

# Media and the Internet:

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## The Internet 101

**Information** – There is more information contained in just one weekday edition of the New York Times contains than a person living in the 18<sup>th</sup> century would have had access to in their entire life. (*Spiritual Disciplines For The Christian Life*, Don Whitney)

Neil Postman, in a talk entitled *Informing Ourselves To Death* spoke about the information facing Americans: “In America, there are 260,000 billboards; 11,520 newspapers; 11,556 periodicals; 27,000 video outlets for renting tapes; 362 million tv sets; and over 400 million radios. There are 40,000 new book titles published every year (300,000 world-wide) and every day in America 41 million photographs are taken, and just for the record, over 60 billion pieces of advertising junk mail come into our mail boxes every year. Everything from telegraphy and photography in the 19th century to the silicon chip in the twentieth has amplified the din of information, until matters have reached such proportions today that for the average person, information no longer has any relation to the solution of problems.”

## **The Internet: The Basics**

How the web started:

[http://en.wikipedia.org/wiki/The\\_Internet](http://en.wikipedia.org/wiki/The_Internet)

The World Wide Web is an information space in which the items of interest, referred to as resources, are identified by global identifiers called Uniform Resource Identifiers (URIs). The term is often mistakenly used as a synonym for the Internet, but the Web is actually a service that operates *over* the Internet. A more recent study which used web searches in 75 different languages to sample the web determined that there were over 11.5 billion web pages in the publicly - indexable web as of January 2005.

One of the best sources of information about anything – that **you** can edit:

<http://en.wikipedia.org/wiki/Wikipedia>

Wikipedia is a multilingual, Web-based, free-content encyclopedia written collaboratively by volunteers

## Search Engines:

There are really only 3 main search engines:

Google.com (50%)

MSN.com (25%)

Yahoo.com (25%)

The term "search engine" is often used generically to describe both crawler-based search engines and human-powered directories. These two types of search engines gather their listings in radically different ways.

### *Crawler-Based Search Engines*

Crawler-based search engines, such as Google, create their listings automatically. They "crawl" or "spider" the web, then people search through what they have found. If you change your web pages, crawler-based search engines eventually find these changes, and that can affect how you are listed. Page titles, body copy and other elements all play a role.

### *Human-Powered Directories*

A human-powered directory, such as the Open Directory (dmoz.org), depends on humans for its listings. You submit a short description to the directory for your entire site, or editors write one for sites they review. A search looks for matches only in the descriptions submitted. Changing your web pages has no effect on your listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed for free than a poor site.

1. *How to search properly* -  
(<http://www.google.com.au/help/refinerearch.html>)
  - a. "David Wakerley" – exact phrase
  - b. Maui **OR** Hawaii - either the word Maui or the word Hawaii
2. *Search Engine Optimisation* – The search engines spiders only index the TEXT of a website! Content is king, generally speaking, the "ideal" high-ranking web page would contain nothing but text. The text contained in a web page has to be fine-tuned. The relevant keywords have to be placed throughout the page, but it is preferable to be more frequent in the first paragraph. Search engines' algorithms give more importance to the text that appears "before the scroll". Use keywords in the title tags and in the links as well. If you use headings in your text, make sure they contain your keywords!
3. *Paid Ads* – appear as sponsored links on the results page. These are pay-per-click, you only pay for them when someone clicks on it.
4. *Alexa.com* – Ranking for websites

## Organising the Information

## 1. Blogs overview - <http://en.wikipedia.org/wiki/Blog>

The format of weblogs varies, from simple bullet lists of hyperlinks, to article summaries or complete articles with user-provided comments and ratings. Individual weblog entries are almost always date and time-stamped with the newest post at the top (or bottom) of the page, and reader comments often appearing below it. Because incoming links to specific entries are important to many weblogs, most have a way of archiving older entries and generating a static address for them; this static link is referred to as a permalink. The latest headlines, with hyperlinks and summaries, are frequently offered in weblogs in the RSS or Atom XML format, to be read with a feed reader.

## 2. Forums - [http://en.wikipedia.org/wiki/Internet\\_forum](http://en.wikipedia.org/wiki/Internet_forum)

An Internet forum is a web application which provides for discussion, often in conjunction with online communities. Older forums date back to around 1996, following the newsgroups and bulletin board systems which were widespread in the 1980s and 1990s.

Internet forums are prevalent in several developed countries. In terms of countable posts, Japan is far in the lead with over two million posts per day on their largest forum, 2ch.

## **Children's Ministry Online**

A list of children's ministry websites by popularity:

<http://www.alexa.com/browse/general/?&Mode=general&CategoryID=292277&Start=1&SortBy=Popularity>

Top 10:

### [Danielle's Place of Crafts and Activities](#)

Craft ideas for children's sunday school or vacation bible school. Features lesson ideas, activities, and learning plans.

[www.daniellesplace.com](http://www.daniellesplace.com)

### [Kid's Sunday School Place](#)

Provides ideas on object lessons, stories, songs, skits, games, activities, crafts and teaching aids.

[www.kidssundayschool.com](http://www.kidssundayschool.com)

### [Sermons4kids](#)

Children's Sermons and object lessons. Subscribe to free sermons by email.

[www.sermons4kids.com](http://www.sermons4kids.com)

### [Christian Crafters](#)

Includes craft ideas, skits, children's sermons, and game ideas.

[www.christiancrafters.com](http://www.christiancrafters.com)

### [Apple Sauce Kids](#)

Provides free resources to people that work with kids: Sunday school lessons,

puzzles, mazes, coloring pages, group activities, games, amateur movie making materials, and website and video backgrounds.

applesaucekids.com

[Kidology Web](#)

Object Lessons, creative ideas, encouragement, games, puppet scripts, practical articles, helpful resources, and stories.

www.kidology.org

[SundaySchoolCrafts.com](#)

Crafts, recipes, lesson plans, and a message board.

www.SundaySchoolCrafts.com

[Sunday School Sources](#)

Provides free lessons, worksheets, activities, crafts, songs, and class material for primary and junior Sunday School classes.

www.ebibleteacher.com/children

[SundaySchoolResources.com](#)

Ideas and materials Christian teachers can use in preschool and children's Sunday school classes.

www.sundayschoolresources.com

[Let Us Teach Kids](#)

Offers puppets, object lessons, stories, music and flannelgraph materials.

www.letusteachkids.com

## **My Websites**

<http://childrensministryblog.com>

<http://kidinspiration.com>

<http://childrensministryblog.com>

<http://davidwakerley.com>

# Media and Kids

Whether we want to accept it, ignore it, or use it--the reality is that our kids are growing up under the influence of a media-saturated culture. If we refuse to engage young people in biblical discussions about what they're watching and hearing, we make it easy for them to compartmentalize their faith and put it aside when they move beyond the church walls. Through discussions that reveal either the gospel's presence or absence in popular culture, we help young people develop a biblical filter that shines the light of Jesus' truth on media messages, encourages them to live authentically at school and church, and engages the Holy Spirit's discernment in their lives. Knowledge of kids' culture also enhances our efforts as missionaries within that culture. Rather than insisting that kids change before meeting God, we're able to offer them the hope that God longs to meet them where they're at, just as he did Moses, Jacob, Peter, and countless others.

1. *Creating life long learners* – teaching is not about imparting information, it is rather about creating the desire to learn.
2. *The assault of media* – 90102 story. One of the greatest skills we can impart to our kids is how to filter and process the information they receive.
3. *Using culture* – I once had a conversation with a group of boys about Yu-gi-oh, they explained to me the entire world and even how the movies fitted in with the TV series. We can use this to explain how the world really is.

## **Media use in children's ministry**

Discuss