

"Hair on Fire?" Pt 4

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All right, we're going to pray. Here we go.

Lord God in heaven, we thank you for being with us through this last week, what beautiful weather we've had, flowers blooming and blossoming, allergies kicking in, I mean, all the wonderful birds and just the smells and the sights and the sounds, Lord, we thank you for that. We thank you for being with us and keeping us in good health. We pray, Lord, for our class today. We ask you if you'd be with us as we dive into this class, that you would continue to help us that we may be a reasonable people, that we would be those who'd help others as well to not make spot decisions and jump to conclusions before they get more details, and if you would guide us in all of this in Jesus' name. Amen.

So we had Presbytery this week, just real quick, Presbytery was actually a two day retreat at Shangri-La which is in Grove, Oklahoma. So Shangri-La, I don't know, I guess you've got to sell drugs to be able to go there very often, I don't know. It's a joke. But the retreat was good. We also had a Presbytery nothing major happened. There was no scandals, no explosions. Just letting you know. Okay. So somebody will inevitably ask about Presbytery.

So we're doing our class work, the fourth class of my two week class and we'll have a fifth week next week and that will be the last, I guarantee it. So it's "Hair on Fire?" Validate before you palpitate. Authenticate before you propagate. Just remember Hanlon's razor, never ascribe to malice that which is adequately explained by incompetence. I just find that so helpful, even of personal relationships, personal discussions and stuff.

Just quickly a review of what we've done to this point. Suspend judgment. This is not just about the article itself or the news itself but also what the news is reporting about, okay? So sometimes, you know, the article comes out and people make judgments about the people in the reports, sometimes about the media itself. Suspend judgment. Assume innocence. Remember that accusation does not mean guilt. And I showed you Hanlon's razor. Reporters are human. Are there other reasonable explanations, it's a good question to always ask yourself. Also what's the media angle, thinking about as we did with Francis Schaeffer, the two different angles of the same report and how that happened and

all that, and you'll see one and we're actually going to practice this one in just a minute, okay? We're going to practice with something. Don't be part of over reporting. I made that case last week how over reporting, the impact of over reporting and suicide clusters, over reporting and mass shootings, and over reporting and terrorist activity and recruitment, etc. So don't be part of the over reporting. So validate before you palpitate. Authenticate before you propagate.

So before we dive in too far, let's ground ourselves in a couple of passages of scripture. You can see those, this is from 1 Peter 3:8 and 12 where Peter as he's talking about, he begins in chapter 2, remember, talking about slaves and how they're to function and the perspective they're to have, and then he talks about wives and husbands and now he comes here. "Finally, all of you, have unity of mind, sympathy, brotherly love, a tender heart, and a humble mind. Do not repay evil for evil or reviling," what is reviling? Anybody know? What's reviling?

["Getting back."]

Getting back, usually it's verbally, right? So don't go around slandering those who've slandered you. Don't go about destroying the character of someone who's tried to destroy your character. Don't revile for reviling and remember the example he uses back in chapter 2 is Jesus who was reviled but did not respond with reviling, okay? And that, Peter uses Jesus as an example of how we're to be. So, "Do not repay evil for evil or reviling for reviling, but on the contrary, bless, for to this you were called, that you may obtain a blessing. For 'Whoever,'" and here now he's quoting Psalm 34, "For 'Whoever desires to love life and see good days, let him keep his tongue from evil and his lips from speaking deceit; let him turn away from evil and do good; let him seek peace and pursue it. For the eyes of the Lord are on the righteous, and his ears are open to their prayer. But the face of the Lord is against those who do evil.'" I mean, that's where we're to be grounded, right there, part of that. And then there's also 1 Thessalonians 5:15, "See that no one repays anyone evil for evil, but always seek to do good to one another and to everyone." Okay, so no repaying.

And then our Lord's words in Luke 6 and sometimes this gets misunderstood as if Jesus is talking about financial giving. I don't know, that's probably... Remember the 700 Club used to quote this all the time as reasons why you need to give them more money. So we'll get there. So this is from Luke 6:35-38, Jesus our Lord said, "But love your enemies, and do good, and lend, expecting nothing in return, and your reward will be great, and you will be sons of the Most High, for he is kind to the ungrateful and the evil. Be merciful, even as your Father is merciful. Judge not, and you will not be judged; condemn not, and you will not be condemned; forgive, and you will be forgiven; give, and it will be given to you. Good measure, pressed down, shaken together, running over, will be put into your lap." That's the one the 700 Club used to quote for giving. "For with the measure you use it will be measured back to you." Now our Lord is talking about our relationships and the way that we function in our relationships, and so the measure we use, the way we dish it out is the way we can expect to have it dished out back to us and

that's what he's driving at here, "Be merciful, even as your Father is merciful. Judge not, and you will not be judged," etc.

So it's important for us to have that kind of biblical grounding still in the back of our head even when we're talking about media, things how to perceive the media, what's in the media, what the reports are about and all those things. So last week we talked about media influence, we talked about specifically over reporting and its relationship to suicide clusters, mass shootings and terrorism, its publicity and recruitment, and I gave you, I showed you the different reports that were out, numerous reports, and that was just the scratching of the surface of the reports of the connection from people who are not necessarily Christian. They weren't writing Christian journals or anything like that, they were, these were others that are very very concerned about this.

So I'm going to do an illustration of what we've done up to this point. I just want to give you a caveat before we do this, okay? We're going to watch three videos of the same incident, three videos. I don't want us to get lost in the subject of the videos, okay, but I want us to walk through the angles, check out the angles and how we should initially respond. I know it is an emotionally charged topic and situation so I'm gambling a bit here. This is a situation that happened on the 29th of April in Oklahoma City, okay? So is everybody ready? We're going to watch three videos. You guys ready? All right. Can you turn off that light? The other light, please. Okay, very good, here we go.

So hopefully you'll be able to see this. Now I want to tell you, this is a video from across the street and then it was sent to a guy who puts it on YouTube and I'm going to read for you what's put down at the bottom. He's going to tell you, this is funny but it's not, he's going to tell you what's going on here and what was said, and then we're going to watch a second video. So I want you to try to keep all of this in your head. Sorry the music is kind of weird at first.

[video clip]

The cop says, "You're free to go." Floyd Wallace, the black guy says, "I want to go that way." And then he's arrested. Okay, did y'all see that? You saw the video from across the street. Supposedly the cop says, "You can go free." Supposedly Floyd Wallace says, "I want to go that way." And then he attacks him. That's what it shows in the video, okay? That's from across the street. Remember media angle, okay?

No, no, no, no. Yes, here we go. This is the body cam, okay? It's a really long video but we're not going to watch all of it. I just want you to get a sense of what's going on and I'm going to fast forward it, try to move it forward and go from there. So this is the same incident from a different angle, okay?

[video clip]

Speaker: Oklahoma City 911.

Speaker 2: Yeah, at 400 South Main outside of the Carver Correctional Center there's a guy hiding in the bushes, like, ninja style and, you know, I don't know what he's doing [unintelligible]

Here comes the police officer, Sgt. Miller.

Sgt Miller: Is everything all right? I just want to talk to you, bud. Can you take your hand out from behind your back?

Sgt Miller: I just want to know why you're hanging out over at the Carver Center just hiding behind the bushes.

Sgt Miller: Can you show me your hand, man?

He's walking around with his hands behind his back and in his pockets.

Sgt Miller: I've got a taser right here.

Man walking up: [unintelligible]

Sgt Miller: Show me your hand. Show me your hand, buddy.

Sgt Miller: You got ID on you?

Man: Go away.

He said, "Go away."

Sgt Miller: Go away? Why are you bugging the folks over there?

Man: Go away.

Sgt Miller: Huh?

Man: Go away.

Sgt Miller: Well, I'm trying to figure out what's going on. Have you got your info on you?

Sgt Miller: You got an ID?

Man: Go away.

Sgt Miller: I don't have to go away. I'm here to investigate an incident, dude.

Sgt Miller: So what's going on?

Sgt Miller: Are you all right?

Man: Go away.

Sgt Miller: I'm here to see why you're hiding behind the bushes.

Man: [unintelligible]

Sgt Miller: Huh?

Man: [unintelligible]

Sgt Miller: Keep your hands out of your pocket, buddy. Keep your hands out of your pockets.

Man: [unintelligible]

Sgt Miller: I'm just here to figure out what's going on, man? What's your name?

You can hear what's going on, you see what's going on here. Let's see if I can get this to go forward.

Sgt Miller: Tell me your name, man. You're hanging out [unintelligible].
You're trespassing [unintelligible]

Pardon me a second, let me see if I can get this forward here.

Sgt Miller: If you help me, I'll get out of your way. Do you see what I'm saying? Have you got your ID [unintelligible]?

Sgt Miller: Are you on drugs right now? Is that what's going on?
[unintelligible]

Here comes Sgt Forbes. So here's the first police officer is over here, Miller's over there, that's who you saw at the beginning, and now comes Sgt Forbes.

[unintelligible]

Man: Don't walk up behind me. Stay in my range.

Sgt Forbes: Let's see your ID, brother.

Man: Stay in my range, I don't like you walking up behind me.

Officer: Hey, do we have any charges?

Sgt Miller: No, he was just hanging over there, hiding behind the buildings.

Officer: So he just needs to leave the property.

Sgt Forbes: Right.

Officer: Okay, so we've got a call, we've got a trespassing complaint.

Sgt Forbes: Right.

Officer: So where are you going?

Sgt Forbes: He doesn't want to answer any questions.

Officer: Okay.

Sgt Forbes: The Carver Center over there, they don't want you back on the property. They'll sign trespassing papers, okay? Do you understand that?

Officer: Let's just have a staring contest.

Sgt Forbes: That's right. I mean, that's all I'm saying. That's state property over there. Stop reaching behind you, bro.

Officer: Do you have any weapons?

Sgt Forbes: Why do you keep scratching, reaching behind you grabbing for stuff? Yeah, it looks bad when you do that, you know that, right?

Man: It doesn't matter.

Sgt Forbes: It doesn't matter. Okay. Well, scratch it 'cause you're wearing a bunch of heavy clothes, you're sweating in 72 degree weather.

Now he's asking for badge numbers.

Man: What's your badge number?

Sgt Miller: Miller 1582.

Man: I'm asking your badge number.

Officer: What are you doing? Bye, bye, go away. Back off. Back up.

That was the part you saw on the other video right there, that little section there.

Officer: You pulled your fist up at me.

Man: I didn't.

Officer. You, you approached as if you were going to attack.

Man: No, I wasn't. I was acting okay.

Officer: Okay, now you're under investigative detention.

Now he's putting him in the car.

[unintelligible]

That's enough. So you've got the same incident from two different angles, two different video angles, okay? No, no, no, no, I'm done with this.

So what differences – you can turn the lights back on. So what differences did you notice between the first video and the body cam video?

[unintelligible]

Context. It had a lot more context. Audio, the first one didn't have any audio, right?

[unintelligible]

Yes, the alleged dialog that was supposedly happening didn't actually happen. What else? What else did you notice?

[unintelligible]

Yeah, so that's more of that context Ben was talking about. This is important.

[unintelligible]

I don't want to get there just yet. Just hold onto those, I'll get to that in a minute, okay?

What else? What else did you notice just...think about this, you don't know any other information. This is the stuff that you saw on Facebook and YouTube, okay, and that's all you know at this point. Okay, what else did you notice between the two videos?

[unintelligible]

In the first video?

[unintelligible]

Okay. Yeah, right, so that's his point is that in the second video, you see him coming at him, right. Very good. So keep that in mind. So you got a chance there just with something to happen on the 29th of April, you got a chance to see two different angles that really matters. The angle, right? That's where I'm going with that part, okay? There's a lot more too and, by the way, my old cop instincts, the first time I saw the body cam videos, I was having conceptions, you know, thinking about what I would have done as well.

So if you only saw, and think about this, if something happened in Georgia or Alabama right now, you would usually only see one video, the video of the person right there who pulled out their phone and started broadcasting. That's all you would see. You wouldn't get any information from the police part of it, you wouldn't get any information from anybody else. You'd only be seeing one video. So if you only saw the first video, what should be your proper initial responses? Think about what we've covered in the class.

[unintelligible]

I'm sorry?

[unintelligible]

No, no, what should be your response? There may be more to this so that's suspend judgment, right? What else?

[unintelligible]

Right, okay, so you're starting to ask good questions. Is that what really happened? Is that exactly, is that statement, is that what really was going on? Okay, so suspend judgment, you're starting to ask good questions, being a cross-examiner.

[unintelligible]

Right, right. So that would be one of my first questions, is there a specific agenda of the person taking the video, right? So very good. What else? What else based on this class, what should be your proper initial responses with the first video?

[unintelligible]

Yeah, that's right. First, I don't repost it, whatever you do because you don't know anything else. You only have that video and you have somebody telling you what was going on but you don't know if you can trust them or if they're legit, what Caleb was talking about. Okay, what else?

[unintelligible]

Right, then you can start asking if there's other media, right? Or also remember accusation does not equal guilt. Assume innocence until proven otherwise, right? We could go through a whole list of those things. Keep that in mind, okay?

So that's an example of what most of us have to deal with is that first video. We rarely get a chance to see anything further, okay, to know if there's more to it. And my question now after the second video is there even more to that that we didn't see that would actually help us to know more as well. But that's what we should do with the first video. So here's what I want you to do now and here's the third video. We're going to turn this off. We're going to watch this particular news report and I want you to ask yourself: does this news report seem to be a fair news report or is it biased, okay?

[unintelligible]

Ah, very good question. Nellie asked what's the station, who's reporting, so that's good.

Okay, this is not coming out. Why is this not coming out? Wes, why is this not coming out? No, wrong one. How about this one?

["Get out of this and, yeah, see if you can just bring up the slide the way you did on the other one."]

There we go. Okay, here we go. Here's the newscast, okay? Everybody ready?

[video clip]

Woman: ...video...Oklahoma City police officer shoving a man to the ground is gaining attention.

Man: Today the department released a 911 call...seen in the body camera video from the responding officers... Clayton?

Clayton: ...of the video posted online is about 20 seconds long. The police released nearly 10 minutes of body cam footage showing what led up to the altercation.

Around 11:30 Thursday morning at the Carver Transitional Center on South Main, a man calls 911 after seeing something strange.

Man: There's a guy hiding in the bushes like ninja style and, you know, I don't know what he's doing.

Clayton: So police show up.

Police Officer: Is everything all right?

Clayton: And begin to wonder if this man is having a mental health episode.

Police Officer: Are you all right?

Man: Go away, dude.

Clayton: The man continues to tell the officer, "Go away," grabbing his back pocket multiple times.

Police Officer: Are you grabbing for your ID? Is that what you're grabbing?

Police Officer: What are you doing?

Clayton: A second officer arrives telling the man not to trespass.

Police Officer: [unintelligible]

Clayton: The suspect begins demanding badge numbers. Seconds later, the officer struck the man claiming he approached the officer with a fist.

Clayton: News 9 has learned this video taken from across the street was shot by self-proclaimed Second Amendment Auditor [unintelligible], you may remember him from a November 2019 incident at Twin Peaks where he carried a gun inside the establishment where alcohol is served. The man arrested identified as Floyd Wallace, a self-proclaimed First Amendment who posts videos of his confrontations with police, traveled to the Metro from Nebraska. Wallace is out on bond. He was arrested and charged with interfering and also assault. Now [unintelligible] investigation has been launched to determine if the officer's actions were justified. News 9.
[end of video clip]

So here's the question then: was the, does this seem to be a fair report or is it biased?

[unintelligible]

Sounded pretty fair? Anybody else?

[unintelligible]

In what way?

[unintelligible]

Well, that was actually what the guy, the cop asked him, "Are you having a mental health issue?" So he was just simply recording, actually it seemed to me he was summarizing nicely what was going on in the dialog so you wouldn't, if you go to Bob's point, he was cutting a 10 minute video down to 30 seconds. So he was summarizing.

[unintelligible]

Yeah, the first thing I would have thought of was exactly what the cop said, "Are you having, are you on drugs? Are you having a mental health issue?" That's what the cop actually asked him.

[unintelligible]

They were adding context. This is what Moose was getting ready to get to. This guy travels around from all these different states to do this. And they didn't even make a judgment, they just said simply here are the facts, right? This is the facts of these guys and then they leave it. It's under investigation and that was the end of the story on the newscast. Moose?

[unintelligible]

Right, and the thing is that, so going back to not malice but incompetency, I mean, the media only reports the information, well, only able to report the information it has. So all they had was the first video, who knows what happened, right? So the value of that, actually the second video was extremely important. All I'm getting at, though, is I want you to think about the way it's reported, what you saw, the two videos and the way it was reported so you can ask yourself was that biased or was it fairly balanced or objective, okay? It's a practice so that when we're watching stuff, one of the questions we were asking ourselves, we want to be listening for and looking for and are we suspending judgment, are we immediately going to guilty until proven innocent and so forth. There's so much more.

I asked Moose earlier, the investigation will actually go to the District Attorney at some point. There's somebody outside of the police department that will actually...when talking about the investigation, there's that aspect as well. And I think that's important for us to know because sometimes people think other things; they don't know that there's that other aspect.

[unintelligible]

Yeah, I don't know, but I assume. Okay, now we're getting my opinion. My assumption is it was the guy who was videoed. So it was a set-up because apparently that's how Floyd Wallace does things. He sets it up like that.

So anyway, I'm going to move on. Everybody okay? Was that a good exercise? I thought it was a great exercise.

[unintelligible]

Yeah. Well, yeah, I went to another one, I won't tell you which one, I went to another one and it showed the first video and it actually had the report based on the first video and then it looks like the report was updated with the second video and the first video disappeared. I mean, there's a space for it but I couldn't get it to run for the life of me. I think it's the second one that runs. Yes, John?

[unintelligible]

Yes. Yes. Yes. But you're asking good questions. You're suspending judgment and you're asking good questions so keep that in mind the next time you see videos and stuff. Yes?

[unintelligible]

Yeah, so Wes even said to me when we were talking about the first video, that he felt like it was a social media campaign against the Oklahoma City Police Department.

So we want to move onto this, okay, because this actually gets into what we were just talking about, the sharing, how fast it gets shared and everything. I want to talk about briefly about media sharing and contagion and those are the three emotional aspects. I'm going to show you what I mean.

So there are several studies out there. I've just got a few here and these are the ones I'm referring to here. I'm going to give you just a one-page to kind of give you some more in a little bit but several studies. One of them, this was a 2012 study. It was done from a 2012 campaign, presidential campaign, and it noted this. This is in "The role of partisan news used, partisan provocation, the role of partisan news used and emotional responses and political information sharing in social media." And their finding was that, "This indicates that anger remained a significant predictor of information sharing despite a stringent control of previous information sharing behavior. Of the two negative emotions examined in this study, only anger, not anxiety, was related to campaign information sharing. We found the pro-attitudinal online news use was related to the respondent's anger directed toward the opposing party's presidential candidate." Don't get lost in the weeds. The point of the study was they were looking at what it is that fuels sharing of information through word-of-mouth, through social media and so forth. And one of those, one of the strong emotions they found was anger, that people would get angry and what they were angry about is what they would share the most. This was the 2012 presidential campaign. Down at the bottom here. "Partisan provocation: the role of partisan news used and emotional responses and political information sharing and social media." So it sounds almost like a Puritan wrote that title, I want you to know. Definitely, yeah, somebody from academia.

Then anger and anxiety, another study. This is a study that was put in "Social Media and Society" just a couple of years ago. It says, "The researchers found that anger and anxiety," anger and anxiety, "were good predictors as to social media involvement, trench warfare, echo chamber dynamics. Anger would often lead participants to find news sources and information that confirmed their position, whereas the anxious would actually broaden out their searches and investigations of those who might disagree." It goes on to point out that those two specific emotional reactions to reports is what fueled most or much of the media sharing, social media sharing. It was either anger or anxiety. That's all I'm trying to get across is what's the emotional reaction that fueled the sharing, the spreading.

Here's where I got corrected was in this next study. I mentioned this last week but then got corrected as I was reading this. This is another study. This is Jonah Berger and Katherine Milkman. They did three studies, one of which examined 7,000 articles from the New York Times in a three month period to see which articles were emailed the most. So they presented their findings and this is intriguing, I'm going to come back to this in a minute. They presented their findings in a paper called "What makes online content viral," to the American Marketing Association. This will become important when we get to the end, okay? So their findings were intriguing me. Here's what they said, "Our results demonstrate that more positive content is more viral." Yeah, the more, that more positive content is more viral. "Importantly, however, our findings also reveal that virality is driven by more than just valence." They're using that in a psychological way. Valence, not like chemistry but specific emotions, driven more by a specific emotion. "Sadness, anger, and anxiety are all negative emotions, but while sadder content is less viral, content that evokes more anxiety or anger is actually more viral." So being anxious or angry fuels a lot more of what's being shared.

Then they go on to say and actually this is going to be...can somebody help me share this, spread this, hand this out? So this is a Smithsonian Institute article on this subject and it actually quotes Jonah Berger and I'm going to go back to his study in just a minute. If you would spread those out. So this is, pull this up in the Smithsonian article that's being sent out to you that summarizes most of Jonah Berger's information. This was done in 2014. "Joy moves faster than sadness or disgust." That was interesting, that was corrective. Joy actually is a powerful fueling of what's being shared and spread around. "But nothing is speedier than rage. The researchers found that users reacted most angrily—and quickly—to reports concerning 'social problems and diplomatic issues.' Anger is a high-arousal emotion, which drives people to take action," Berger says. "It makes you feel fired up, which makes you more likely to pass things on. The one emotion that outpaced anger in Berger's study was awe, the feelings of wonder and excitement that come from encountering great beauty or knowledge, such as a news report of an important discovery in the fight against cancer. 'Awe gets our hearts racing and our blood pumping,' Berger says. 'This increases our desire for emotional connection and drives us to share.'"

That's where I was corrected, the sense of awe actually fuels a lot of sharing stuff and I started thinking about what I saw on social media and it's true, we want to make people laugh and so all kinds of funny jokes. I mean, I send Bill all the time Calvin and Hobbs

comic strip, right, because it makes me happy and it makes him happy. And so you've got two more happier people than you had 20 minutes before. But I find it interesting that the two awe but it's also anger and anxiety end up fueling most of what's being put forth, what we share, what we spread about, and so they go on to conclude how this information helps marketing. Now before I go any further, Berger takes this information and then he writes a book called "Contagion," okay, for marketers, okay, which is really intriguing.

So here's what he says. "Our findings also shed light on how to design successful viral marketing campaigns and craft contagious content. While marketers often produce content that paints their product in a positive light, our results suggest that content will be more likely to be shared if it evokes high-arousal emotions. Advertisements that make consumers content or relaxed, for example, will not be as viral as those that amuse them. Furthermore, while some marketers might shy away from advertisements that evoke negative emotions, our results suggest that negative emotion can actually increase transmission if it is characterized by activation." The point is in just thinking about our sharing that news, you talk about this being all over the place, that first video being all over the place, people are angry, some are accusing, all those things, and so they start spreading it everywhere and you just follow anything you see out there and you'll notice, especially if it's presented more than once, start following it and you'll notice there's a lot of discontent, there's anger behind it being shared, and you'll hear a lot of comment being made by that.

But I find it helpful when he starts realizing, he starts telling marketers, "This is how you market, you make people angry so that you can market your product so they'll tell everybody else about it," right? And so, in a sense, it's spreading of bad news through media is part of the free market, okay? Not that the free market is bad, the free market is actually amoral, it has no morals. It's based on the people who use it. It's our morality, okay? And so you use the same free market principles if you want to promote your prostitution ring or you want to promote a pharmaceutical that's going to help somebody. Use the same exact principle, right?

So notice that it becomes a marketable response. If I can get you angry, if I can get you anxious, then I will get more traction from you and you will then take care of advertising for me. So think about everything that makes you mad that you've talked about online and in person and by email for the last six months or the last year, and just realize you have given them, that organization or that user, or whatever it was that put it out, you've given them more publicity than they normally would have gotten. And so it's no surprise that most times when we do that, their advertising and purchasing numbers go up, okay? I think about, I'll give you an example. Think about Revoice, those of you who know anything about Revoice. It would have gone nowhere, nobody would have known about it if we hadn't argued and screamed and shouted about it for years. It would have just disappeared but their numbers went up the more we talked about it, okay?

So you can think about any other subject. I'm not saying we won't like to say that that's not a good thing, what I'm saying is we have to be careful we become part of their

recruitment and promotion because of anger or anxiety. We end up sharing and it becomes part of the marketing aspect of it. Does that make sense?

[unintelligible]

Yes, or events or situations.

[unintelligible]

Sure. Yeah, yeah, yeah. I think for most products they go, they try to go to the awe aspect of the emotion spectrum. That's why they have patriotic songs when they're doing GMC pick-ups and Ford pick-ups, you know, and things like that. So but yeah.

[unintelligible]

Yeah, right. Sure, absolutely. Right. Yeah, Classic Conversations that meets here, they have debate class and they actually have a mock trial. They had it just about three weeks ago in here and it was great. It was great to have them. They actually deal with debate and all that stuff.

[unintelligible]

Right, absolutely. So think about media sharing and contagion, anger, anxiety and awe. So you think about media sharing and contagion, what might this say regarding your media source of choice, you know, what are you sharing, what are you spreading around a lot, you know, from your media source of choice. Is it using, you know, is it trying and I'm not thinking malice, I'm just thinking about normal way people report stuff. Is it intended to try to grab your attention so you will gossip and spread it by word-of-mouth? Okay, using anxiety or anger or things like that, okay? Just a question that's worth asking.

So you remember when Elizabeth was in here the other day, she was talking about her initial reaction used to be immediacy. She would respond to things immediately and it got her into trouble, right? And so she said and she was right, she stops now, she steps back, she turns it off, walks away, calms down, comes back and reevaluates whether or not she wants to even respond to it or anything like that, right? That's not how it's being presented. Immediacy is the intention and to go against it and not be immediate and take a breath is the better way to go because then you can calm down and you realize, "Okay, I was angry and I was getting ready to spread this all over the world. Or I was afraid and getting ready to spread this all over the world and I'm just not going to do that. I'm going to step back and take a deep breath and not let my emotions put me into becoming part of this." Does that make sense?

I think that's a great question to ask if you think about media sharing and contagion, what might this say regarding your media source of choice, and then how should this information inform our own transmission of media matters?

[unintelligible]

Well, you know, I want you to know that's not necessarily illegitimate because as a church, we also limit what can be shared here and not shared here. We don't let Wiccans come in here and do a dance on our property. They will not come in here. We'll not let Muslims come in here and recruit. So it's a private property and we have that option to do that. You have to be a little careful with going down that road but I know what, I get what you're saying.

So think about how does this inform our own transmission of media matters? I mean, what would be, you want to broadcast something, you want to hand Yvonne an article, I mean, what, Yvonne reads them all, right? I'm just joking. But what might you be thinking before you start doing that? What should you maybe be doing before you do that?

[unintelligible]

Okay. David? Oh, go ahead.

[unintelligible]

Sure. Right. Yeah. That's good. David?

[unintelligible]

Yeah, that's good. John?

[unintelligible]

Ah, you've got to share memes of some kind, you know? So I love memes. Go ahead.

[unintelligible]

That's kind of Bob's point earlier about asking should you even be on Twitter to begin with, right? I mean, those are good questions to ask but that's an extremely important approach and I mentioned that last week that one of the ways that we fight against this is actually get involved with one another and get involved with other people, especially after a year and a half of pandemic and we're all pulled apart, actually getting together and start talking to people and actually knowing people, okay? It's a huge part and I've just got I'm almost done with reading a book that goes along that road that I'm going to review this week called "Posting Peaks," and it's one of his big points is people will do things online and publicly like that but they would never do it if they looked at you eyeball-to-eyeball, right? And then that's also our deal too. So he's got [unintelligible].

Good. So one last one here. Let's see, what would be a good question to ask ourselves before we share? We kind of already answered that. I mean, David mentioned, you know,

I know that you guys have biases but maybe I should ask myself what are my biases before I share this and so forth. That's a good question to ask. Okay, what else, what might be some other questions to ask yourself before you start spreading the news around and what not?

[unintelligible]

Yeah, yeah, yeah, yeah. Well, I know I can share this with you and it'll be okay.

[unintelligible]

Yeah, no, I do not know. No, I do not know.

So that's good. I mean, so that's what all this class is doing, I'm trying...yes?

[unintelligible]

Did you guys hear that? Everybody hear that? Ephesians 4:29, "Let no unwholesome words come out of your mouth except that which is gracious," and so forth. Yeah. Good. That's a great one.

Good. So the whole point of the class is as we're, so not to be victims. That's really where I'm driving at, not to be victims, not to be hooked by what we're seeing. Actually ask good questions so that we're not hooked and then we can be reasonable about what we do then. I'm not saying don't get upset because of this, or that that doesn't deserve more investigation or whatever. What I'm saying is don't get hooked, actually be free of that and how you do that is by just thinking this way and asking good questions, taking some time. If it's something that really matters to you, I'm not talking about every article or every news piece or whatever, something that really matters to you, calm down and investigate what you can and then remember as far as you can suspend judgment unless all the facts appear to be that way and so forth. All that stuff.

So that's what that's about. We've got one more class after this. We're going to actually, I was going to do it today but I ran out of time, so we're going to do, we're going to follow the money for just a little bit next week. We're going to look at media advertising and how much it makes generally, okay? And then probably talk about talk radio just briefly and then a couple of other things and then that will be it for the class for next week.

Okay, we're going to pray.

Lord God in heaven, thank you so much for all this information and for the questions people are asking and just got a text just recently someone who really appreciates being able to restate what they've been reading and reassess it and be more sober-minded. Lord, I pray that we would all show ourselves to be a sober-minded people in a world that sometimes runs around with its hair on fire and is in panic mode. We ask, Lord, that you would help us to be ready for worship. We're about to enter into the great presence

of our great God and King, to come then, Lord, with our hearts prepared, with our minds, our bodies filled with your Spirit, coming to your Son Jesus Christ and worship you, that you have all these things actually in your hands. So may we come ready to worship, Lord. In Jesus' name. Amen.