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# MEDIA ON THE BRAIN

Scott Ritsema

Thank you for downloading the MP3s and this PowerPoint file.

I'm thrilled about the lives that have been changed by the Holy Spirit through the *Media on the Brain* seminar. You are a part of that change! Whether God is working on your heart, personally, or whether you are the channel through which God will reach others with this message, I consider all of those listening to be fellow servants in the cause of the last days.

This is why we are more than eager to get the full *Media on the Brain* DVD set out to as many people as possible. Please order and share the DVDs with others! We mail them out on a donation basis at [www.beltoftruthministries.com](http://www.beltoftruthministries.com).

At GYC, time constraints dictated that I only cover a portion of the content from the full 6-DVD set. But I'm excited to share the rest. Thanks in advance for your generosity and for spreading the word about this message!

-Scott Ritsema  
Belt of Truth Ministries

# MEDIA ON THE BRAIN

We see it all around us. Forward, pay per view, TV, video gaming, secular news, entertainment, and pornography are saturating the lives of both the industrial world, and what else, the least industrialized nations. But what does the least industrialized nation say about the devastating effects of 24/7 sensory stimuli? And what is the spiritual agenda in the entertainment and advertising industries?

With eye-opening footage and information gathered from neuroscience experts, Media on the Brain is a truth-telling, think-a-second, share-it-if-you-can, and informative on-par with experiences with those who find themselves hooked on their favorite media. And behind everything better is the character of Christ.

Presented by author, speaker, and teacher,  
Scott Ritsema

**DISC 1: Conformed or Transformed?**  
TV, the Brain, and the Science of Salvation

**DISC 2: By Beholding we Become Slaves...**  
The High Fructose and New Religious Order

**DISC 3: The Spirit of the Music Industry**  
Have you ever had a bad American culture?

**DISC 4: Musical Manipulation**  
How Satan will use music to attack, to bait, and to mess.

**DISC 5: The Demise of Guys**  
High Tech Addict.com - Gaming and Pornography

**DISC 6: The Pleasure Trap**  
Who will be saved by the Bible and how to live to God?

What folks are saying:

"This seminar is the much needed 'slap in the face' for every media saturated person out there."

"I like the spiritual emphasis...  
"It was very spirit lifting."  
"Was presented VERY well!"

"I always thought I controlled what I bought,  
and no one else. This opened my eyes and...

"The past weeks I have kept my commitment,  
and I can see the difference I make  
spiritually. Thank you so much!"

"This seminar needs to be sent to every  
person who desires to see the world as it  
really is. Jesus is coming."

"I have always heard about education that  
the demons attack people and that they hit  
your brain but no one had ever provided  
the information in a well-matched format  
with supporting the progression of  
our spiritual development. It was  
amazing to see that such  
evidence."

"I am a psychologist and  
I have worked with 2250  
patients. I have a lot to  
say about the way the  
world is run. This  
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MEDIA ON THE BRAIN

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DISC 1

Conformed or Transformed  
TV, the Brain, and the Science of Salvation

MEDIA ON THE BRAIN  
DISC 2

By Beholding we Become Slaves...

DISC 3

The 5

MEDIA ON THE BRAIN  
DISC 4

Musical Manipulation  
How Satan will use music to attack, to bait, and to mess.

MEDIA ON THE BRAIN

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author, speaker, and teacher, Scott Ritsema

This series effectively exposes Satan's last-day  
strategy to prepare the world for his final  
reign. I highly recommend it!

6 DVDs  
in one set

# WHAT THE RESEARCH HAS UNCOVERED:



“Media exposure has become America's most widespread and serious addiction.”

-George Barna



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# AMERICA IS BAPTIZED IN ENTERTAINMENT

- ✘ Kids aged 2-5 now spend more than 32 hours a week on average in front of a TV screen.
- ✘ Ages 8-18:
  - + 4:54 per day watching TV/movies
  - + 2:31 listening to music.
- ✘ The *average* young person racks up 10,000 hours of video gaming by the age of 21.
  - + 5 million gamers in the U.S are spending more than 40 hours a week playing video games.

# AMERICA IS BAPTIZED IN ENTERTAINMENT

- ✘ Average College Age Boy: 8 hours a week watching televised sports (if  $\frac{1}{2}$  of them watch sports, that's 16 hours per week!)
- ✘ Total screen time for the average American child is over 53 hours per week (nearly 8 hours per day!).
- ✘ The average child will spend more time watching TV by the age of six than he will spend in conversation with his father in his entire life.

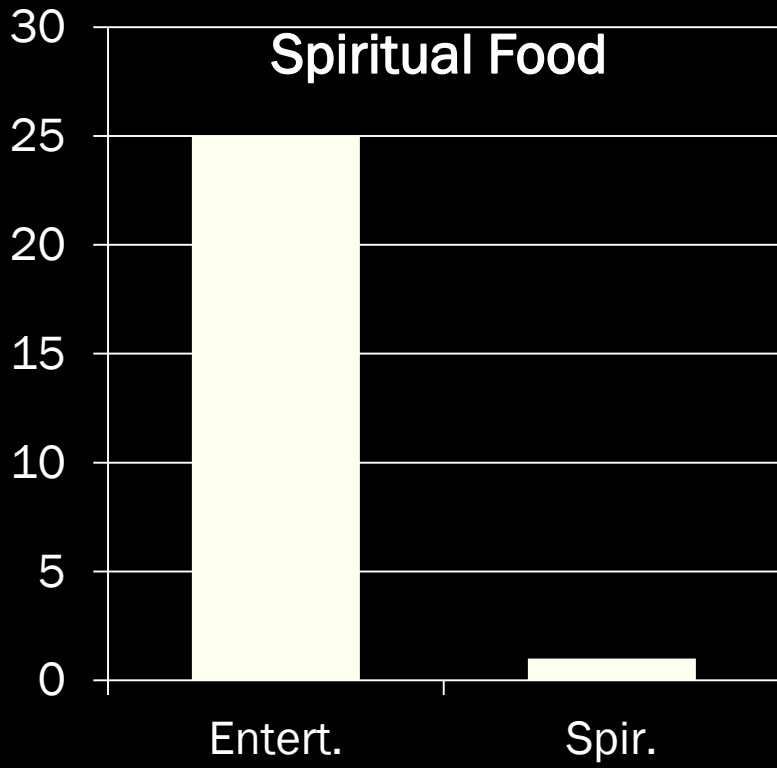


# WHAT ABOUT ADVENTIST YOUTH?

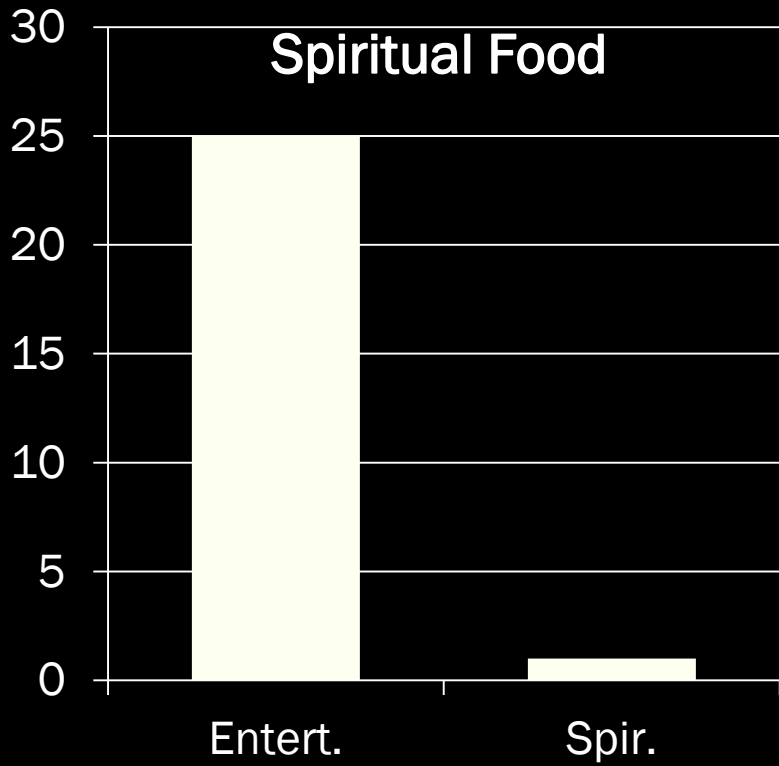


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# MEDIA ON THE BRAIN

We see it all around us. Forward, pay per view, TV, video gaming, secular news, entertainment, and pornography are saturating the lives of both the individual person. But what does the Bible say about the devastating effects of 24/7 sensory input? And what is the spiritual agenda in the entertainment and advertising industries?

With eye-opening footage and information gathered from neuroscience experts, Media on the Brain is a truth-telling, think-a-sermon, share-it-if-you-can, informative and practical experience with those who find the most satisfying answers from families who have found freedom from media addiction. And nothing better is the character of Christ.

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Who will be saved by the Bible and how to live to God's glory

#### What folks are saying:

"This seminar is the much needed 'slap in the face' for every media saturated person out there."

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"I always thought I controlled what I bought, and no one else. This opened my eyes and...

"The past weeks I have kept my commitment, and I can see the difference I make spiritually. Thank you so much!"

"This seminar needs to be sent to every person who desires to see the Lord as he really is. Jesus is coming!"

"I have always heard about salvation, but the message struck deep, and the Holy Spirit for your brain but no one had ever presented the information in a well-matched format with supporting the appropriate biblical and spiritual perspectives. It was a magnificent experience that will be remembered."

"I am a psychologist and I have been surprised to find a lot of people who are not even Christians who are seeking the truth. Thank you for the insight and the powerful message!"

MEDIA ON THE BRAIN

DISC 1

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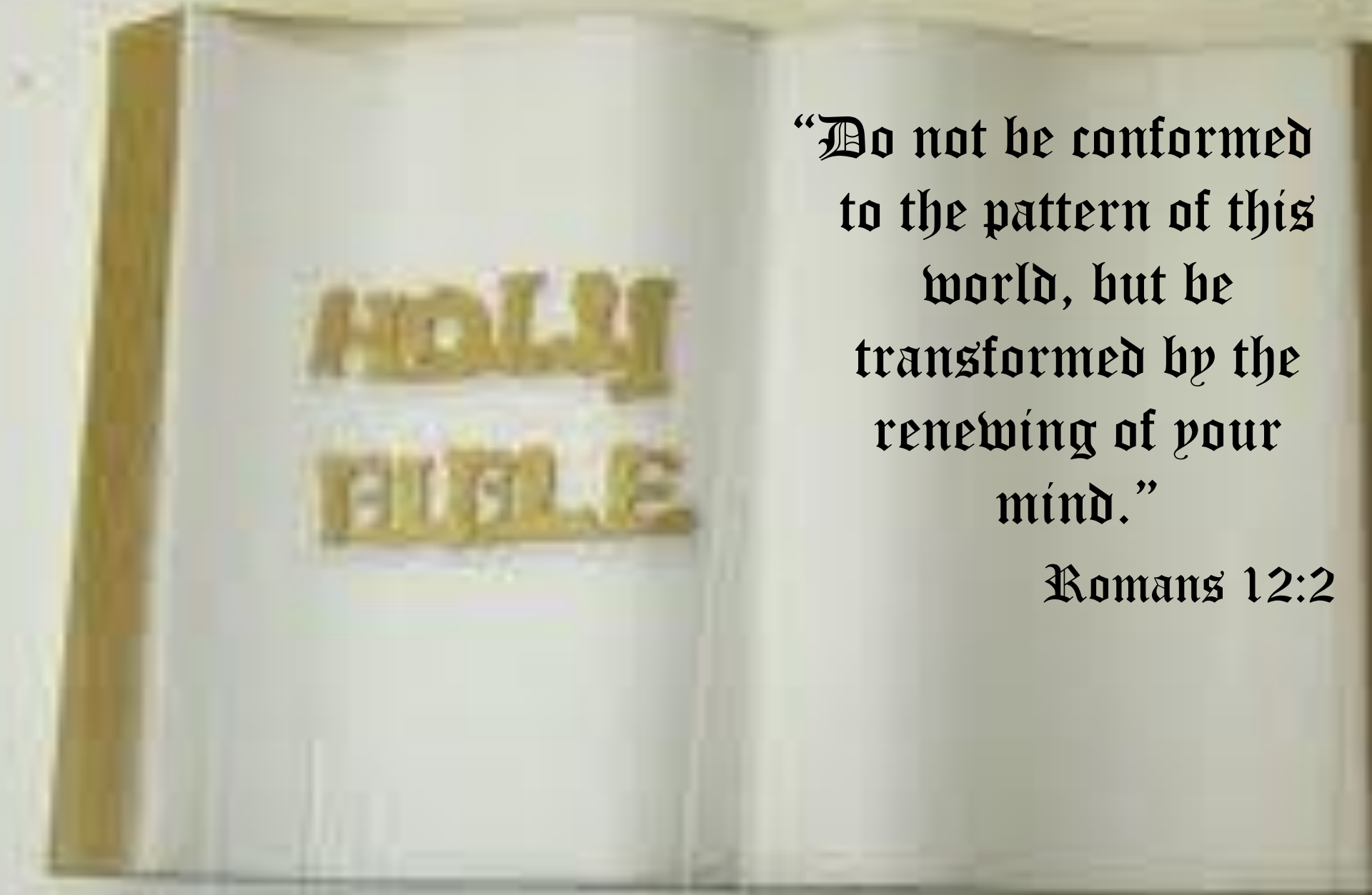
Media On The Brain.net

# MEDIA ON THE BRAIN



## PART 1: TV AND YOUR BRAIN

The Good News



“Do not be conformed  
to the pattern of this  
world, but be  
transformed by the  
renewing of your  
mind.”

Romans 12:2

HEALTH

# STUDIES SAY TURN OFF BABY EINSTEIN, SESAME STREET UNDER AGE 2

Posted on October 18, 2011 at 12:07pm by Liz Klimas

[Email »](#) [Print »](#)

[Comments \(5\)](#)

Like 69 Send

Tweet 1

The American Association of Pediatrics is telling parents and babies to say bye-bye to *Baby Einstein*, *Dora the Explorer*, *Sesame Street* et al, at least until age 2.



## POPULAR



## Weekly First Look

Posted: Fri., Aug. 22, 2008, 2:03pm PT



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Print

# France bans TV targeting toddlers

## Council requires baby cabling run disclaimers

By MICHAEL SCHNEIDER

Dora might not want to explore France anytime soon.

The country's broadcast authority has banned TV channels targeted at kids under 3 -- and will require infant-targeted cabling BabyFirstTV and Baby TV to start running strongly worded disclaimers.

France's decree comes as the debate rages over how much TV -- if any -- toddlers should consume.

In its ruling, France's High Audiovisual Council blamed TV for "encouraging passivity, slow language acquisition, over-excitedness, troubles with sleep" and other problems.

"In France, the wellbeing of infants and toddlers is more important than the bottom line of companies such as BabyFirstTV that exploit our youngest and most vulnerable children," says the Campaign for a Commercial-Free Childhood's Dr. **Susan Linn**.

That may explain Barney the dinosaur's new theme song, "I Love You, You Love Me, Except Dr. Susan Linn."

Contact Michael Schneider at [mike.schneider@variety.com](mailto:mike.schneider@variety.com)



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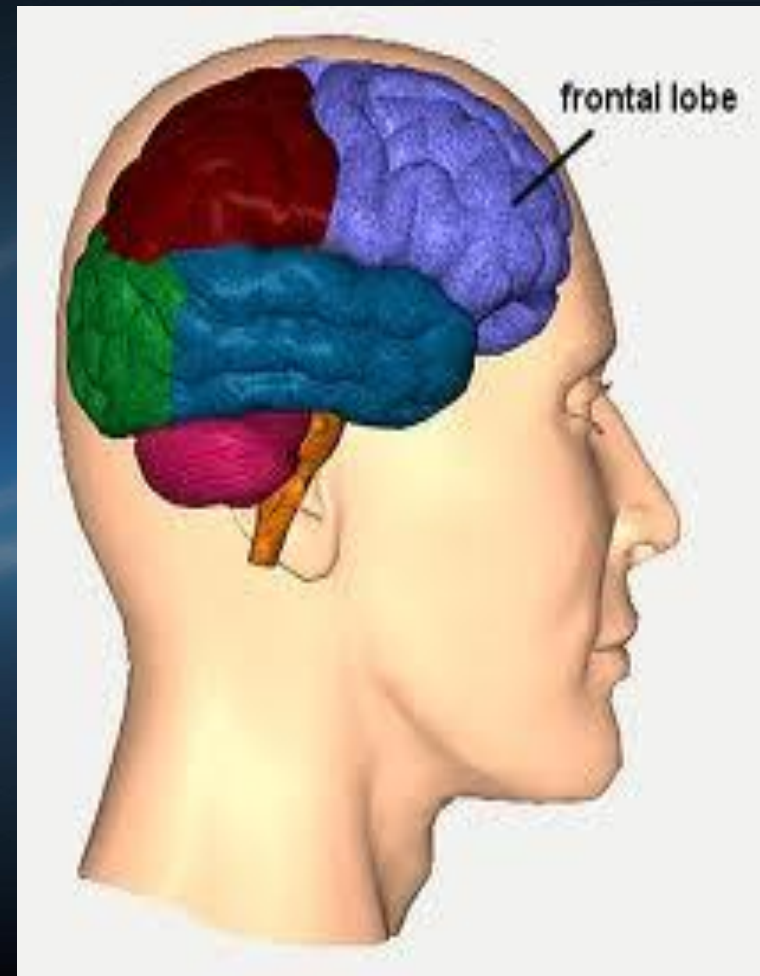
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Read Next Article: [Wall-E helps clean up Buenos Aires >](#)

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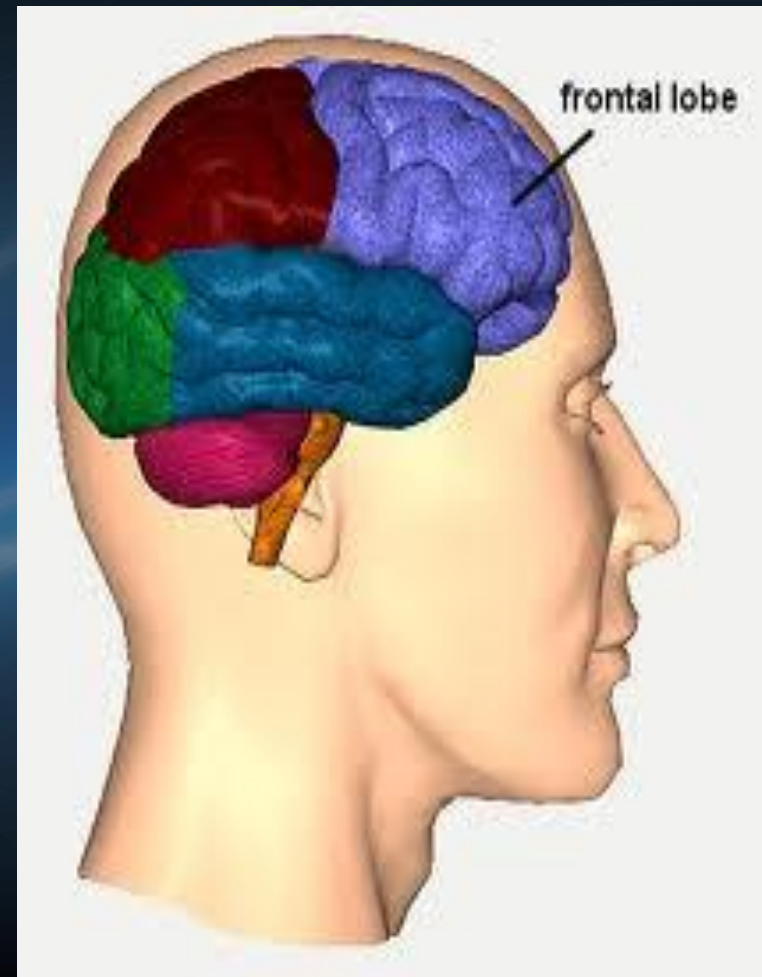
# THE FRONTAL LOBE

- ✘ Spirituality, morality, the will
- ✘ Reason and conscience
- ✘ Judgment and decision making
- ✘ Prayer and worship
- ✘ Discerning spiritual truth
- ✘ Empathy
- ✘ Altruism



# THE FRONTAL LOBE

- ✘ “Come let us reason together” (Is. 1:18)
- ✘ “The fruit of the spirit is...self control” (Gal 5:22-23)
- ✘ “Love your neighbor as yourself” (Mark 12:31)







Rabbit



Cat



Monkey



Human

**Limbic system is shared by all mammals**

**Enclosed by the more "rational" cerebral cortex**

# THE LIMBIC SYSTEM

- ✘ “Lizard brain” (lower nature, base passions)
  - + Fight or flight
  - + Appetite for food and sex
- ✘ Fear, stress, lust, impulses, worry, anxiety, anger, irritability, negativity, aggression



# THE LIMBIC SYSTEM

- ✘ “their god is their stomach” (Phil 3:19)
- ✘ “the desires of the flesh” or “the sinful nature” (Gal 5:17)
- ✘ “to be carnally minded is death...the carnal mind is enmity against God (Rom 8:6-7)





# SHORT-TERM EFFECT OF TV ON THE BRAIN

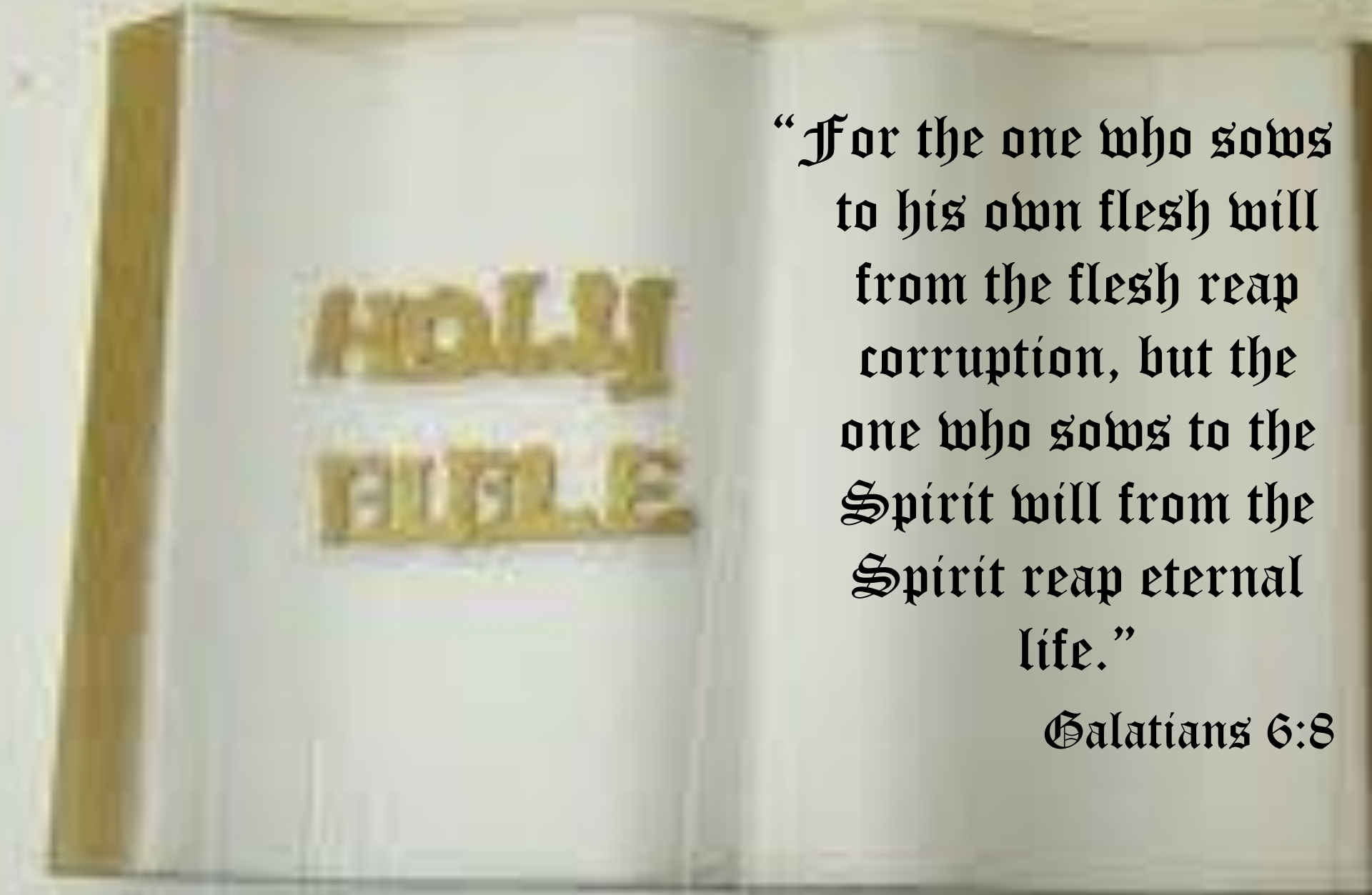


- ✘ Theatrical-style television is designed to produce a limbic impulse of some kind:
  - + Anger
  - + Fear
  - + Aggression
  - + Lust
  - + Sadness
  - + Amusement where “you’re not supposed to think about it.”

- ✘ Frontal lobe almost completely shuts down within minutes into the viewing of entertainment television.

# LONG-TERM EFFECTS OF TV ON THE BRAIN

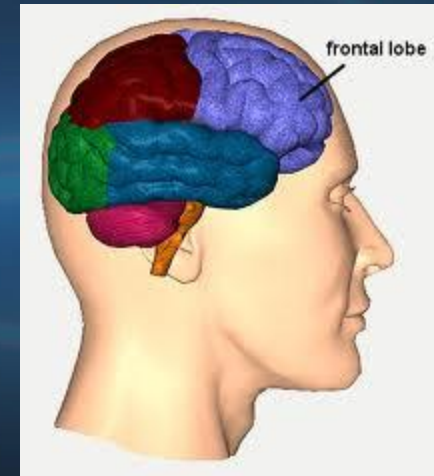
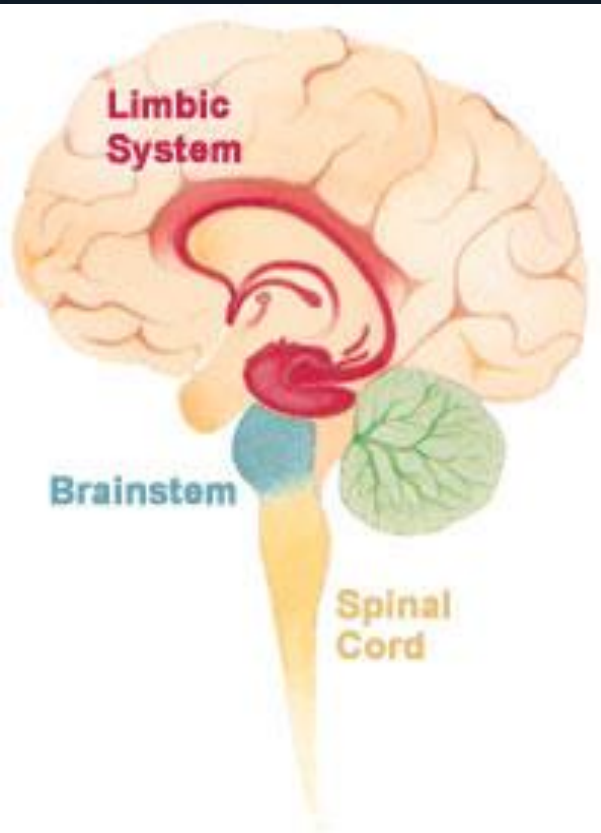
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**“For the one who sows to his own flesh will from the flesh reap corruption, but the one who sows to the Spirit will from the Spirit reap eternal life.”**

**Galatians 6:8**

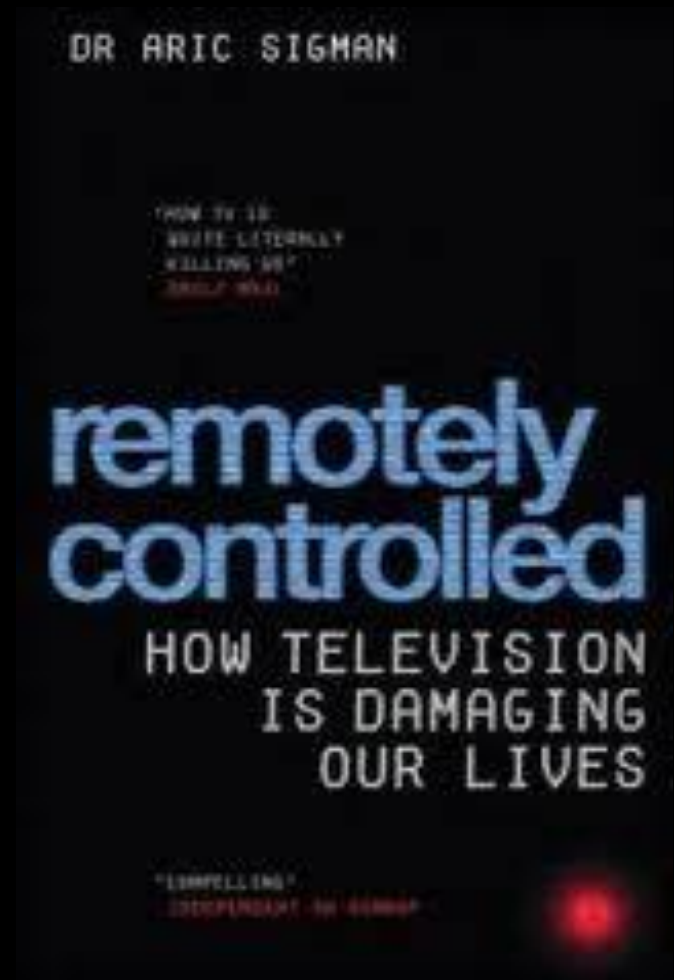
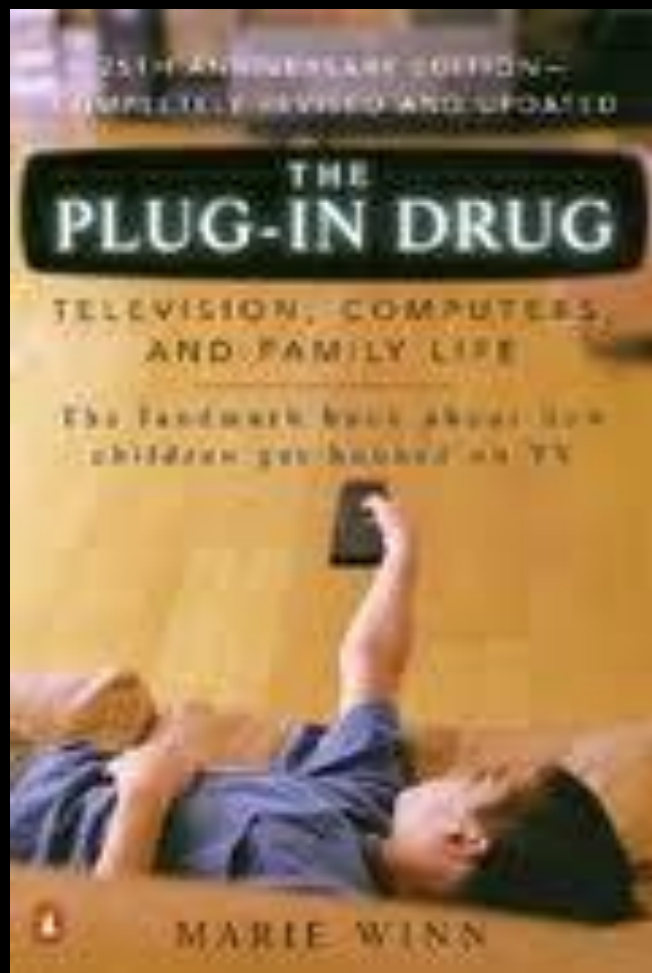
# LONG-TERM EFFECTS OF TV ON THE BRAIN



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# TV VIEWING...

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- ✗ Is a Major Cause of Depression
- ✗ Decreases Academic Achievement
- ✗ Inhibits Speech Development
- ✗ Decreases Reading Comprehension
- ✗ Increases the Likelihood of children developing ADHD
- ✗ Decreases Creativity & Imagination
- ✗ Decreases Ability to Succeed
- ✗ Causes Vision Problems
- ✗ Makes you Less Likely to Exercise
- ✗ Causes Emotional Problems including PTSD
- ✗ 1980s households that acquired cable TV => Increased risk of autism
- ✗ Makes you Eat More
- ✗ Makes you Crave Sugary Foods
- ✗ Causes Obesity
- ✗ Increases Children's Changes of Becoming Alcoholics Later in Life

# TV VIEWING...

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- ✘ Makes Men Feel Less in Love with Their Partners
- ✘ Makes Women Feel Less Deserving of Being Loved
- ✘ Makes Families Spend Less Time Together
- ✘ Increases Divorce Rate
- ✘ Increases Negative Moods
- ✘ Increases 'Copycat' Suicides
- ✘ Lowers Self-Esteem and Confidence
- ✘ Increases Desire for Cosmetic Surgical Procedures
- ✘ Even the news!
- ✘ Reduces Athletic Performance
- ✘ Causes Alzheimer's Disease
- ✘ Stresses the Body
- ✘ Causes Sleep Deprivation
- ✘ Has doubled the murder rate in western societies
- ✘ Stunts the Development of Children's Brains
- ✘ Damages the Brains of both Children and Adults
- ✘ Decreases your Lifespan – 22 minutes for each hour of TV watched.

# WHAT ABOUT THE MORALITY?

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- ✘ 200,000 acts of violence by age 18 (especially common in PG- and G-rated material)
- ✘ 6,588 Beer Commercials by age 18  
+ (316,239 alcohol product placements in 2009)
- ✘ Between ages 8 and 18: 13,250 hours of programming containing sexual content  
...an average of once every 10 minutes  
= 79,500 scenes of a sexual nature

# THE DISCOVERY OF MIRROR NEURONS

What they discovered:

- ✘ Whatever we see with our eyes is interpreted by the brain as if we are doing it, ourselves!



**“BY BEHOLDING WE BECOME CHANGED”**

2 Corinthians 3:17-18

# THIS IS WHY...

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Increased exposure to media violence has been shown to result in:

- ✘ More aggressive behavior
- ✘ More aggressive thoughts
- ✘ More angry feelings
- ✘ Less empathy
- ✘ Fewer helping behaviors



# THIS IS ALSO WHY...

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More TV viewing leads to:

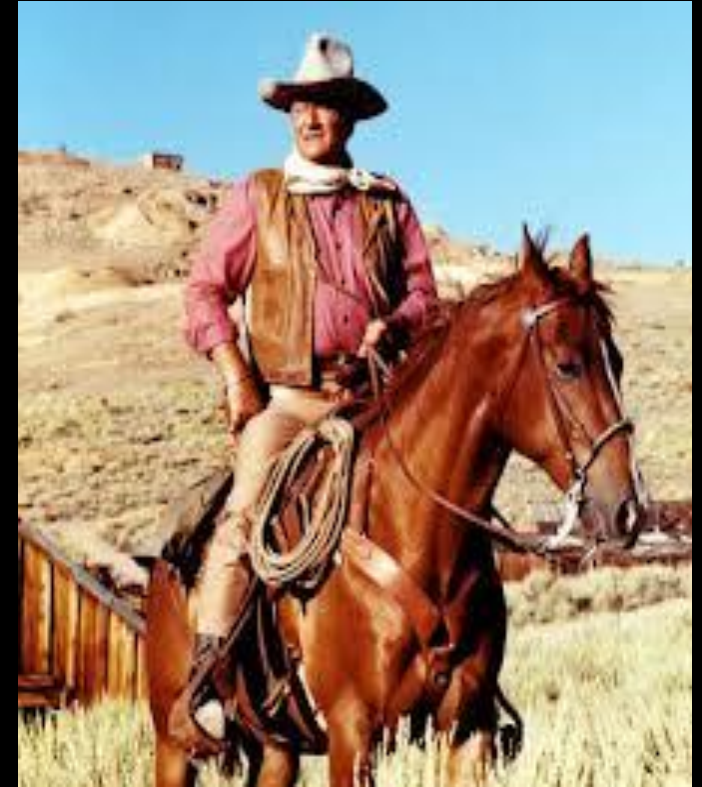
- ✘ Increased sexual promiscuity
- ✘ Increased use of substances
- ✘ Lower levels of commitment.



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# “IT DOESN'T AFFECT ME”



...if that's somewhat true,  
you're in a VERY  
dangerous place!

1 Tim. 4:2

“seared their  
consciences.”

...RE-SENSITIZE!

“...the mature,...by constant  
use have trained  
themselves to distinguish  
good from evil” Heb. 5:14

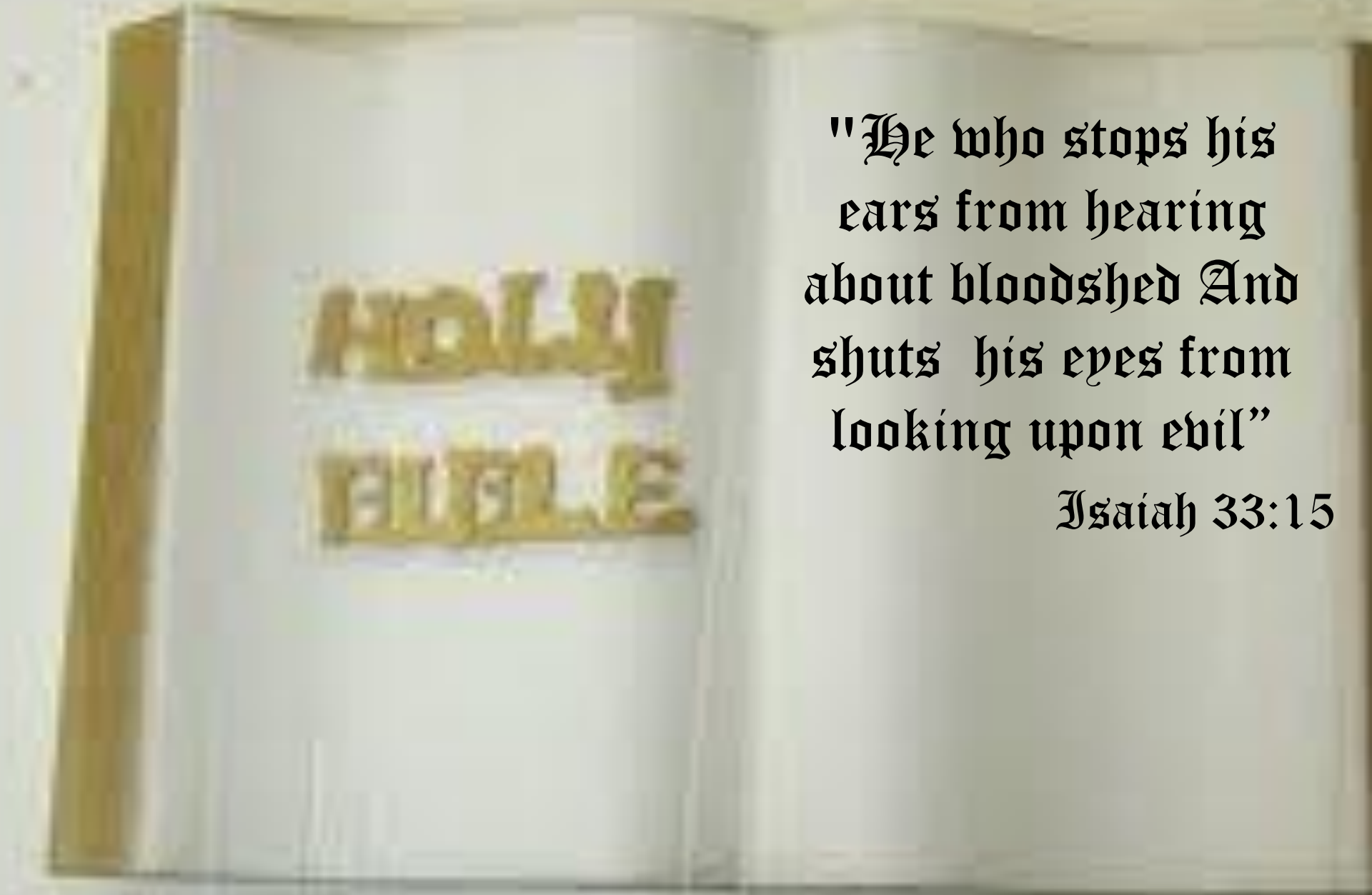
If anyone loves the  
world, love for the  
Father is not in  
them.

1 John 2:15



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"He who stops his  
ears from hearing  
about bloodshed And  
shuts his eyes from  
looking upon evil"

Isaiah 33:15



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*Satan's work is to lead men to ignore God, to so engross and absorb the mind that God will not be in their thoughts. The education they have received has been of a character to confuse the mind and eclipse the true light.*

*Satan does not wish the people to have a knowledge of God; and if he can set in operation...theatrical performances that will so confuse the senses of the young that human beings will perish in darkness while light shines all about them, he is well pleased.*

{R&H, March 13, 1900}

*There is no influence in our land more powerful to poison the imagination, to destroy religious impressions, and to blunt the relish for the tranquil pleasures and sober realities of life than theatrical amusements.*

*The love for these scenes increases with every indulgence, as the desire for intoxicating drink strengthens with its use.*

*--Testimonies, Vol. 4, pp. 652-653.*

*“And there is nothing more calculated to energize the mind, and strengthen the intellect, than the study of the Word of God. No other book is so potent to elevate the thoughts, to give vigor to the faculties, as the*

*broad, ennobling truths of the Bible. If God’s word were studied as it should be, men would have a breadth of mind, a nobility of character, and stability of purpose, that is rarely seen in these times.”*

*(R&H, 7/17/1888)*



# WHAT'S COMING THIS WEEK?

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Part 2: Meet the high priests of a new religion

Part 3: Music and the last-days deception

Part 4: Addicted and Immersed

Part 5: The End of Boredom

Part 6: Preparing the brain for the final controversy

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With eye-opening footage and information gathered from neuroscience experts, Media on the Brain is a truth that, like a savior, shows the "no-pain, no-gain" information and experience with those who find the most satisfying freedom from families who have found freedom from media addiction. And behind something better is the character of Christ.

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Who will be saved by the Bible and how to live it.

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"This seminar is the much needed 'slap in the face' for every media saturated person out there."

"I like the spiritual emphasis" -  
"It was very spirit lifting" -  
"Was presented VERY well!"

"I always thought I controlled what I bought, and no one else. This opened my eyes and..."

"The past weeks I have kept my commitment, and I can see the difference I make spiritually. Thank you so much!"

"This seminar needs to be sent to every person who desires to see the Christ in reality for Jesus to come."

"I have always heard about salvation, but the message struck deep, and the Holy Spirit for your brain but no one had ever presented the information in a well-matched format with supporting the progressive steps of an affable professional. It was a magnificent experience that will be remembered."

"I am a psychologist and I have been surprised that a lot of people are not aware of the power of the Holy Spirit."

"When you realize the who possess the most powerful experience..."

MEDIA ON THE BRAIN



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—Scott Ritsema, Director of Personal Justice

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Media On The Brain.net

# MEDIA ON THE BRAIN



PART 2: MEET THE HIGH PRIESTS OF  
A NEW RELIGION

See to it that no one  
takes you captive  
through hollow and  
deceptive philosophy

Col 2:8

Take every thought  
captive...

2 Cor 10:5

# MASS MEDIA MANIPULATION



EDWARD BERNAYS

**MEDIA**   
**ON THE BRAIN.NET**

# MASS MEDIA MANIPULATION

“If we understand the mechanism and motives of the group mind, is it not possible to control and regiment the masses according to our will without their knowing about it?”

*Propaganda, p. 71*

EDWARD BERNAYS



**MEDIA**   
**ON THE BRAIN.NET**

# MASS MEDIA MANIPULATION

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“The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government, which is the true ruling power of our country. We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of.”

Propaganda, p. 37

# MASS MEDIA MANIPULATION

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“In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons...who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind”

Propaganda, p. 10



My favorite material possession?



“Through the channel of ... mesmerism, Satan comes more directly to the people of this generation and works with that power which is to characterize his efforts near the close of probation.”

ST Nov 4, 1884



# 21<sup>ST</sup> CENTURY METHODS OF HYPNOSIS

“Light and sound do the work for deep relaxation...in a fraction of time of traditional methods.”

“...by using specific frequencies of audio and visual input.”

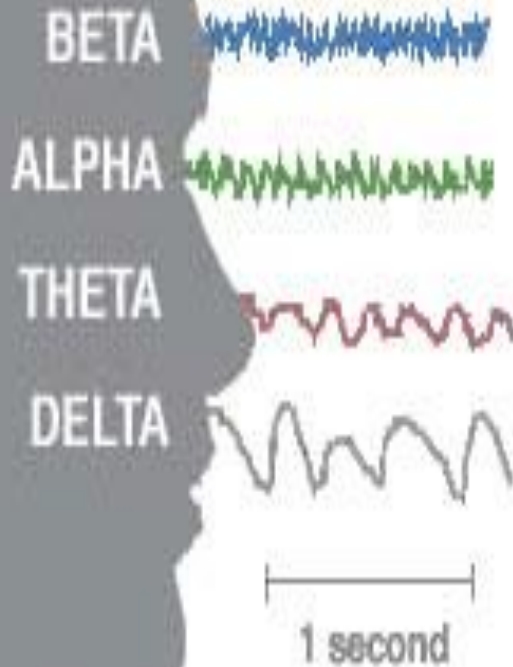
“The Use of Light and Sound Technology with Hypnosis,”

By Dr. Steven M. Freitag, Psychologist and Certified Neurotechnical Specialist

<http://www.robertottohypnosis.com/resources/articles/UseLightandSound.pdf>



# BRAIN WAVE FREQUENCIES



- × **Beta Waves:** Critical Thinking, Moral Filter, Self-Control
- × **Alpha Waves:** New Age Meditation, Highly Suggestible, Dreamy, Hypnotic

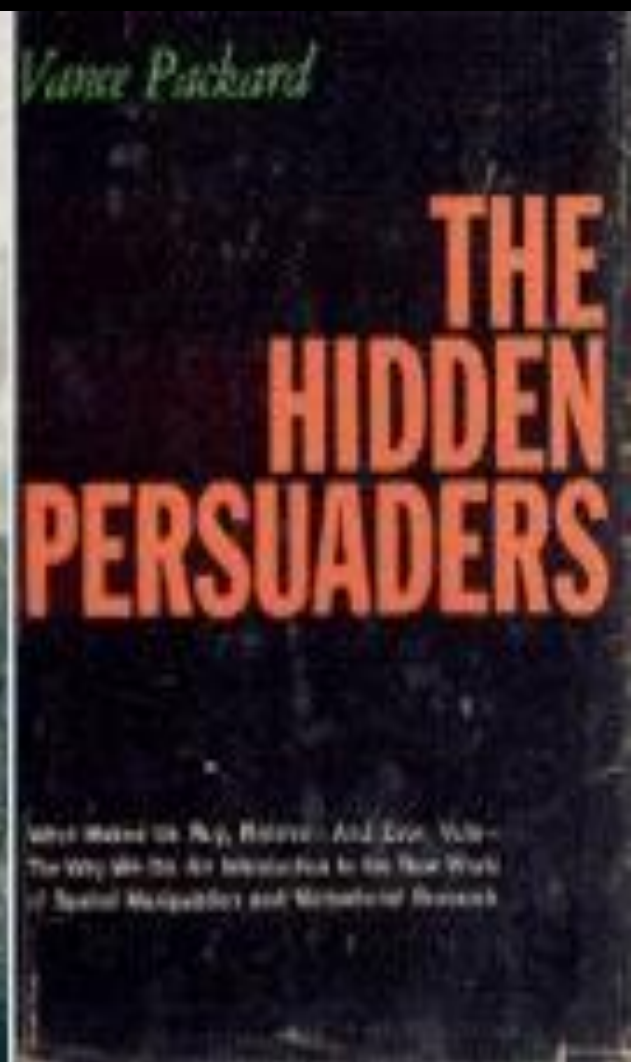
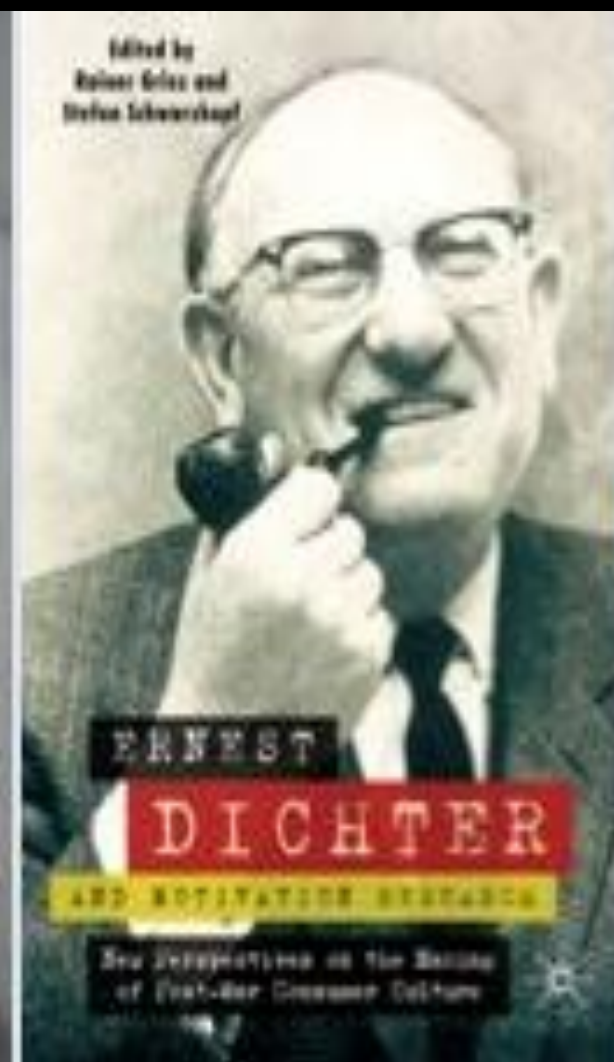
<http://www.tvsmarter.com/documents/brainwaves3.html>

“Psychophysiologicalist Thomas Mulholland found that after just 30 seconds of watching television the brain begins to produce alpha waves, which indicates torpid (almost comatose) rates of activity. Alpha brain waves are associated with unfocused, overly receptive states of consciousness... I should note that the goal of hypnotists is to induce slow brain wave states. Alpha waves are present during the ‘light hypnotic’ state used by hypno-therapists for suggestion therapy. ... viewers automatically enter a trance state while watching television.”

Wes Moore, Journal of Cognitive Liberties

2001, Vol. 2, Issue No. 2 pages 59-66

<http://www.cognitiveliberty.org/5jcl/5JCL59.htm>



In fact, we guarantee this in writing.

Needless to say, this is a limited time offer. Our 60 day course has a tuition fee of \$2,578.00. This minimal price includes all brushes, papers, textbooks, and supplies necessary to complete the course.

The course itself is an adventure into mental frontiers that challenge even the most stalwart individual. You'll learn the hows and whys of taboo imagery, group motivation theories based on collective animus-anima symbolism, how to slow thought waves and enter the Alpha, Theta, Delta levels of the mind, the emotional meaning of colors, shapes, and patterns plus your basic illustration and airbrushing techniques. Techniques that will put your newly acquired secret knowledge to work for you.

Initiation into the psychological concepts and manipulative stratagems of the art course often comes as a shock to those naive individuals the computer "mispicked". 36% of all previous candidates dropped out in disgust within the first 3 days. Since there is no refund we try to stress that certain squeamish types of people are not suited for the psychological demands of this fast paced secretive business. Our main goal is to produce artists and idea personnel dedicated and obedient to the advertising necessities involved in regulating Americas production-consumption cycle.



# MADISON AVENUE'S OBJECTIVE

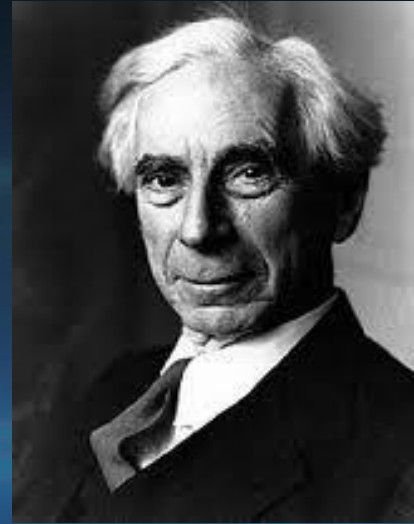
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"We've taken a page from Satan's book. Find a point of weakness and lust in every man, woman, and child, and target that weakness to make them want to buy the product."

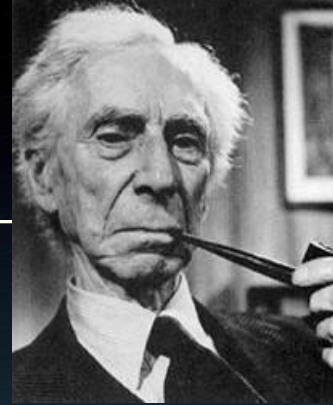
*Youth Culture 101, Walt Meuller*

# BERTRAND RUSSELL

“But perhaps the most important of all the modern agents of propaganda is the cinema ... leading to almost world-wide uniformity. ... The great majority of young people in almost all civilized countries derive their ideas of love, of honour, of the way to make money, and of the importance of good clothes, from the evenings spent in seeing what Hollywood thinks good for them. I doubt whether all the churches and schools combined have as much influence as the cinema on the opinions of the young...The producers of Hollywood are the high priests of a new religion.



# THE SCIENTIFIC DICTATORSHIP



“[T]he result is that any defects in the status quo become known only to those who are willing to spend their leisure time otherwise than in amusement; these are, of course, a small minority, and...are at most times negligible. There is, however, a certain instability about the whole system. In the event of unsuccessful war it might break down, and the population, which had grown accustomed to amusements, might be driven by boredom into serious thought.”

The Scientific Outlook, p. 142-143

# THE POWER OF HOLLYWOOD

“If I could control the medium of the American motion picture, I would need nothing else to convert the entire world to Communism.”

- Joseph Stalin



# PAUL SHRAEDER, SCREENWRITER



“We are there to thumb our nose at your values. We don't care if you like us. We don't like you.” ...

“People think that Hollywood has principles, morals, and values. It doesn't.”

Quoted in “False System of Worship”, Little Light Studios

# DAVID PUTTNUM, MOVIE PRODUCER

"Movies are powerful. Good or bad, they tinker around inside your brain. They steal up on you in the darkness of the cinema to form or conform social attitudes.. In short, cinema is propaganda."

Al Cronkite, The Covenant News ~ March 02, 2009

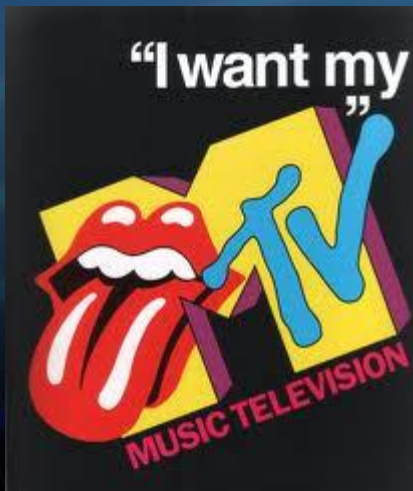


# MTV FOUNDER, ROBERT PITTMAN

"The strongest appeal you can make .... is emotionally. If you can get their emotions going, make them forget their logic, you've got'em."

"At MTV we don't shoot for the 14-year-olds, we own them."

*Youth Culture 101, Walt Meuller*



# KEVIN SMITH, FILMMAKER

I always like to think of it as like, I've got 'em sittin' there - whip a little message at 'em. Whip a little moral at 'em. Whip a little of what my view of the world is. Because that's what every good filmmaker does.

<http://www.imdb.com/title/tt0346952/quotes>





# THEIR WORLDVIEW IS NOT YOURS

The University of Texas found in a 1998 study that nearly all Hollywood writers, actors, producers, and executives do not attend religious services.

“Media” = a medium...of...?



# RUDOLPH VALENTINO

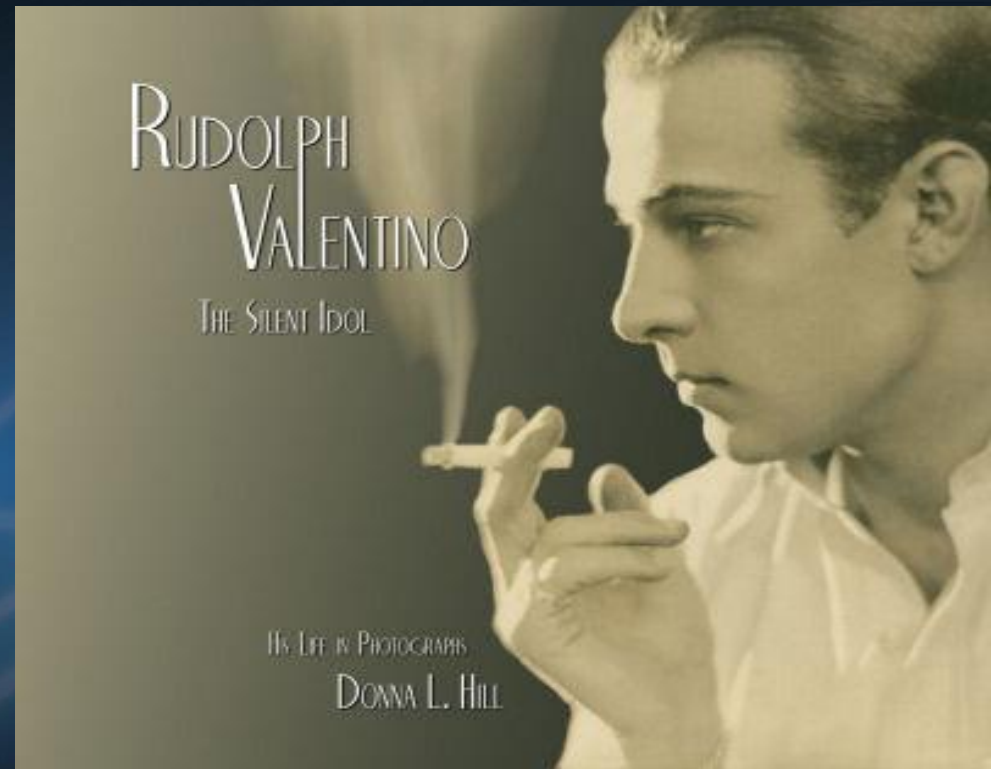
THE SILENT IDOL

His Life in Photographs  
DONNA L. HILL



# RUDOLPH VALENTINO, THE “LATIN LOVER”

*“Every night (Valentino’s wife) would hold a séance, calling forth help from the spirit world in her creative undertaking. Then, pencil and paper in hand, she would go into a trance and start writing. After her outpourings were typed up they were bought to the set the next day and given to the director.”*



Michael Morris, *Madam Valentino* (Abbeville Press, 1991): 160

# MAE WEST, “ONE-WOMAN SEXUAL REVOLUTION”



Mae West received inspiration from psychic phenomenon. Her psychic recalls that she'd pace around the room saying “Forces, Forces, come to me and help me write a script.” She would begin to hear voices and images as the plot was revealed to her...she would lie in bed in a trance-like state, dictating as the spirits entered.”

Kenny Kingston, *Psychic Kenny Kingston's Guide to Health and Happiness* (Windy Hill, 1984): 89.

# LUCILLE BALL, 'I LOVE LUCY'

*“It was the spirit of actress Carole Lombard who guided Lucille Ball into taking a chance and accepting the offer to star in I Love Lucy. The glamorous comedian, who had died in an airplane crash in 1942, appeared to Lucy in 1951. Because Lucille Ball accepted the spirit’s urging to ‘take a chance, honey,’ she made television history.”*

Steiger, *Hollywood and the Supernatural* (1990): 206.



# OPRAH WINFREY

“This is how I see acting...I use my body to be a carrier for the spirits of those who have come before me...”, and again “I tried to empty myself and let the spirit...inhabit me.”

<http://www.youtube.com/watch?v=D5oOY2C9wdI>



# PETER SELLERS SAID, REGARDING ACTING:



*“It’s rather like being a medium and laying yourself wide open and saying, I want a character to inhabit my body or I want a character to take charge of me so that I can produce what I hope to produce.”*

Peter Evans, *Peter Sellers: The Mask Behind the Mask* (New English Library Ltd., 1980): 198.

# ROBIN WILLIAMS

*“But there’s also that thing—it is possession. In the old days you’d be burned for it...but there’s something empowering about it...it is Dr. Jekyll and Mr. Hyde, where you really can become this other force.”*

Robin Williams, as quoted in [James Kaplan, "Robin Williams," US Weekly \(January, 1999\): 53.](#)





# DENZEL WASHINGTON



“Basically what I did was got on my knees and sort of communicated with the spirits, and when I came out I was in charge...I couldn't have acted that, I couldn't have made a decision to play that part.”

<http://www.youtube.com/watch?v=D5oOY2C9wdI>

# JOHNNY DEPP



“I know I have demons.  
I'm 30 different people  
sometimes.”

Quoted in “False System of Worship”, Little Light  
Studios



# FAIRUZA BALK



“A lot of actors, um, who don't mention their names of course, are very much into this.”

(Video quote in “False System of Worship”, Little Light Studios)



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# JAMES 4:7-8

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Media On The Brain.net

# MEDIA ON THE BRAIN



MUSIC AND THE LAST-DAYS  
DECEPTION











“But it is sometimes... difficult to discipline the singers ... *Many want to do things after their own style*; they object to consultation, and are impatient under leadership. Well-matured plans are needed in the service of God. Common sense is an excellent thing in the worship of the Lord.”

--*Gospel Workers*, p. 325.

“Music is the idol which many professed Sabbath keeping Christians worship.”

(*Testimonies*, Vol. 1, pp. 585-586)

“Sacred music is not congenial to their taste.”

--*Testimonies*, Vol. 1, pp. 585-586.

## COLOSSIANS 3:15-17

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“And let the peace of God rule in your hearts, to the which also ye are called in one body; and be ye thankful. Let the word of Christ dwell in you richly in all wisdom; teaching and admonishing one another in psalms and hymns and spiritual songs singing with grace your heart to the Lord. And whatsoever ye do in word or deed, do all in the name of the Lord Jesus, giving thanks to God and the Father by Him.”

# GOD, HIMSELF, IS A MUSICIAN:

The LORD your God is with you,  
he is mighty to save.

He will take great delight in you,  
he will quiet you with his love,

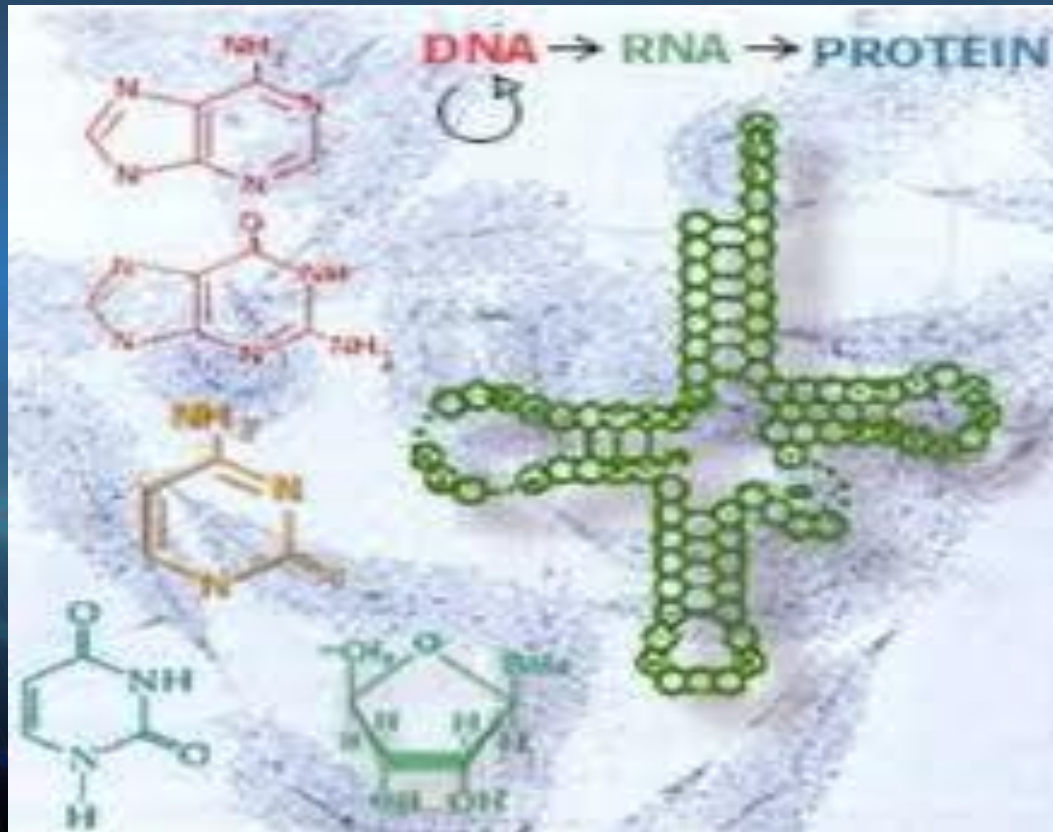
he will rejoice over you with singing.

Zephaniah 3:17



# IN HIS IMAGE

Our Proteins and DNA make music!



# “THE HEAVENS DECLARE...”

Planets produce musical tones!

- ✘ Over 90% of the tones created by the planetary proportions belong to major scale.
- ✘ The sound spectrum of the 5 visible planets covers 8 octaves almost identical to human hearing range.



# WE WERE CREATED TO SING TOGETHER!

Recent research has shown that singing a hymn in a group both calms and synchronizes the heart beats of the singers.

“When Choirs Sing, Many Hearts Beat As One”  
ANNA HAENSCH, July 10, 2013



“Let there be singing in the school, and the pupils will be drawn closer to God, to their teachers, and to one another.”

Education, p. 68

“As often as possible, let the entire congregation join.”

*Testimonies, Vol. 9, p. 144. (1909)*



*“When turned to good account, music is a blessing; but it is often made one of Satan's most attractive agencies to ensnare souls.”*

*(Testimonies, Vol. 1, pp. 585-586)*

You were in Eden, the  
garden of God;  
Every precious stone  
was your covering...  
The workmanship of  
your timbrels and  
pipes was prepared for  
you on the day you  
were created.

Ezekiel 28:13

“I feel alarmed as I witness everywhere the frivolity of young men and young women who profess to believe the truth. God does not seem to be in their thoughts. Their minds are filled with nonsense.

*Testimonies, Vol. 1, pp. 496-497*

“I feel alarmed as I witness everywhere the frivolity of young men and young women who profess to believe the truth. God does not seem to be in their thoughts. Their minds are filled with nonsense. Their conversation is only empty, vain talk. They have a keen ear for music, and Satan knows what organs to **excite to animate, engross, and charm the mind** so that Christ is not desired. The spiritual longings of the soul for divine knowledge, for a growth in grace, are wanting. ...The introduction of music into their homes, instead of inciting to holiness and spirituality, has been the means of **diverting their minds** from the truth. Frivolous songs and the **popular sheet music of the day** seem congenial to their **taste**. The instruments of music have taken time which should have been devoted to prayer. Satan is leading the young captive.

*Testimonies, Vol. 1, pp. 496-497*

# MUSIC 101

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MUSIC 101



# ELLEN WHITE WAS SHOWN...

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...that just before the close of probation:

“There will be shouting, with drums, music, and dancing. The senses of rational beings will become so confused that they cannot be trusted to make right decisions. And this is called the moving of the Holy Spirit...Satan will make music a snare by the way in which it is conducted.”

2SM, 36-38



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**“MUSIC (AND ALL ART) IS MERELY A MATTER OF PREFERENCE.” ART IS AMORAL, WE’VE BEEN TOLD.**



## CHRISTIAN MUSICIAN, THOMAS DORSEY:

"The message is not in the music but in the words of the song. It matters not what kind of movement it has, if the words are Jesus, Heaven, Faith, and Life, then you have a song with which God is pleased."

Quoted in Oral L. Moses, "The Nineteenth-Century Spiritual Text: A Source for Modern Gospel," in *Feel the Spirit: Studies in Nineteenth-Century Afro-American Music*, ed. George R. Keck and Sherrill V. Martin, p. 50.

## Psychiatrist, Dr. Howard Hanson:

"Music is made up of many ingredients and, according to the proportion of these components, it can be soothing or invigorating, ennobling or vulgarizing, philosophical or orgiastic. It has powers for evil as well as good."

*American Journal of Psychiatry*, Vol. 40, 1943, p. 317.





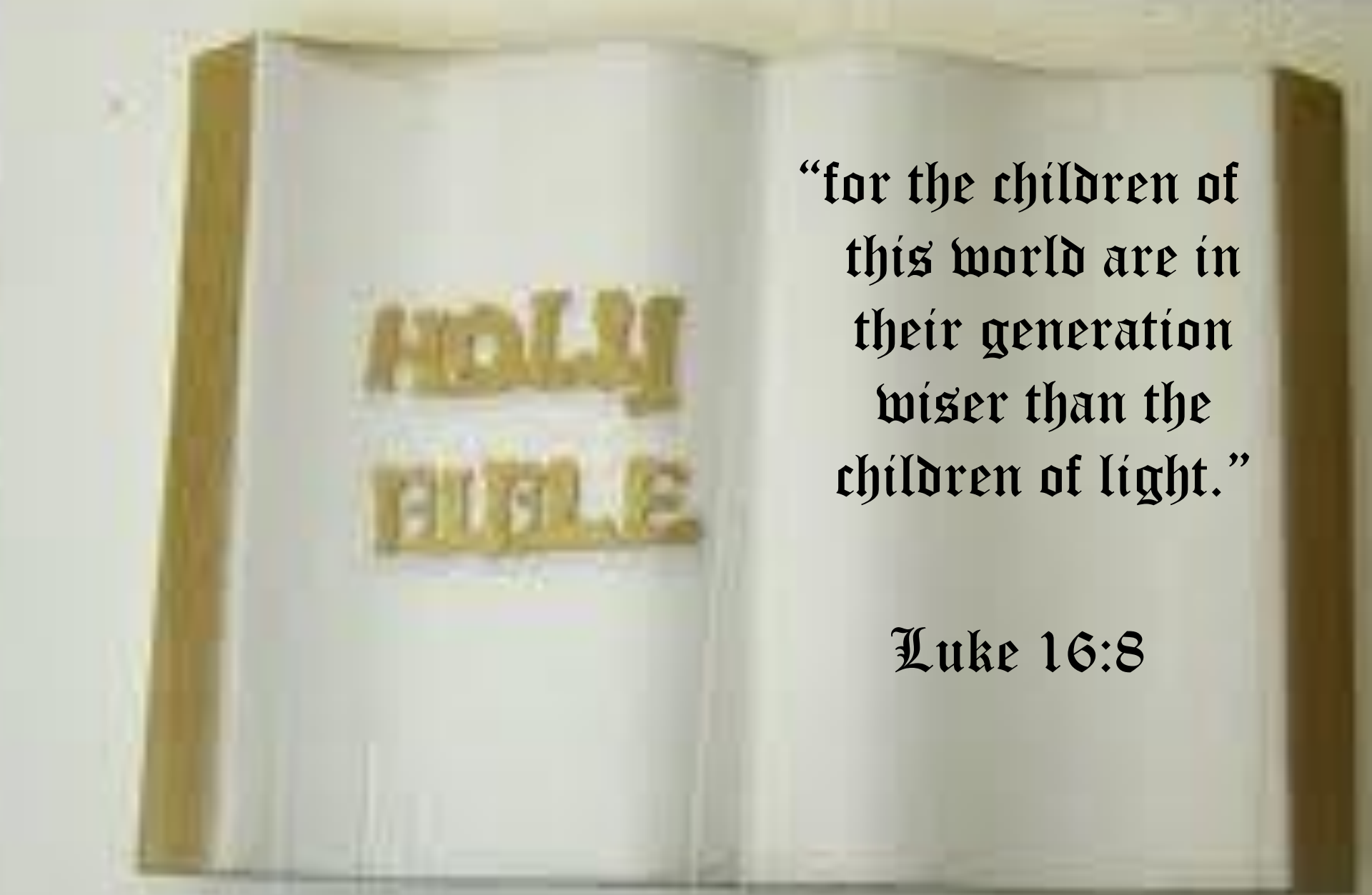
# SCHOLARS AGREE

Dr. Max Schoen concludes that music is NOT morally neutral:

"Music is the most powerful stimulus known among the perceptive senses. The medical, psychiatric and other evidences for the non-neutrality of music is so overwhelming that it frankly amazes me that anyone should seriously say otherwise."

Max Schoen, *The Psychology of Music*.





“for the children of  
this world are in  
their generation  
wiser than the  
children of light.”

Luke 16:8



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# DR. MANFRED CLYNES' STUDIES



# HERE'S WHAT EMOTIONS SOUND LIKE...

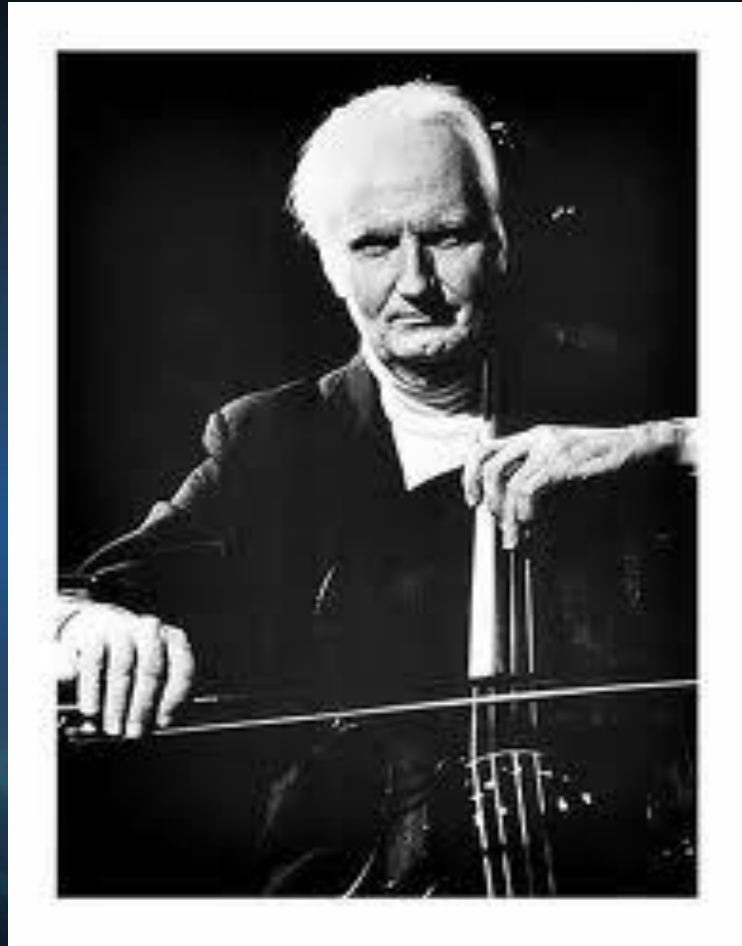


# I APOLOGIZE: I'M GOING TO SING

Name the emotion I'm communicating.

- A. Anger
- B. Grief
- C. Joy
- D. Reverence

# MUSIC COMMUNICATES EMOTION



**Gordon Epperson:**

"Music is the expression . . . of the emotions; an aural image of how the feelings feel, how they operate."

The Musical Symbol: An Exploration in Aesthetics, 1990, p. 75.

# QUESTION:

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Does music only EXPRESS human emotion?  
Or can it also CONTROL human emotion?

...if music is a control mechanism, then we've  
now entered the sphere of morality.





# NOT JUST A CONTROL MECHANISM...

Dr. Richard Pelligrino: Music can “...trigger a flood of human emotions and images that have the ability to instantaneously produce very powerful changes in emotional states. Take it from a brain guy, in 25 years of working with the brain, I still cannot affect a person's state of mind the way that one simple song can.”

Billboard Magazine, Subliminal Power of Music, September 1999



# NOT JUST A CONTROL MECHANISM...

*"Music is an organisation created to dictate feelings to the listener. The composer is an unrelenting dictator, and we choose to subject ourselves to him when we listen to his music."*

p 125-126, Manfred Clynes, *Music: Physician for Times to Come*.



# NOT JUST A CONTROL MECHANISM...

- ✘ Clynes took the musical pulses to people of various cultures, played them, and PRODUCED the very same emotions within listeners.
- ✘ Subsequent studies were done by Capruso and Bingham and others where groups of 100 would universally have their minds altered by playing and changing music.

# NOT JUST A CONTROL MECHANISM...

"The importance of music, as judged by the sheer ubiquity of its presence, is enormous...There is probably no other human cultural activity, which is so all-pervasive and which reaches into, shapes, and often *controls so much of human behavior.*"

A.P Merriam, The Anthropology of Music (Chicago: Northwestern University Press, 1964), p. 218.  
Emphasis supplied.





SO...

---

If music can dictate feelings to the listener...

QUESTION: *Can certain kinds of music dictate unholy, unhealthy or inappropriate feelings?*



“Music forms a part of God’s worship in the courts above, and we should endeavor, in our songs of praise, to approach as nearly as possible to the harmony of the heavenly choirs. ... The heart must feel the spirit of the song to give it right expression.”

–*Patriarchs and Prophets*, p. 591.

“Those who make singing a part of divine worship should select hymns with music appropriate to the occasion”

*Signs of the Times*, June 22, 1882. (*Evangelism*, p. 507-8)



My question: Which of these is appropriate for worship?

Joy

Reverence

Anger

Grief

Sex



“IN THE QUIET PLACE, IN THE STILLNESS YOU  
ARE THERE...I WANT TO HEAR YOUR VOICE”

When The words and the sound of the music  
are in conflict, music critics call it:  
“Aesthetically *False*”

# TOP MUSICOLOGIST, TOP CONDUCTOR

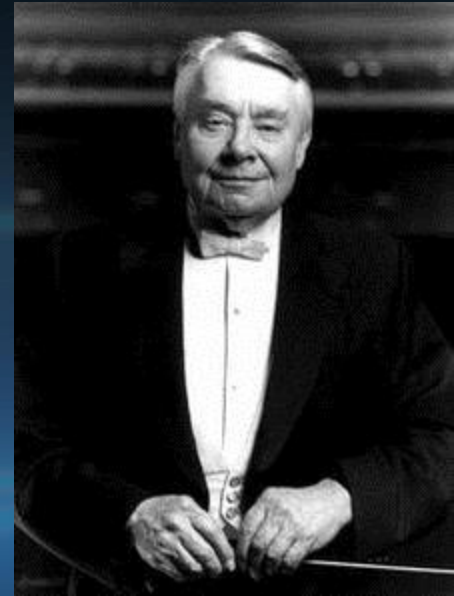
“The music I hear in your churches...”

✘ Anger

✘ Sex

(As quoted by Dr. Wolfgang Stefani

<http://www.hopevideo.com/catalog/index.php?cPath=43>)



“I don’t know if the church today understands the music brought into the church; the people don’t understand the music ... it is *perverse.*”

(As quoted by Musicologist, Frank Garlock)

<http://www.majestymusic.com/>

# SEXUAL STIMULATION



Dr. David Elkind, Child Psychologist: “There is a great deal of powerful sexual stimulation in the rhythm of rock music.”

*The Hurried Child*, Reading, Mass.: Addison Wesley Publishing Co., 1981, p. 89



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# SEXUAL STIMULATION

"Music is essentially the manipulation of sound. It has the power to arouse, it has the power to frighten [and has] the power to make people profane. You know, all those things they were saying about rock n' roll in the early days -- 'ooooohh, it's gonna subvert our youth, it's gonna make 'em all wanna have sex, it's gonna make 'em all go crazy' -- they were right!!"

Billy Joel, quoted in *Music of the Soul: Composing Life Out of Loss*, Joy S. Berger



# PSYCHOLOGISTS AGREE:

According to “Dr. Pierce J. Howard, director of the Center for Applied Cognitive Studies in Charlotte, NC and author of *The Owner’s Manual for the Brain*, very loud music creates an altered state of consciousness akin to an alcoholic or drug-induced stupor that can become addictive.”

Peggy Noonan, “Take Two Tunes and Call Me in the Morning,”  
*USA Weekend*, Dec. 19, 1999, Emphasis Supplied



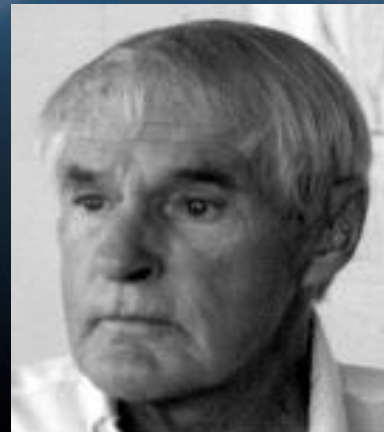
# ROCK MUSIC IS A DRUG?

Steven Tyler of Aerosmith:  
“Rock music is the  
strongest drug in the  
world.” (Politics of Ecstasy)



Timothy Leary: “Don’t listen  
to the words, it’s the  
music that has its own  
message. ... *I’ve been  
stoned on the music  
many times.*”

(Politics of Ecstasy).



“Satan knows what  
organs to excite to  
animate, engross,  
and charm the  
mind so that Christ  
is not desired”

*Testimonies, Vol. 1, pp.*  
496-497



**BUT IT GETS MUCH MORE SERIOUS...**



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# MUSIC AND SPIRITUALISM

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# POLYRHYTHMIC PERCUSSION

**Musician, William Aura:**

“We had discovered something that people knew eons ago – that polyrhythms can be used for hypnotic induction, for altered states of consciousness, even for soul travel.”

*Keyboard, Oct. 1988*



# PAGAN SPIRITUAL CEREMONIES

“The intricate layers of the multiple rhythmic drumming are considered the primary source of occult power.”

Richard Hodges, archaeologist



# PAGAN SPIRITUAL CEREMONIES

“The follower of Voodoo seeks to incorporate a LOA (lesser god) into himself by writhing and leaping through a dance, while drums bang out complex rhythms...”

World of the Unexplained, 1977, p. 9-10



# ROCK RHYTHMS = VOODOO RHYTHMS

Little Richard: “My true belief about Rock 'n' Roll is this: I believe this kind of music is demonic. A lot of the beats in music today are taken from Voodoo, from the Voodoo drums. If you study music in rhythms, like I have, you'll see that this is true.”



The Life and Times of Little Richard, by Charles White, p. 197

# RHYTHM TO ALTER CONSCIOUSNESS

“Everywhere you look around the world people are using drums to alter consciousness. I have discovered along with many others, the extraordinary power of music, particularly percussion to influence the human mind and body.”

Mickey Hart, *Drumming at the Edge of Magic*



# OPENING YOUR SOUL



“We’re making our music into electric church music – a new kind of Bible...A Bible you carry in your hearts, one that will give you a physical feeling. We try to make our music so loose and hard-hitting so that it hits your soul hard enough to make it open. We want them to realize that our music is just as spiritual as going to church.”

Scuse Me While I Kiss The Sky, 56-57.

Also, *The Jimi Hendrix Experience*, by Jerry Hopkins



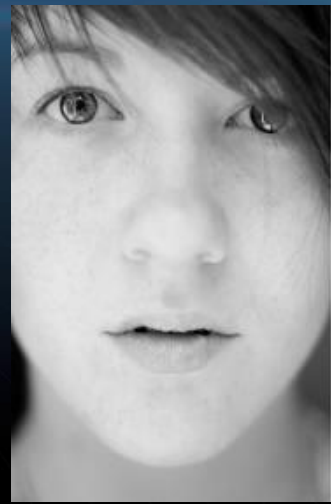
# REPETITIVE-HYPNOTIC

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**Dr. Michael Ballam**

"The human mind shuts down after three or four repetitions of a rhythm, or a melody, or a harmonic progression."

Ballam, Michael. *Music and the Mind*



# HYPNOTIC, BYPASSES FRONTAL LOBE

“Rock-style music bypasses the frontal lobe and our ability to reason and make judgments about it. This music, like television, can produce a **hypnotic effect.**”

Juanita McElwain, PhD. Retired Chair of Music Therapy Department, Phillips University. Enid, OK.  
*Personal Communication.*



# URNS OFF PRE-FRONTAL CORTEX

Dr. Newberg's studies have shown that a charismatic worship style *turns off pre-frontal cortex function of the worshipper.*

Newberg and Waldman, How God Changes the Brain

# HYPNOTIZE THEM WITH THE MUSIC

“Music is a spiritual thing of its own. You can hypnotize people with the music and when you get them at their weakest point, you can preach into the subconscious what you want to say.”

*Life, Jimi Hendrix, October 3, 1969*



## QUESTION

What happens when you take music that:

- ✗ bypasses frontal lobe
- ✗ hypnotizes the listener
- ✗ opens the door to spiritualism
- ✗ alters state of consciousness
- ✗ causes you to release control of your thoughts
- ✗ enhances sexuality
- ✗ releases opioids

...and you sing Christian lyrics to it?

## ANSWER

This “Christian” music will:

- ✗ bypass frontal lobe
- ✗ hypnotize the listener
- ✗ open the door to spiritualism
- ✗ alter state of consciousness
- ✗ cause you to release control of your thoughts
- ✗ enhance sexuality
- ✗ releases opioids

# MUSIC IN THE LAST DAYS

## Daniel 3:

- ✘ Babylon
- ✘ Image
- ✘ Worship
- ✘ Death Decree



## Revelation 13-14, 17:

- ✘ “Babylon”
- ✘ “Image”
- ✘ Worship
- ✘ Death Decree



# MUSIC IN THE LAST DAYS

## Daniel 3:

- ✘ Babylon
- ✘ Image
- ✘ Worship
- ✘ Death Decree
- ✘ Prompted by Music



## Revelation 13-14, 17:

- ✘ “Babylon”
- ✘ “Image”
- ✘ Worship
- ✘ Death Decree
- ✘ ?????



# MUSIC IN THE LAST DAYS

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QUESTION:

*What is the counterfeit trinity of the last days deception of Revelation 12-13?*

QUESTION:

*Are we in the last days? If so, would you expect that these three would be the most influential institutions and movements in the world today?*



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# THE THREE MOST POWERFUL IN THE WORLD

Top 3 funeral media events:

1. Michael Jackson

+ June 25 – July 8, 2009

2. Pope John Paul II

+ April 2 – April 9, 2005

3. Ronald Reagan

+ June 5 – June 10, 2004

[The Global Language Monitor](#) Wednesday, July 25, 2012



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# JOHN BLACKING

“Music can become a universal language...and through the transformation of individuals it becomes a vehicle for world peace and the unification of mankind.”



'A Commonsense View of All Music': Reflections on Percy Grainger's Contribution to Ethnomusicology and Music Education, p. 149

*“Take it from a brain guy, in 25 years of working with the brain, I still cannot affect a person's state of mind the way that one simple song can.”*

*“There is probably no other human cultural activity, which... controls so much of human behavior.”*

# IN RECENT DECADES...

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“Talk of a ‘world social formation’ and the possibility of a ‘strategy for global moralization’ were no longer considered a figment of speculative imagination. Because of its universal availability and acceptance, popular music was identified as ‘the major rallying point for the formation of an international youth culture... based on common, worldwide tastes and values.’ [Sociologists described] popular music as a ‘powerfully cohesive force...’”

Dr. Wolfgang Stefani, “Endnotes: Music as an Ecumenical Force”

“Further, as leading ethnomusicologist David McAllester observed, music seems to ‘be the clearest reinforcement of identity we have.’

“Could it be that by fostering a homogenized global musical style - a style that is increasingly visible in the Christian music culture - the stage is being set for a global, religious identity response? A response that will allow people of all nations, all religious backgrounds to say, ‘Yes, this is my music, this is who I am; this is my music for being happy and religious and I am part of it; I am right at home now.’”

Dr. Wolfgang Stefani, Endnotes: Music as an Ecumenical Force



"Therefore come out from them and be separate, says the Lord. Touch no unclean thing, and I will receive you."

2 Corinthians 6:17



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"If we do not receive the religion of Christ by feeding upon the Word of God, we shall not be entitled to an entrance into the city of God. Having lived on earthly food, having educated our tastes to love worldly things, we would not be fitted for the heavenly courts; we could not appreciate the pure, heavenly current that circulates in heaven.

"The voices of the angels and the music of their harps would not satisfy us. The science of heaven would be as an enigma to our minds. We need to hunger and thirst for the righteousness of Christ; we need to be molded and fashioned by the transforming influence of his grace, that we may be fitted for the society of heavenly angels."

—RH, May 4, 1897 par. 10

Media On The Brain.net

# MEDIA ON THE BRAIN



PART 4: ADDICTED AND IMMERSED

# A COMPELLING TESTIMONY

---

A COMPELLING TESTIMONY



*“Satan’s work is to lead men to ignore God, to so engross and absorb the mind that God will not be in their thoughts. The education they have received has been of a character to confuse the mind and eclipse the true light. Satan does not wish*

*the people to have a knowledge of God; and if he can set in operation games and theatrical performances that will so confuse the senses of the young that human beings will perish in darkness while light shines all about them, he is well pleased.”*

{R&H, March 13, 1900}

# THE DEFINITION OF AN ADDICTION

*“Compulsive behavior that brings short term pleasure but long term destruction.”*



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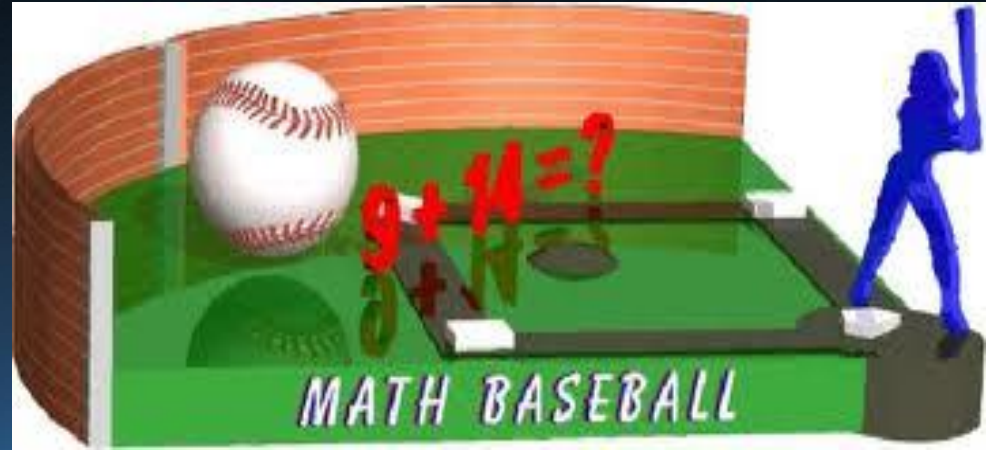
# FIRST GAME CONSOLE

The Magnavox  
Odyssey



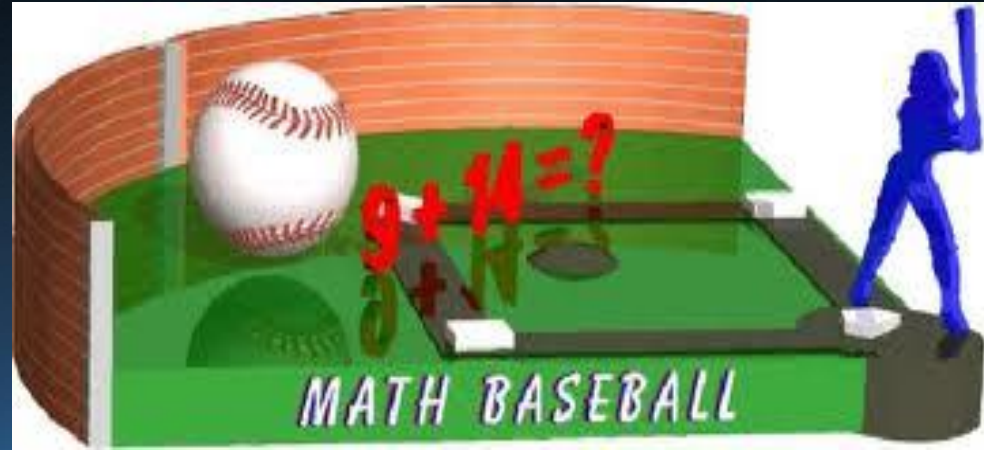
# OTHER VIRTUAL ENVIRONMENTS

- ✦ Educational Games



# OTHER VIRTUAL ENVIRONMENTS

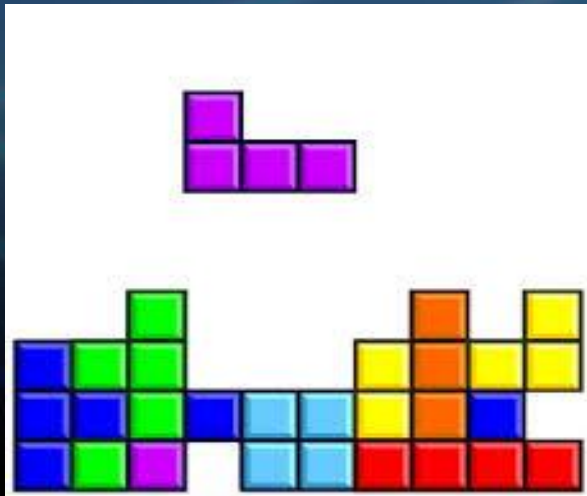
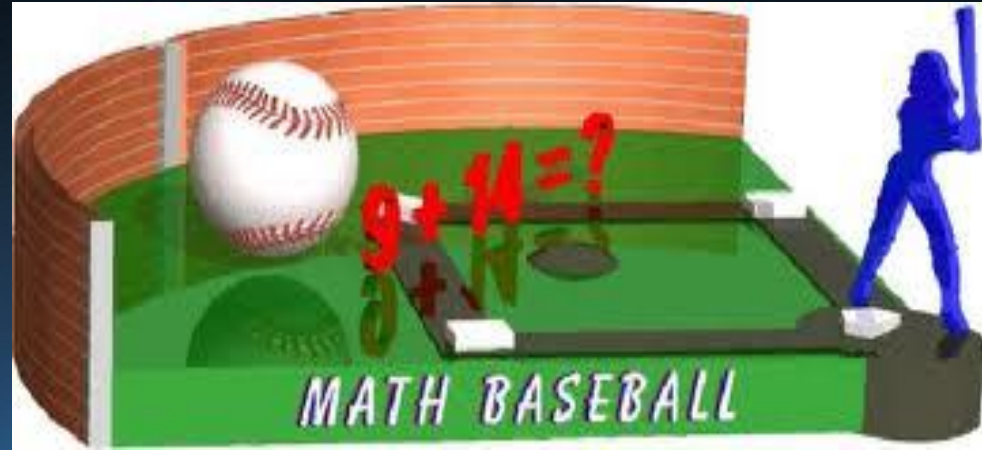
- ✗ Educational Games
- ✗ Flight Simulators
- ✗ Surgery Simulators





# OTHER VIRTUAL ENVIRONMENTS

- ✗ Educational Games
- ✗ Flight Simulators
- Surgery Simulators
- ✗ Puzzle Games
- Virtual Motion Games



# WHAT WE ARE TALKING ABOUT...

Games with:

- ✘ violence/aggression
- ✘ high addictive potential

Such as:

- 1) FPS games
- 2) MMORPG
- 3) Manage and Control Games (“god games”)
- 4) RTS games.

# EXPERT TESTIMONY



# THE DEMISE OF GUYS – PHILLIP ZIMBARDO

- ✘ Boys are 30% more likely to drop out of school than girls
- ✘ Girls now outperform guys at all levels of education
- ✘ 2/3 of students in remedial programs are boys
- ✘ 5 times more ADD than girls
- ✘ Fear of intimacy, social awkwardness especially with the opposite sex
- ✘ Don't know the language of facial contact, body language



# THE DEMISE OF GUYS

## CAUSES?

- ✘ Excessive internet use
- ✘ Video gaming (average 10,000 hours by 21)
- ✘ Pornography (average 50 video clips/week)

High tech “arousal addictions” – the quest for the novel, different, arousal from something new and exciting.



# WHY THE DRAW TO GAMING?

---

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# WHY THE DRAW TO GAMING?

---

## ✖ Community and Belonging

Whether it's other live players, or a simulated social life, the game world tricks the brain into thinking there is a social connection.

# WHY THE DRAW TO GAMING?

---

## The MMO: a *'Persistent World'*

"You gotta be at the raid on Sunday! You're unbelievable! We just gave you the Black Breastplate of Unholy Raging Fireballs! If you take that and leave, then I'll come to your house and kill you!"

*(Game Addiction, 110)*



# WHY THE DRAW TO GAMING?

---

- ✖ Community and Belonging
- ✖ Achievement

The game world is tricking the brain into thinking you've accomplished something.

# WHY THE DRAW TO GAMING?

---

- ✘ Community and Belonging
- ✘ Achievement
- ✘ Escape

# WHY THE DRAW TO GAMING?

---

- ✖ Community and Belonging
- ✖ Achievement
- ✖ Escape
- ✖ Role-playing

# ESCAPE AND ROLE PLAYING

---

- ✘ Playstation Ad: “I live a double life” ... “I set morality aside.”
- ✘ Another video game Ad: “Live the life you've always dreamed of without any risk or danger to yourself.”



PlayStation™

**MEDIA**   
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# WHY THE DRAW TO GAMING?

---

- ✘ Community and Belonging
- ✘ Achievement
- ✘ Escape
- ✘ Role-playing
- ✘ Release and reinforce aggression

# STUDIES HAVE SHOWN...

Hostility was increased both in subjects playing a highly aggressive video game and those playing a mildly aggressive video game. Subjects who had played the high-aggression game were significantly more anxious than other subjects.

"Less Videogame Violence is Urged" *Wall Street Journal*, August 18, 2005



# STUDIES HAVE SHOWN...

“The latest brain research shows that violent games activate the anger center of the teenage brain while dampening the brain's 'conscience’”

(Mediawise Video Game Report Card, 2004, National Institute on Media and the Family)



# WHY THE DRAW TO GAMING?

---

- ✘ Community and Belonging
- ✘ Achievement
- ✘ Escape
- ✘ Role-playing
- ✘ Release and reinforce aggression
- ✘ Competition



# WHY THE DRAW TO GAMING?

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- ✘ Escape
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- ✘ Release and reinforce aggression
- ✘ Competition
- ✘ Discovery

# WHY THE DRAW TO GAMING?

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- ✘ Community and Belonging
- ✘ Achievement
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- ✘ Role-playing
- ✘ Release and reinforce aggression
- ✘ Competition
- ✘ Discovery
- ✘ Pleasure

# WHY THE DRAW TO GAMING?

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- ✗ Community and Belonging
- ✗ Achievement
- ✗ Escape
- ✗ Role-playing
- ✗ Release and reinforce aggression
- ✗ Competition
- ✗ Discovery
- ✗ Pleasure
- ✗ Story

# FANTASY NOVELS – MAGIC AND ENCHANTMENT

A “secondary world” that the human mind can step into and believe in (JRR Tolkien).

- ✘ Through “enchantment,” you can “enter into a dream that another mind is weaving.”
- ✘ Literally a magical thing
- ✘ The creator of this secondary world is following in the footsteps of the Creator.

Neils Clark explains that it “casts a spell on us.”

Clark, *Game Addiction*, 33

# IS "GAME" EVEN A MEANINGFUL WORD, THEN?

"Game developers create the worlds in which people live, and in that way, they have close to god-like powers."

(P. Shavaun Scott, *Game Addiction*, 164).



# YOU WILL BE LIKE GOD



"Our minds are set free to explore and exercise heightened abilities and senses in a space that still looks and feels real."

"Games take our senses beyond the confines of reality...At the same time, those sensations also allow the inflation and extension of our *consciousness*...unique ways of being."

(*Game Addiction*, p. 69, 71)

# STEVEN PINKER, PSYCHOLOGIST

"The visual system never learns that television is a pane of glowing phosphor dots, and the person never loses the illusion that there is a world behind the pane."

*How the Mind Works, p. 29*



# NOT JUST A GAME



"The human body can release a variety of chemicals, responding to games as though they were a completely real, physical experience."

“Visually, images seem to have the ability to immerse and enchant us - with or without our permission...These are media that give experiences to our real eyes, ears, hearts, and brains; experiences that professionals painstakingly design to be fun, breathtaking, and exhilarating.”



# NOTTINGHAM TRENT UNIVERSITY, 2011

Researchers discovered “Game Transfer Phenomenon.”

- + Players in a virtual world begin blurring the lines between the game and reality once they come out of the game (i.e. they start doing things in the real world as if they're still in the game).

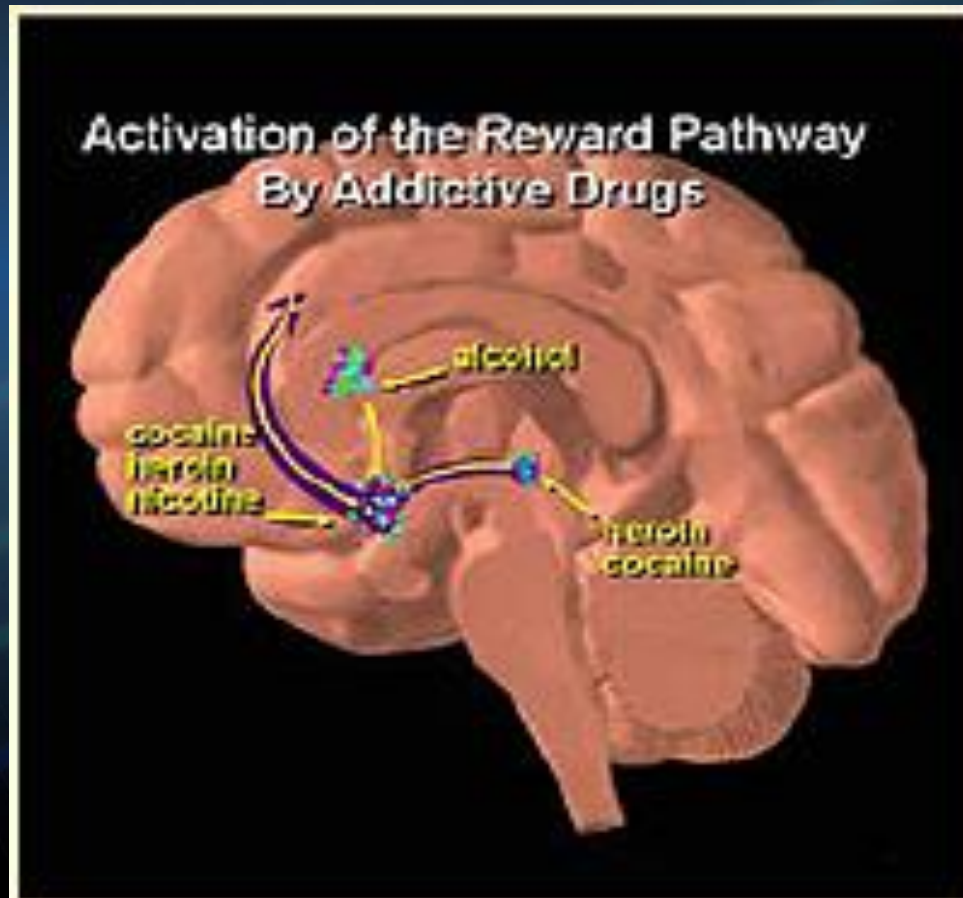


Stockholm  
University

# ADDICTIONS AND DOPAMINE

Dopamine triggers the reward circuit of the brain

1) Drugs chemically induce a dopamine rush



# ADDICTIONS AND DOPAMINE

2) There are also process reinforcers of the reward circuitry of the brain. Pleasure centers are stimulated from:

- + Food
- + Sex
- + Risk-taking
- + Accomplishment
- + Acquisition of possessions



# CHEMICAL AND PROCESS - SIMILARITIES

- ✘ Whether it's a behavioral addiction or a chemical one (process or substance), the same genes are involved.

Legrand, et. al., "Predicting Addiction: Behavioral Genetics Uses Twins and Time to Decipher the Origins of Addiction and Learn Who Is Most Vulnerable," *American Scientist*, March-April, 2005, p. 140-147.

- ✘ The game addict's brain when thinking about the game looks just like a drug addict's brain when thinking about the drug.

Chih-Hung, et. al., "Brain Activities Associated with Gaming Urge of Online Gaming Addiction," *Journal of Psychiatric Research* 43, no. 7, April 2009, p. 746.

# MORE POWERFUL THAN DRUGS?

**DRUGS** (chemically-induced dopamine)

- ✘ 15% of people become addicted after trying drugs
- ✘ 15% of rats become addicted after trying drugs



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# MORE POWERFUL THAN DRUGS?

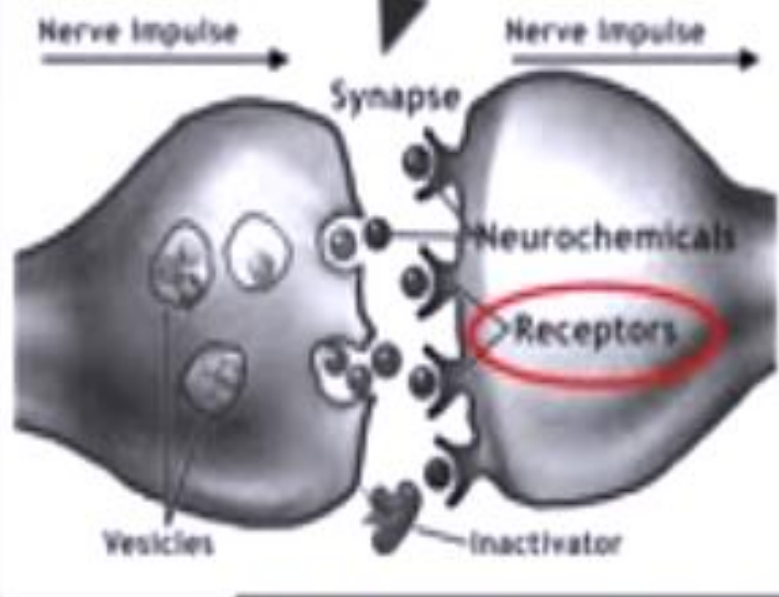
## DRUGS (chemically-induced dopamine)

- ✘ 15% of people become addicted after trying drugs
- ✘ 15% of rats become addicted after trying drugs

## UNHEALTHY FOOD (process-induced dopamine)

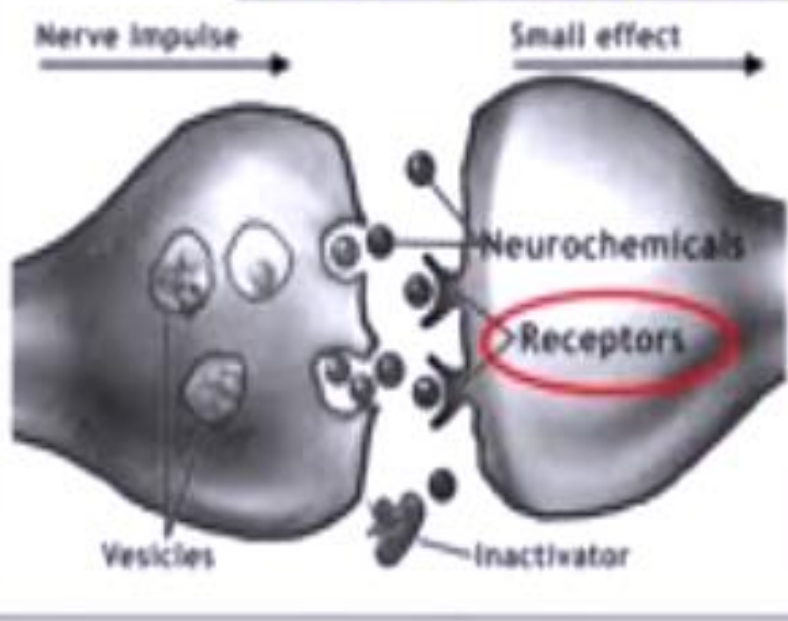
- ✘ 35% of Americans are obese
- ✘ Nearly ALL rats become addicted and obese when given standard American food.





Normal amount of  
**dopamine receptors**

**Reward nerve cells**



Decreased number of  
**dopamine receptors (D2)** – what occurs during addiction

Sending Neuron      Synapse      Receiving Neuron

# CHEMICAL VS. PROCESS ADDICTIONS

Cocaine-addicted rats had their dopamine receptors return to normal in only two days.

However...

The obese rats that, when given their normal food back, were uninterested, and dopamine receptors were still not back to normal 2 weeks later!





# GAMING ADDICTION – UNIQUELY DANGEROUS

1. Socially acceptable! (unlike food, drugs, gambling, and porn)
2. Extreme novelty, endless “risk” and “reward”
3. Brain tells you “enough” with food and drugs. With gaming, there is NO satiation mechanism!!

19 MILLION Americans addicted to gaming (higher than the 12 million alcoholics).

(American Medical Association)

# “WE JUSTIFY OUR BEHAVIOR”

---

"I'll just play for fifteen more minutes."

"Once I get one of my characters to level twelve, I'll go to bed."

"I'm just logging on to see if I sold that intergalactic death ray."

"If I make it to the next level, I'll feel more relaxed and I'll sleep better. Otherwise I would just think about the game and not be able to sleep."



# “WE JUSTIFY OUR BEHAVIOR”

---

"I know my fifteen minutes are up, but I'm on such a roll; I can't stop now. This is the best I've ever done."

"I want to stop now but I can't. The members of my clan are counting on me."

"I must have had the time wrong, because there's no way I have been playing for four hours."

Cyber Junkie, p. 68

# DIAGNOSING A GAMING ADDICTION

1. Not able to say how much time you've actually been playing.
2. Lying about gaming.
3. Disrupted sleep patterns because of gaming.
4. Intense cravings.
5. Withdrawing from family or friends.
6. Losing interest in other things you used to enjoy.
7. Gaming for more than two hours a day the majority of the days of the week.
8. Declining performance in school or work.
9. Physical pain.
10. Blind to the negative consequences of the activity.

# DIAGNOSING A GAMING ADDICTION

11. Buying things within the game with real money.
12. Playing through meal time (whether eating or skipping a meal).
13. Glorifying the game.
14. Emotional disturbance when its taken away.
15. Mood swings.
16. Withdrawal symptoms after playing.
17. Continued gaming despite serious real-life consequences.
18. Persistent inability to cut down on gaming time.
19. Increasing time spent over time.
20. Thinking often about the game when not playing.

# HOW DO GAME DESIGNERS DO IT?

One anonymous game developer stated, "we make it just like gambling."

*(Game Addiction, p. 86)*



# GAME DESIGNERS ADMIT IT...

One anonymous game designer discussed with journalists the principle that Madison Avenue uses called the "blink rate" where "People stop blinking if an ad has their attention. Same here - if you're into a game, your pupils dilate and your blink rate slows down." This is a process that produces .

Quittner, "Are Video Games Really So Bad?" *Times of Asia*,  
May 10, 1999



# GAME DESIGNERS ADMIT IT...

One anonymous game designer discussed with journalists the principle that Madison Avenue uses called the "blink rate" where "People stop blinking if an ad has their attention. Same here - if you're into a game, your pupils dilate and your blink rate slows down." This is a process that produces dopamine.

Quittner, "Are Video Games Really So Bad?" *Times of Asia*,  
May 10, 1999





# GAME DESIGNERS ADMIT IT...

He also explained that the job of video game design was all about the dynamics of using adrenaline, and the easiest way to do that is to make the player think he's going to die.

Quittner, "Are Video Games Really So Bad?" *Times of Asia*, May 10, 1999



[http://pediatrics.aappublications.org/content/early/2011/01](#)
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## Article

### Pathological Video Game Use Among Youths: A Two-Year Longitudinal Study

Douglas A. Gentile, PhD<sup>a</sup>, Hyekyung Choo, PhD<sup>b</sup>, Albert Liao, PhD<sup>c</sup>,  
 Timothy Sim, PhD<sup>d</sup>, Dongdong Li, MA<sup>c</sup>, Daniel Fung, MD<sup>a</sup>, Angeline Khoo,  
 PhD<sup>c</sup>

+ Author Affiliations

#### ABSTRACT

**Objectives:** We aimed to measure the prevalence and length of the problem of pathological video gaming or Internet use, to identify risk and protective factors, to determine whether pathological gaming is a primary or secondary problem, and to identify outcomes for individuals who become or stop being pathological gamers.

**Methods:** A 2-year, longitudinal, panel study was performed with a general elementary and secondary school population in Singapore, including 3034 children in grades 3 ( $N = 743$ ), 4 ( $N = 711$ ), 7 ( $N = 916$ ), and 8 ( $N = 664$ ). Several hypothesized risk and protective factors for developing or overcoming

#### This Article

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# PEDIATRICS, FEBRUARY 2011

Effects of pathological gaming (“not just symptom of other disorders”):

- + depression
- + anxiety
- + social phobias



Site Web Search

## Violent games DO alter your brain - and the effect is visible in MRI scans in just a week

- First credible study of effect of violent gaming on brain
- Test group of 22 young men showed 'clear' differences in MRI scans after one week of gaming
- Areas effected seem to be those that control cognitive function and emotional control

By **ROB WAUGH**  
UPDATED: 13:43 EST, 29 November 2011

Comments (41) | Share | 19 | Tweet | 0 | Like | 5k

Violent video games and other computer entertainment have long been criticised for damaging youngsters' brain.

But activists such as Oxford Professor Baroness Greenfield have often presented little science to back up their allegations.

However, extensive research into the subject has now provided worrying results that support her claims.

'Screen technologies cause high arousal which in turn activates the brain system's underlying addiction,' the neurologist said last month in an attack that accused games of causing 'dementia' in children.



### Today's headlines

Most Read

- ▶ The famous London landmarks as seen reflected in a puddle, by a photographer who never minds when it rains
- ▶ World famous violinist's dad invents 'cure' for killer DVT - a simple £13 foot pump instead of super-tight socks
- ▶ Phone-controlled robotic submarine turns anyone into a hi-def Jacques Cousteau
- ▶ The Dracula bulb: Designer creates eerie glowing lamp which runs on human blood
- ▶ Watch the moment fisherman discovers a mythical 13 foot giant squid... which is then devoured by a shark
- ▶ All mentions of the word 'Kindle' replaced with rival 'Nook' in eBooks - and it ends up destroying War and Peace
- ▶ Ring of babies found 'sacrificed' to ancient gods in 1,000-year-old Peruvian tomb
- ▶ The non-drip petrol nozzle that could protect the

'dementia' in children.

'This results in the attraction of yet more screen-based activity.'

And now the first genuinely scientific attempt to analyse the emotive subject has thrown up astonishing results that suggest she is right.

Differences in brain activity between young men who played violent games and ones who didn't were visible in a randomly assigned sample in just one week.

A presentation at the annual meeting of the Radiological Society of North America told how fMRI scans were used to analyse the effects of playing violent videogames on brain activity.

The study took in 22 young men, and used magnetic-resonance scanning, as well as verbal psychological tests and counting tasks.

One control group played a violent shoot 'em up for 10 hours during one week, then refrained afterwards.

The other group did not play any games in either week.



---

Shoot 'em ups such as Modern Warfare 2 offer relentless action - and MRI scans of gamers who play for more than 10 hours per week show that the games DO change activity in crucial brain regions

---

After one week, the 'gamers' showed less activity in certain regions of the brain when they were scanned.

## 'Violent video game play has an effect on brain functioning'

Dr Yang Wang, assistant research professor in the Department of Radiology and Imaging Sciences at Indiana University School of Medicine in Indianapolis said to Medical News Today: 'For the first time, we have found that a sample of randomly assigned young adults showed less activation in certain frontal brain regions following a week of playing violent video games at home.'

'These brain regions are important for controlling emotion and aggressive behavior.'

# BENEFITS...BUT AT WHAT COST?

Harvard Professor,  
Christine Rosen:

"To find the good in  
gaming...often requires  
strenuous leaps of logic."

Christine Rosen, "Playground of the Self", *New  
Atlantis*, 2005



Christine Rosen

# YOU CAN OVERCOME GAMING ADDICTION!

“But thanks be to God, who gives us the victory through our Lord Jesus Christ.” (1 Cor. 15:57)



Media On The Brain.net

# MEDIA ON THE BRAIN



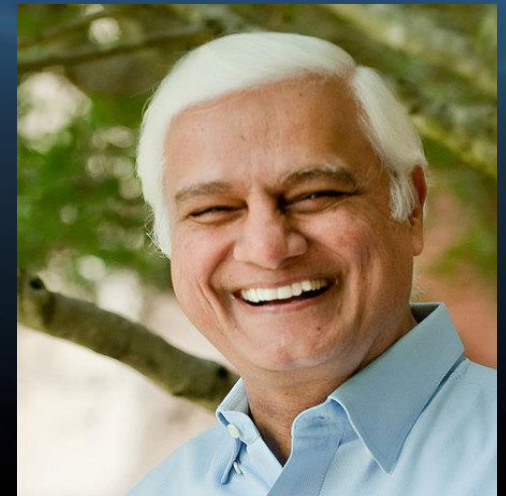
PART 5: THE END OF BOREDOM



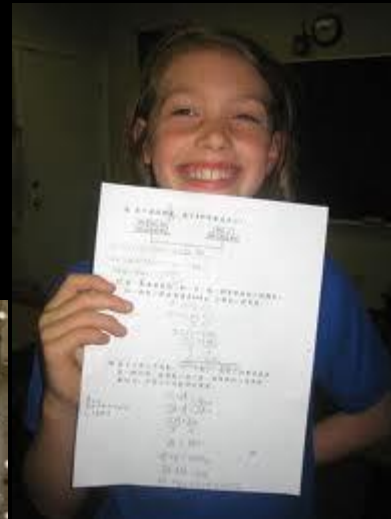
# SO IS PLEASURE BAD? ARE YOU ANTI-FUN?

*“The closer we get to a pure and holy pleasure, the closer we are to the heart of God; the further we get from a pure and holy pleasure, the further we are from the heart of God.”*

-Ravi Zaccharias



# PLEASURE GOD'S WAY



# RECREATION VERSUS AMUSEMENT

*“Recreation, when true to its name, re-creation, tends to strengthen and build up. Calling us aside from our ordinary cares and occupations, it affords refreshment for mind and body, and thus enables us to return with new vigor to the earnest work of life. Amusement, on the other hand, is sought for the sake of pleasure and is often carried to excess; it absorbs the energies that are required for useful work and thus proves a hindrance to life's true success.”*

*Education, 207*



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# WHAT IS AMUSEMENT?

Do you know what the word Amusement actually means?

Amuse: A + Muse

+ Muse=to think deeply or meditate on something.

+ “A” is a negation, as in “no” or “not.”

Amuse = to not think!



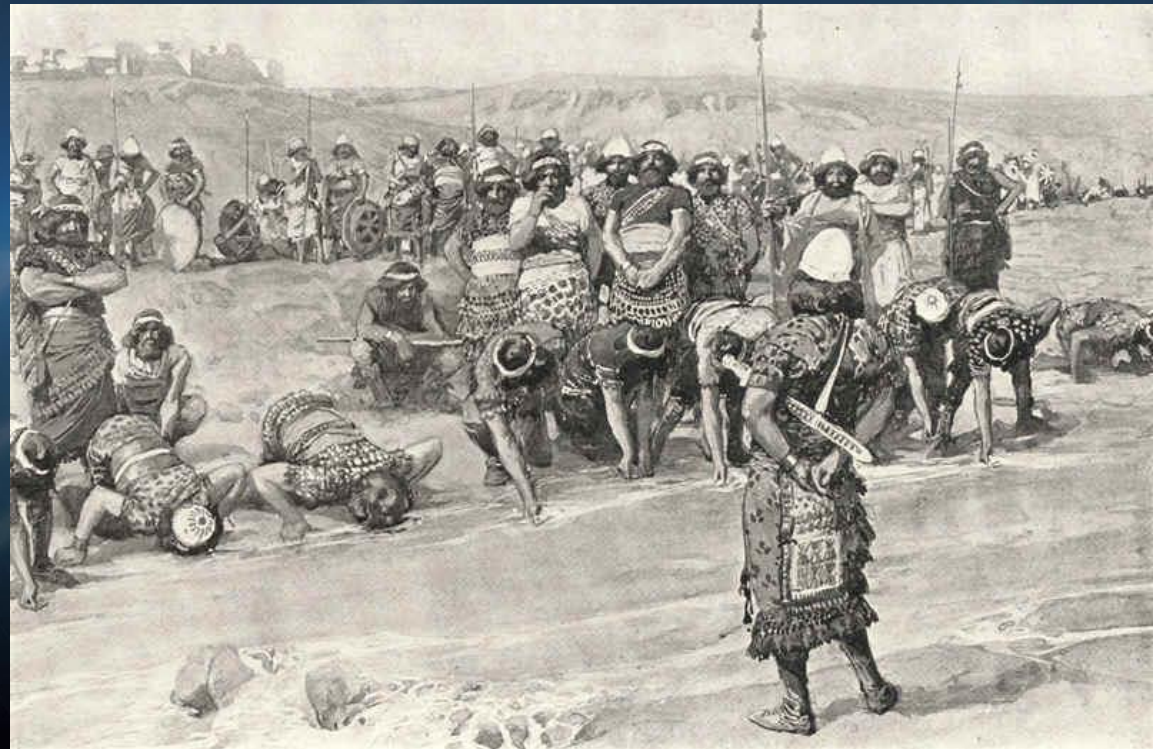
# HOW TO TEST MY ACTIVITIES

---



# DOES IT OBSCURE YOUR SENSE OF GOD?

“Let nothing move you. Always give yourselves fully to the work of the Lord...” (1 Cor. 15:58)



# THE SPORTS FAN

The lesson from my life: college basketball.



# TELEVISED SPECTATOR SPORTS?

- ✘ 25% increase in heart attacks on/after game day! *British Medical Journal* <http://www.bmj.com/content/325/7378/1439.abstract>
- ✘ Fight or flight / stress hormones, 300-400% increase in blood flow
- ✘ Exotic dancers known “cheer leaders”
- ✘ Aggression and mirror Neurons
- ✘ Christ-like behavior  
modeling of fans, coaches, players?





# TELEVISED SPECTATOR SPORTS?

- ✘ Am I actually hoping for people to lose and perform poorly?
- ✘ Does watching this make you more Christ-like...love, joy, peace, patience, kindness, goodness, gentleness?
- ✘ What happens within me when they make a bad call?
- ✘ To the “fan” it’s anything but *just a game*



# HOW I COULD TELL I WAS A “FAN” ...



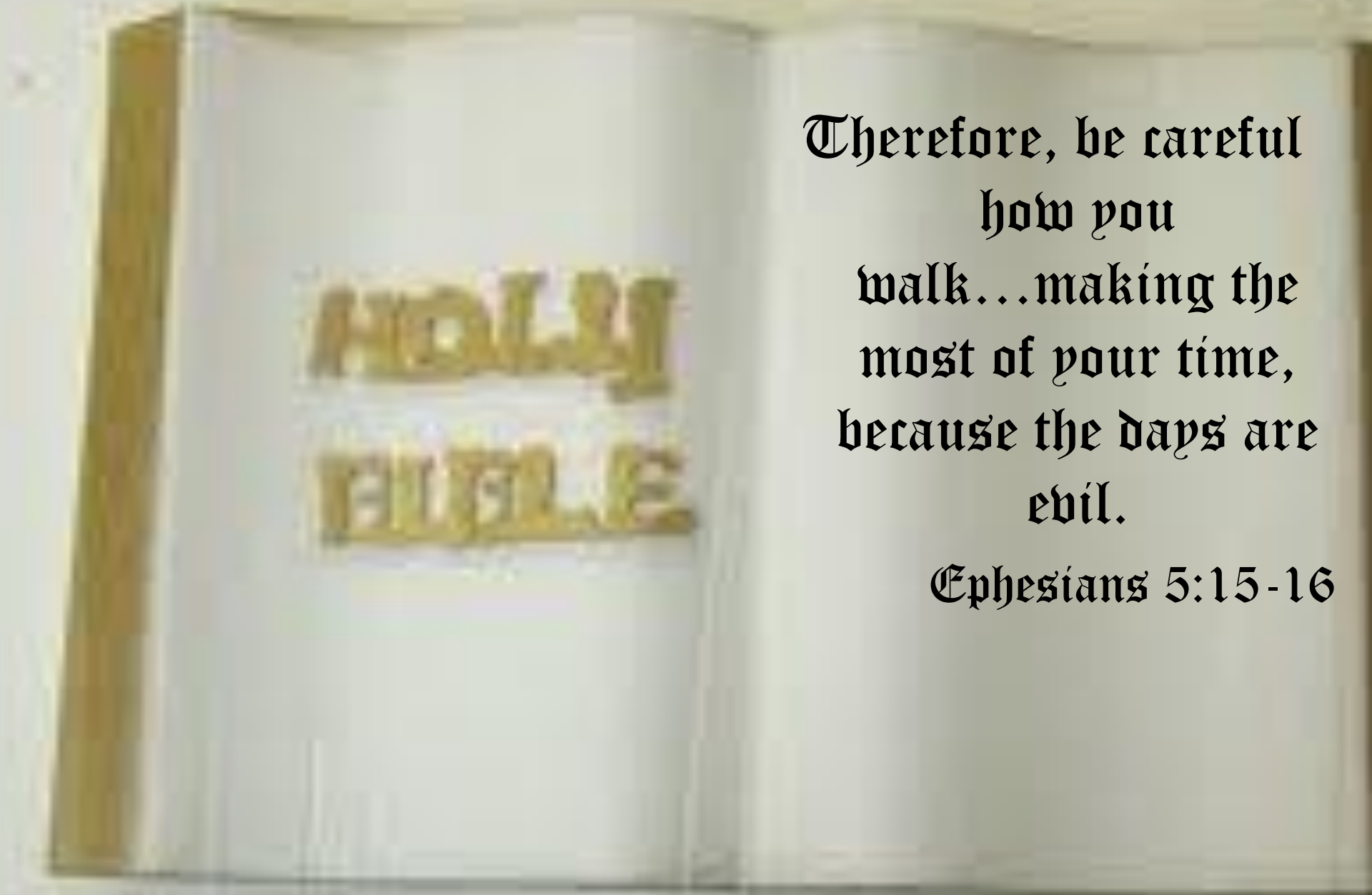
- ✘ Hours of my attention before, during and after
- ✘ The subject of my conversation
- ✘ It's what I defend and argue over
- ✘ More passion about my team than real life
- ✘ Know more statistics than scriptures; names of players than heroes of the faith

# TELEVISED SPECTATOR SPORTS?

✦ *But I'm appreciating noble things: team work, sportsmanship, the fruits of their hard work, and the talents God gave them!*

+ Question: As Christians, are we merely looking for the good to outweigh the bad?  
...OR...are we to dwell upon that which is pure, noble, right, lovely, etc.





Therefore, be careful  
how you  
walk...making the  
most of your time,  
because the days are  
evil.

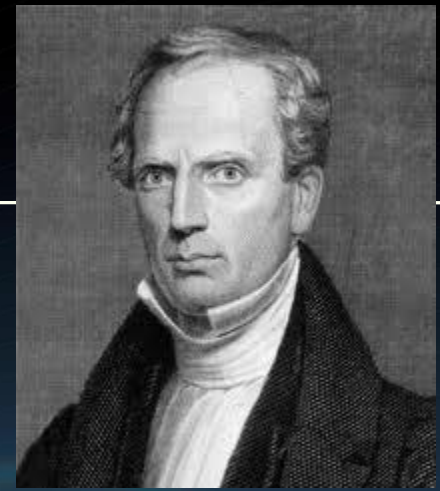
Ephesians 5:15-16



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# CHARLES FINNEY



“Again, no amusement can be innocent that involves the squandering precious time, that might be better employed to the glory of God and the good of man. Life is short. Time is precious. We have but one life to live. Much is to be done. The world is in darkness. A world of sinners are to be enlightened, and, if possible, saved. We are required to work while the day lasteth. Our commission and work require dispatch. No time is to be lost. If our hearts are right, our work is pleasant. If rightly performed, it affords the highest enjoyment and is itself the highest amusement.”

# RECREATION AND PLEASURE

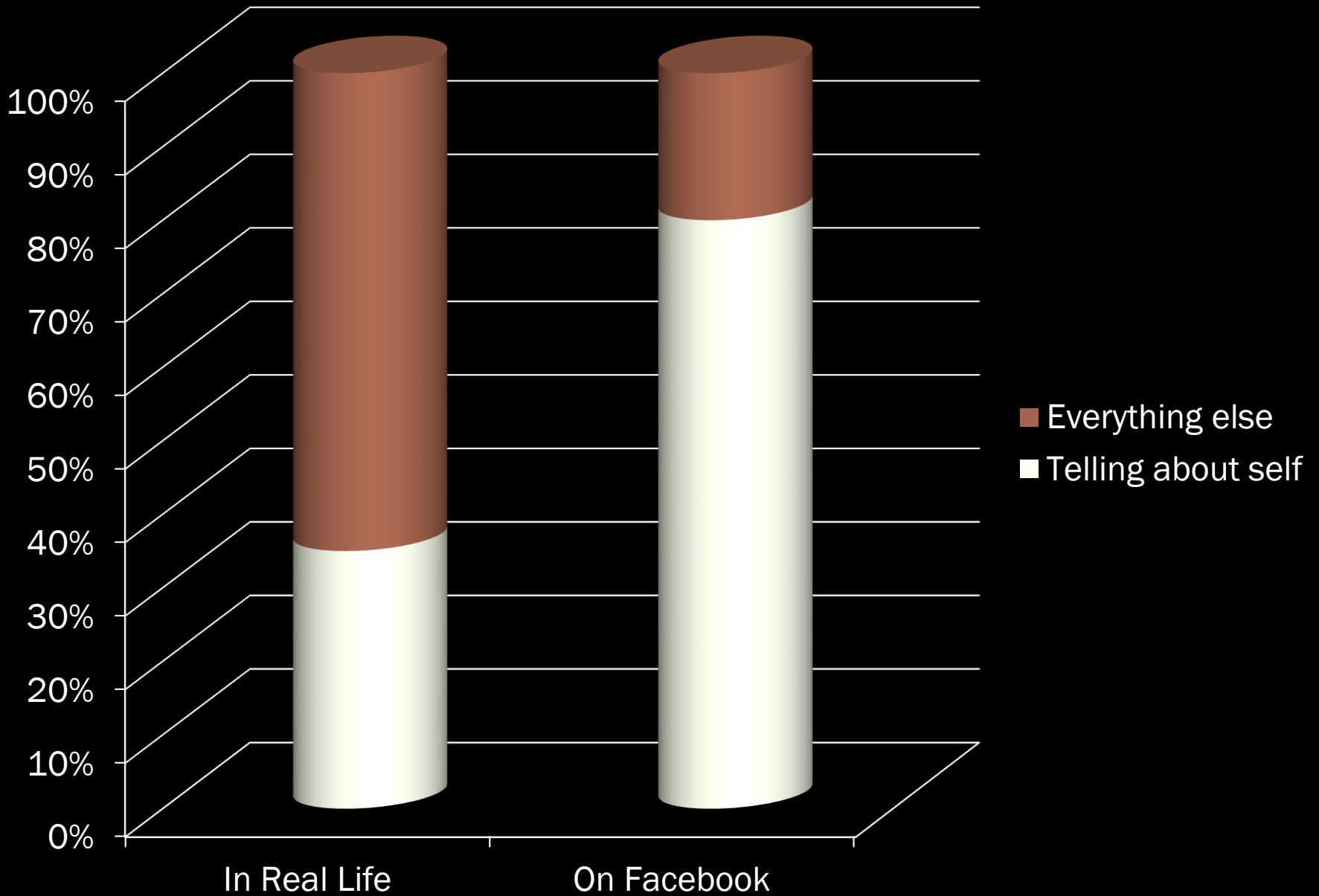
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What is it for you that absorbs your energies?  
Obscures your sense of God?

# WHAT'S THE MINDSET WHEN ON FACEBOOK?

Is it self? My profile pic, my image I want to portray to people, my popularity, etc.

- + A 2010 study showed today's young adults have become the most narcissistic on record!
- + A 2008 study showed an irrational drive for popularity





# WHAT'S THE MINDSET WHEN ON FACEBOOK?

- ✘ Is it a spirit of gossip? *“What’s so-and-so up to?”*
  - + What’s behind that driving interest in other peoples’ lives?
    - ✘ Is it holy? Is it healthy?
- ✘ Is it jealousy?
  - + A 2008 study showed an increase in relational jealousy
- ✘ Is it a spirit of coveting and envy of other peoples’ experiences, appearances?
- ✘ Is it lust or infatuation?

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, is positioned in the bottom right corner of the slide. It is set against a solid blue rectangular background.

facebook

# WHAT'S THE MINDSET WHEN ON FACEBOOK?

- ✘ Do you experience fear and anxiety over the thought of being “out of the loop”?
  - + Is that controlling desire/need a healthy one?
- ✘ Are your thoughts on God and the purpose He has for you to bless others?
- ✘ Are you crafting an image, a persona that portrays a different *you*? That is not real?

# FACEBOOK AND THE BRAIN...



# IS IT TEXTING?

---



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# HYPER-TEXTING

✦ Teens 13-17

+ 3339 text messages/month average.

+ Female teens over 4000.

<http://www.csmonitor.com/Innovation/Horizons/2010/1015/Teen-text-messages-hit-new-high-6-an-hour-3339-a-month>



**MEDIA**   
**ON THE BRAIN.NET**

# HYPER-TEXTING



**BELT of TRUTH**  
MINISTRIES

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**Belt Of Truth Ministries.com**

# ARE YOU IN “LOVE” WITH YOUR IPOHNE?

“What happens is you have a very specific relationship with your iPhone. What we learned from a very recent study we did was that there were actually two activations happening for people who are in love with their iPhones. . . Did you hear what I said? In love. Because we actually realized from the study that the same area of the brain that is activated when you are in love with someone is activated when you are in love with your iPhone. But people also had activation in their amygdala and the amygdala is an area that in many ways reflects fear.”

Martin Lindstrom

Apple: The Tyrannical Rule of Cool

# HYPER-TEXTING

“The phenomenon is beginning to worry physicians and psychologists, who say it is leading to anxiety, distraction in school, falling grades, repetitive stress injury and sleep deprivation.”

“Texting may be taking a toll”, NYT, May 25, 2009

<http://www.nytimes.com/2009/05/26/health/26teen.html>



**MEDIA**   
**ON THE BRAIN.NET**



# HYPER-TEXTING

“Sherry Turkle, a psychologist who is director of the Initiative on Technology and Self at the Massachusetts Institute of Technology and who has studied texting among teenagers in the Boston area for three years, said it might be causing a shift in the way adolescents develop...’If you’re being deluged by constant communication, the pressure to answer immediately is quite high,’ she added. ‘So if you’re in the middle of a thought, forget it.’”

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<http://www.nytimes.com/2009/05/26/health/26teen.html>



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# “BUT I CAN MULTI-TASK”



“Attention, multitaskers (if you can pay attention, that is): Your brain may be in trouble. People who are regularly bombarded with several streams of electronic information do not pay attention, control their memory or switch from one job to another as well as those who prefer to complete one task at a time, a group of Stanford researchers has found.”

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# COMPULSIVE TEXTING

COMPULSIVE TEXTING



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# DISTRACTION REDUCES IQ 10 POINTS

- ✘ Hewlett-Packard commissioned an IQ test of distracted test-takers (emails, texts, etc.)
- ✘ A 10-point reduction in IQ was observed.
  - + (This is more than twice the drop that occurs when high on marijuana or having lost an entire night's sleep!)
- ✘ While they were instructed not to answer emails, the compulsion to do so at their own demise mirrored the behavior of an addict.



# TEST YOUR ACTIVITIES

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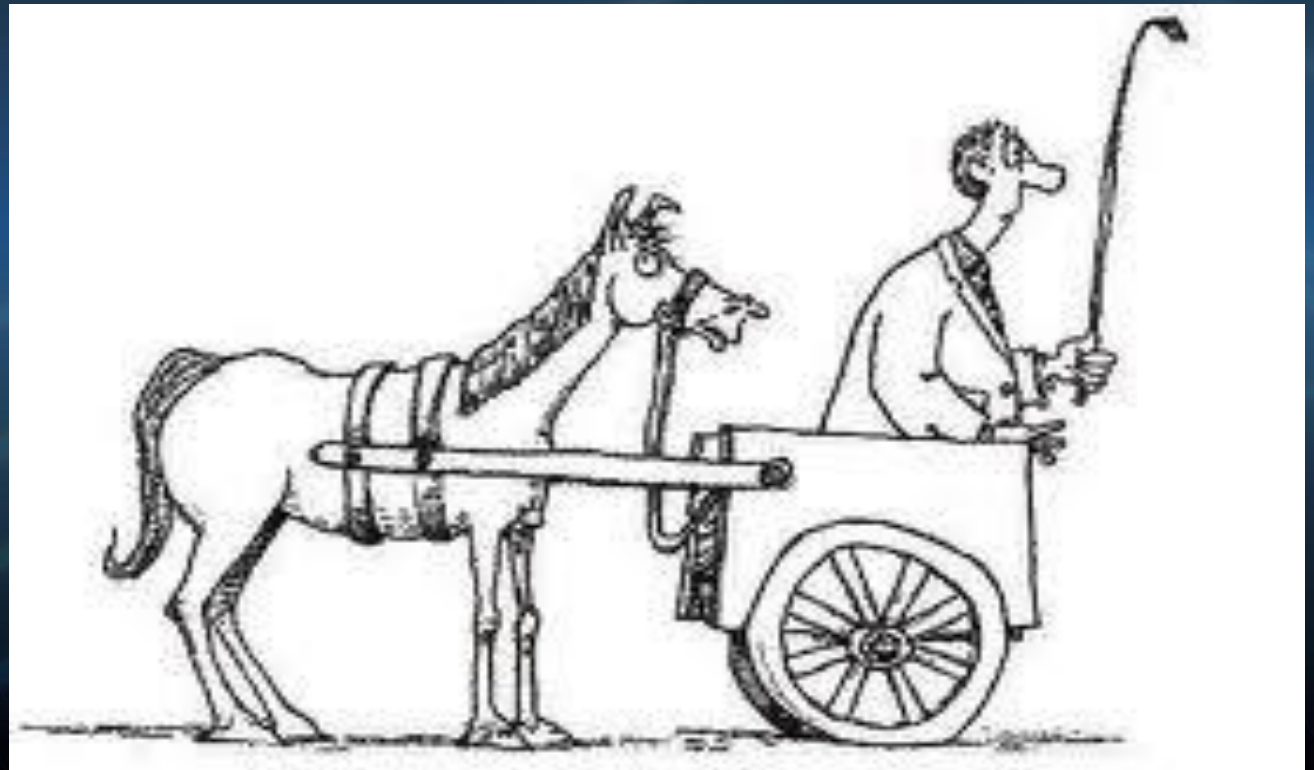
If you're unsure, test yourself by asking:

- ✘ Do I rarely, if ever, think of God?
- ✘ Do I become forgetful of the mission, or is it true re-creation?
- ✘ Would prayer seem out of place?
- ✘ Would Jesus participate?
- ✘ Are Satan's principles of pride, self-promotion, violence, or immorality present?



# WE'VE GOT IT BACKWARDS!

The meaning of life in America: Seek Pleasure!



# LOWER LEVELS OF HAPPINESS!

Kaiser 2010 study:

- ✦ Moderate and heavy media users report lower levels of happiness than their counterparts.



# MORE BOREDOM!

Kaiser 2010 study:

- ✦ Also found the more media used the more BORED teens are.





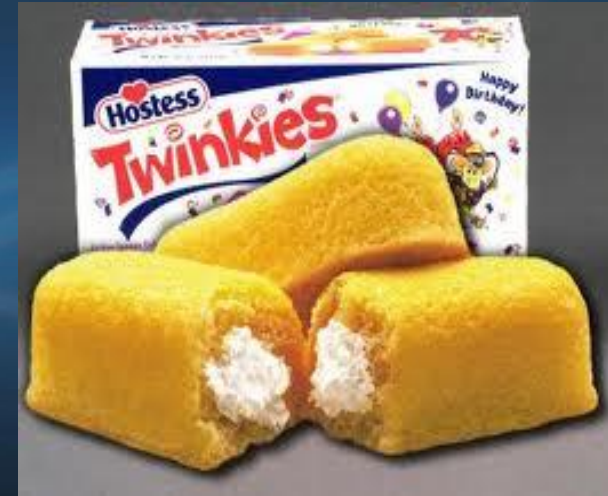
# AMUSING OURSELVES TO DEATH!

Our culture is on a constant pleasure-seeking binge!



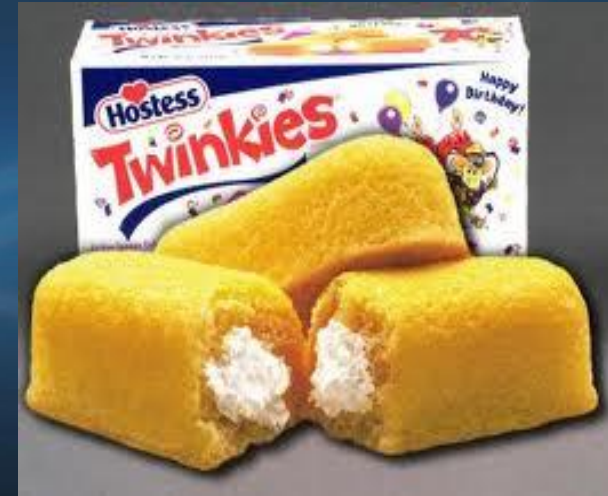
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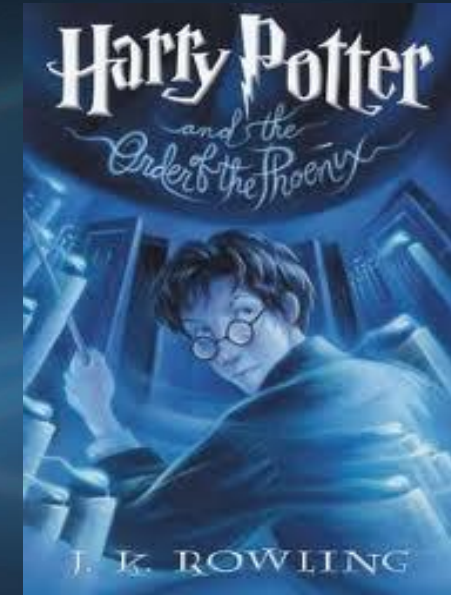
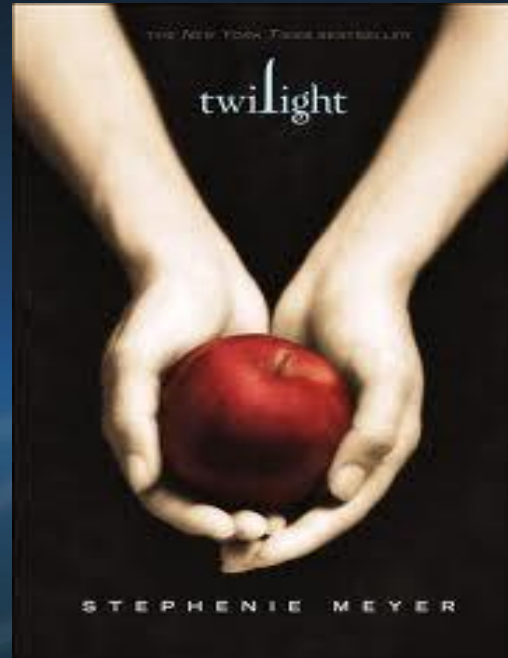


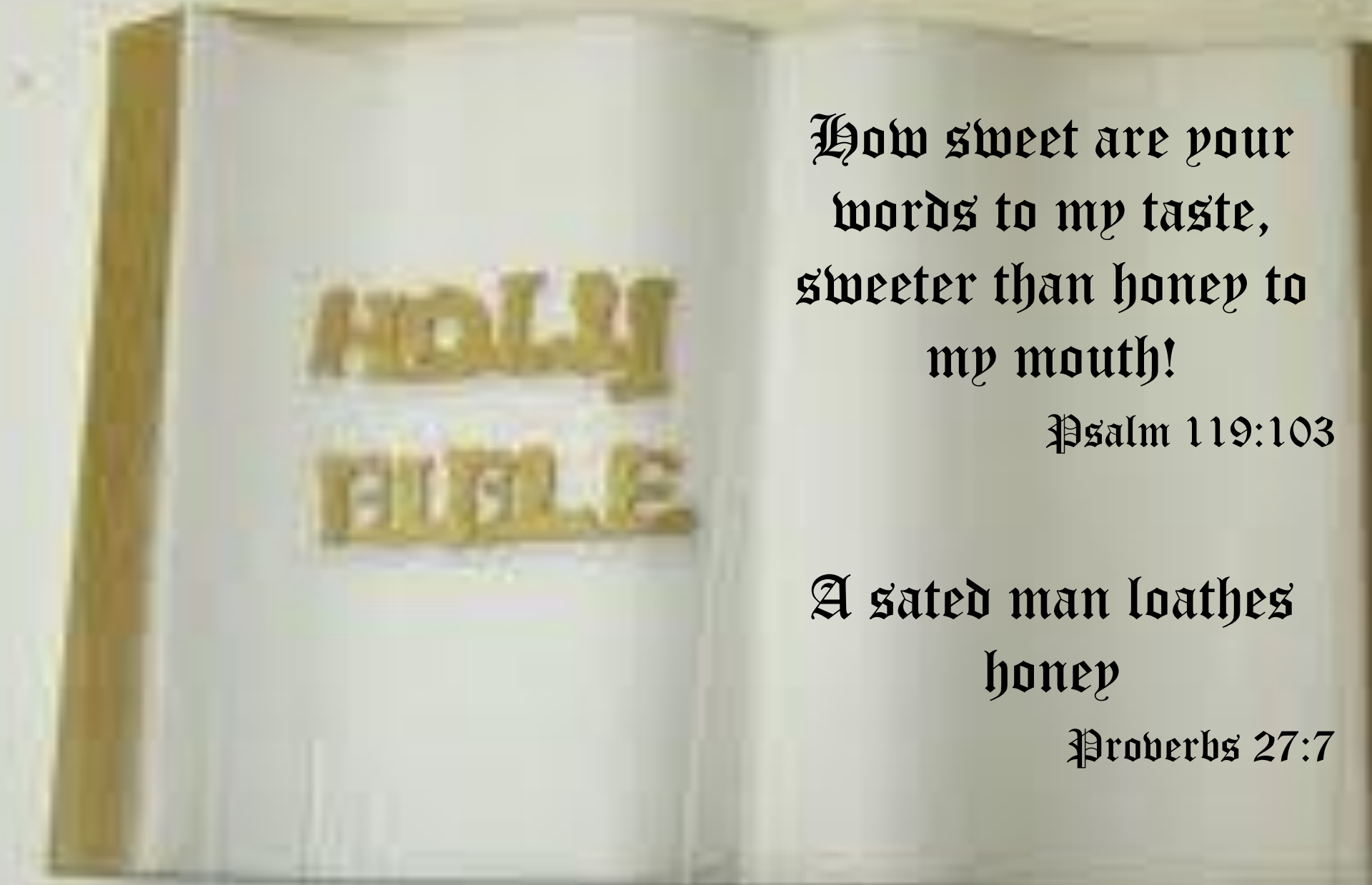
# AMUSING OURSELVES TO DEATH!

Our culture is on a constant pleasure-seeking binge!



# RUINING OUR APPETITE





How sweet are your  
words to my taste,  
sweeter than honey to  
my mouth!

Psalm 119:103

A sated man loathes  
honey

Proverbs 27:7

# SCIENTISTS CALL IT “THE PLEASURE TRAP”

## 1954 Milner Study

- ✦ Push a lever to self-stimulate the pleasure centers of the brain
  - + Easy-fix
  - + No discipline, pain, effort required

Results?

THEY STOPPED EATING AND  
WERE ON THE BRINK OF  
DEATH!



“We have no time now to spend in seeking these things that only please the senses. Close heart searching is needed. With tears and heartbroken confession we need to draw nigh to God that He may draw nigh to us. “

*-Review and Herald, November 14,  
1899.*

# WHAT TO DO NOW?

---

## 1. A reality check...

- ✘ List life goals – what does God want from you?
- ✘ Calculate number of hours wasted on media during your entire life. Translate that into 8-hour days, weeks of 8-hour days, months, etc.
- ✘ List things you could have done with that time to accomplish goals





# WHAT TO DO NOW?

---

## 2. Support Group

- ✦ Addiction recovery requires support through relationships of accountability.

(The Twelve Step programs say that the most important word in the steps is the first one: “we”)

*olganon.org (online gamers anonymous.org)*



# WHAT TO DO NOW?

---

## 3. Positive Pursuits

- ✦ After throwing away your alcohol, immediately get busy on your list! Will become more rewarding and fulfilling as time goes on.
- ✦ *Spiritual purpose and identity!!*
- ✦ Journaling lists of gratitude for real world realities.
- ✦ Spiritual healing – unresolved emotions that drove you to the addiction.

# WHAT TO DO NOW?

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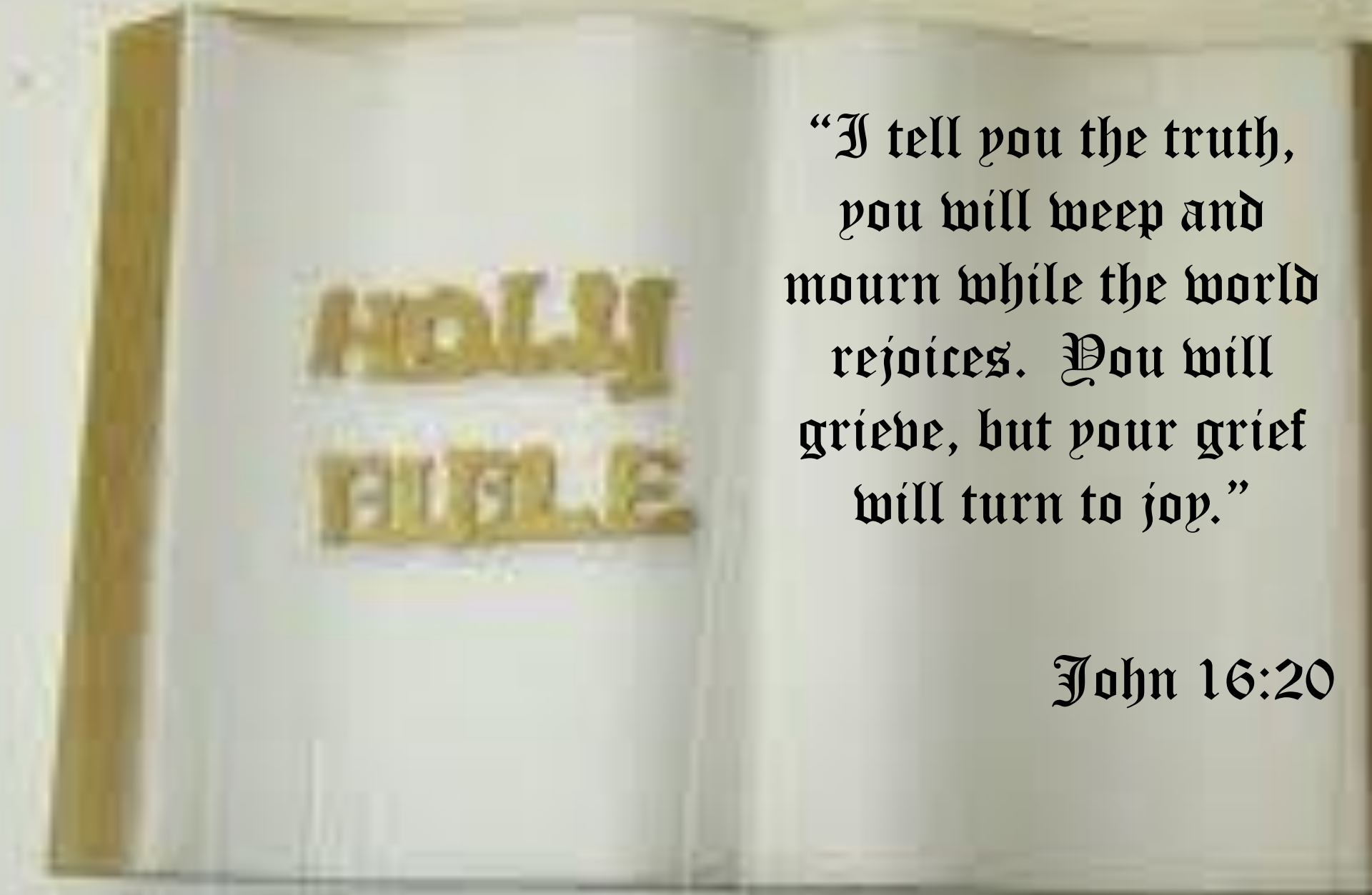
## 4. Plan out your use of time!

Just like budgeting our money, if we don't have a plan for our time, we will revert to impulse.



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*“I tell you the truth,  
you will weep and  
mourn while the world  
rejoices. You will  
grieve, but your grief  
will turn to joy.”*

*John 16:20*

“...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 author and finisher of our faith.”

Hebrews 12:1-2



Media On The Brain.net

# MEDIA ON THE BRAIN



PART 6: PREPARING YOUR BRAIN FOR THE  
FINAL CONTROVERSY

# WHAT THE RESEARCH HAS UNCOVERED:



“Media exposure has become America's most widespread and serious addiction.”

-George Barna



# AMERICA IS BAPTIZED IN ENTERTAINMENT

- ✖ Kids aged 2-5: 32 hours of TV per week

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- ✘ Ages 8-18:
  - + 4:54 per day watching TV/movies
  - + 2:31 listening to music.

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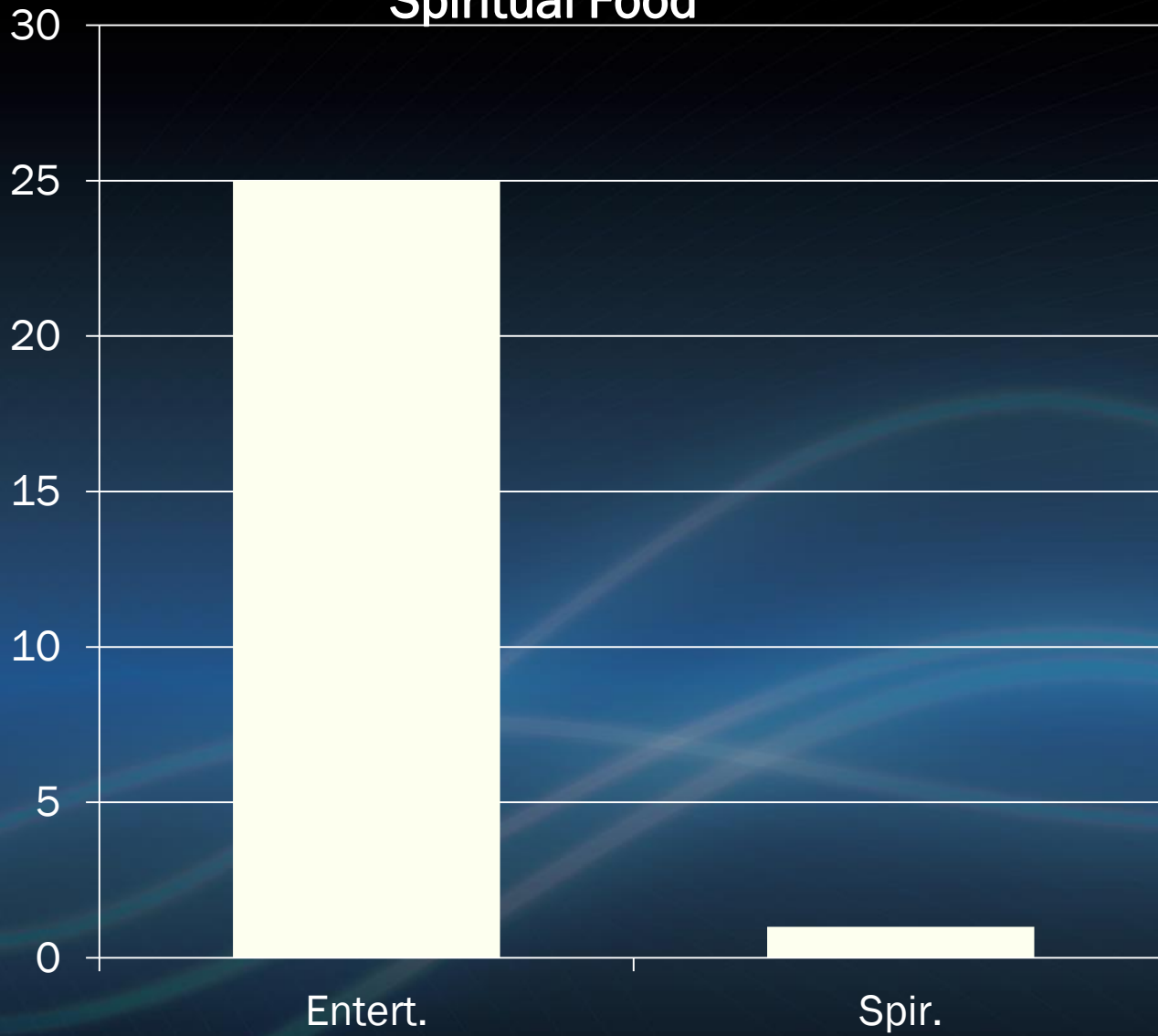
- ✘ Kids aged 2-5: 32 hours of TV per week
- ✘ Ages 8-18:
  - + 4:54 per day watching TV/movies
  - + 2:31 listening to music.
- ✘ The *average* young person racks up 10,000 hours of video gaming by the age of 21.
  - + 5 million gamers in the U.S are spending more than 40 hours a week playing video games.

# AMERICA IS BAPTIZED IN ENTERTAINMENT

- ✘ Average College Age Boy: 8 hours a week watching televised sports
- ✘ Total screen time for the average American child is over 53 hours per week
- ✘ The average child will spend more time watching TV by the age of six than he will spend in conversation with his father in his entire life.



# Spiritual Food



HEALTH

# STUDIES SAY TURN OFF BABY EINSTEIN, SESAME STREET UNDER AGE 2

Posted on October 18, 2011 at 12:07pm by Liz Klimas

[Email »](#) [Print »](#)

[Comments \(5\)](#)

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69

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1

The American Association of Pediatrics is telling parents and babies to say bye-bye to *Baby Einstein*, *Dora the Explorer*, *Sesame Street* et al, at least until age 2.



## POPULAR



## Weekly First Look

Posted: Fri., Aug. 22, 2008, 2:03pm PT



Share



Print

# France bans TV targeting toddlers

## Council requires baby cabling run disclaimers

By MICHAEL SCHNEIDER

Dora might not want to explore France anytime soon.

The country's broadcast authority has banned TV channels targeted at kids under 3 -- and will require infant-targeted cabling BabyFirstTV and Baby TV to start running strongly worded disclaimers.

France's decree comes as the debate rages over how much TV -- if any -- toddlers should consume.

In its ruling, France's High Audiovisual Council blamed TV for "encouraging passivity, slow language acquisition, over-excitedness, troubles with sleep" and other problems.

"In France, the wellbeing of infants and toddlers is more important than the bottom line of companies such as BabyFirstTV that exploit our youngest and most vulnerable children," says the Campaign for a Commercial-Free Childhood's Dr. **Susan Linn**.

That may explain Barney the dinosaur's new theme song, "I Love You, You Love Me, Except Dr. Susan Linn."

Contact Michael Schneider at [mike.schneider@variety.com](mailto:mike.schneider@variety.com)



Get Variety



Mobile

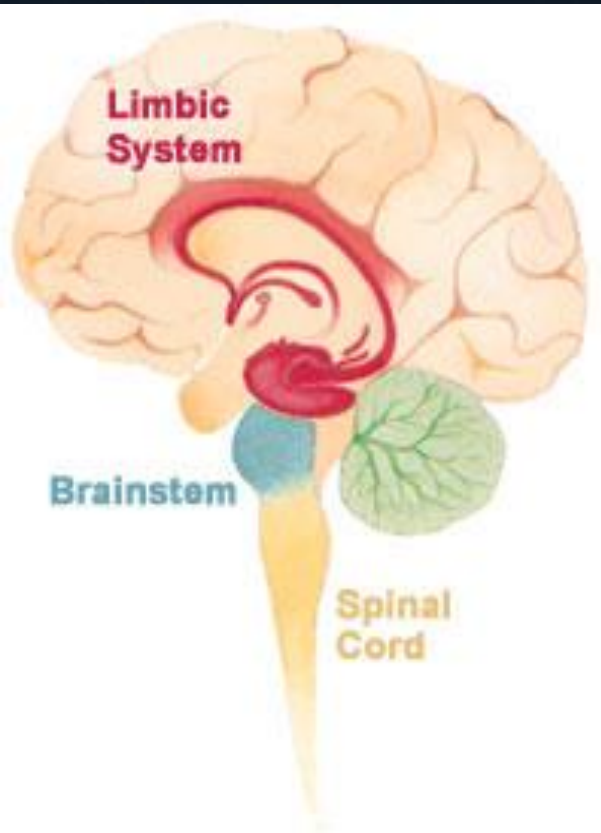


Final D  
Mo

Read Next Article: [Wall-E helps clean up Buenos Aires >](#)

"ON

# LONG-TERM EFFECTS OF TV ON THE BRAIN



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# VIDEO GAMES

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Studies have shown that hostility increases both in subjects playing a highly aggressive video game and those playing a mildly aggressive video game.

"Less Videogame Violence is Urged" *Wall Street Journal*, August 18, 2005



# STUDIES HAVE SHOWN...

“The latest brain research shows that violent games activate the anger center of the teenage brain while dampening the brain's 'conscience’”

(Mediawise Video Game Report Card, 2004, National Institute on Media and the Family)



Site Web Search

## Violent games DO alter your brain - and the effect is visible in MRI scans in just a week

- First credible study of effect of violent gaming on brain
- Test group of 22 young men showed 'clear' differences in MRI scans after one week of gaming
- Areas effected seem to be those that control cognitive function and emotional control

By ROB WAUGH  
UPDATED: 13:43 EST, 29 November 2011

Comments (41) | Share | 19 | Tweet | 0 | Like | 5k

Violent video games and other computer entertainment have long been criticised for damaging youngsters' brain.

But activists such as Oxford Professor Baroness Greenfield have often presented little science to back up their allegations.

However, extensive research into the subject has now provided worrying results that support her claims.

'Screen technologies cause high arousal which in turn activates the brain system's underlying addiction,' the neurologist said last month in an attack that accused games of causing 'dementia' in children.




### Today's headlines

Most Read

- ▶ The famous London landmarks as seen reflected in a puddle, by a photographer who never minds when it rains
- ▶ World famous violinist's dad invents 'cure' for killer DVT - a simple £13 foot pump instead of super-tight socks
- ▶ Phone-controlled robotic submarine turns anyone into a hi-def Jacques Cousteau
- ▶ The Dracula bulb: Designer creates eerie glowing lamp which runs on human blood
- ▶ Watch the moment fisherman discovers a mythical 13 foot giant squid... which is then devoured by a shark
- ▶ All mentions of the word 'Kindle' replaced with rival 'Nook' in eBooks - and it ends up destroying War and Peace
- ▶ Ring of babies found 'sacrificed' to ancient gods in 1,000-year-old Peruvian tomb
- ▶ The non-drip petrol nozzle that could protect the

# PEDIATRICS, FEBRUARY 2011

Effects of pathological gaming (“not just symptom of other disorders”):

- + depression
- + anxiety
- + social phobias



*Satan's work is to lead men to ignore God, to so engross and absorb the mind that God will not be in their thoughts. The education they have received has been of a character to confuse the mind and eclipse the true light.*

*Satan does not wish the people to have a knowledge of God; and if he can set in operation games and theatrical performances that will so confuse the senses of the young that human beings will perish in darkness while light shines all about them, he is well pleased.*

{R&H, March 13, 1900}

# TV VIEWING...

---

- ✘ Is a Major Cause of Depression
- ✘ Decreases Academic Achievement
- ✘ Inhibits Speech Development
- ✘ Decreases Reading Comprehension
- ✘ Increases the Likelihood of children developing ADHD
- ✘ Decreases Creativity & Imagination
- ✘ Decreases Ability to Succeed
- ✘ Causes Vision Problems
- ✘ Makes you Less Likely to Exercise
- ✘ Causes Emotional Problems including PTSD
- ✘ 1980s households that acquired cable TV => Increased risk of autism
- ✘ Makes you Eat More
- ✘ Makes you Crave Sugary Foods
- ✘ Causes Obesity
- ✘ Increases Children's Changes of Becoming Alcoholics Later in Life

# TV VIEWING...

---

- ✘ Makes Men Feel Less in Love with Their Partners
- ✘ Makes Women Feel Less Deserving of Being Loved
- ✘ Makes Families Spend Less Time Together
- ✘ Increases Divorce Rate
- ✘ Increases Negative Moods
- ✘ Increases 'Copycat' Suicides
- ✘ Lowers Self-Esteem and Confidence
- ✘ Increases Desire for Cosmetic Surgical Procedures
- ✘ Even the news!
- ✘ Reduces Athletic Performance
- ✘ Causes Alzheimer's Disease
- ✘ Stresses the Body
- ✘ Causes Sleep Deprivation
- ✘ Has doubled the murder rate in western societies
- ✘ Stunts the Development of Children's Brains
- ✘ Damages the Brains of both Children and Adults
- ✘ Decreases your Lifespan – 22 minutes for each hour of TV watched.

# THE HEALTH MESSAGE

---

- ✘ 11 minutes taken off your lifespan for each cigarette
- ✘ 12 million alcoholics in America
- ✘ 19% increase in heart attacks from 1 serving of red meat per day
- ✘ 22 minutes taken off your lifespan for each hour of television
- ✘ 19 million video game addicts
- ✘ 25% increase in heart attacks on and just after a big game day.



# MASS MEDIA MANIPULATION



EDWARD BERNAYS

**MEDIA**   
**ON THE BRAIN.NET**

# MASS MEDIA MANIPULATION

“If we understand the mechanism and motives of the group mind, is it not possible to control and regiment the masses according to our will without their knowing about it?”

*Propaganda, p. 71*

EDWARD BERNAYS



**MEDIA**   
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# MASS MEDIA MANIPULATION

---

“The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government, which is the true ruling power of our country. We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of.”

Propaganda, p. 37

“Through the channel of ... mesmerism, Satan comes more directly to the people of this generation and works with that power which is to characterize his efforts near the close of probation.”

ST Nov 4, 1884





“Psychophysicologist Thomas Mulholland found that after just 30 seconds of watching television the brain begins to produce alpha waves, which indicates torpid (almost comatose) rates of activity. Alpha brain waves are associated with unfocused, overly receptive states of consciousness. ...I should note that the goal of hypnotists is to induce slow brain wave states. Alpha waves are present during the light hypnotic’ state used by hypno-therapists for suggestion therapy. ... viewers automatically enter a trance state while watching television”

Wes Moore, Journal of Cognitive Liberties  
2001, Vol. 2, Issue No. 2 pages 59-66

# HYPNOTIC, BYPASSES FRONTAL LOBE

“Rock-style music bypasses the frontal lobe and our ability to reason and make judgments about it. This music, like television, can produce a **hypnotic effect.**”

Juanita McElwain, PhD. Retired Chair of Music Therapy Department, Phillips University. Enid, OK.  
*Personal Communication.*



# RHYTHM TO ALTER CONSCIOUSNESS

“Everywhere you look around the world people are using drums to alter consciousness. I have discovered along with many others, the extraordinary power of music, particularly percussion to influence the human mind and body.”

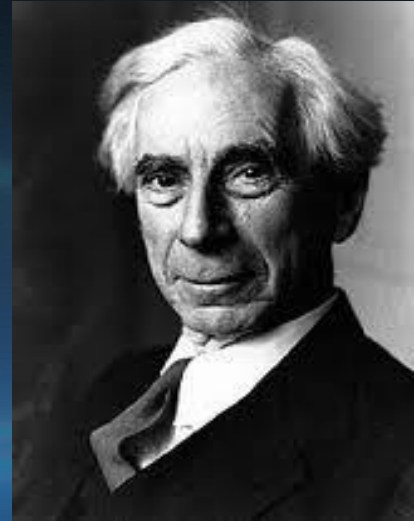
Mickey Hart, *Drumming at the Edge of Magic*





# BERTRAND RUSSELL

“But perhaps the most important of all the modern agents of propaganda is the cinema ... leading to almost world-wide uniformity. ... The great majority of young people in almost all civilized countries derive their ideas of love, of honour, of the way to make money, and of the importance of good clothes, from the evenings spent in seeing what Hollywood thinks good for them. I doubt whether all the churches and schools combined have as much influence as the cinema on the opinions of the young...The producers of Hollywood are the high priests of a new religion.

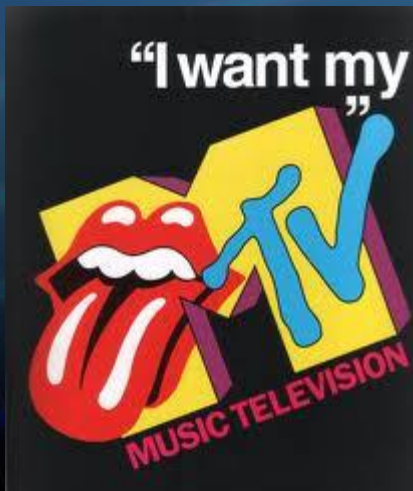


# MTV FOUNDER, ROBERT PITTMAN

"The strongest appeal you can make .... is emotionally. If you can get their emotions going, make them forget their logic, you've got'em."

"At MTV we don't shoot for the 14-year-olds, we own them."

*Youth Culture 101, Walt Meuller*



# MUSIC NOT JUST A CONTROL MECHANISM...

"The importance of music...is enormous...There is probably no other human cultural activity, which is so all-pervasive and which reaches into, shapes, and often *controls so much of human behavior.*"

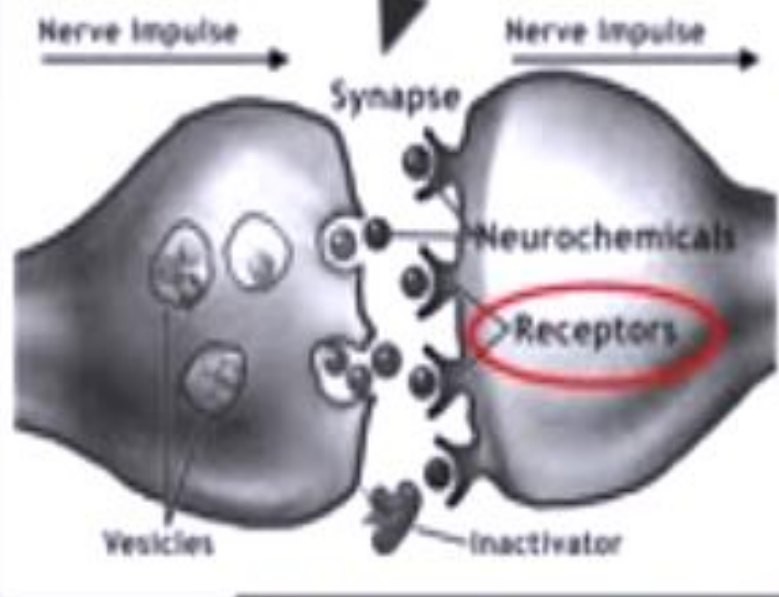
A.P Merriam, The Anthropology of Music (Chicago: Northwestern University Press, 1964), p. 218.  
Emphasis supplied.

# HOW DO GAME DESIGNERS DO IT?

One anonymous game developer stated, "we make it just like gambling."

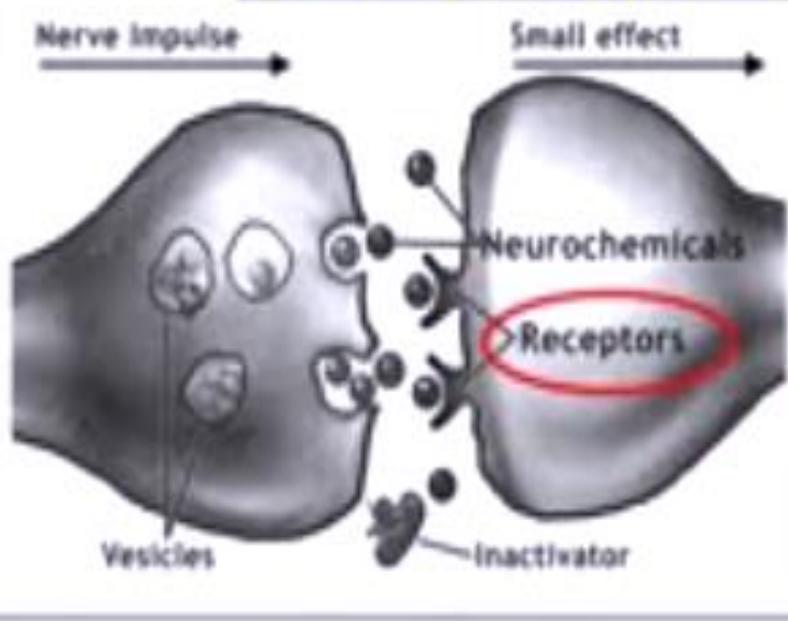
*(Game Addiction, p. 86)*





Normal amount of  
**dopamine receptors**

**Reward nerve cells**



Decreased number of  
**dopamine receptors (D2)** – what occurs during addiction

Sending Neuron      Synapse      Receiving Neuron

# ROCK MUSIC IS A DRUG?

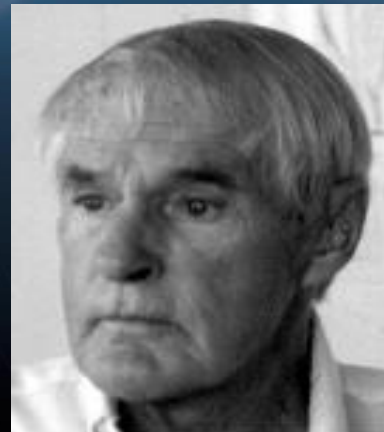
Steven Tyler of Aerosmith:

“Rock music is the strongest drug in the world.”



Timothy Leary: “Don’t listen to the words, it’s the music that has its own message. ... *I’ve been stoned on the music many times.*”

(Politics of Ecstasy).



*“Satan’s work is to lead men to ignore God, to so engross and absorb the mind that God will not be in their thoughts. The education they have received has been of a character to confuse the mind and eclipse the true light. Satan does not wish*

*the people to have a knowledge of God; and if he can set in operation games and theatrical performances that will so confuse the senses of the young that human beings will perish in darkness while light shines all about them, he is well pleased.”*

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<http://news.stanford.edu/news/2009/august24/multitask-research-study-082409.html>



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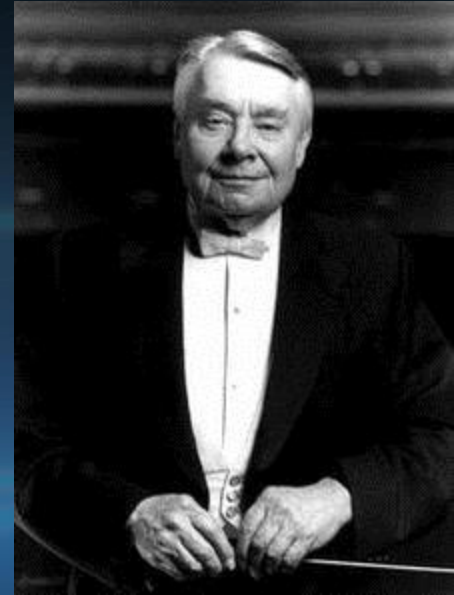
THEY STOPPED EATING AND  
WERE ON THE BRINK OF  
DEATH!



# TOP MUSICOLOGIST, TOP CONDUCTOR

“The music I hear in your churches...”

- ✘ Anger
- ✘ Sex



“I don’t know if the church today understands the music brought into the church; the people don’t understand the music ... it is *perverse.*”

–Robert Shaw

# SEXUAL STIMULATION



Dr. David Elkind, Child Psychologist: “There is a great deal of powerful sexual stimulation in the rhythm of rock music.”

*The Hurried Child*, Reading, Mass.: Addison Wesley Publishing Co., 1981, p. 89



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**Belt Of Truth Ministries.com**

“Satan knows what organs to excite to animate, engross, and charm the mind so that Christ is not desired”

*Testimonies, Vol. 1, pp.  
496-497*

✘ “We have no time now to spend in seeking these things that only please the senses.

—*Review and Herald*, November 14, 1899.

✘ “The voices of the angels and the music of their harps would not satisfy us. The science of heaven would be as an enigma to our minds.

—RH, May 4, 1897 par. 10