


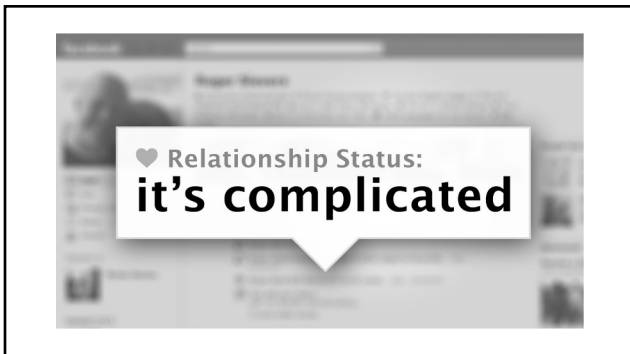
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## OUTLINE



- 1. Introduction: Our Strange & Complicated relationship with technology**
- 2. Bible's take on our minds and knowledge intake**
- 3. Examining the "Nutritional Fact label" of social media and internet consumption**
- 4. Where we go from here: Changing your knowledge diet**

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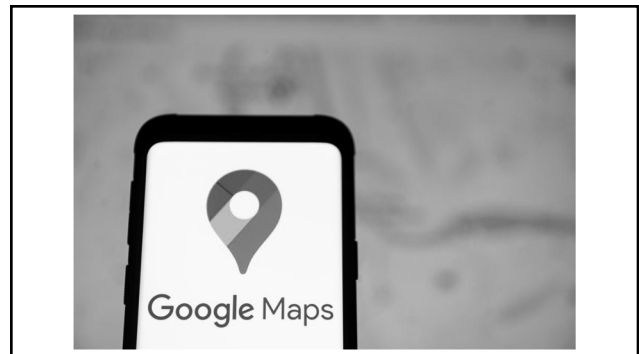
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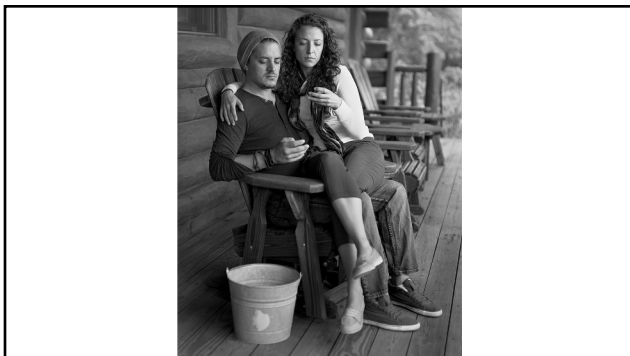
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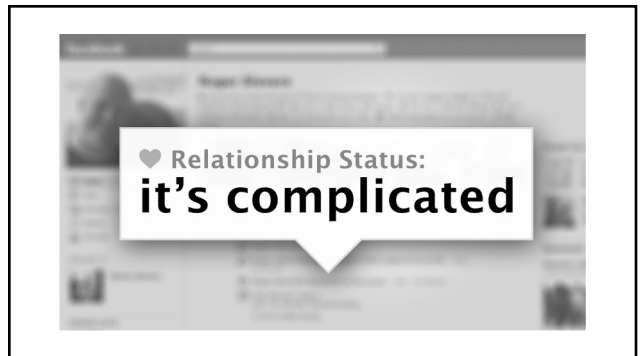
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Introduce yourselves and discuss:

Do you find your relationship with technology to be strange and complicated? If yes, how so?

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## BASIC MESSAGE TODAY



**WE MUST WATCH OUT KNOWLEDGE DIET**

WHY?

We tend to be fed and shaped more by our technology platforms (and their underlying mechanisms) than by the truth of God's word

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## OUTLINE



1. **Introduction: Our Strange & Complicated relationship with technology**
2. **Bible's take on our minds and knowledge intake**
3. **Examining the "Nutritional Fact label" of social media and internet consumption**
4. **Where we go from here: Changing your knowledge diet**

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### WHAT WE PUT INTO OUR MINDS MATTERS

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.

- Phil 4:8 -

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### MAIN STAPLE DIET: GOD'S WORD

But he answered, "It is written, "Man shall not live by bread alone, but by every word that comes from the mouth of God.' "

- Matt 4:4 -

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### KNOWLEDGE DIET PURITY AFFECTS GROWTH

So put away all malice and all deceit and hypocrisy and envy and all slander. Like newborn infants, long for the pure spiritual milk, that by it you may grow up into salvation—if indeed you have tasted that the Lord is good.

- 1 Pet 2:1-3 -

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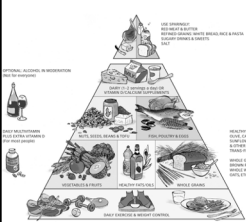
We need a diet built around knowledge-intake that actually cultivates wisdom. *We need for our mental and spiritual health what the Food Pyramid was for our physical health:* guidance for what to eat and what not to eat and in what proportions, so we can become more healthy and strong.



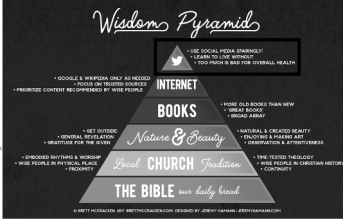
**Brett McCracken**

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**THE HEALTHY EATING PYRAMID**  
Department of Nutrition, Harvard School of Public Health



**Wisdom Pyramid**



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Do you think about what you put in your minds as a “knowledge diet”? How does this biblical image help?

Do you sense a need for a “wisdom pyramid” in your life? Why or why not?


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Question: When we feed on social media and the internet, what are we feeding our minds and hearts? Moreover, how was the “digital potpart” made? How will it shape our spiritual health?

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**EXAMINING THE “NUTRITIONAL FACT LABEL”**



**FACT #1: Social media platforms ... are in the “attention harvesting business”**



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**FACT #1: Social media platforms ... are in the "attention harvesting business"**




**Conventional business model**  
Sell at price higher than cost to make profit

**Day's game-changing business model**  
Sell at price lower than cost, BUT harvest attention of his readers and sell that attention crop to advertisers

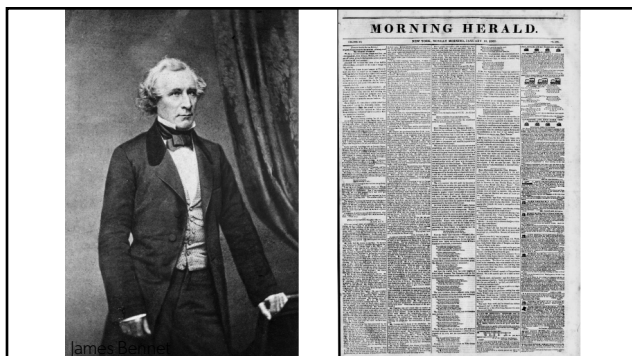
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For advertising was the conversion engine that, with astonishing efficiency, turned the cash crop of attention into an industrial commodity. As such, attention could be not only used but resold.

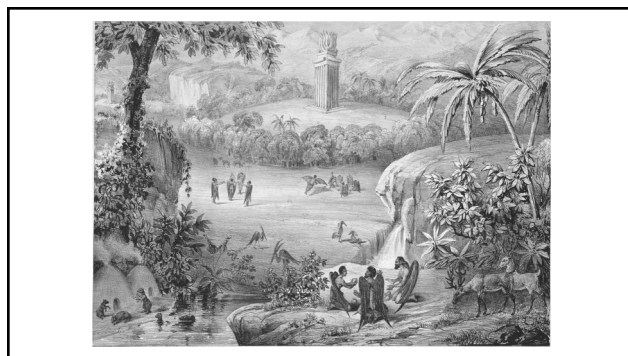


**THE ATTENTION MERCHANTS**  
TIM WU

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In the ensuing contest we can observe a very basic and perhaps eternal dynamic of the attention industries. **We've already seen the attention merchant's basic modus operandi: draw attention with apparently free stuff and then resell it. But a consequence of that model is a total dependence on gaining and holding attention.**

**THE ATTENTION MERCHANTS**  
TIM WU

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This means that under competition, the race will naturally run to the bottom; attention will almost invariably gravitate to the more garish, lurid, outrageous alternative, whatever stimulus may more likely engage what cognitive scientists call our "automatic" attention as opposed to our "controlled" attention, the kind we direct with intent.

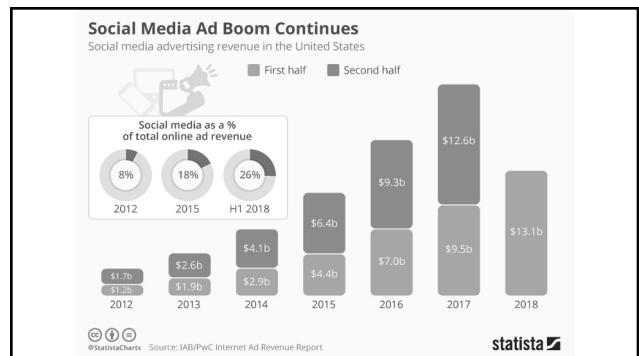
**THE ATTENTION MERCHANTS**  
TIM WU

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The race to a bottomless bottom, appealing to what one might call the **audience's baser instincts**, poses a fundamental, continual dilemma for the attention merchant—**just how far will he go to get his harvest?** If the history of attention capture teaches us anything, it is that the limits are often theoretical, and when real, rarely self-imposed.

**THE ATTENTION MERCHANTS**  
TIM WU

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[Before the 19<sup>th</sup> century], the Church was the one institution whose mission depended on galvanizing attention; and through its daily and weekly offices, as well as its sometimes central role in education, that is exactly what it managed to do. At the dawn of the attention industries, then, religion was still, in a very real sense, *the incumbent operation*, the only large-scale human endeavor designed to capture attention and use it.

**THE ATTENTION MERCHANTS**  
TIM WU

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*But over the twentieth century, organized religion...would prove vulnerable to other claims on and uses for attention...Offering new consolations and strange gods of their own, the commercial rivals for human attention must surely figure into [religion's decline]. Attention, after all, is ultimately a zero-sum game.*

**THE ATTENTION MERCHANTS**  
TIM WU

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## THE STAKES




**OFFERING CHRIST OUR ATTENTION IS THE VERY HEART OF OUR WALK WITH GOD**

And he said to him, "You shall love the Lord your God with all your heart and with all your soul and with all your mind. This is the great and first commandment.


Matthew 22:37-38

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### EXAMINING THE "NUTRITIONAL FACT LABEL"



**FACT #1: Social media platforms ... are in the "attention harvesting business"**




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This section takes a hard look at what is often called, "The Attention Economy". Is this a new concept for you?


How does the image of attention HARVESTING change how you look at social media and internet consumption?

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### EXAMINING THE "NUTRITIONAL FACT LABEL"





**FACT #1: Social media platforms ... are in the "attention harvesting business"**

**FACT #2: Social media platforms ... are designed like slot machines**


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### FACT #2: Social media platforms ... are designed like slot machines

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The thought process that went into building these applications, Facebook being the first of them, . . . was all about: "How do we consume as much of your time and conscious attention as possible?" And that means that we need to sort of give you a little dopamine hit every once in a while, because someone liked or commented on a photo or a post or whatever.



**SEAN PARKER**  
Facebook Founding President

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They are slot machines in your pocket



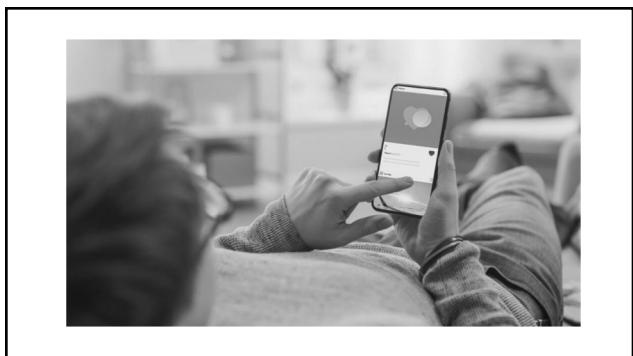
**TRISTAN HARRIS**  
former Google Design Ethicist

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**NATASHA DOW SCHULL**  
Casino Researcher at NYU

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When people get sucked into scrolling on social media, on this infinite scroll, this is a slot machine. Because there your fingers are going "swipe" and you're not sure what's it going to be next.







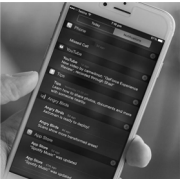
**TRISTAN HARRIS**  
former Google Design Ethicist

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**FACT #2: Social media platforms ... are designed like slot machines**




Specific examples:

-  Like
-  Likes & Hearts
-  Photo-tagging
-  Infinite articles
-  Push Notifications

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## TAKEAWAY MESSAGE

**ACKNOWLEDGE THE SLOT MACHINE IN YOUR POCKET**

Therefore, since we are surrounded by such a great cloud of witnesses, **let us throw off everything that hinders and the sin that so easily entangles.** And let us run with perseverance the race marked out for us, **fixing our eyes on Jesus**, the pioneer and perfecter of faith.

- Heb 12:1-2a (NIV) -

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Have you had the experience of mindlessly scrolling on your phone, getting in the “zone” and finding that hours have passed since you picked up your phone? Share your experiences.

How does that image of a pocket SLOT MACHINE change how you view your phone, social media and internet consumption?

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### EXAMINING THE “NUTRITIONAL FACT LABEL”



**FACT #1: Social media platforms ... are in the “attention harvesting business”**

**FACT #2: Social media platforms ... are designed like slot machines**

**FACT #3: Social media platforms ... shape real-world perceptions and behaviours**

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### FACT #3: Social media platforms ... shape real-world perceptions and behaviours




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### FACT #3: Social media platforms ... shape real-world perceptions and behaviours



## The Rise of Personal Brands

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Think about what people are doing on Facebook today. They're keeping up with their friends and family, but they're also building an image and identity for themselves, which in a sense is their brand.



**Mark Zuckerberg**  
Facebook CEO

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Facebook had supposedly replaced cyberspace with something more “real,” but what it created in fact was just another realm of unreality, one that, on account of looking real, was more misleading. **Here was a place where friends always congratulated and celebrated; where couples did little but eat at nice restaurants, go on vacation, or announce engagements or newborns; and where children never cried or needed diaper changes or hit each other.** On Facebook, all happy families were alike; the others may have each been unhappy in their own way, but they were not on Facebook.

**THE ATTENTION MERCHANTS**  
 The Epic Scramble to Get Inside Our Heads  
 TIM WU

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**FACT #3: Social media platforms ... shape real-world perceptions and behaviours**



**The Rise of Personal Brands**

**The Rise of Personal Followings**

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It was Twitter that would provide the first finely calibrated measurement of microfame, nanofame, and smaller trace levels... If there was an ingenious innovation, it was Twitter's system of “followers”... follower system became the new measure of fame

**THE ATTENTION MERCHANTS**  
 The Epic Scramble to Get Inside Our Heads  
 TIM WU

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But far and away Instagram's best known feature—its killer app—was the self-portrait, or as the Australians called it, “the selfie,” the term that became the Oxford Dictionary's Word of the Year in 2013.

**THE ATTENTION MERCHANTS**  
 The Epic Scramble to Get Inside Our Heads  
 TIM WU

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**FACT #3: Social media platforms ... shape real-world perceptions and behaviours**



**SO WHAT'S HAPPENING HERE?**


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Facebook was creating brand awareness, even without conscious notice of ads, let alone clicks. Its head, Brad Smallwood, would tell advertisers that “99 percent of sales generated from online branding ad campaigns were from people that saw but did not interact with ads,” claiming to prove “that it is the delivery of the marketing message to the right consumer, not the click, that creates real value for brand advertisers.”

**THE ATTENTION MERCHANTS**  
 The Epic Scramble to Get Inside Our Heads  
 TIM WU

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It is the gradual, slight imperceptible change in our own behaviour and perception...that is the product.



**Jaron Lanier**  
Computer Scientist, VR Tech Pioneer

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**FACT #3: Social media platforms ... shape real-world perceptions and behaviours**





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**TAKEAWAY MESSAGE**

**SOCIAL MEDIA COVERTLY SHAPES PERCEPTION & BEHAVIOUR MORE THAN WE THINK**

But now, O Lord, you are our Father;  
we are the clay, and you are our potter;  
we are all the work of your hand.  
- Is 64:8 -

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How does the image of the POTTER & CLAY change how you view your phone, social media and internet consumption?

Whose turning wheel do you spend more time on? The turning wheel of God's word or the turning wheel of social media?

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**Nutrition Facts**  
4 servings per container  
Serving size 1 cup (237g)  
Amount per serving  
**Calories 280**

	% Daily Value*
<b>Total Fat</b> 5g	10%
Saturated Fat 4.5g	90%
Trans Fat 0g	
<b>Cholesterol</b> 25mg	50%
<b>Sodium</b> 50mg	10%
<b>Total Carbohydrate</b> 34g	68%
Dietary Fiber 1g	2%
Total Sugars 1g	2%
Includes 0g Added Sugars	0%
<b>Protein</b> 10g	20%
Vitamin D 0mg	0%
Calcium 300mg	60%
Iron 10mg	20%
Potassium 510mg	10%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used as a guideline to diet.

Question: When we feed on social media and the internet, what are we feeding our minds and hearts? Moreover, how was the "digital potpart" made? How will it shape our spiritual health?

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**EXAMINING THE "NUTRITIONAL FACT LABEL"**



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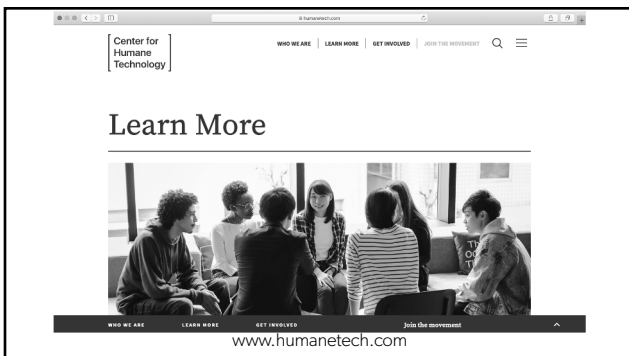


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## Take Control

Here are a few important steps you can take right now to increase your well being and regain control. Start with your own devices and invite friends or family to join you. Our collective individual actions are creating a powerful growing movement. Together, we can change the system.

Note: The resources linked here will direct you to organizations who we think are doing great work. These third party sites are not formally affiliated with CHT and their content may change without notice. Please review with care and discretion.

**Turn Off Notifications**

Red is a trigger color that instantly draws our attention. Reclaim your time by turning off notifications.

**TAKE CONTROL**

- Go to **Settings > Notifications**, or **swipe left on any incoming notification and hit Manage > Turn Off**

<https://www.humanetech.com/take-control>

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**Delete "Instagram"?**

Removing this app will delete all photos, videos, and messages stored on your device. All data will not be shared.

Cancel Delete

**Remove Toxic Apps**

Remove apps that profit off of addiction, distraction, outrage, polarization, and misinformation.

**TAKE CONTROL**

- Remove Facebook → Message Friends with Signal
- Remove TikTok → Send video messages by direct text or with Marco Polo
- Remove Snapchat → Get creative in Text instead
- Remove Instagram → Use VSCO for photography

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**Fully Disconnect 1 Day Per Week**

Disconnecting can be a powerful way to reconnect with yourself and your loved ones. It's not only good for you — collectively we can reduce time spent on social media platforms by 15%, impacting bottom lines.

**TAKE CONTROL**

- Pick a date and let your friends and family know you'll be offline → Or, better yet, invite them to join you

<https://www.humanetech.com/take-control>

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Center for Humane Technology

WHO WE ARE | LEARN MORE | GET INVOLVED | JOIN THE MOVEMENT

## For Youth, Parents & Educators

<https://www.humanetech.com/families-educators>

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### HELPFUL RESOURCES FROM TECHNOLOGISTS



NEW YORK TIMES BESTSELLER

**Digital Minimalism**

Choosing a Focused Life in a Noisy World

**CAL NEWPORT**

Bestselling author of Deep Work

**THE ATTENTION MERCHANTS**

The Epic Scramble to Get Inside Our Heads

**TIM WU**

Author of The Master Switch

"BAZINGA." - FINANCIAL TIMES


Your **ndivided**



attention

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### HELPFUL CHRISTIAN RESOURCES




Foreword by John Piper

**12 WAYS YOUR PHONE IS CHANGING YOU**


Tony Henke

Feeding Your Soul in a Noisy World



**THE WISDOM PYRAMID**

BRETT MCCracken




**HOPE CHURCH TORONTO WEST**

Want to discuss this topic more?  
Join us on Wed, Jan 17<sup>th</sup> @ 7pm via ZOOM

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## Questions?





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## RENEWED PRAYER

Father, my **ATTENTION** is yours to **TAKE**. My **MIND** is yours to **SHAPE**.

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