

# Media and Digital Media



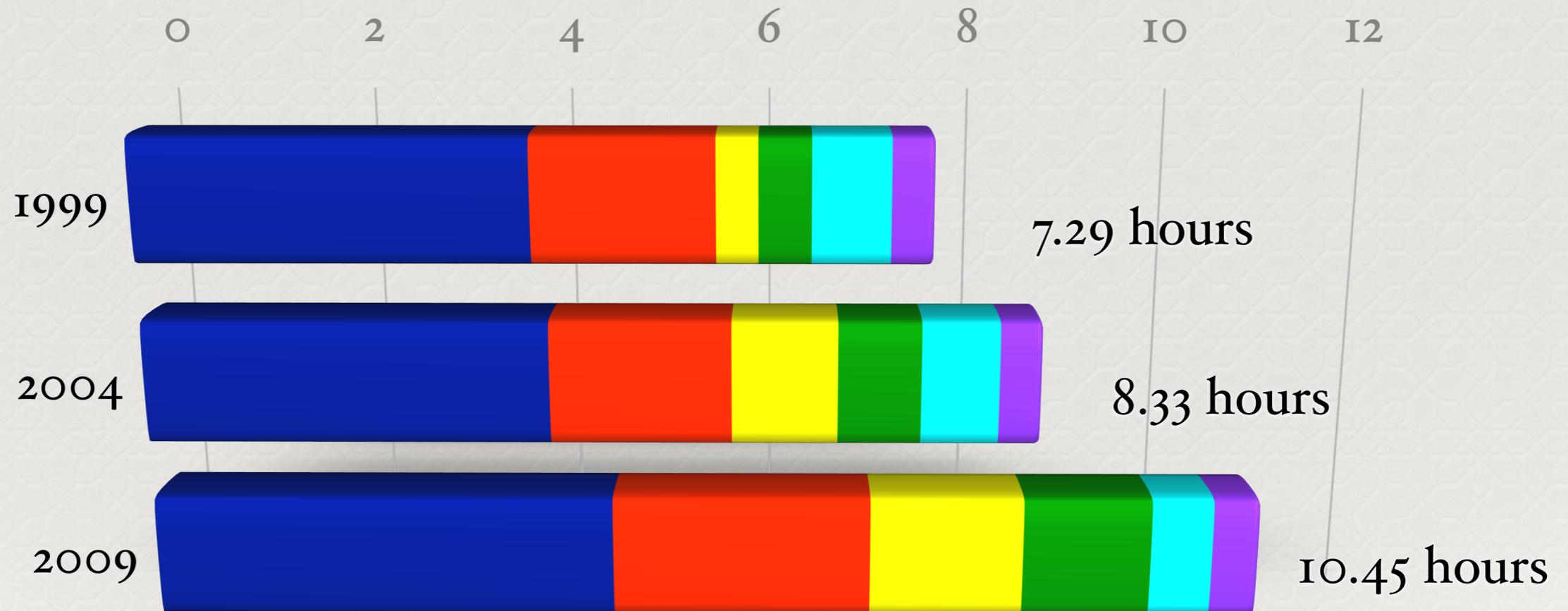
# Media Influence

- The sources of significant influence in American society are:

Movies, television, the Internet, books, music, public policy & law, and family

- The church is not even in the top twelve sources of influence!

# Media Usage by Youth



Kaiser Family Foundation, January 2010

# Media Usage: Television

- By High School graduation, he/she will have seen:
  - 22,000 hours of television
  - 16,000 TV homicides
  - 200,000 acts of violence
  - 640,000 TV commercials

# Biblical Standard

“Flee from youthful lusts.”

*2 Timothy 2:22*

“Pursue righteousness, faith, love and peace.”

*2 Timothy 2:22*

# Biblical Standard

“But now you must rid yourselves of all such things as these: anger, rage, malice, slander, and filthy language from your lips.”

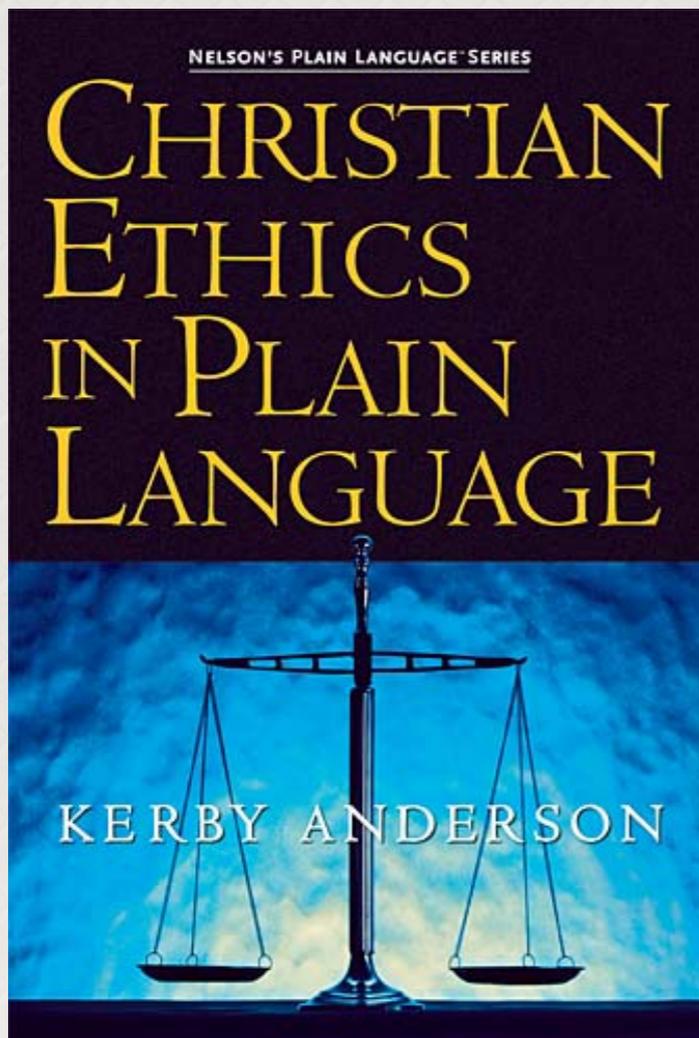
*Colossians 3:8*

# Biblical Standard

“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.”

*Philippians 4:8*

# Impact of Media



- The media present an unreal view of our world.
- The media present an oversimplified view of life.
- The media desensitizes its viewers.

# Impact of Television

- George Gerbner & Larry Gross
- Research at the Annenberg School of Communication
- “The Scary World of the TV’s Heavy Viewer,”  
Psychology Today

# Heavy Viewers

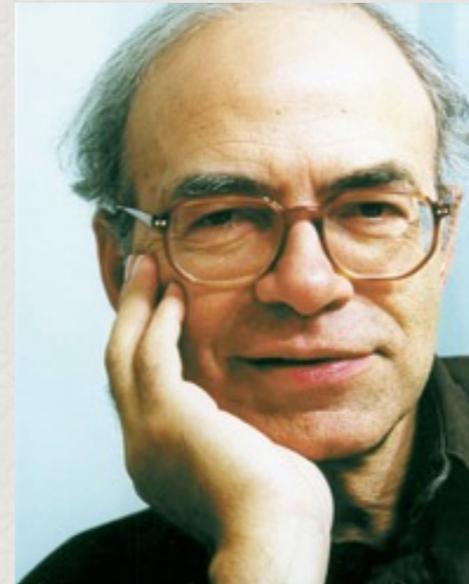
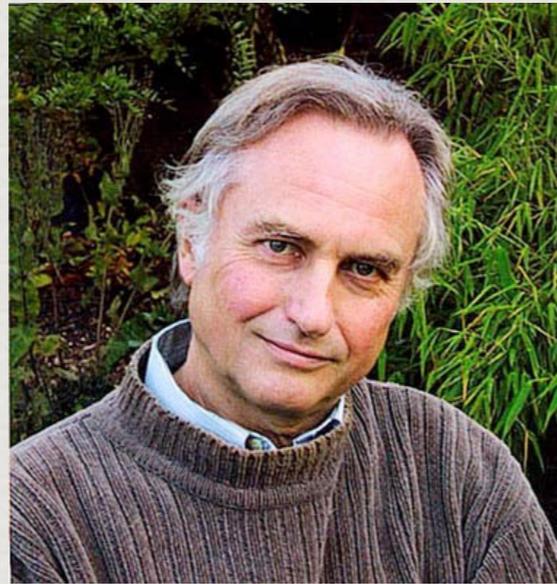
- Overestimate their likelihood of being involved in a violent crime.
- Overestimate percentage of people in white collar occupations.
- Overestimate percentage of Americans compared to rest of world.

# Television & Behavior

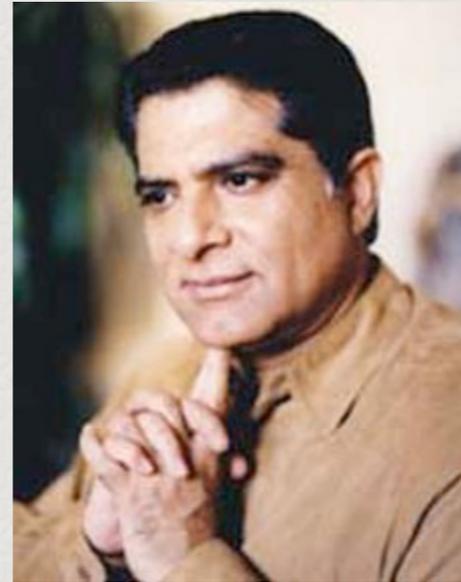
- Study of adolescents showed that watching sex on TV influences teens to have sex (Pediatrics, 2004).
- Over 1000 studies point to a causal connection between media and aggressive behavior in some children (Pediatrics, 2000).

# Media and Worldviews

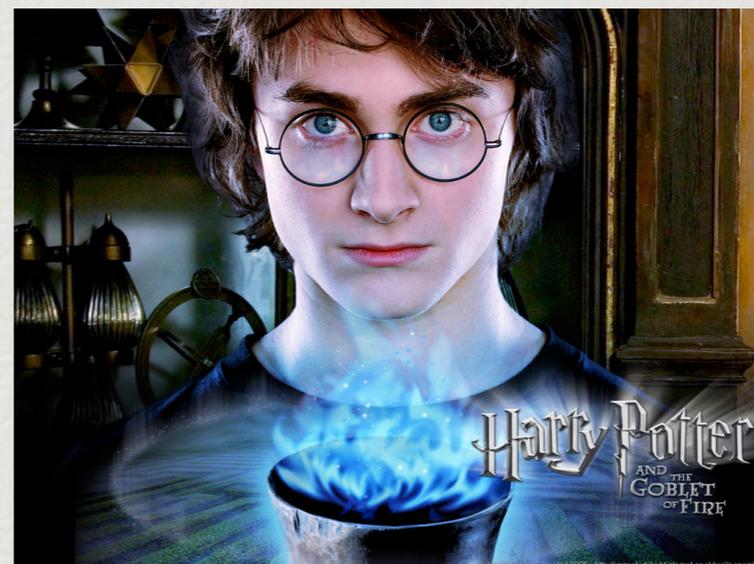
# Naturalism - Atheism



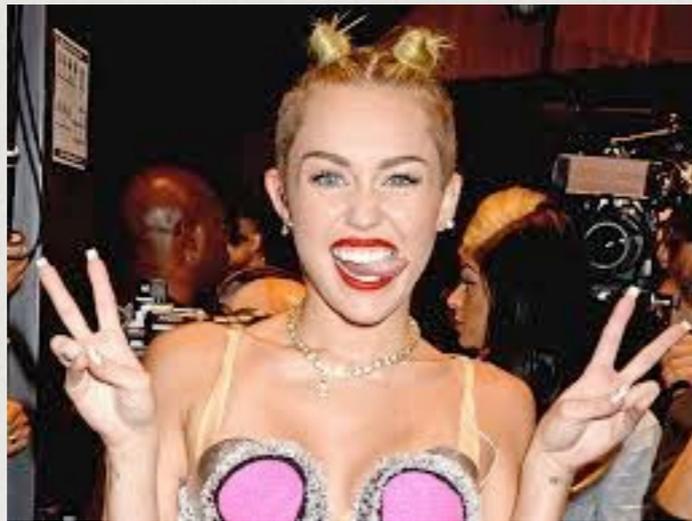
# Pantheism

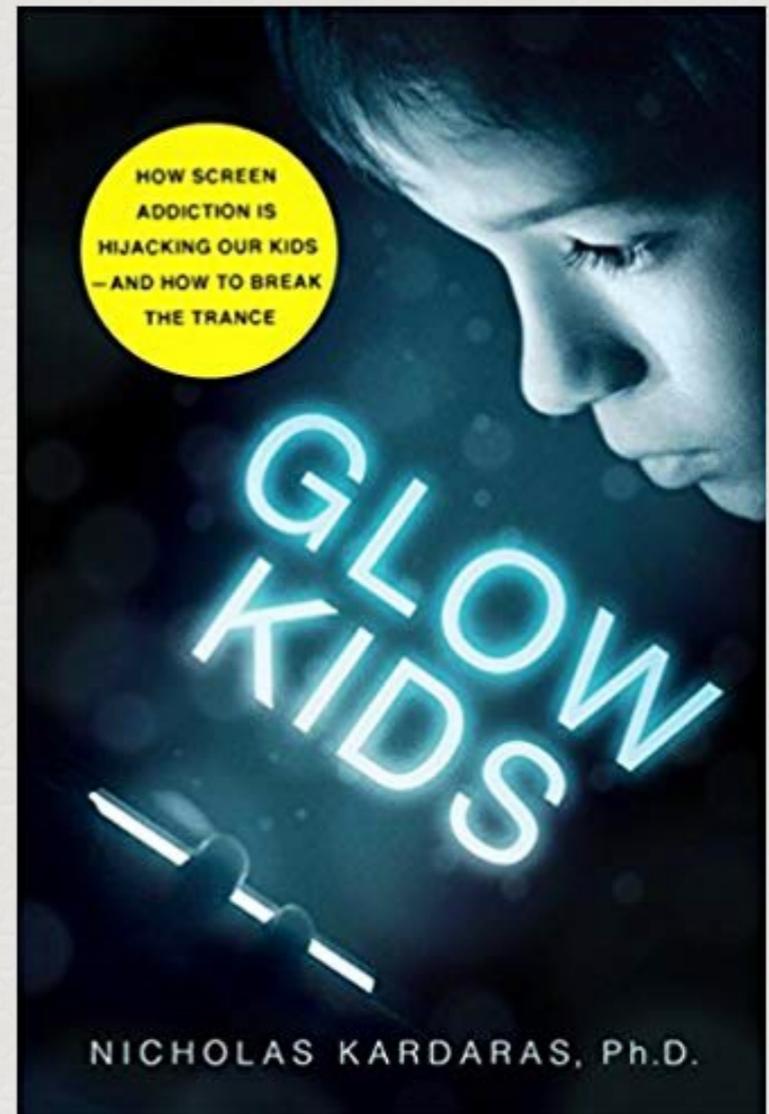
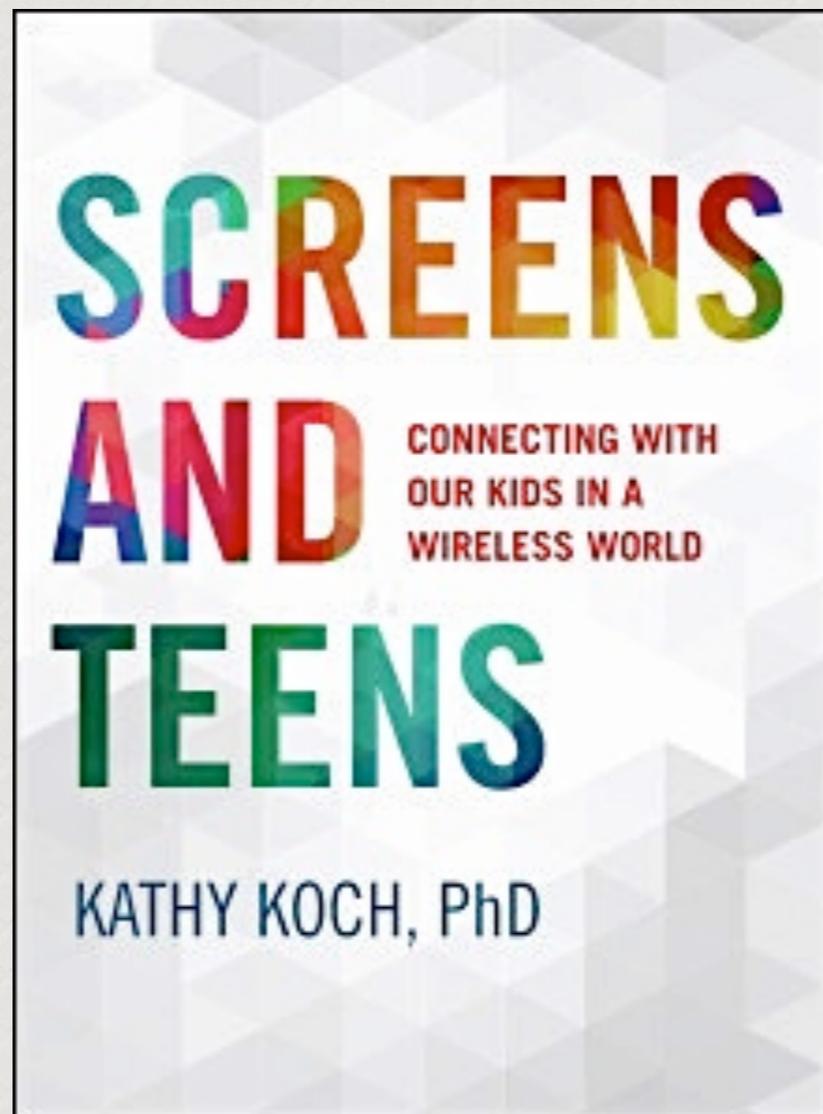
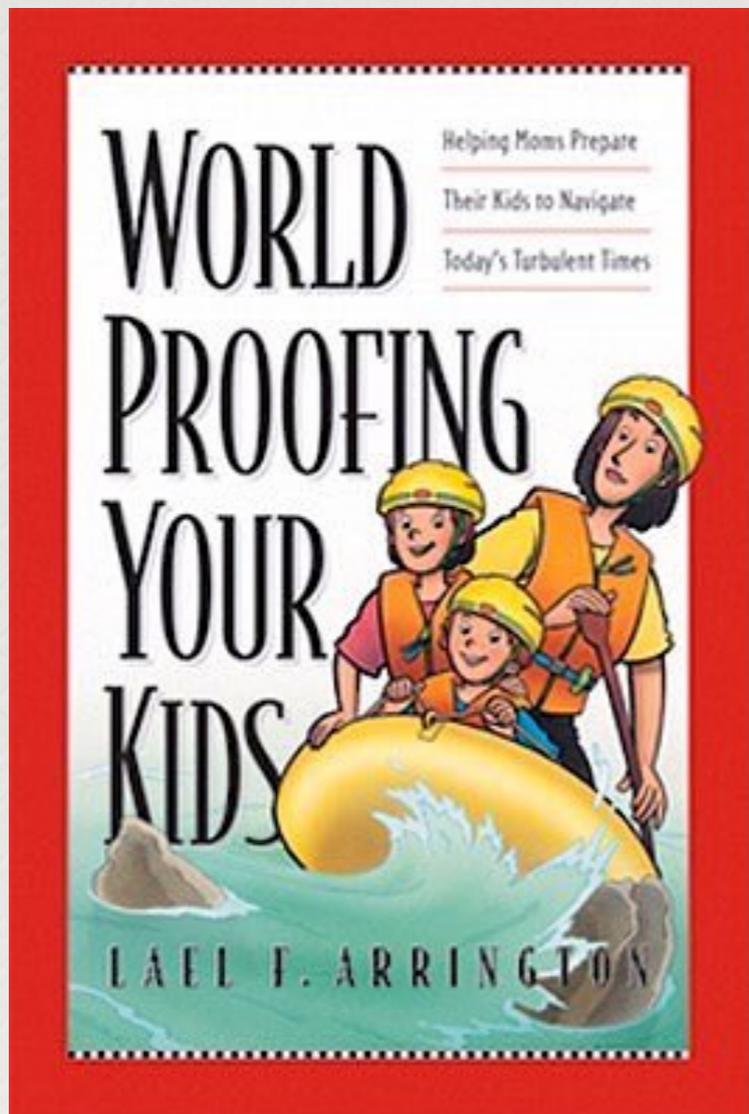


# Occult - Gnostic



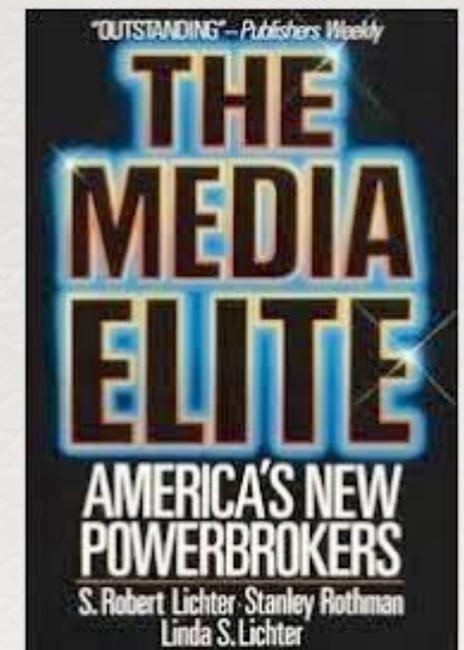
# Sensuality





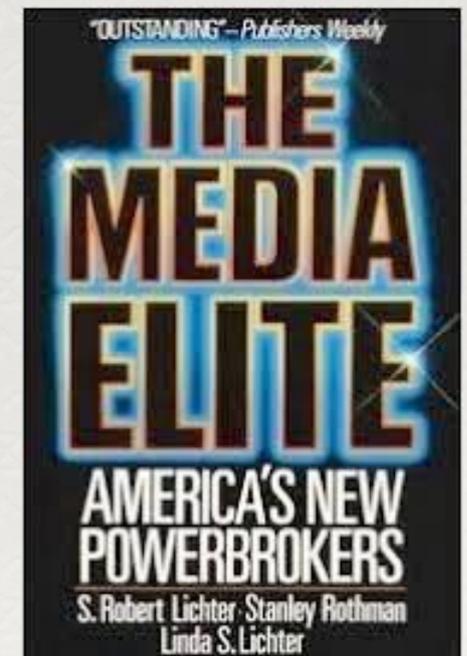
# Worldview: News Media

- Liberal - 80% always voted for Democratic candidate.
- Secular - 86% seldom or never attended religious services, 50% had no religious affiliation.
- Humanistic - 90% support a woman's right to choose.



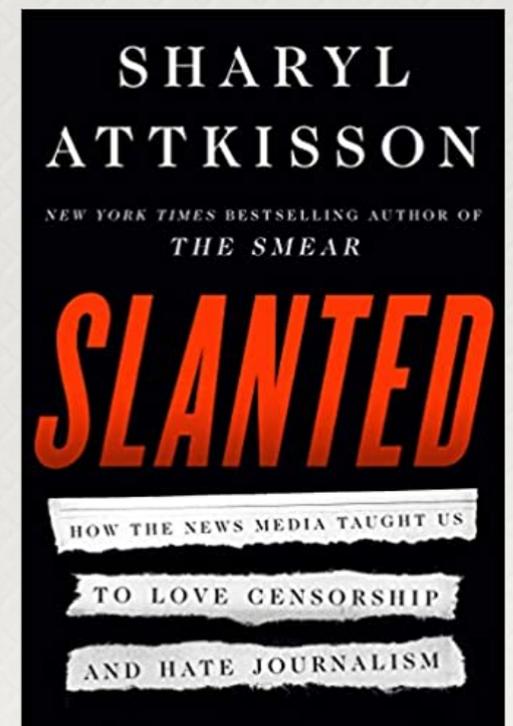
# Worldview: Television

- Most had some religious upbringing.
- Liberal - 80% always voted for Democratic candidate.
- Secular - 93% seldom or never attended religious services, 45% had no religious affiliation.



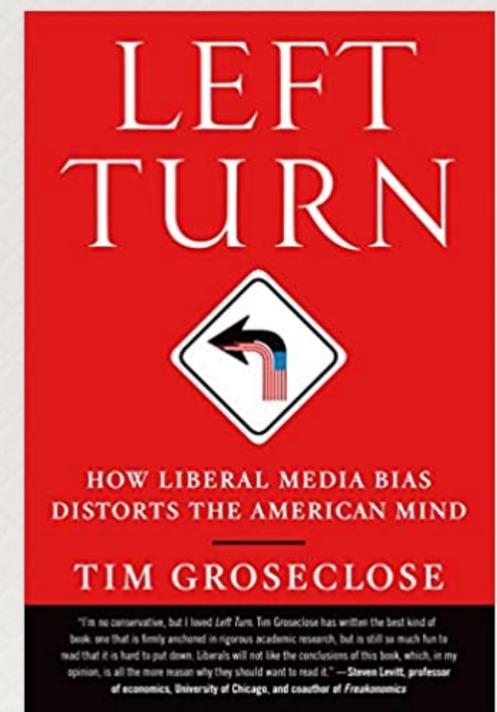
# Media Bias

- A narrative almost always presents multisided issues in a distinctly, one-sided fashion.
- It can be presented to overwhelm other facts or even eliminate contrary information.
- Can affect both reporters and editors.



# Media Bias

- He was able to provide a quantitative method to study bias - Political Quotient (PQ).
- Most media outlets were left of center.
- Most Americans would be have views like Orange County or the state of Kansas.



# Media and Our Brains

# Media and Our Brains



- In the movie *2001: A Space Odyssey*, Dave Bowman begins disconnecting the memory circuits of HAL.
- “Dave, my mind is going” HAL says forlornly. “I can feel it. I can feel it.”

# Media and Our Brains

WHAT THE  
INTERNET  
IS DOING TO  
OUR BRAINS  
**THE** Nicholas Carr  
AUTHOR OF *THE BIG SWITCH*  
**SHALLOWS**

“I can feel it too. 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.”

# Media and Our Brains



- Edward Taub conducted experiments on right-handed violinists.
- The brain areas of the violinists were significantly larger than for nonmusicians.



## Increased Cortical Representation of the Fingers of the Left Hand in String Players

Thomas Elbert, Christo Pantev, Christian Wienbruch, Brigitte Rockstroh and Edward Taub

*Science*

New Series, Vol. 270, No. 5234 (Oct. 13, 1995), pp. 305-307

Published by: [American Association for the Advancement of Science](http://www.aas.org/)

Stable URL: <http://www.jstor.org/stable/2888544>

Page Count: 3

# Media and Our Brains

**BBC NEWS** WORLD EDITION

You are in: **Science/Nature**  
Tuesday, 14 March, 2000, 15:51 GMT

**News Front Page**



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- Health

**Taxi drivers' brains 'grow' on the job**

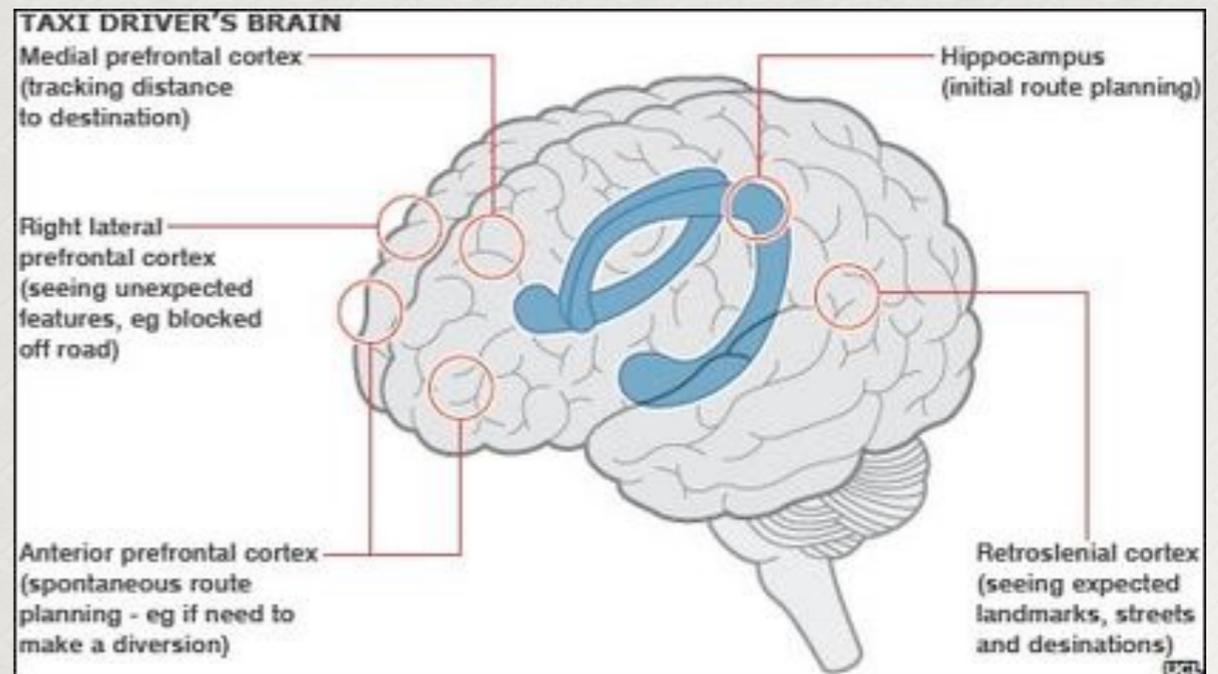


Cabbies' brains adapt to hold "the knowledge"

**Talking Point** Cab drivers' grey matter enlarges and adapts to help them store a detailed mental map of the city, according to research.

**Country Profiles**  
In Depth

London taxi drivers - posterior hippocampus (spacial data) was much larger than normal.



# Media and Our Brains

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## How the 'Plastic' Brain Rewires Itself

Italian researchers determine how juvenile and adult brains respond to environmental change

By [Nikhil Swaminathan](#) | February 28, 2007

By exposing mice that had been closeted in complete darkness for days to light, Italian researchers have determined why adult brains lose the plasticity of younger brains. Their findings, published in this week's issue of *Neuron*, provide further evidence that a certain class of drugs may one day be used to successfully treat degenerative nerve diseases like Alzheimer's and Huntington's.

The researchers primarily focused on the plasticity of the visual cortex, because there is a wealth of evidence that this part of the brain can be rewired more easily in children than in adults. For example, it is known that children—but not adults—can develop amblyopia or lazy eye (which makes it difficult to read closely spaced letters) when deprived of light or the full range normal visual stimulation.



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# Media and Our Brains

Addiction, distraction, depression, overload.

## This Is How The Internet Is Rewiring Your Brain

The Huffington Post

Posted: 10/30/2013 5:18 pm EDT | Updated: 10/31/2013 10:25 am EDT



1.5k 428 280 58 6

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### SUGGESTED FOR YOU

Photos Capture Devastating Refugee Crisis On Greek Islands



Networking For Introverts

# Media and Our Brains

- “Constantly using Twitter is reducing the time of concentration to a few dozen words. He says Twitter will tune “the brain to reading and comprehending information 140 characters at a time.”
- Steven Kotler, *Psychology Today*, 15 May 2009.

# Media and Our Brains

- Concentration
  - Distraction overload - leaves user with the: “Where was I”? brain lock.
  - Continuous Partial Attention - not multitasking, rapid-fire switching of attention.
- Creativity - no “think time” or daydreaming

# Media Addiction

- George Barna, “Media Addiction,” January 2010.
- Show all the signs of addiction (American Psychiatry Association).
- Parents understand the dangers (3/4ths say exposure of their children to inappropriate content is one of their top concerns).

# Common Objections

- That's reality.
- I'm just killing time.
- It won't affect me.
- No one will know.
- It's just entertainment.

# [www.probe.org](http://www.probe.org)

- Media and discernment
- New media and society
- Sex and violence on television
- Music and the Christian
- Film and the Christian
- Video games

# Book Resources

