

Neurospiritual



The World's Battle For Your Eyeballs

Former Facebook, Pinterest, Google, and YouTube engineers reveal how Social Media companies use neuroscience to hack the dopamine pathway's of their customers. They do this to keep users on their apps longer.

Netflix Documentary, *The Social Dilemma*.

“Never before in history have 50 designers, 20 to 35 year old, white guys in California, made decisions that would have an impact on two billion people.

**Impact Of
Social Media
On
Students**



Two billion people will have thoughts that they didn't intend to have, because of Google, Facebook, SnapChat, etc.”

(The Social Dilemma)



1. Former Facebook, Pinterest, Google, and YouTube engineers reveal how Social Media companies use _____ to _____ the dopamine _____ of their customers. They do this to keep users on their apps longer.

neuroscience hack pathways

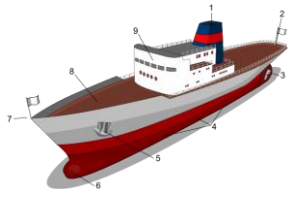
2. “Never before in history have 50 designers, 20 to 35 year old, white guys in California, made _____ that would have an _____ on two billion people.

decisions impact

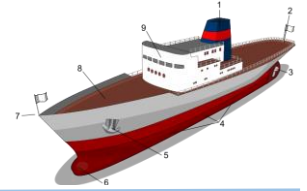
Two billion people will have _____ that they didn't _____ to have, because of Google, Facebook, SnapChat, etc.”

thoughts intend

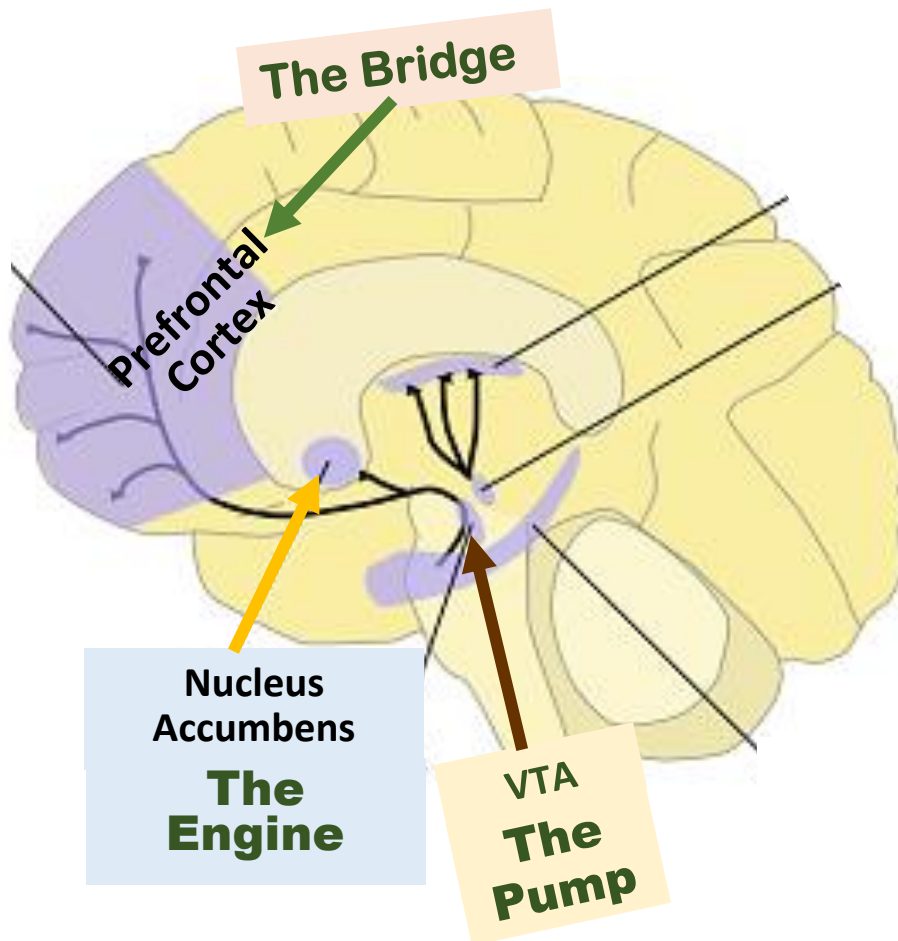
This chart shows the brain science (persuasive technology) social media uses to keep our eyes on their apps!



Think of your reward (dopamine) pathway as a ship having a fuel pump, engine and bridge (main deck):



Your reward pathway begins at the ventral tegmental area (VTA). It functions like a ship's fuel pump. When you see something you would like to have, do or accomplish, it manufactures the dopamine and sends the dopamine signal to the nucleus accumbens (the engine).



The nucleus accumbens functions like a ship's engine. When it receives the dopamine signal, it generates motivation and attention to help you accomplish the goals you choose.

Then, there is the prefrontal cortex, which is responsible for judgment, decision-making, perspective-taking, and self-regulation. The prefrontal cortex, like the bridge of a ship, steers your behavior.

Neuroscientist Dr. Marc Lewis (adapted)



1. Your reward pathway begins at the _____
_____ (VTA). It functions like a ship's fuel pump. When you see something you would like to have, do or accomplish, it _____ the dopamine and sends the _____ signal to the nucleus accumbens (the engine).

ventral tegmental area manufactures dopamine

2. The _____ functions like a ship's engine. When it receives the dopamine signal, it _____ and attention to help you accomplish the goals you choose.

nucleus accumbens generates motivation

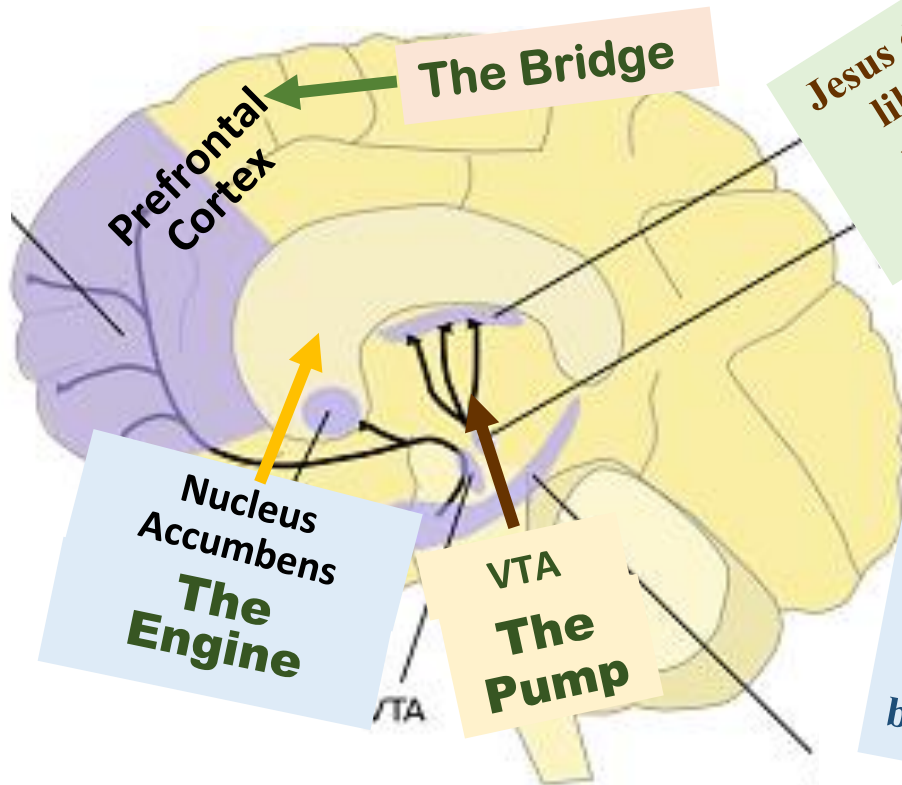
3. Then, there is the _____, which is responsible for _____, decision-making, perspective-taking, and self-regulation. The prefrontal cortex, like the bridge of a ship, _____ your _____.

prefrontal cortex judgment steers behavior

How the dopamine pathway works:

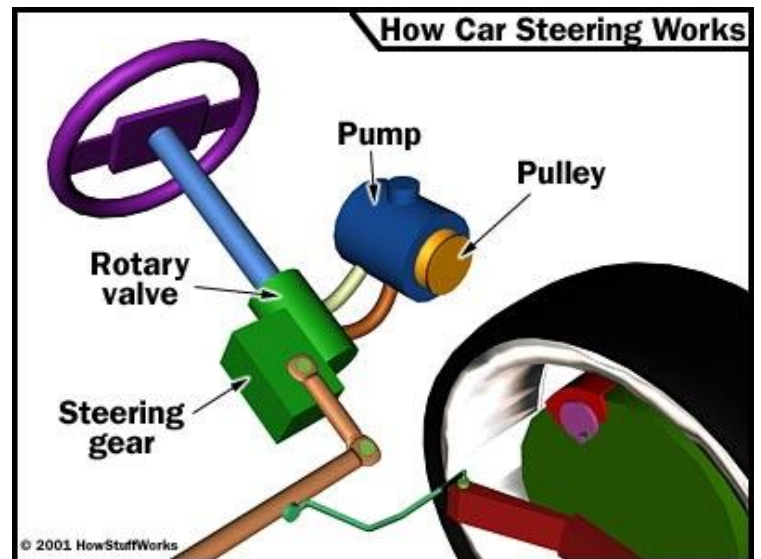
Jesus invented this smart device called the human brain, and He knows we must desire God's blessings to receive them.

Jesus designed into the brain a function like a car's power steering system, which is activated the moment the steering wheel is touched and turned.



Likewise, asking, seeking and knocking activates our VTA to manufacture dopamine and send it up to the nucleus accumbens (NA). Then the NA generates a strong force in our mind that sharpens our focus and pushes our body toward the desired goal!

The power steering system of your car is activated in the same way your dopamine pathway is activated. At your command, a pump is activated to help you move in the direction of your desire.





1. Jesus invented this smart device called the human brain, and He knows we must _____ God's blessings to _____ them.

desire receive

2. Likewise, asking, seeking and knocking _____ our VTA to _____ dopamine and send it up to the nucleus accumbens (NA). Then the NA _____ a strong force in our _____ that sharpens our _____ and pushes our body toward the desired goal!

activates manufacture generates mind focus

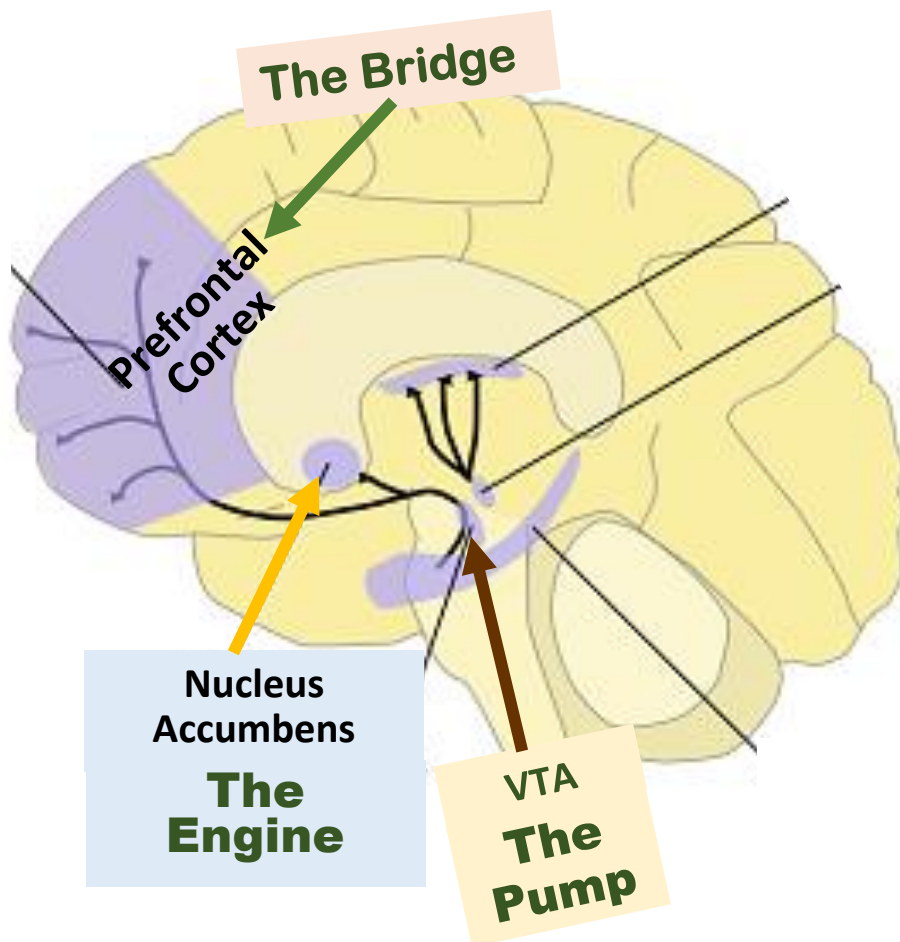
3. The power steering system of your car is _____ in the same way your _____ pathway is activated. At your command, a _____ is activated to help you move in the direction of your _____.

activated dopamine pump desire

“For I delight in the law of God according to the inward man.” (Romans 7:22)

This chart of our dopamine pathway illustrates the Scriptures about “the law of God according to the inward man”

“Therefore we do not lose heart. Even though our outward man is perishing, yet the inward man is being renewed day by day”
(2 Corinthians 4:16).



“That He would grant you . . . to be strengthened with might through His Spirit in the inner man, that Christ may dwell in your hearts through faith . . . that you may be filled with all the fullness of God . . . according to the power that works in us...”
(Ephesians 3:16-20).

“For the word of God is living and powerful, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the heart” (Hebrews 4:12).



1. “For I delight in the _____ of God according to the _____ man.”
(Romans 7:22)

law inward

2. “Therefore we do not lose _____. Even though our _____ man is perishing, yet the _____ man is being _____ day by day”
(2 Corinthians 4:16).

heart outward inward renewed

3. “That He would grant you . . . to be _____ with might through His _____ in the _____ man, that Christ may dwell in your _____ through faith . . . that you may be _____ with all the fullness of God . . . according to the _____ that works in us...”
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strengthened Spirit inner filled power

“For the _____ of God is _____ and _____, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the _____” (Hebrews 4:12).

Word living powerful heart

The World's Battle For Your Eyeballs



There are only two industries that describe their customers as **USERS**: The illegal drug trade and the social media industry! Our attention is being sold to social media advertisers.



A magician understands some part of our minds that we're not aware of. This is what makes the illusion work. Doctors, lawyers, people who know how to build 747s or nuclear missiles, don't know how their own minds are vulnerable to social media.

This is a separate discipline and it's a discipline that applies to all human beings. From that perspective, you can have a very different understanding of what technology is doing.

The Social Dilemma on Netflix



1. There are only two industries that describe their customers as _____: The illegal drug trade and the social media industry! Our _____ is being _____ to social media advertisers.

USERS attention sold vulnerable

2. A magician understands some part of our _____ that we're not aware of. This is what makes the _____ work. Doctors, lawyers, people who know how to build 747s or nuclear missiles, don't know how their own _____ are _____ to social media. This is a separate _____ and it's a discipline that applies to all human beings. From that perspective, you can have a very different understanding of what _____ is _____.

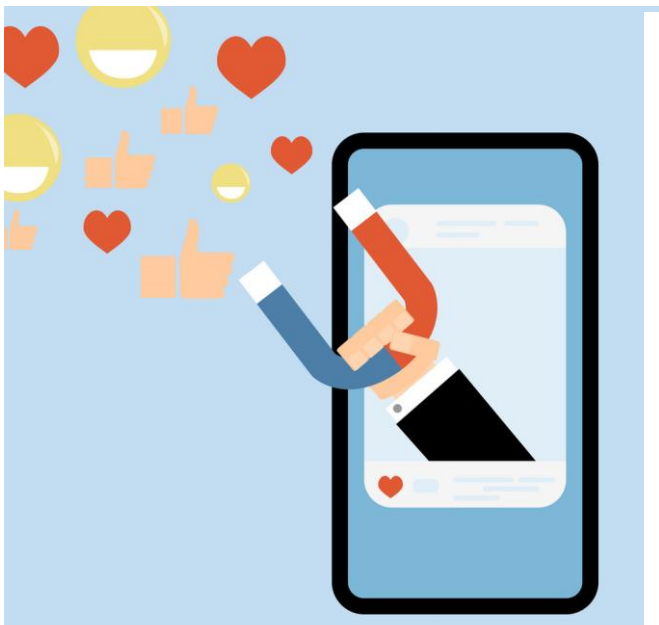
minds illusion minds discipline technology doing

The devil is using the same strategy today that he used to hijack Adam & Eve's dopamine pathway:



“But I am afraid that as the serpent deceived Eve by his cunning, your thoughts will be led astray from a sincere and pure devotion to Christ” (2 Corinthians 11:3).

“Put on the whole armor of God, that you may be able to stand against the wiles of the devil” (Ephesians 6:11).



We feel good about ourselves because we get rewarded (releases of dopamine) activated by Facebook Hearts, Likes and Thumbs Up. Then, this technology forces us into this vicious cycle where we think, “what's the next thing I need to do for that reward (dopamine).

The Social Dilemma on Netflix

The _____ is using the same _____ today that he used to _____ Adam & _____ pathway:

“But I am afraid that as the serpent _____ Eve by his cunning, your _____ will be led astray from a sincere and pure devotion to Christ” (2 Corinthians 11:3).

devil strategy hijack Eve's dopamine deceived thoughts

“Put on the whole _____ of God, that you may be able to _____ against the _____ of the _____” (Ephesians 6:11).

armor stand wiles devil

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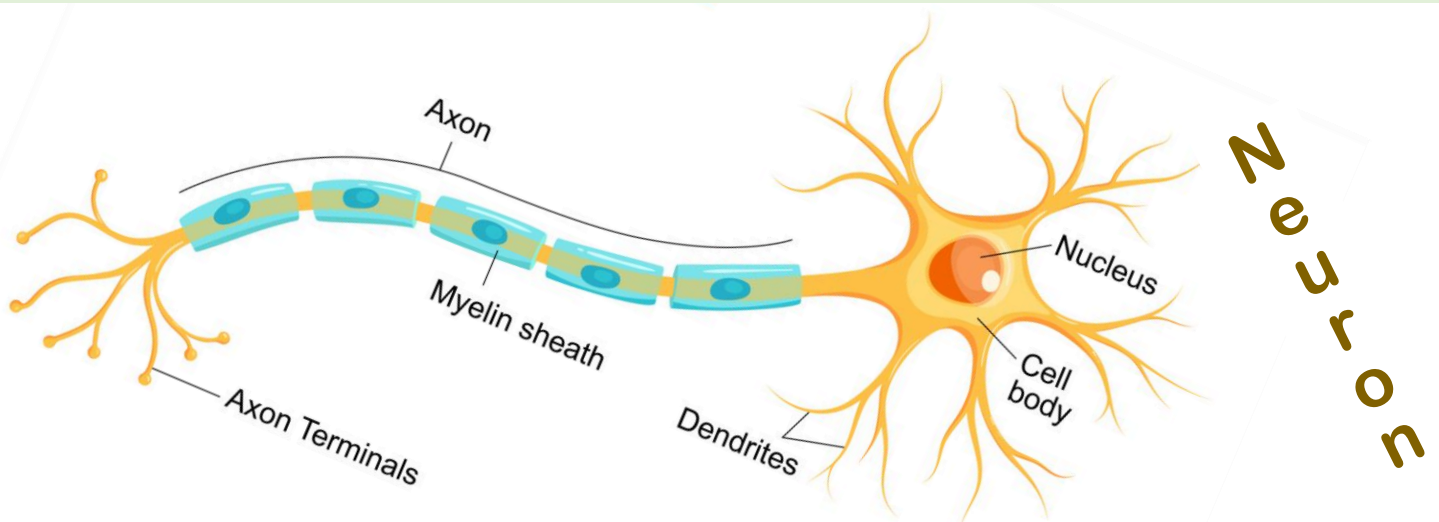
releases dopamine forces



**Neuron
communication is
like people
communicating with
each other.**

We use our mouths to speak and our ears to receive those messages. Our voices usually convey the message between one person's mouth and another person's ears. Dr. Tiffany Rogers

Brain scientists agree that there are 16 billion neurons in the prefrontal cortex and 450,000 neurons in the dopamine pathway. Scientists set the total number of neurons in the brain at 86 billion.



Neurons send electrical signals from one end of the neuron to the other. They send chemical messages from one neuron to another.



1. Neuron communication is like _____ communicating with each other.

people

2. We use our _____ to _____ and our _____ to _____ those messages. Our _____ usually convey the _____ between one person's mouth and another person's ears.

mouths speak ears receive voices message

3. Brain scientists agree that there are _____ billion neurons in the prefrontal cortex and _____ neurons in the dopamine pathway. Scientists set the total number of neurons in the brain at _____ billion.

16 450,000 86

4. Neurons send _____ signals from one end of the neuron to the other. They send messages from one neuron to another.

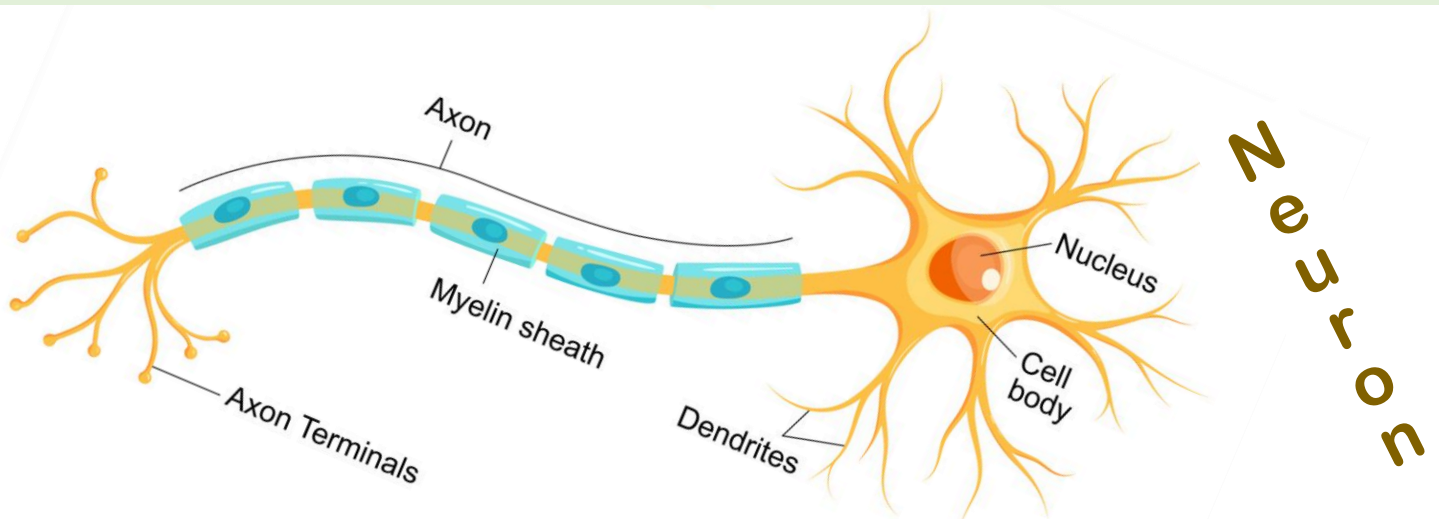
electrical chemical



A group of numerous neurons will work together to enable you to perform the “works of the flesh” or grow “fruit of the Spirit.”

“Now the works of the flesh are evident, which are: adultery, fornication, uncleanness, lewdness, idolatry, sorcery, hatred, contentions, jealousies, outbursts of wrath, selfish ambitions, dissensions, heresies, envy, murders, drunkenness, revelries, and the like...” (Galatians 5:19-21).

“...The fruit of the Spirit is love, joy, peace, longsuffering, kindness, goodness, faithfulness, gentleness, self-control...” (Galatians 5:22,23).





1. A group of numerous _____ will work together to enable you to _____ the “works of the flesh” or _____ “fruit of the Spirit.”

neurons perform grow

“Now the _____ of the _____ are evident, which are: adultery, fornication, uncleanness, lewdness, idolatry, sorcery, hatred, contentions, jealousies, outbursts of wrath, _____ ambitions, dissensions, heresies, envy, murders, _____, revelries, and the like...” (Galatians 5:19-21).

works flesh selfish drunkenness

Name three of the “fruit of the Spirit” in Galatians 5:22,23 that you struggle with?