bohemen and Roy Kemmers	Ack	nowledgments	xi
With Sebastiaan van Doorn and Jochem Verheul 3 Beyond the Spiritual Supermarket: Why New Age Spirituality is Less Privatized Than They Say It Is 4 'Be Who You Want to Be'?: Commodified Agency in Online Computer Games 55 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 6 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web With Ineke Noomen 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers Bibliography 157	1		1
is Less Privatized Than They Say It Is 4 'Be Who You Want to Be'?: Commodified Agency in Online Computer Games 55 5 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 73 6 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web With Ineke Noomen 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers Bibliography 157	2		25
Computer Games 55 'Stormfront is like a Second Home to Me': Social Exclusion of Right-Wing Extremists 73 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web 91 With Ineke Noomen 91 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 105 With Peter Achterberg 105 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands 123 With Peter Achterberg and Jeroen van der Waal 123 With Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands 141 With Samira van Bohemen and Roy Kemmers 157	3		33
of Right-Wing Extremists 73 6 Contesting Individualism Online: Catholic, Protestant and Holistic Spiritual Appropriations of the World Wide Web 91 With Ineke Noomen 91 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 105 With Peter Achterberg 105 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands 123 With Peter Achterberg and Jeroen van der Waal 123 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands 141 With Samira van Bohemen and Roy Kemmers 157	4	그는 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그	55
Holistic Spiritual Appropriations of the World Wide Web With Ineke Noomen 7 Two Lefts and Two Rights: Class Voting and Cultural Voting in the Netherlands, 2002 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers 141 With Samira van Bohemen and Roy Kemmers	5		73
in the Netherlands, 2002 With Peter Achterberg 8 One Nation without God?: Post-Christian Cultural Conflict in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers 157 Bibliography	6	Holistic Spiritual Appropriations of the World Wide Web	91
in the Netherlands With Peter Achterberg and Jeroen van der Waal 9 Secular Intolerance in a Post-Christian Society: The Case of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers 123 124 125 127	7	in the Netherlands, 2002	105
of Islam in the Netherlands With Samira van Bohemen and Roy Kemmers Bibliography 157	8	in the Netherlands	123
	9	of Islam in the Netherlands	141