Social Media

Kerby Anderson assesses how social media's influence is changing our brains and the way we think. He also provides an overview of censorship within social media.

The influence of social media in our society has increased dramatically in the last decade. This leads to two very important questions. First, how are the various forms of social media and these digital devices affecting us? Second, should we respond to the documented examples of censorship on these social media platforms?

Social Media Influence

More than a decade ago, social scientists and social commentators expressed concern about how the Internet in general and social media in particular was influencing us. Nicholas Carr raised this question in an *Atlantic* article entitled "Is Google Making Us Stupid?" He observed that "Over the past few years I've had an uncomfortable sense that someone, or something, has been tinkering with my brain, remapping the neural circuitry, reprogramming the memory." He believed this came from using the Internet and searching the web with Google.

He later went on to write a book with the arresting title, *The Shallows: What the Internet Is Doing to Our Brains*. He surveyed brain research that helped to explain why we don't read as much and why it is so hard to concentrate. The Internet and social media are retraining our brains. He says, "Once I was a scuba diver in the sea of words. Now I zip along the surface like a guy on a Jet Ski."

A developmental psychologist at Tufts University put it this way. "We are not only what we read. We are how we read." The style of reading on the Internet puts "efficiency" and

“immediacy” above other factors. Put simply, it has changed the way we read and acquire information.

You might say that would only be true for the younger generation. Older people are set in their ways. The Internet could not possibly change the way the brains of older people download information. Not true. The 100 billion neurons inside our skulls can break connections and form others. A neuroscientist at George Mason University says: “The brain has the ability to reprogram itself on the fly, altering the way it functions.”

The proliferation of social media has also begun to shorten our time of concentration. Steven Kotler made this case in his *Psychology Today* blog, “How Twitter Makes You Stupid.” He once asked the author of the best-selling book why he called it the “8 Minute Meditation.” The author told him that eight minutes was the length of time of an average segment of television. He reasoned that “most of us already know exactly how to pay attention for eight minutes.”

Steven Kotler argues that Twitter was reducing the time of concentration to 140 words (back when that was the word limit). He showed how Twitter was constantly tuning “the brain to reading and comprehending information 140 characters at a time.” He concluded that “[I]f you take a Twitter-addicted teen and give them a reading comprehension test, their comprehension levels will plunge once they pass the 140 word mark.”

Not only is there a problem with concentration; there is a problem with distraction. A study at the University of Illinois found that if an interruption takes place at a natural breakpoint, then the mental disruption is less. If it came at a less opportune time, the user experienced the “where was I?” brain lock.

Another problem is what is called “continuous partial

attention." People who use mobile devices often use their devices while they should be paying attention to something else. Psychologists tell us that we really aren't multitasking, but rather engage in rapid-fire switching of attention among tasks. It is inevitable they are going to miss key information if part of their focus is on their digital devices.

There is also the concern that social media and digital devices are reducing our creativity. Turning on a digital device and checking social media when you are "doing nothing" replaces what we used to do in the days before these devices were invented. Back then, we called it "daydreaming." That is when the brain often connects unrelated facts and thoughts. You have probably had some of your most creative ideas while shaving, putting on makeup, or driving. That is when your brain can be creative. Checking e-mail and social media sites reduces daydreaming.

These new media platforms present a challenge to us as Christians. As we use these new forms of media, we should always be aware of their influence on us. They can easily conform us to the world (Romans 12:2). Therefore, we should make sure that we are not taken captive (Colossians 2:8) by the false philosophies of the world.

Christians should strive to apply the principle set forth in Philippians 4:8. "Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things."

A wise Christian will use discernment when approaching the various social media platforms. They provide lots of information and connect us with people around the world. But we should also guard against the worldly influence that is also promoted on many of these platforms.

Social Media Censorship

Big Tech companies have been censoring content for many years. Many years ago, the National Religious Broadcasters began monitoring censorship on these social media platforms through their John Milton Project for Religious Free Speech. Even back then, their report concluded that “The free speech liberty of citizens who use the Internet is nearing a crisis point.”

A recent Senate hearing provided lots of additional examples. Senator Marsha Blackburn asked why her pro-life ad was pulled during the 2018 campaign because Twitter deemed it “inflammatory.” It is worth noting that she did receive an apology from the executive who added that they made a “mistake on your ad.” Senator Ted Cruz pointed to a Susan B. Anthony List ad that was banned. It had a picture of Mother Teresa with her quote: “Abortion is profoundly anti-woman.” At the top of the poster in the committee room was the word: CENSORED.

A number of commentators (Laura Loomer, Milo Yiannopoulos, Alex Jones) have been banned from Facebook and Instagram. Steven Crowder’s YouTube channel has been demonetized. Nearly two-dozen PragerU videos have been slapped with a restricted label on YouTube. The list goes on and on.

Big tech does control much of the media world. Google controls 90% of worldwide search, 75% of smartphone operating systems, 67% of desktop browser, and 37% of digital advertising. Add to this other platforms like Twitter, Instagram, and YouTube that also have a profound influence. At the Senate hearing, Ted Cruz noted that these big tech companies “are larger and more powerful than Standard Oil was when it was broken up” and “larger and more powerful than AT&T when it was broken up.” But does that mean government should get involved?

Those who are advocating government intervention make the case that “platform access is a civil right.” The argument is that

private companies are actually violating the civil rights of Americans in the same way that preventing someone to speak in a public park would be a violation. They argue that the big tech companies are a monopoly. And they call for federal and state regulation of these social media platforms arguing that the Supreme Court has argued in the past that government cannot restrict your access to the public square.

The problem with that argument is two-fold. First, these big tech companies are private companies not the government. Facebook, Twitter and YouTube platforms are private property and not the public square. We may not always like what they do, but they are privately owned technology companies and not the federal government, which is governed by the First Amendment.

Second, these companies are protected by a section of the 1996 Communications Decency Act that keeps them from being exposed to potentially crippling liability for something posted on their platform. Some politicians have called for changing that legal protection, but Congress seems unlikely to do anything like that in the near future.

Many conservatives are wary of having the government get involved in patrolling social media platforms. They remind us of the 1949 FCC Fairness Doctrine. This regulation was supposed to provide an opportunity for media outlets to provide content that was fair, honest, and balanced. Talk radio and other forms of media exploded once the Fairness Doctrine was removed. In most cases, government regulation of the media hurt conservative voices more than helped them.

Even if government were to regulate content on social media platforms, it is worth mentioning that the major tech companies would probably have lots of influence. Facebook and Mark Zuckerberg would have a place at the table as government drafted various media regulations. It is likely that company and many others might even help craft regulations that would

protect them from future competitors. We have seen this picture before in other instances when government intervened.

Some have even suggested that we close our social media accounts. If you don't like the way the *New York Times* or the *Washington Post* reports stories or provides commentary from people on your side, you don't have to subscribe to those newspapers. If you don't like how MSNBC or Fox News covers stories, you don't have to tune to that TV network. Media outlets are already choosing what to print or broadcast. Social media platforms are no different.

Sam Sweeney has this advice: "Delete your Facebook, yesterday. Don't get your news from Twitter. The issues of free speech on social media will no longer matter to you. They don't matter to me. I've made a decision not to subjugate myself to the whims of our new overloads."

I think most of us want to keep our social media accounts because of the benefit we receive. But I also realize that in light of what we have discussed in this article, many will decide to follow his advice and drop one or more of these social media accounts. We leave that decision to you.

Additional Resources

Kerby Anderson, *Arts, Media, and Culture* (Cambridge, OH: Christian House Publishing, 2016).

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