New Media and Society

Kerby Anderson provides an overview of the ups and downs of the new media such as Facebook and Twitter, and their impact on us.

How is the new media affecting the way we think and the way we interact with others in society? I want to look at the impact the Internet, social networks, and portable media devices are having on our world.

Rachel Marsden doesn't think it is positive. Writing in *The Wall Street Journal* she says:

> Spare me the stories of your "genius" tech-savvy child who can name every country on Google Earth, or how, because of your iPhone, BlackBerry and three cell phones, you juggle 20 tasks at once and never miss any business—even at 4 a.m., because you sleep with your portable devices. Does anyone care that technology is destroying social graces and turning people into rude jerks?{1}

She isn't the first to notice that the new technology and new mobile devices are changing the way we interact with others. And, as we will discuss later, they apparently are also changing the way we think, affecting everything from creativity to concentration.

Rachel Marsden wonders, "When did it become acceptable for technological interaction to supersede in-person communication?" I have news for her. It happened long before cell phones were invented. When I was a graduate student at Yale University, I noticed something odd about my academic advisor. Whenever the phone would ring, he felt he had to answer it. He could be advising me or we could be deep in the midst of a discussion of a research project. But if the phone rang, he stopped the conversation and answered the phone, staying on the phone until that conversation was over. I began

to think that the only way I could ever have a sustained conversation with him would be to call him on the phone.

Of course, mobile devices make it even easier to ignore face-to-face interaction. Now the world revolves around the person who has instant access to others using these devices. Rebecca Hagelin says that narcissism has crept into our world. In 2006, *Time* magazine voted "You" as the "Person of the Year." So much of media and advertising today is about indulging your fantasies.

Rebecca Hagelin is concerned about the impact this is having on our children. "Young people spend hours every day updating their Facebook pages, post and e-mail countless pictures of themselves, and plug their ears with music to create a self-indulgent existence shut-off from everyone around them."[{2}](#)

While some of the impact is positive, much more should concern us and cause us to change our behavior.

The Internet and the Way You Think

Can the Internet change how you think? That was a question columnist Suzanne Fields asked recently.[{3}](#) If you go to Edge.org, you will notice that the question they pose for this year is slightly different. It is, "How is the Internet changing the way you think?" They pose this provocative question because of the impact of computer chips, digitized information, and virtual reality on the way we think and how we receive information in this "collective high-tech electronic ecosystem for the delivery of information."

I have also been wondering about the impact of the Internet and the new media on our thinking. Unlike Suzanne Fields, I wasn't wondering *if* the Internet was changing our thinking but *how* it is already changing the way we think. There were two reasons why I have been thinking about this.

First, look at the younger generation being raised on the Internet. If you haven't noticed, they think and communicate differently from previous generations. I have done radio programs and read articles about the millennial generation. They do think differently, and a large part of that is due to the Internet.

A second reason for my interest in this topic is an *Atlantic* article by Nicholas Carr entitled "Is Google Making Us Stupid?" He says, "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."[{4}](#)

It's not that he believes his mind is going, but he notices that he isn't thinking the way he used to think and he isn't concentrating like he used to concentrate. "Immersing myself in a book or a lengthy article used to be easy. My mind would get caught up in the narrative or the turns of the argument, and I'd spend hours strolling through long stretches of prose. That's rarely the case anymore. Now my concentration often starts to drift after two or three pages."

He believes this comes from using the Internet and searching the web with Google. And he gives not only his story, but he also gives many anecdotes and as well as some research to back up his perspective.

For example, a developmental psychologist at Tufts University explains, "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.

Now 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."{5}

The Internet does appear to be altering the way we read and think, but more research is needed to confirm if this true. If so, parents and educators need to take note of what is happening in our cyberworld.

BlackBerries, Twitter, and Concentration

Have portable media devices altered our ability to concentrate? That certainly seems to be the case. Nearly all of us have noticed that people with a BlackBerry sometimes seem distracted. And after they answer an e-mail, they seem to spend a few minutes trying to recollect their thoughts before they had the interruption.

An article in *Newsweek* magazine documents what many of us have always suspected: there are two major drawbacks to these devices.{6} The first is distraction overload. 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.

A second problem is what is called "continuous partial attention." People who use mobile devices (like a BlackBerry or an iPhone) 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 BlackBerry.

But another hidden drawback associated is less creativity. Turning on a mobile device or a cell phone 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 reduces daydreaming.

We also can see how new technology affects the way we process information and react to it emotionally. The headline of one article asked this question: Can Twitter make you amoral?{7} Research was done at the Brain and Creativity Institute of the University of Southern California to see the impact of social networks like Twitter.

What the researchers found was that human beings can sort information very quickly. And they can respond in fractions of seconds to signs of physical pain in others. But other emotions (like admiration and compassion) take much longer to register. In fact, they found that lasting compassion in a relationship to psychological suffering requires a level of persistent, emotional attention.

So how does that relate to a technology like Twitter? The researchers found that there was a significant emotional cost of heavy reliance on a rapid stream of news snippets obtained through television, online feeds, or social networks such as Twitter. One researcher put it this way: "If things are happening too fast, you may not even fully experience emotions about other people's psychological states and that would have implications for your morality."

The point of these studies is that media does have an impact. A wise and discerning Christian will consider the impact and limit its negative effects.

Social Networks

Social networks such as Facebook and MySpace create an interconnected web of friends and family. People who study these networks are beginning to understand the impact they are having on us.

At a social networking site, you find someone and ask to be his or her friend. Once you are accepted, you become a member of their network, and they become a member of your network. This opens to door to finding and making additional friends. The ability to extend your circle of friends is one of the many benefits of social networking.

One concern about social networking is that it, like most of the new media, increases distraction and fragmentation of thought. The quotes, stories, jokes, and video clips come at an increased rate. A concentrated conversation with one person is difficult. Look over the shoulder of someone in a social networking site who has lots of friends. Content quickly scrolls downward, and it feels like you are at a party where lots of people are all talking at once.

Also these networks tend to shorten our time of concentration. Steven Kotler makes this case in his *Psychology Today* blog, "How Twitter Makes You Stupid."{8} 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 is reducing the time of concentration to a few dozen words. He thinks that constantly using Twitter will tune "the brain to reading and comprehending information 140 characters at a time." He predicts "that if you take a Twitter-addicted teen and give them a reading comprehension test, their comprehension levels

will plunge once they pass the 140 [character] mark." I am sure someone is already testing that hypothesis. Soon we should know the results.

Social networks do help us keep track of people who do not live near us, and that's a plus. But we are kidding ourselves if we believe that social networks are the same thing as true community. Shane Hipps, writing in *Flickering Pixels*, says this about virtual communities: "It's virtual—but it ain't community."

Social networks also have a great deal of power to influence us. Sociologists Nicholas Christakis and James Fowler document this in their new book, *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives.* They believe that happiness is contagious and so is obesity and quitting smoking. We are not only influenced by our friends, but are even influenced by our friend's friends. They say the world is governed by what they call "three degrees of separation."

Addiction is another concern. Years ago, counselors discovered Internet addiction. Now they are starting to talk about Facebook addiction. Lots of youth and adults spend too much time in front of a computer. Social networks are wonderful tools, but wisdom and discernment are necessary in order to use them correctly.

Media Addiction

The Barna Group does lots of surveys, and that has led George Barna to conclude that "media exposure has become America's most widespread and serious addiction."{9} I have always been hesitant to label our high levels of media exposure an addiction. We seem to have an addiction label for every behavior. But George Barna makes a convincing case.

Addiction changes our brains by altering the chemical balance and flow within the brain and by even altering the structure

of the brain. According to the American Psychiatry Association, we can legitimately call something an addiction when certain symptoms manifest themselves.

For example addictions change our brain structure, altering emotions, motivations, and memory capacity. Addictions cause withdrawal symptoms when exposure to the addictive item is eliminated. Addictions cause the people to abandon or reduce their involvement in normal and healthy activities.

Certainly media can be positive in terms of education and relaxation. But most media content, Barna argues, "winds up serving the lowest common denominator because that's where the largest audience" is to be found.

There is a generational trend. The builder generation did not grow up with media and never became accustomed to it. The boomer generation embraced media, and the following generations expanded it use in ways unthinkable a few decades ago.

If we were truly serious about controlling the media input in our lives and our children's lives, we would see examples of parents putting boundaries on media exposure. We see nothing of the sort. Expenditures on personal media, in-home media, and mobile media continue to increase.

It is not that parents don't understand the dangers. Barna reports that three-quarters of parents say that exposure of their children to inappropriate media content are one of their top concerns. But they continue to buy their kids the media tools and continue to allow them to be exposed to inappropriate content.

By the time a young person reaches age 21, he or she will have been exposed to more than 250,000 acts of violence through TV, movies, and video games. He or she will have listened to thousands of hours of music with questionable lyrical content. Most parents know that much of what their children see or hear

isn't wholesome

This may be one of the biggest challenges for society in general and even the church in particular. Most parents recognize the danger of the media storm in which they and their children live. But that are unwilling to take the necessary steps to set boundaries or end their media addiction.

Some Concluding Biblical Principles

In a previous article on [Media and Discernment](), I talked about the need for Christians to evaluate the impact of media in their lives. We need to develop discernment and pass those biblical principles to our children and grandchildren.

The new media represents an even greater threat and can easily conform us to the world (Rom. 12:2). Media is a powerful tool to conform us to a secular worldview and thus take us captive (Col. 2:8) to the false philosophies of the world.

Christians should strive to apply the following two passages to their lives as they seek discernment concerning the media. The first is Philippians 4:8. "Finally, brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things."

The second is Colossians 3:2–5. "Set your minds on things above, not on earthly things. For you died, and your life is now hidden with Christ in God. When Christ, who is your life, appears, then you also will appear with him in glory. Put to death, therefore, whatever belongs to your earthly nature: sexual immorality, impurity, lust, evil desires and greed, which is idolatry."

Notes

1. Rachel Marsden, "Technology and the New Me Generation," *The*

Wall Street Journal, 30 December 2009.

2. Rebecca Hagelin, "Narcissism and Your Family," 15 February 2010, www.townhall.com/hagelin.

3. Suzanne Fields, "Can the Internet Change How You Think?" 15 January 2010,
www.townhall.com/fields.

4. Nicholas Carr, "Is Google Making Us Stupid?" *Atlantic*, July/August 2008.

5. Ibid.

6. Sharon Begley, "Will the BlackBerry Sink the Presidency?" *Newsweek*, 16 February 2009.

7. "Can Twitter Make You Amoral? Rapid-fire Media May Confuse Your Moral Compass," 14 April 2010, www.in.com.

8. Steven Kotler, "How Twitter Makes You Stupid," Psychology Today, 15 May, 2009, www.psychologytoday.com/blog/the-playing-field/200905/how-twitter-makes-you-stupid.

9. George Barna, "Media Addiction," 25 January 2010, www.barna.org.

Facing Facebook: Social Networking and Worldview

Byron Barlowe digs beneath the surface of the various social networking phenomena like Facebook and Twitter.

It seems like everybody is on *Facebook*! At 350 million members worldwide and growing exponentially, this social networking community would be the third largest country in the world! One hundred million Americans,{1} including 86 percent of American women, now have a profile on at least one social networking

site, nearly double from a year earlier.{2}

"…Twitter has radically changed the face of online communication. This year alone [2009], usage has grown by 900 percent…."{3} But kids prefer the ever-popular YouTube video-sharing site. Two-thirds of Internet users around the world visit blogs and social networks, making it more popular than email. And older users are flocking to social sites. So this is about you and your friends, too, mom and dad!

So what is *social networking*? At a social site like Facebook.com, when you find another member, you click a button that says "Add as Friend." Now, you and that person have a connection on the Web site that others can see. They are a member of your network, and you are a member of theirs. Also, you can see who your friends know, and who your friends' friends know. You're no longer a stranger, so you can contact them more easily. As the website Common Craft explains, "This solves a real-world problem because your network has hidden opportunities. Social networking sites make these connections between people visible."{4}

"These applications have given users an entirely new dimension of interactivity on the Web, as people are able to share videos, photos, links, ideas, and information at a heretofore unseen speed and with uncanny ease that enhances the Web experience of every Internet user."{5}

But some push back. "It's just trivia, a waste of time," they say. Silly games and self-centered platforms where folks can parade their lives. There is some truth in that charge. But it's important to understand such a powerful, widespread medium and seek to redeem it.

One commentator said, "Time bends when I open Facebook: it's as if I'm simultaneously a journalist/wife/mother in Berkeley and the goofy girl I left behind in Minneapolis."{6} But the accessibility and immediacy is not always good or profound. Be

ready to have your life history, long-lost friends and personal ghosts pop up in unexpected ways through social networking. In the same way, the future could be at stake with each post and link you put up: Whatever goes online, stays online. One's reputation will be marked for years to come by her online life for good or ill.

However, the meteoric rise of social networking has occurred for good reason. In Facebook, Xanga or MySpace, research shows that we *extend* current relationships online. It can all be very trivial or fairly meaningful, depending on how it's used. In this way, social networking is not unlike meeting up at a coffee shop or at the back fence. Younger generations are known to be more conversational than older ones. In my middle-aged circles, many seem to have written it off prematurely.

We'll explore some worldview implications of social networking through the insightful book *Flickering Pixels: How Technology Shapes Your Faith.*{7} Using a grid introduced by media professor and technology prophet Marshall McLuhan that traces media's culture-shaping influence, we'll briefly assess how this technology enhances our capabilities, retrieves lost ones, makes obsolete other things, and reverses into unintended consequences. In other words, we'll ask and partially answer basic questions like: What will this blossoming media change? What am I giving up if I use it? How can I control it for myself and my kids? Will it end up controlling me—or has it already?

"Hanging out" online, for all its similarities to in-person conversation **is** fundamentally different. And those differences are sure to change not only our socializing, but our worldviews—maybe even our faith.

"The Medium is the Message"

McLuhan famously stated that "the medium is the message,"

meaning that the content of media is overshadowed in its influence by the influence of the very medium (technology) through which it is communicated. Hipps believes media has been a fundamental change agent of culture, even faith. We'll explain and explore a bit McLuhan's grid of change and how it applies to social networking.

In discussing social networking sites like Facebook and their effect on people, it's helpful to look back at other media to see their culture-shaping influence. Note that I didn't write "the content of other media," but rather, "other media." For example, before Gutenberg's movable-type printing press, faith was passed down orally and through imagery like stained glass windows and church icons. The concrete stories from the synoptic Gospels ruled the day; the Apostle Paul's deep, abstract letters were virtually ignored. Then, print technology unleashed a new way to think and even to believe—an emphasis on *individual faith* accessed through *critical reason*. This print phenomenon *retrieved* the abstract, doctrinally rich letters of Paul from the dusty shelves of history. This, in turn, ignited the Reformation, writes Shane Hipps. One result: the church transformed from a highly communal body into a mass of individuals and put religious mystery largely out of touch.

Hipps writes that, *in its extremes*, the influence of print reduced the gospel to incomplete abstract propositions and made many Christians arrogant about what we can know with certainty. [This is what some in the emerging church conversation react against, but we cannot pursue that topic here.]

Perhaps less controversially, Hipps shares the maxim that any media—social networking included—changes its users in a similar way print technology did. Marshall McLuhan famously stated that "the medium *is* the message." He meant that the medium itself does more to affect people than even the content that it carries.

The adage, "We become what we behold"{8} seems to hold forth in social science and neurology, as well. Brain scientists are finding that exposure to and use of media of any kind changes the brain's wiring, so there's more at stake here than just bad content or how we use our time.{9}

While writing this transcript, I had to fight to get alone and maintain focus. I consciously avoided the distraction and fragmentation my mind easily undergoes while *Twittering* (or "tweeting") and *Facebooking* (see, social networking even spawns new verbs, like "friending"!). The social networking experience is like walking around at a party filled with friends in various conversations: lots of brief comments, retorts and jokes. My need for individual, abstract thinking was at risk at the "Facebook party." (Ironically, I was in the abstract writing mode regarding a very different sort of medium: non-abstract, simplistic, disjointed, visually based, online digital "communities.")

New media may bring us to and keep us more "in the moment" and in touch with real people, all good things. But so-called *virtual communities* may create very unreal relationships. Not to mention a loss of in-depth thinking, conversation and fellowship to build current relationships. Two years ago a commentator wrote regarding American youth on social networks, "The rules of relationship are…being rewritten, and…are being shaped by a distinctly media-centered worldview rather than a Christian one.{10} However, things may be changing, at least among Australian youth, where "they want more connections with their friends that aren't digital, that are tangible. They're starting to question the authenticity of social networks such as Facebook and Twitter. They want technology to assist rather than dominate the way they communicate."{11}

David Watson is an entrepreneurial "pastor" exploring the legitimacy of online shepherding. He believes it's a general relationship issue not confined to online participation: "Any time you are not fully present with whatever community you

happen to be with—whether online or offline—you can hurt people…. We just notice the online stuff more because it is new and people tend to spend lots of time with new things before they figure out how everything balances out."[{12}](#)

So what's the big deal? Most Facebook, MySpace or Orkut members aren't changing their entire view of reality, truth, God or mankind based on interactions with online friends. No, it's not the obvious pitfall of cults or wild philosophies that people usually deal with day to day anyway. Under-the-radar ways of being and communicating can incrementally change who we are. It's the subtle way that our *view* of life changes that concerns me most. Are moment-by-moment Tweets dumbing us down in various ways? Have we come to expect meaning in 140-character bits? Twitter shows the flow of life in tiny chunks some call a lifestream. But are those snippets, especially when seen intermittently, meaningful?

Media swirls around us and we become immune to the white noise. But McLuhan was a master at stepping back to study what is going on with media to see how to cooperate with and thus handle the vortex. Churches and ministries love to jump on new technologies to share the old, old story—but before diving in headlong, we need to remember McLuhan's warning: we become like the media that we use.

Social Networking Redeems and Resurrects Good Things

What is the technology of social networking enhancing and bringing back from disuse? What are some redeeming characteristics of this new phenomenon? They include renewed friendships and acquaintances, helpful networking made easy, ministry possibilities and relational fun. Mainly, it enhances real-world relational communities.

McLuhan stated that new media always "enhances and retrieves"

good things. For example, we long for the days of chatting with neighbors on the front porch. Social networking restores this dynamic to a surprising degree. One writer reflected, "It could be . . . that Facebook marks a return to the time when people remained embedded in their communities for life, with connections that ran deep. . . ."{13}

Reconnections frequently happen too. One former neighbor messaged me on Facebook, "Are you the Byron that lived beside us 25 years ago?" She was thrilled to know I was still walking with Christ and asked for prayer for her drug-addicted brother. She'd located me out of the blue a quarter century later and seven states away through the wonder of social networking.

Social networks have great potential for ministry. Yet Shane Hipps' primary message for Christ-followers in *Flickering Pixels: How Technology Shapes Your Faith* is that simply broadcasting the gospel message in an old style into this new medium will not be effective. The medium itself changes the way people perceive *and* receive the message.

Social media are *not* a kind of broadcast medium, but rather a *conversation medium*. Online social ministry pioneer Paul Watson tells incredible stories of fruit borne online. He shepherds groups who stay current on Twitter and Facebook. One online community of Christ-followers raised funds over the Internet for a non-Christian tarot-card-reader to take her premature son to a hospital half a state away for medical treatment. A blogger, a practicing witch, warned her visitors not to harass Watson after he privately initiated prayer regarding her health issue.

Campus Crusade for Christ uses Facebook for campus ministry. They recently stated that 66 million students are active Facebook users. That's three times the population of Australia! In an outreach training video produced by Campus Crusade, the camera pans an empty library and the question

"Where are the students?" flashes across the screen. Then it shows a computer lab chock-full of kids, most logged into Facebook, MySpace, Twitter or YouTube. Another banner reads, "The average college student spends three hours on Facebook each visit." Going where the people hang out is wise! But Campus Crusade knows you can't just post *The Four Spiritual Laws* tract on Facebook and be effective. Long-term engagement with a live person or social community is required to make a positive difference.

If relationships are healthy, they *can* be helped online. "A study published in 2007 in The Journal of Computer-Mediated Communication suggested that hanging onto old friends via Facebook may alleviate feelings of isolation for students whose transition to campus life had proved rocky."{14}

A Christian apologist wrote regarding social networking and the Internet, "We should note well Thomas Morris's 'Double Power Principle'—'To the extent that something has power for good, it has corresponding power for ill.'"{15}Next, we'll discuss the downsides of social media.

Social Networking Makes Obsolete and Obscures Other Good Things

What is the technology of social networking making obsolete, obscuring or obliterating? Taken to extremes, how might it make its users regress rather than progress? What other troublesome dynamics does it create?

Studies show that people tend to continue and expand their real-life relationships online. But people can be fooled. Nothing replaces face-to-face contact. Hipps writes in *Flickering Pixels* about mutual friends of his who live very nearby but who had not seen each other in months. They communicate online daily, yet their relationship has deteriorated. Hipps commented on so-called *virtual*

communities: "It's virtual—but it ain't community. . . . Meaningful, missional Christian community" should consist of several essential things:

1. **Shared history or experiences** *that help establish a sense of identity and belonging*

2. **Permanence** *or relational staying power—"it's how you get shared history." Members of a transient community never get shared memories.*

3. **Proximity**—*"you have to be with one another in order to create the kind of meaningful connections to have community."*

4. **Shared imagination of the future** *—a sense of "We're all going in the same direction." Hipps says this is the one thing you get automatically with online social networking—people flock together who already share a future vision. But it's not community just because of that. If online "friends" are not able to meet together over time and share life experiences as they work toward a common vision, then it's just an online affinity group.*

"Electronic culture disembodies and separates [yet]. . . . most of us. . . believe our technology is bringing us closer."{16} The Bible exhorts believers not to forsake group gatherings.{17} Why? Because corporate worship and teaching, personal shepherding, mutual encouragement, even non-verbal signals are irreplaceable. We can take our cues on being physically present from the incarnation: God's most powerful gospel medium was the Man, Christ Jesus.

Technology always makes something obsolete. It seems probable that too much online use compromises our ability to concentrate and think abstractly and form a coherent argument. Given a steady diet of fragmented imagery and spontaneous status updates, a new generation is losing the ability to think through issues from a coherent framework. "Through

YouTubing, Facebooking, MySpacing . . . people take in vast amounts of visual information. But do they always comprehend the meaning of what they see. . . ? They are easily manipulated as students, consumers and citizens."[18]

Another endangered characteristic is deep conversation. Within the space of 140 character status updates and Tweets, all hope of profound, meaningful dialogue seems lost. Instead, images rule. ". . . Image culture is eroding and undermining imaginative creativity" which is "extremely important to our functioning as healthy, creative people."[19]

Social networking can steal your time. A friend recently told me that his wife's use of Facebook is hindering their family time and communications. This is likely a widespread problem. "2.6 billion minutes are used daily by the global population on Facebook."[20] If you already struggle with addictive tendencies or wasting time, think twice about launching into this absorbing lifestyle change. Get help for your online habit if it's destructive as you would for any addiction.

Balancing Social Networking, Keeping a Christian Worldview in Mind

What are some more guiding principles for using social networking (and the Internet)? How do users balance their lives and retain a Christian worldview in a social networking age?

Remember Narcissus, the mythological character who was so enamored by his own image in the pool of water that it eventually became his undoing? Most people focus on his self-absorption. But the point Hipps makes isn't how stuck on himself Narcissus was, but rather his inability to perceive and control the low-tech medium of a reflective pool. He seemed oblivious to what was going on, as people tend to be regarding the media maelstrom that surrounds us. "When we fail

to perceive that the things we create are extensions of ourselves, the created things take on god-like characteristics and we become their servants."{21} Media intake stealthily becomes idolatry.

The legendary Perseus, on the other hand, realized the power of a medium that if put under his control, could destroy the deadly effects of staring into the eyes of Medusa. Using a shield as a mirror, he deflected her deadly gaze and turned it into a chance to kill her. Even ancient Greek pagans understood the difference between these two fictional characters: Narcissus became enamored and then ensnared by a medium; Perseus, on the other hand, stepped back, realized the mirror was just an extension of his eyes, and so was able to master that medium. This echoes biblical commands to guard our heart and mind and not be conformed to the world.{22}

Remember, we're not really talking about what content goes *on* your Facebook page. Rather, it's the hidden power of the Internet and social networking that concerns us. Count the cost each time you use it.

One good use of the immediacy of Twitter is intercession. I got stuck in Delhi, India on a mission trip and *tweeted* a prayer request through my cell phone that in turn updated my Facebook page. Instant access and 140-character-long brevity can be good.

More advice from this worldview watcher trying to redeem social networking: read widely. Read deeply. Keep those parts of your mind and soul in shape while navigating the quick communications of social networking.

Guard your time like a night watchman. Guard your heart and mind like a jealous lover. Set "no unclean thing" before your eyes{23} and if others try to, take down that post or don't follow them. Also, guard against not only physical but "psychological nudity."{24}

Mix into everyday wall posts some meaningful thoughts, worthy articles and video clips that cause people to think. Become a fan at the Facebook or MySpace pages of organizations like Probe. Link to articles at Probe.org, Bible.org, or some good cause to help fund.

Balance is key: not everything is worthy of immediate broadcast or attention. "Do you see a man who speaks in haste? There is more hope for a fool than for him."{25} Trivia can be genuine but tiresome.

Reach out: post a Scripture, share your faith.

As Shane Hipps said, "The most important medium, the most powerful medium is you, you are God's chosen medium to incarnate the hands and feet of God in an aching world. . . . The more we understand [the hidden power of media], the more we can understand how to use our media rather than be used by them."{26}

Notes

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6. "The Way We Live Now: Growing Up on Facebook," *The New York Times Magazine*, Peggy Orenstein, March 10, 2009, www.nytimes.com/2009/03/15/magazine/15wwln-lede-t.html.

7. Shane Hipps, *Flickering Pixels: How Technology Shapes Your Faith*, Kindle Reader version.

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MySpace: Parents and Kids Wisely Navigating Online Social Networking

MySpace and other social networking sites can be a great boon or a great danger. Byron Barlowe cautions Christian parents of teens to exercise discernment in educating themselves about this important part of life, and look for a redemptive view of this social technology.

Very Big and Very Hip

MySpace.com: *It's big, it's growing, it's controversial for good reasons, and it's probably touched your family—and you may not even know it. In this section, we answer the questions, "What is it and why do you as a parent need to learn more about protecting your kids without cutting them off?"*

Is *MySpace* a harmless teen hangout or a treacherous trap? Should parents forbid your kids from using *MySpace* or similar social networking Web sites? Kids, do your parents, like, *even* have a *clue*? And could Christians legitimately use *MySpace* as

a mission field?

Controversy about *MySpace* still abounds, even in the fast-moving online world.

Imagine this: Your straight-A, straight-laced teenaged daughter Lori met Aaron online when he visited her *MySpace* profile, a Web page about her. Now she wants to go to the concert with Aaron and his online buddy, "PartyCrasher." "But mom, we've been 'friends' for weeks!" she whines. Mom and Dad, what do you do now?

This may not happen to your family, but something similar happened to a Michigan family whose previously trouble-free sixteen-year-old daughter sneaked a flight to the Middle East to rendezvous with a *MySpace* "friend"!{1}

So, what is *MySpace*? According to one top ranking site, in August 2007 it became the sixth-most-visited Web site on the Internet,{2} with over 100 million accounts.

A "perfect storm": millions of people—many of them in their teens and twenties—are connecting with friends, meeting new ones, producing Web
pages and video and music, chatting, inviting back and forth to events—even
doing business and art—all within virtual communities.

Think of it as a microcosm of the World Wide Web, only much more easily connected and organized, even by kids. If the Internet was the Wild West, social networking sites—sites like *MySpace*—are becoming its boomtowns.

Wired magazine explains, "*MySpace*.Com, the Internet's most popular social networking site…has *helped redefine the way a generation communicates*."{3}

One digital culture watcher wrote, "Community-based websites are the fastest growing sites on the Internet. The teen social

ecosystem *MySpace*" is the biggest.{4}

"According to some," writes Connie Neal, author of *MySpace for Moms & Dads*, "MySpace marks a societal revolution as monumental as the industrial revolution."{5}

MySpace owner Rupert Murdoch said, "The average person who is computer proficient is self-empowered in a way they never have [been] before."{6}

It's this newfound "empowerment" that rightly concerns parents.

Let's keep perspective. It's only natural that real life is replicated online. A Roper study found that "online communities represent a real and growing phenomenon, but one that is dwarfed by interest in *real-world* social networks . . . [like] extended family (94% interest), neighborhood or town (80%), religious or spiritual organization (77%), hobby/interest (69%)" and so forth.

The directors of *BlogSafety.com* have written a handy book entitled *MySpace Unraveled: A Parent's Guide to Teen Social Networking.* ("Blog" is short for Weblog, an online diary or commentary page.) They write regarding the rapidly evolving topic of teens redefining blogging into more of a social interaction: "As we adults struggle to find the language that describes this phenomenon, teens are speeding ahead, making it up as they go. . . . To them, these sites are just another tool for socializing."{7} Online and offline distinctions blur into oblivion.

What does this mean for Christian youth and parents?

Dangers and Solutions

MySpace *and similar social networking sites can be intimidating, even dangerous places. Threats like malicious*

software, cyberbullying, and sexual predators render it risky for the unprepared and unsupervised. MySpace *is being called to account and is responding, but it's primarily up to parents to protect their children.*

One thoughtful parent and Christian school educator responded to the topic as I first did: "Isn't *MySpace* a waste of time or worse, a place where kids think they're experiencing real relationships but are *only* getting a risky situation?" His observation was that the kind of kids who were drawn to *MySpace* already had deep needs that weren't being fulfilled, primarily by parents.

As a parent of three pre-teens, I shared his skepticism. Yet, there's a bigger picture, I found. There's hope, too. Nonetheless, it can be scary, especially in light of greater autonomy for kids who naturally lack discretion.

Let's pretend you find your thirteen-year-old son pacing after something hits the wall with a crash. He blurts out, "They put up a site about me with nasty pictures and said I'm fat! Now everybody is messaging about it. I'm not going to school." He's been cyberslammed and feels his young world crashing in.

The sense of public humiliation caused by cyberbullying is coupled with the danger that online threats can spill into real life. *MySpace* and similar sites can be intimidating, even dangerous places. As a parent, you may choose to forbid or restrict use of *MySpace* in your home. But I suggest you choose in an informed, careful way.

Sexual dangers are the best known. Chatrooms and posted messages easily enable such temptations and threats. One recent trip to *MySpace* rendered solicitations to chat online with a sultry woman seeking American servicemen and a gang-type fellow with the screen name "King Pimpin'."

In 2002, fifteen-year-old Katie Canton met John in a live online chat room. Since he lived far away, Katie felt free to

send photos and flirt. Soon John was sending Katie gifts and e-mailing.

This story ended well: Katie testified at John's trial where he got twenty years in prison. But it had taken Katie participating in a role-playing video game to realize that her behavior and that of her would-be abuser was becoming a classic case of online predation.{8} This is why parental education and supervision are crucial.

Again, some perspective is in order. It's tempting to view sites like *MySpace*.com as a monolithic online ghetto. A more accurate word picture may be a high school campus. Enter on one side, see the "dopeheads"; enter another, see the "jocks" and cheerleaders. You can't paint with too broad a brush in assessing it accurately. And students can privately stay in the "nice part of town."

Concern is warranted, of course. The required minimum age for *MySpace* is fourteen. However, age verification is still technically impossible, largely due to lack of a public track record for minors—ironic, as many of them create public records openly on such sites.

Parents have sued on behalf of their abused daughters, and thirty-four state attorneys general are now demanding more age-verification controls.{9} Meanwhile, *MySpace* has reportedly discovered thousands of members who are convicted sex offenders. "The attorneys general of Georgia, Idaho, North Carolina, Ohio, Pennsylvania, Mississippi and New Hampshire joined Connecticut in signing a letter to the company asking it to turn over information."{10}

MySpace has responded. The company deleted two hundred thousand "objectionable" accounts.{11} (A similar move by networking site *Friendster* caused a mass exodus, a sad commentary on many of its users.) *MySpace* also began developing parental tracking software, seen by many as just a

start.

After hiring a former prosecutor with experience working on sex crimes against children as chief security officer, in January, 2007, *MySpace* donated a breakthrough national database to the National Center for Missing and Exploited Children (NCMEC). It features the first-ever method to match faces and body features like tattoos to often-elusive sex offenders. Providing "a way to filter convicted offenders from younger *MySpace* members, the database combines the records of individual state registries, plus allows searches based on images, which the NCMEC said is important."{12}

A new senate bill would require—for the first time ever—sex offenders to register their email addresses. Donna Rice Hughes, president of the watchdog/activist group Enough Is Enough, says, "While there is no 'silver bullet' for protecting children from Internet dangers, this legislation will help to provide another protective barrier for millions of children. . . . Parents must remain proactive and educated about the safety rules and software tools available."{13}

Child safety experts agree: parental guidance should be the first and strongest line of defense. Technology continues to outrun ethical reflection in a culture marked by the philosophy, "If it can be done, go for it!" Pragmatism, the myth of progress as always good, lack of a biblical understanding of sin's pervasiveness and seriousness and sheer greed, drive many of the developments like the *MySpace* revolution.

But so do innately human needs and God-given desires to connect in a disjointed, wired world. Moral panic regarding teens and technology are nothing new. Doomsday prophecies—partially deserved—ensued with the advent motion pictures, television, and the Internet itself, as Internet researcher Danah Boyd points out.{14} Wise adaptation is always essential to being "in the world but not of it."{15}

Hanging Out and Friending

Kids hang out on MySpace *because virtually everyone they know does, even if they would prefer not to. Another big draw: shared interests. But teens need to appreciate the distinction between acquaintances and true friends, as well as appropriate vs. illegitimate public intimacy while being truly "real."*

What can make young men cry? Take away their online "space."

At a conference panel discussion on social networking, four ministry leaders shared nearly identical experiences. Their teens had naturally migrated to *MySpace* with their peers and created profiles there, unknown to these conservative Christian dads. After perusing the site, three of the four outright forbade use of *MySpace*. One by one, they told tales of begging and weeping. One boy sobbed, "Dad, it's the only time I've ever felt cool."

This is tricky. Parents' gut reaction may be to minimize or dismiss such a notion. Yet, socialization at this age happens naturally, inevitably, even critically. But online? Here?

But part of the vital process of adolescent socializing is decoding cues about where you fit into the youth culture and *who* you are perceived to be. If kids are deeply grounded in the love of their God and family, it's just another "place." It's when this grounding is missing that *MySpace* can easily become a platform to present a false self.

Danah Boyd talks about the psychology of publicly viewable social networking: it's performed. "Showing face" becomes key, being "real" has its limits while "friending" online. Note the use of "friend" as a verb there.[16]

Author Connie Neal lists ways *MySpace* meets the needs of teens in uncanny ways, needs to:

- *Communicate with peers*

- *Try on different styles*

- *See what others are like*

- *Explore their generation's music, art, photography*

- *Hear, view, read stories through media*

- *Flirt*

- *Make friends*

- *Feel included in a group{17}*

For a time, *MySpace* also seemed unavoidable (it may be "like, so last year" at this point; *Facebook* is reportedly the social site of choice today among youth). Danah Boyd says, "For most teens, it is simply a part of everyday life—they are [at *MySpace*] because their friends are there and they are there to hang out with those friends. Of course, its ubiquitousness does not mean that everyone thinks that it's cool. Many teens complain that the site is lame, noting that they have better things to do.
Yet, even those teens have an account which they check regularly because it's the only way to keep up with the Joneses."{18}

Social networking relies on clicking to "make" or invite "friends." In contrast, an ancient Hebrew proverb states, "A man of too many friends comes to ruin, but there is a friend who sticks closer than a brother."{19}

This leads to a deeper question: "What does the term 'friend' really mean?" Certainly more than a popularity contest, which many accuse *MySpace* of becoming. Stephanie Bennett, writing for *Breakpoint,* warns, "In many ways these technologies reduce relationship to a commodity—something one possesses rather than a jointly developed friendship."

Bennett continues:

Just as the practice of [slow-paced] courtship . . . gave way to dating and the now common practice of objectifying "the other" [or "hooking up" and casual sex], the rules of relationship are . . . being rewritten, and . . . are being shaped by a distinctly media-centered worldview rather than a Christian one.[{20}](#)

Author C. S. Lewis wrote:

Friendship arises out of mere companionship when two or more of the companions discover that they have in common some insight or interest or even taste which the others do not share and which, till that moment, each believed to be his own unique treasure (or burden). The typical expression of opening Friendship would be something like, "What? You too? I thought I was the only one."[{21}](#)

Perhaps herein lies the greatest appeal of *MySpace*—shared interests. This is not lost on teenagers.

In balance, as one participant in a CNN.com forum wrote, "True friends . . . need to learn when to stop blogging and go across campus to help a friend."[{22}](#)

C. S. Lewis also wrote, "Eros will have naked bodies; friendship naked personalities."[{23}](#) The scantily clad girls parading on certain pages at *MySpace*
reflect our culture. Sex is confused with intimacy nowadays; psychological nudity on the Internet is not so different.

Billed as a place to make friends and connect in community, *MySpace*, *Facebook*, *Xanga* and the like may be having the opposite effect, according to one study at San Diego State. It uncovered "an attitude of 'It's all about me'" prevailing among college students, the *Chicago Tribune* reported, and "blogging and social networking are 'playing a big role' in

this."{24}

Nonsense, says tech educator Andy Carvin. Social networking largely entails "communities where people reinforce interpersonal relationships through sharing and creating content. . . . [They] want to be a part of something bigger than themselves."{25}

Social sites should reflect and enhance relationships, not define them. Challenge the presumption of *instant-friendship-by-mouseclick* with your kids as necessary. Guard against not only physical but "psychological nudity."

This presents one more important conversational topic for parents training their kids in a biblical worldview marked by serving others, not by parading themselves or sending false signals.

Parents and Teens Cooperating

Picture yourself or your child in a situation like this: "We're sorry, Caitlyn, but we just cannot hire you. Your online history isn't in keeping with our company's standards." A growing host of those among the Internet generation with online regrets have walled off their online socializing from prying parents and ended up miring their futures in controversy.

Another problem with *MySpace* and social sites is what Boyd calls *persistence in digital publics*. Unable to envision the future, kids don't grasp the lasting ramifications of their youthful foolishness, often captured publicly and permanently in cyberspace. "Without impetus," Boyd says, "teens rarely choose to go private on *MySpace* and certainly not for fear of predators or future employers. They want to be visible to other teens, not just the people they've "friended." They would just prefer [that] adults go away. All adults. Parents, teachers, creepy men."{26}

Natural teenage feelings indeed.

Boyd continues:

While the potential predator or future employer doesn't concern most teens, parents and teachers do. Reacting to increasing adult surveillance, many teens are turning their profiles private or creating separate accounts under fake names. In response, many parents are demanding complete control over teens' digital behaviors. This dynamic often destroys the most important value in the child/parent relationship: trust.{27}

While hers may sound like a throwback to the 1960s "Question authority!" mantra, Boyd raises a good point. She points out that nowadays adults control youth environments as never before due to fear of abduction and safety issues. "Teens have increasingly less access to public space. Classic 1950s hang outs like the roller rink and burger joint are disappearing while malls and 7-11s are banning teens unaccompanied by parents."{28} Balancing the imperative to protect against the need to let go is tough.

At the same time, parents, teachers, and youth leaders need to inculcate and model a biblical respect for God-given authority. When kids disrespect this, their Internet privileges should be at stake. Some practical safety tips for parents:

  • *Make sure your kids profile themselves online privately, only to well-chosen friends.*

  • *Ask your kids to invite you online as a "friend"—but don't embarrass them!*

  • *Openly discuss your concerns about social networking with your child.*

  • *Tour their online space and those of their friends.*

• Be alert to kids who are very secretive about their Internet use.

• Use the computer in a common area of the house.

• Monitor mobile online use and set up accountability with meaningful consequences. Yet, too many rules could exasperate older kids.{29}

Remember the story of the crying kids who had *MySpace* privileges revoked? One dad took a different approach. He entered into his daughter's online world and began exploring how to safely navigate and do ministry outreach together. Connie Neal describes *MySpace for Moms and Dads* how she participates with her daughter's willing friends as spiritual and relational advisor.{30}

The eventual goal of child-rearing is increasing autonomy and decreasing dependency. Social networking allows kids some autonomy, but they need to be careful in such a public arena. We as parents do well to act knowledgeably, not react out of sheer emotion.

Redeeming *MySpace*

MySpace has effectively tapped into youth culture *and* human nature. Teens are riding a culture-wide wave of self-expression.

But adult audiences there—and especially at other networking sites—are even bigger. Companies are now glomming onto the model for business purposes. *AnimalAttraction.com*, a social networking site for people who love pets, started as a dating service. Now, you can create a tailor-made social network through services like *Ning*.

Up to ten thousand Virginia Tech students conversed on social sites the day thirty-two were murdered in a shooting

rampage.{31} Presidential candidates are leveraging networking sites today.

Why is this idea so powerful? Could it be that self-expression is a sign of *imago dei*, the image of God imprinted into the soul of everyone? God spoke the world into existence, and we, his highest creatures, create ideas in much the same way. We seem to have an insatiable need to be heard, especially as we emerge into young manhood or womanhood.

What if we're really after much more—eternally satisfying relating that nothing on earth can compare to? For many folks, online "friends" or a bigger-than-life Web identity are just new ways to reach out for what's unreachable in this life. As C. S. Lewis wrote, "If we discover a desire within us that nothing in this world can satisfy . . . we should begin to wonder if perhaps we were created for another world."{32}

MySpace can be surprisingly redemptive. It served as a clearinghouse of mourning for Anna, murdered in cold blood while working at a McDonald's. A youth-led movement to help Ugandan orphans is building to huge proportions.

The head of Internet outreach for one of the world's largest ministries encourages viewing *MySpace* as a mission field. He tells kids, "It's where your friends and *their* friends are already. Jesus called us to be smart, not safe." As Paul wrote to the Roman church, "Do not be overcome by evil, but overcome evil with good."{33}

If you decide that *MySpace* is not for your family, there are Christian alternatives created for fellowship, evangelism, and discipleship; *Meetfish.com* and *MyPraize.com* are two.

Rather than "circle the countercultural wagons," why not explore the frontier of online social networking with your child? In a few years, the choice will be theirs, and they will likely default to socializing online as well as offline. They need to learn how to:

- **Be discerning online**, *asking things like, "Do I know and trust this person? Will this help me or hurt me?"*

- **Reflect Christ online:** *"How am I coming across? Does it honor my family and God? Am I teasing with moral compromise?"*

- *Ask themselves "Who seems lost, alone, afraid? Who needs the*
gospel?"* **That is, see their online life as a calling of Christ***.*

Dr. Kathy Koch of *Celebrate Kids* offers a real-life prescription for healthy self-esteem: "Parents and teachers who pay attention to children and teens for who they are and not just what they do, believe in kids' present value and not just their future potential, and encourage kids by celebrating them on more than their birthdays."{34}

Do this while teaching discernment and a thoroughly biblical worldview, and social networking may not be a problem. It could be a blessing in disguise.

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