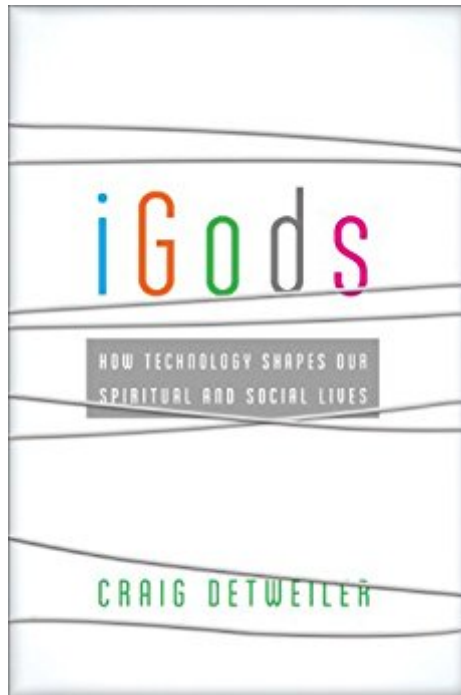


The book was found

# IGods: How Technology Shapes Our Spiritual And Social Lives



## Synopsis

Today the world is literally at our fingertips. We can call, text, email, or post our status to friends and family on the go. We can carry countless games, music, and apps in our pocket. Yet it's easy to feel overwhelmed by access to so much information and exhausted from managing our online relationships and selves. Craig Detweiler, a nationally known writer and speaker on media issues, provides needed Christian perspective on navigating today's social media culture. He interacts with major symbols, or "iGods," of our distracted age--Google, Facebook, , Apple, Pixar, YouTube, and Twitter--to investigate the impact of the technologies and cultural phenomena that drive us. Detweiler offers a historic look at where we've been and a prophetic look at where we're headed, helping us sort out the immediate from the eternal, the digital from the divine.

## Book Information

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## Customer Reviews

"Technology is most effective when we fail to notice it, but our faith in technology is so pervasive it is often blind." This dramatic phrase kicks off a very perceptive study about how technology is shaping

our spiritual and social lives. Dr Craig Detweiler is a well-known researcher and writer on media and the technological scene. Recognizing how pervasive and how so many people are consuming the technological offerings uncritically, he presents a warning for us to pause, to take a step back, and to ask how technology has been shaping us. Perhaps, we will recognize how much we have already been shaped. Detweiler says it well that we must be careful not to let our use of technology move from delight to devotion. Left on its own, we can very well be participants making "iGods" into our own image. Worse, without understanding the real threats of the misuse and abuse of technology, we can let something good turn into something very bad. How true it is. There are so many examples that point to that. Detweiler targets the five technological giants of today. First, there is Apple that is riding the waves of popularity through aesthetically pleasing designs and very creative innovations. Describing Steve Jobs's role as a "techno-messiah" who turned a struggling company into America's most valuable business, we learn the success of Apple comes at the price of dominating and controlling management. Jobs's ruling over his employees is quite a parallel to how Apple wants to rule over the rest of the world. With a fanatical focus on good design, it has unconsciously created in people that it is more important to look good outside. Other problems include addictive desire that makes people refuse to unplug from their Apple devices.

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