

# 網絡與牧養：虛實整合



2016.9.13

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STOP TREATING SOCIAL MEDIA AS  
**BINARY:**  
ALL OR NOTHING

不是零和遊戲

# 墨跡測驗 rorschach test

批判與耕耘



參與  
engage

妥協  
compromise

攻擊  
attack

教會對文化的態度



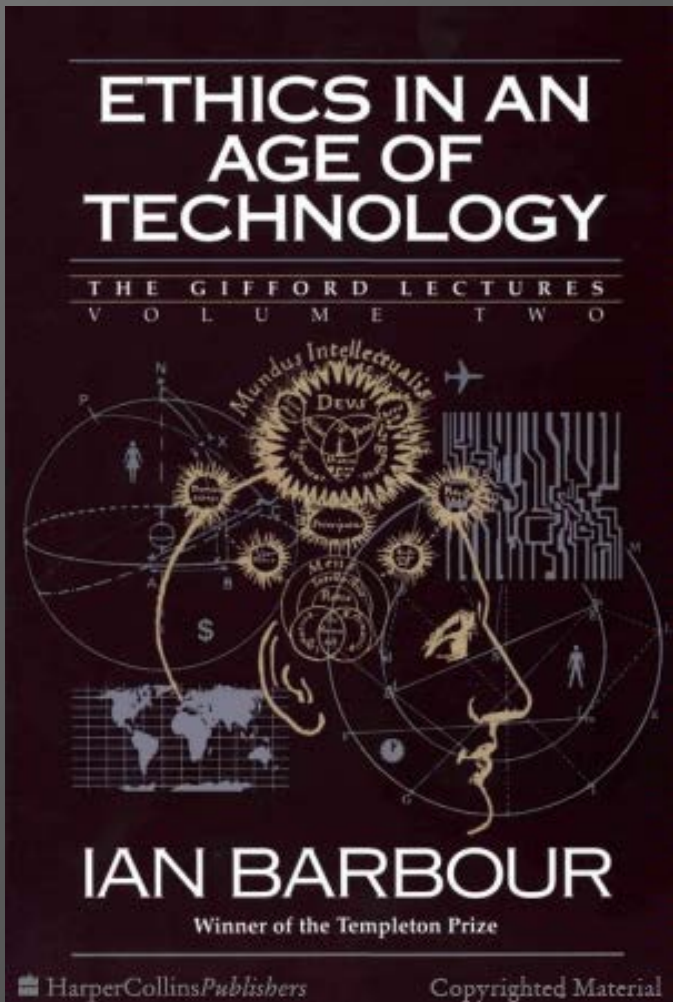
否定  
denial

# 《創造文化：世界潮流中的福音新呼召》



- ◎ 人無法從文化中退出，文化是無可躲避的。而這是一件好事
- ◎ 我們不是受託改變世界，那是上帝的事；可是我們卻受託要創造文化，如果我們認為周遭文化糟透了，那「改變文化的唯一方法就是創造更多的文化」，而「創造力是造成改變唯一可行的源頭」。

# 1. 辨識虛假 資訊科技非價值中立



- ◎ 本質非善或惡
- ◎ 樂觀：科技為解放者 (liberator)
- ◎ 悲觀：科技為壓制者 (oppressor)
- ◎ 辨識：科技為工具 (instrument)

# 按人形像創造數碼的神

WHY GOD IS DIGITAL



資訊超載，難分真假

# Information Saturated

Continuous partial attention and multi-tasking.  
Studies suggest Digital Natives may think and  
process information fundamentally differently.

Facebook 留言稱一位朋友懷孕的妻子  
因佔中令交通擠塞，遲了到達醫院  
分娩，令女嬰嚴重腦缺氧、  
大量腦細胞死亡

# 成也網絡，敗也網絡／文：蔡子強

2016/3/31

1. 散播了大量的偏見和謠言；
2. 人們創造了自己的同質層，往往只和觀點相同的人溝通，在社群媒體的協助下，取消關注或屏蔽意見不同的其他人；
3. 網上討論很快激發大家動怒；
4. 由於社群媒體快速、簡短的特性，人們很快就跳到了結論，在此情況下，很難表出複雜、深入的觀點；
5. 社群媒體被設計為利於傳播而非參與，利於張貼而不是溝通，利於淺薄的觀點而非深度的討論。



## 包曼：社群媒體是個陷阱



2016-01-25 本文編譯自 [Zygmunt Bauman: "Social media are a trap"](#)

- ◎ 網路讓人有掌控的感覺，你能隨自己意願加入或刪除好友，與掌控自己和重要人士之間的關係。
- ◎ 但在網路上如此容易地結交與絕交，人們反而難以學習真正的社交技巧，就是當你走上街、上班，在一大群人裡面進行有意義的互動時所需要的技巧。

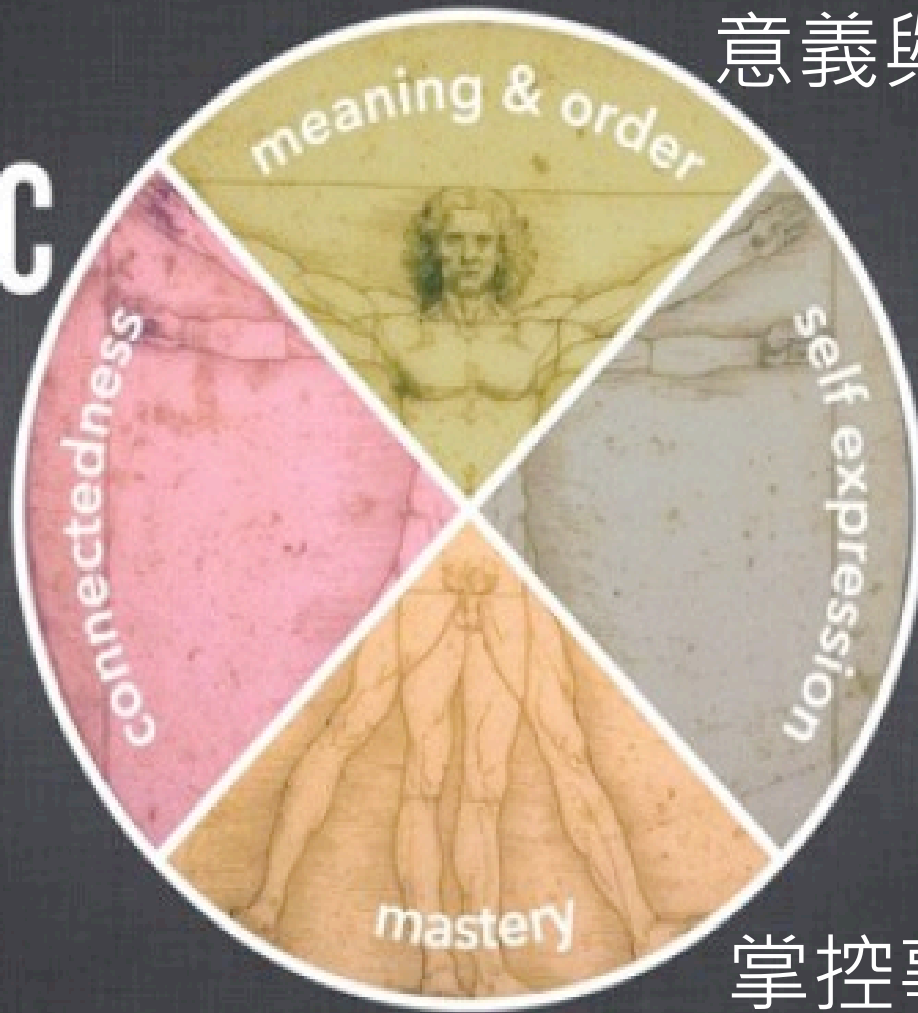
## 2. 展示真實



# 社群媒體能滿足內在需要

## OUR INTRINSIC NEEDS

意義與秩序



與人結連

自身表達

掌控事物

# HOW TO ENGAGE MILLENNIALS

Bridging the gap to the  
fastest growing segment  
of your church



## 新世代喜歡自身表達

人人是藝術家與園丁

# SELF-EXPRESSION AND CREATING



# Experimental

New ideas can be implemented immediately without the need to ask for permission.

## 踏前一步

別再沉默，別再袖手旁觀「我們的大多數都是支持」

圖·文：Shinn Tse

阿朗，你又分享政治POST啊？  
唔怕俾人unfriend咩？

阿孝

吓？自己嘅社會出咗問題，  
作為一個香港人講應講嘅嘢  
同俾更多人了解自己嘅社會  
有咩錯？

阿朗

f 真 Shinn Tse 🔍



# 《100毛》的建構主義啟示

- ◎ 因為網絡也是一個「empowerment」（賦權）運動，網民最喜歡以他們的力量，把在主流社會被邊緣化的人物賦予第二生命，愈令主流藝人不得不依靠內地市場及政治正確，卻愈賦予了邊緣藝人另類出路，而一旦他們完全主流化，又必然有替代品出現。
- ◎ 2016年1月14日 [沈旭暉](#) [平行時空](#)

# Ethical Use of Social Media : Entitlement of Opinions

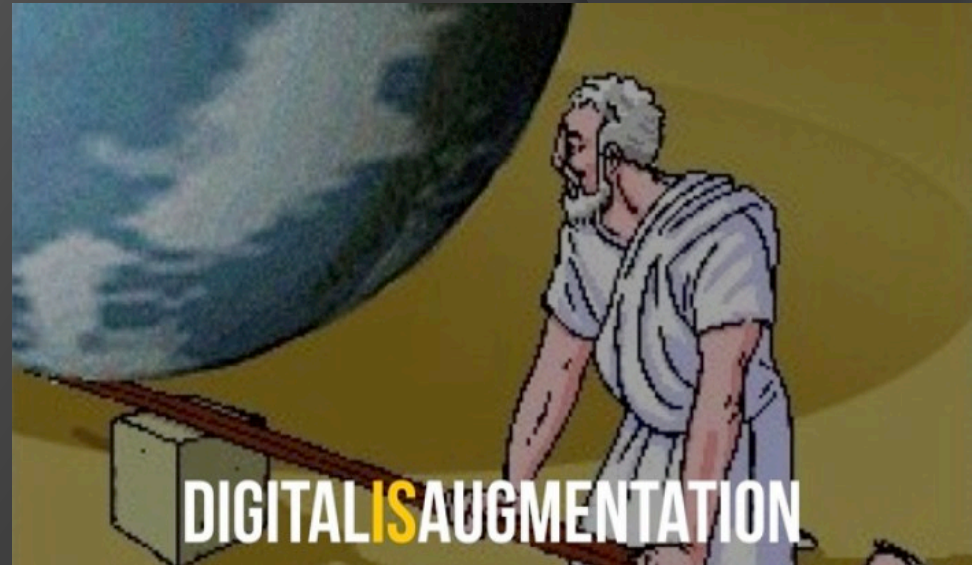
2016.3.23 Sam Tsang



- Christians who participate in the public sphere of social media **have a social and religious responsibility.**
- They can't simply write up whatever opinion they want because misinformed and ignorant opinions don't lead people to truth.
- In order to participate in the social discourse, **the first thing Christians needs to do is to have integrity, and that means to discipline our keyboard activities.**

# 虛實整合

1. 辨識**虛假**
2. 展示**真實**
3. **整理**知識



# 堂會與社交媒體

- ◎ 香港華語堂會有**17.7%(228間)**以堂會正式名義開設「臉書」帳戶 / 專頁，英語堂會有**65.0%(39間)**

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# 對社會與教會帶來好處

## IMPLICATIONS FOR SOCIETY

- MORE COLLECTIVE INTELLIGENCE
- MORE POWER
- MORE FREEDOM
- MORE MEANING
- LOWER COSTS & DO MORE WITH LESS
- MORE OPPORTUNITIES, & COMING FASTER
- MORE AUGMENTATION



WALL STREET JOURNAL BESTSELLER

# ROOKIE

# SMARTS

Why Learning Beats Knowing  
in the New Game  
of Work



LIZ WISEMAN

Author of the *Wall Street Journal* bestseller MULTIPLIERS

"If you want to be a learning machine, improving and growing every year, this is the book for you." — Laszlo Bock, SVP of People Operations, Google, Inc.

◎ 這個世紀關鍵的技能不是你知道有幾多，乃是你學習得有多快

"The critical skill of this century isn't what you know, it's how fast you learn."  
#RookieSmarts

A hand in a blue sleeve is holding a white marker and pointing towards the bottom right of the chalkboard text.

“There’s no such thing as a **local pastor** anymore.  
There’s only **global pastors**. Because of the  
internet there are so many more challenges.”

ReThink Leadership Conference Jon Acuff 2016



It's not a question of if your church should be on social media, **but how is your church going to make a difference through social media - and when** Church of England communications advice

St Radegund's Church in Grayingham broadcasts its Sunday service live



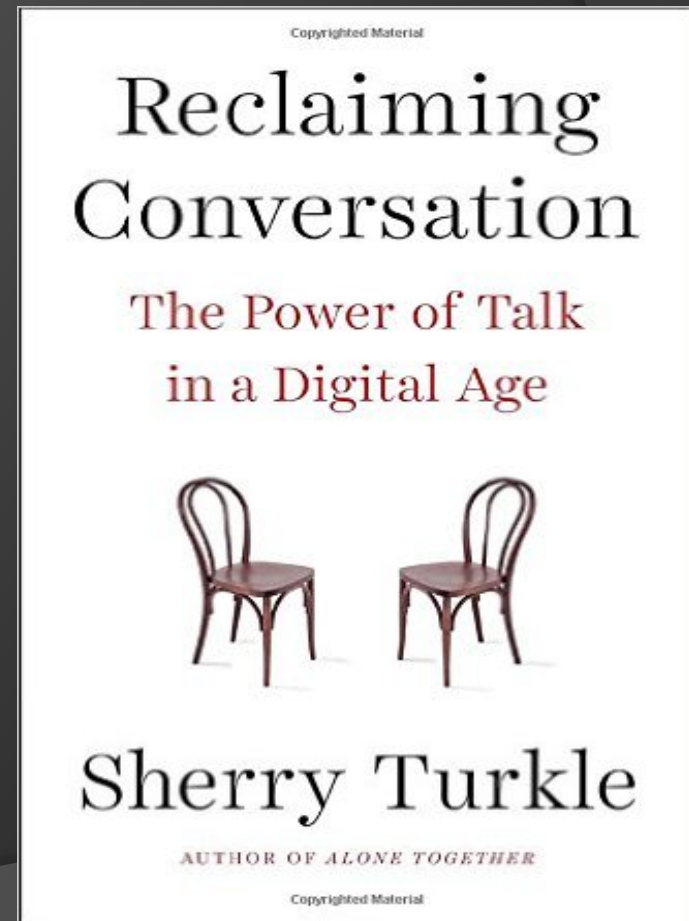
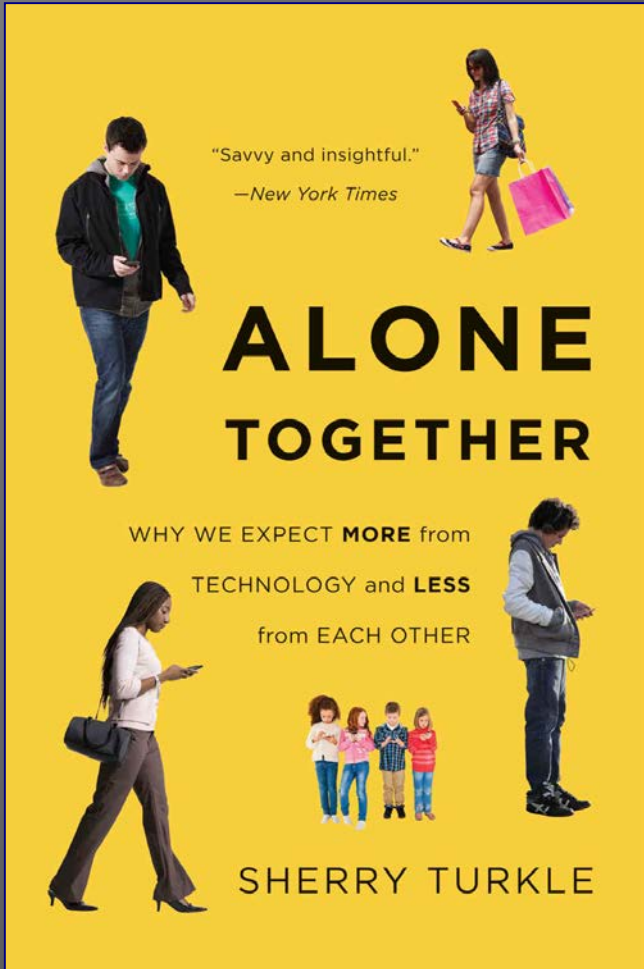


## 4. 合情合理



**EMPATHY**  
-BEYOND CONNECTEDNESS-

“Technology has become the architect of our intimacies” Sherry Turkle





# 個人私隱與資訊抗拒商品化

## THE COMMODIFICATION OF RESOURCES

- INFORMATION
- CAPITAL
- TOOLS
- PEOPLE



# 不把資訊科技或社群媒體偶像化



When we say we begin with God, we begin with our idea of God, and our idea of God is not God. Instead, we ought to begin with God's idea of God, and God's idea of God is Christ

— *E. Stanley Jones* —

**WE SHAPE OUR TOOLS  
AND THEREAFTER OUR  
TOOLS SHAPE US.**

Marshall McLuhan

LHE



In Jesus Christ  
there is no  
distance  
*or*  
separation  
*between the*  
medium  
*and the*  
message

It is the one case  
where we can say  
that the medium and  
the message are  
fully one and the same.

Marshall McLuhan

# 媒體載道

Culture (science) is the form of religion; Religion is the substance of culture (science).

Paul Tillich

社群媒體是宗教的形式，  
而宗教卻是媒體的內容。



# 網絡與牧養：虛實整合

1. 辨識**虛**假
2. 展示**真**實
3. **整**理知識
4. **合**情合理