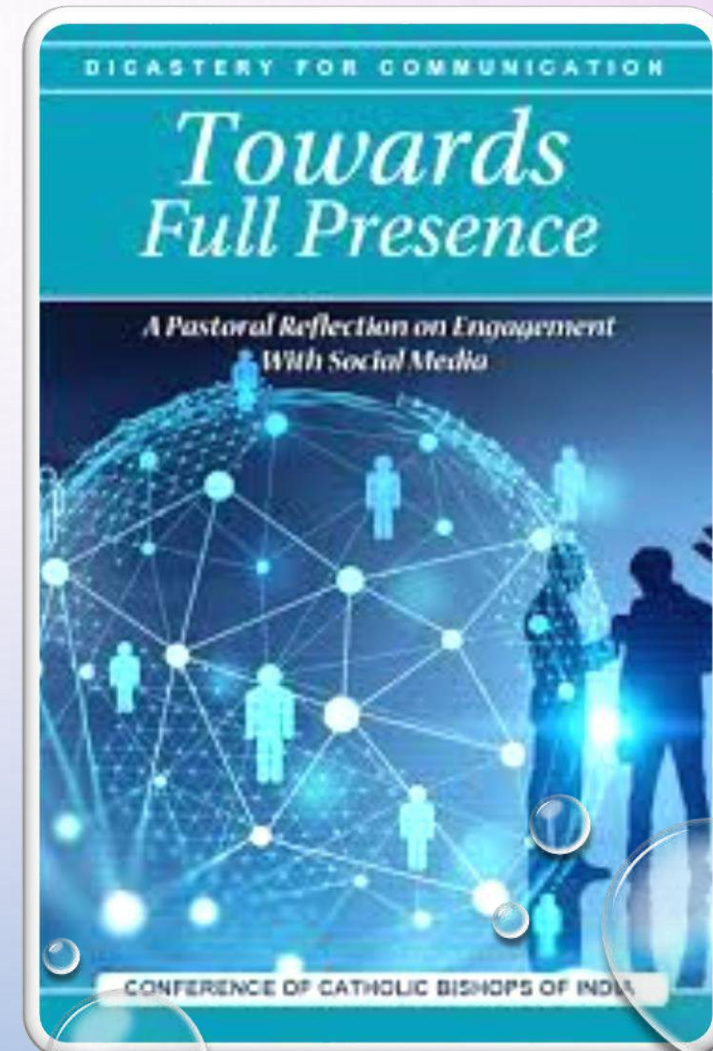


International Union of Superiors General UISG
October 6, 2023

POTHOLES ON THE DIGITAL SUPERHIGHWAY OF SOCIAL MEDIA

TOWARDS FULL PRESENCE
*A PASTORAL REFLECTION ON ENGAGEMENT
WITH SOCIAL MEDIA*

THE DICASTERY FOR COMMUNICATION
2023



ROSE PACATTE, FSP



- SR ROSE PACATTE
- ROSEP@PAULINEMEDIA.COM
- ROSEPACATTE@GMAIL.COM
- FACEBOOK.COM/SRROSEGOESTOTHEMOVIES
- TWITTER @SRROSEMOVIES
- INSTAGRAM.COM/ROSEPACATTE
- LINKEDIN.COM/IN/ROSEPACATTE
- SLIDESHARE.NET/ROSEPACATTE
- BEMEDIAMINDFUL.ORG
- SISTERROSEREVIEW.SNET
- SISTERROSEMOVIES.NET



THINGS HAVE CHANGED

#MEDIANUNS

#TIKTOK

 **daughtersofstpaul**
Daughters of St Paul · 2020-12-2

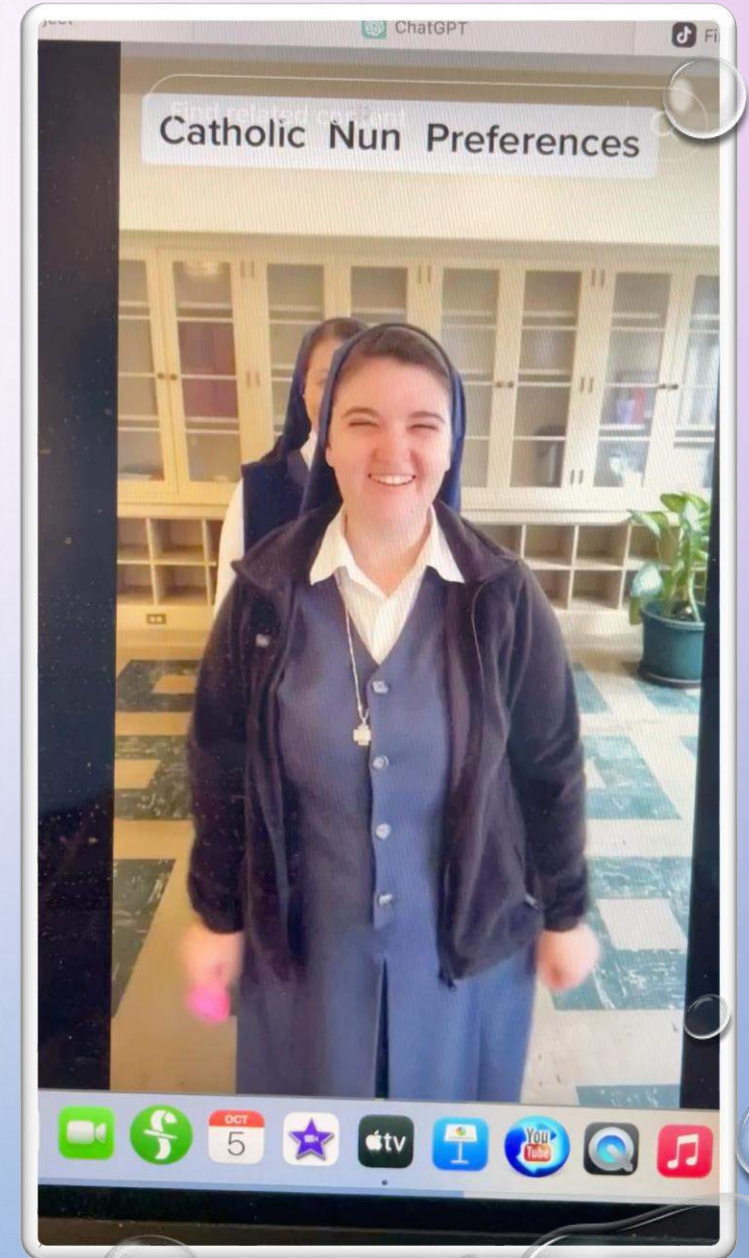
[Follow](#)

[#Catholic](#) [#Nuns](#) [#MediaNuns](#) [#Jesus](#) [#FYP](#)

🎵 original sound - Alexandra Karadimas

👍 672.8K 💬 15.6K 📄 12.8K </> 📌 🗺️ 📞 📘 🐦 🔄

https://www.tiktok.com/@daughtersofstpaul/video/6901820309356301574?is_from_webapp=1&sender_device=pc&web_id=7281767841291765279





HERE'S THE THING ABOUT SOCIAL MEDIA

- GOOD AND BAD
- LIGHT AND DARK
- GIFT AND TEMPTATION
- POSITIVE/NEGATIVE
- CARING/UNCARING
- BOTH/AND NOT EITHER/OR
- IT'S A COMMERCIAL, MONETIZED BUSINESS THAT MAKES IT THE MOST
_____ (FILL IN THE BLANK)



HERE'S HOW SOCIAL MEDIA WORKS AND FLOURISHES:

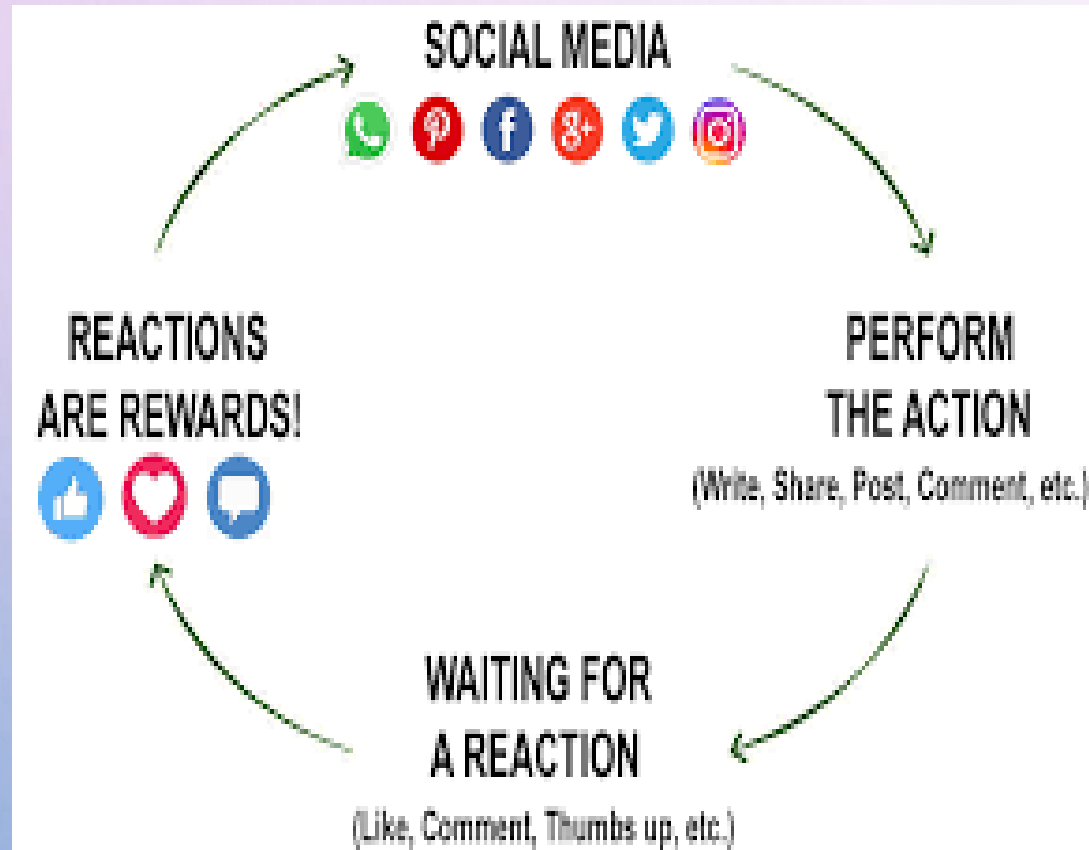
IT IS A GROWING COMMERCIAL ENTERPRISE DRIVEN BY PROFIT
MOTIVES

IT CAN BENEFIT HUMANITY

BUT PROFIT IS THE BOTTOM LINE, THE GOAL

WITH CONSEQUENCES FOR THE HUMAN PERSON, ESPECIALLY THE
POOR

DOPAMINE REWARD CYCLE



Dopamine Gratification Loop

- HOW ADVERTISING WORKS
- HOW SOCIAL MEDIA WORKS
- DESIGNED TO ADDICT US
- WE BECOME THE PRODUCT THAT IS BOUGHT AND SOLD (THROUGH SOCIAL MEDIA ADVERTISING)

16 POTHOLES (NEGATIVE ASPECTS) OF SOCIAL MEDIA (SOURCE: CHATGPT OR ARTIFICIAL INTELLIGENCE A.I.)

- TOXIC
- ADDICTIVE
- ISOLATING
- MISINFORMATION
- ISOLATING
- CYBERBULLYING
- PRIVACY INVASION





- DEPRESSION
- ECHO CHAMBER
- FOMO (FEAR OF BEING LEFT OUT)
- DIGITAL FATIGUE
- SENSATIONALISM
- TIME WASTING
- NARCISSISM
- INSECURITY
- ONLINE HARASSMENT



NOT MENTIONED BY A.I.

- DIGITAL DIVIDE
- FRACTURING OF HUMAN RELATIONSHIPS
- COMMUNITY AND SOCIETAL FRACTURING
- FACILITATION OF HUMAN TRAFFICKING AND OTHER CRIMINAL ACTIVITIES
- DEHUMANIZATION OF THE HUMAN PERSON

WHAT DO WE DO NOW?



- INFLUENCE AND PROMOTE GOOD CONTENT
- HAVE A CURATED ONLINE PRESENCE (OR WE DON'T EXIST)
- TAKE PERSONAL RESPONSIBILITY FOR OUR ONLINE LIFE
- LEARN TO BE CRITICALLY AWARE
- TEACH OTHERS HOW TO BE CRITICALLY AWARE
METHODS – AND WHY



REFLECTING ON SOCIAL MEDIA (REDEEMING THE POTHOLES)

- VALUING ENCOUNTER
- COMMUNITY
- WITNESS

PROMOTING, INVITING ENCOUNTER THROUGH CONNECTEDNESS

- ENCOUNTER IS MENTIONED 45 OR 46 TIMES IN THE DOCUMENT
- A CULTURE OF ENCOUNTER THAT PROMOTES FRIENDSHIP AND PEACE
- A CULTURE OF ENCOUNTER THAT CARES





COMMUNITY “INFLUENCERS”



COMMUNICATING, WITNESSING TO OUR VALUES

- POVERTY, CHASTITY, AND OBEDIENCE
 - COMMUNITY
- PRAYER AND CONTEMPLATION
 - SERVICE AND MISSION
- WITNESS AND EVANGELIZATION
 - SACRIFICE AND SELF-DENIAL



TELLING OUR STORIES ENLARGES THE
MIGHTY WORKS OF GOD ACTS 2:11

PENTECOST *project*

OF THE DIOCESE FOR COMMUNICATION
WITH AND THROUGH
SISTERS



GLOBAL SISTERS REPORT

TELLING OUR STORIES
ENCOUNTER – COMMUNITY - WITNESS

SAMPLE WEBSITES

- [HTTPS://SALESIANSISTERS.ORG](https://salesiansisters.org)
- [HTTPS://WWW.PAOLINE.ORG](https://www.paoline.org)
- [HTTP://POORCLARE.ORG](http://poorclare.org)



THINK

T = Is it True?

H = Is it Helpful?

I = Is it Inspiring?

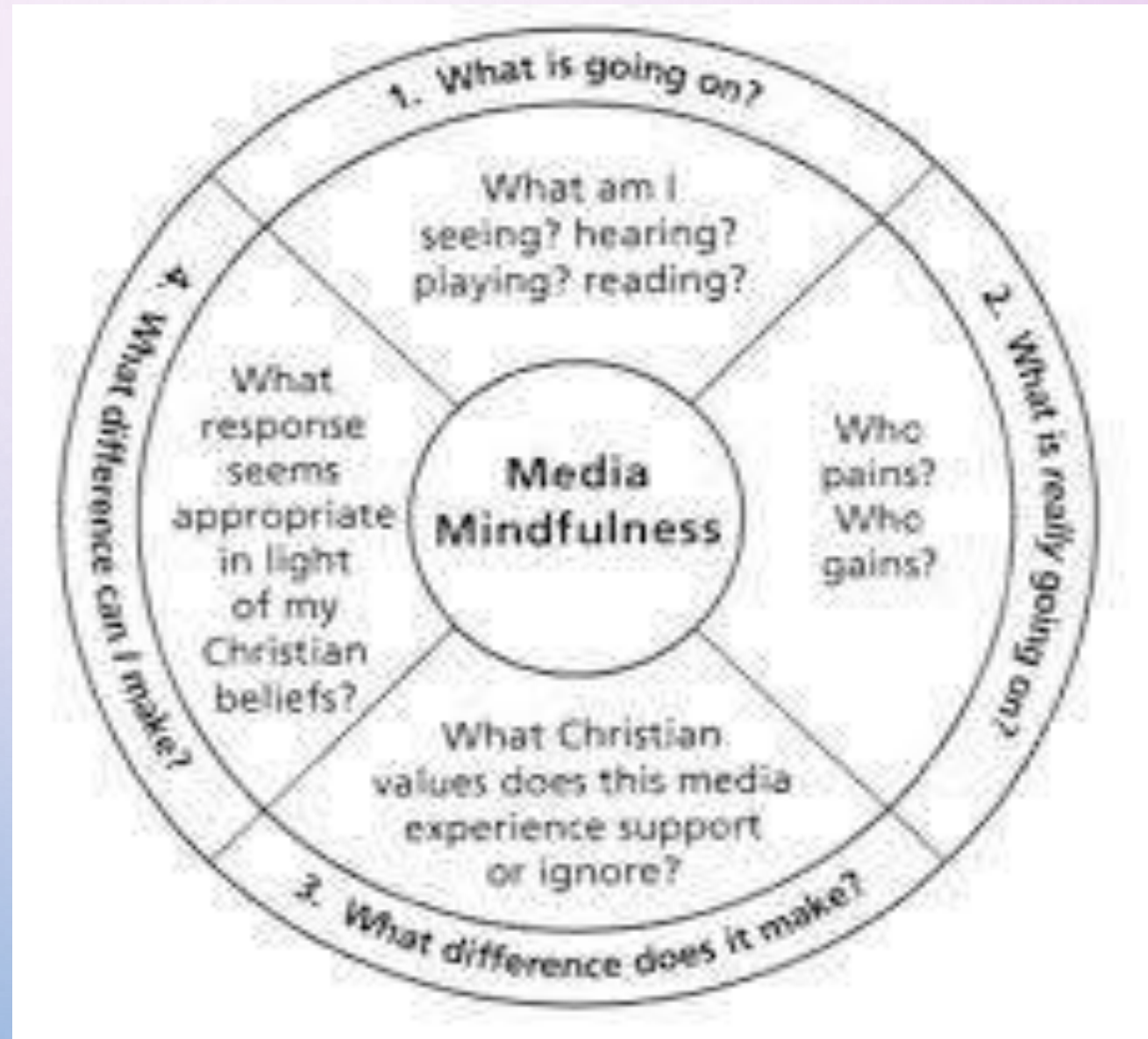
N = Is it Necessary

K = Is it Kind?

BECOME MEDIA LITERATE/MEDIA MINDFUL

- LEARN TO ACCESS, ANALYZE, EVALUATE, AND CREATE ALL FORMS OF MEDIA
- BECOME CRITICAL THINKERS: ASK QUESTIONS
- TEACH OTHERS TO ENGAGE CRITICALLY WITH THE MEDIA BY ASKING QUESTIONS
- PRACTICE MEDIA MINDFULNESS – HOW TO DO MEDIA LITERACY WITHIN THE FAITH COMMUNITY

MEDIA LITERACY/ MINDFULNESS WHEEL





[HTTPS://WWW.YOUTUBE.COM/WATCH?V=OG637TBF91S](https://www.youtube.com/watch?v=OG637TBF91S)

PEPSI COMMERCIAL

THINK

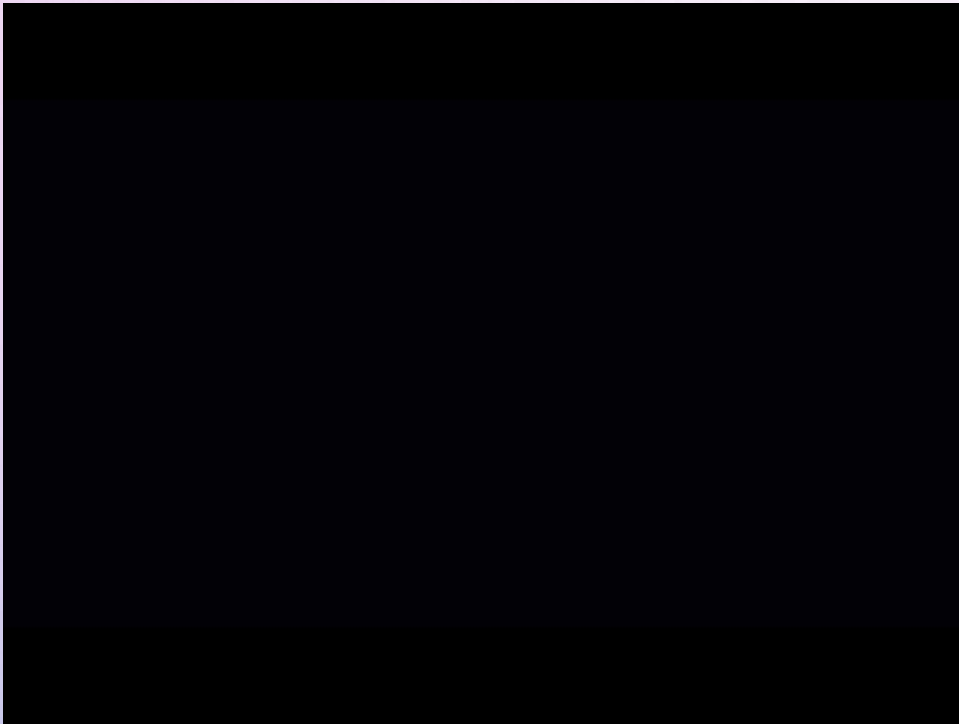
T = Is it True?

H = Is it Helpful?

I = Is it Inspiring?

N = Is it Necessary

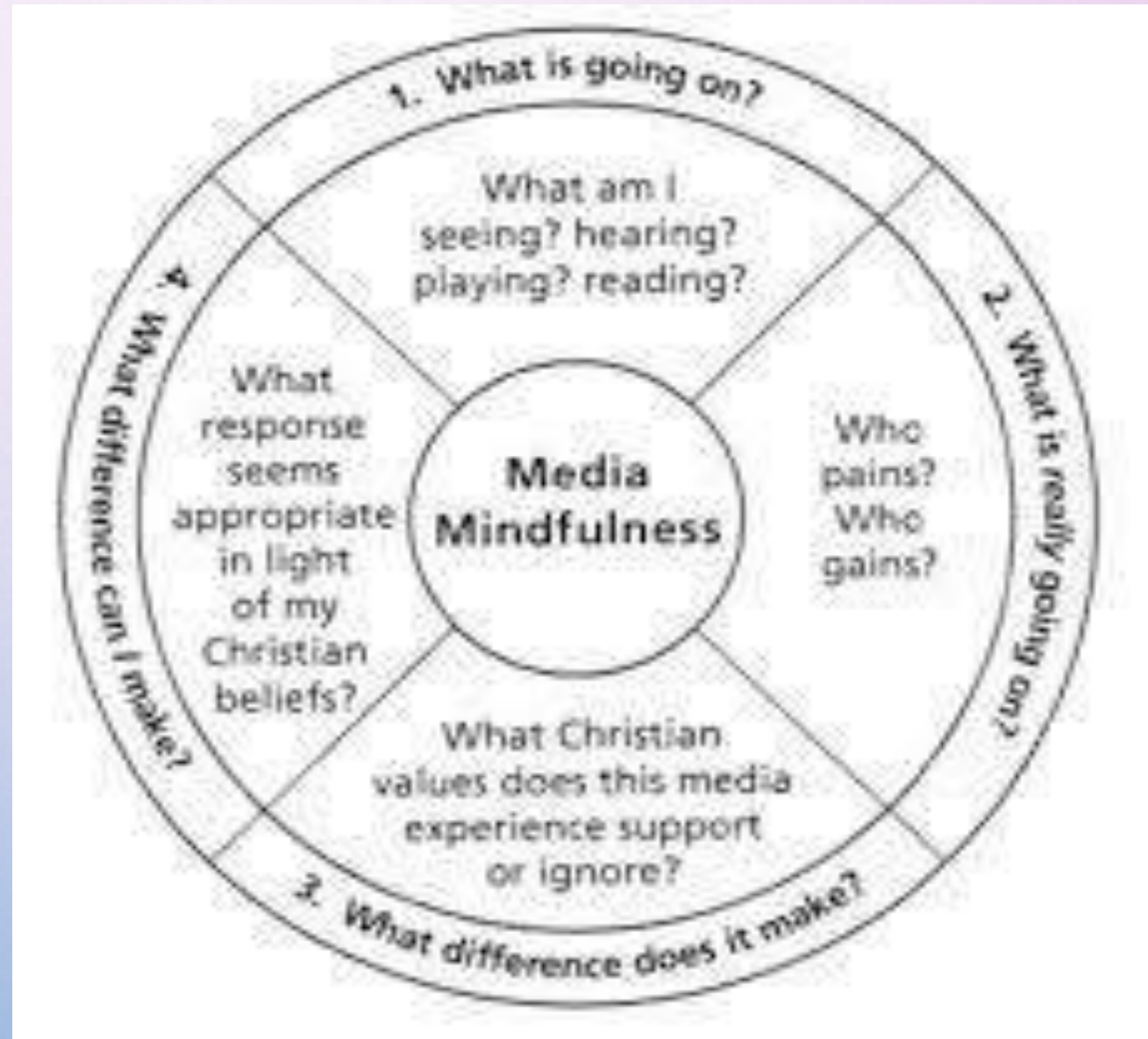
K = Is it Kind?



APPLE COMMERCIAL

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=OG637TBF91S](https://www.youtube.com/watch?v=OG637TBF91S)

MEDIA LITERACY/ MINDFULNESS WHEEL



CRITICAL MEDIA LITERACY, MEDIA MINDFULNESS AND CATHOLIC SOCIAL TEACHING

- CRITICAL MEDIA LITERACY LOOKS BEYOND THE INDIVIDUAL'S CRITICAL THINKING SKILLS TO APPLY THEM TO THE DIGITAL COMMUNICATION INFORMATION AND ENTERTAINMENT SYSTEMS THAT OPPRESS PEOPLE
- THROW AWAY CULTURE
- ROLE OF TECHNOLOGY (E-WASTE)

WHO IS THE HUMAN PERSON IN A DIGITAL AGE?

- THIS ANTHROPOLOGICAL CONSIDERATION LEADS DIRECTLY TO CATHOLIC SOCIAL TEACHING (CST)
- CST APPLIES THE GOSPEL AND CHURCH TEACHING TO THE CURRENT AGE
- HUMAN PERSON IS AT THE CENTER
 - AS AN INDIVIDUAL IN COMMUNITY
 - AS A COMMUNITY OF INDIVIDUALS





CATHOLIC SOCIAL TEACHING AND MEDIA LITERACY

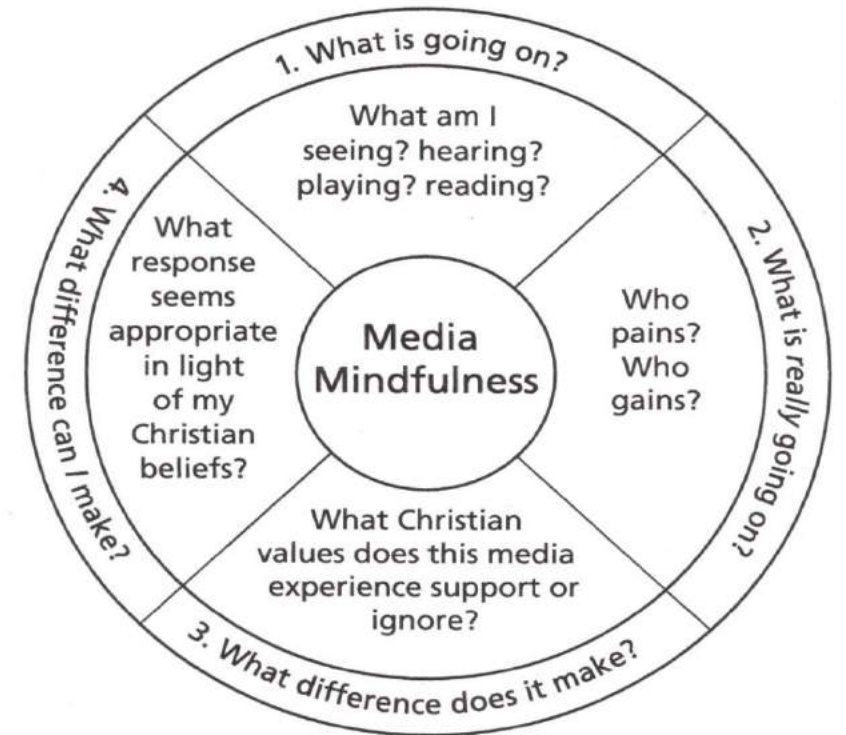
- LIFE AND DIGNITY OF THE HUMAN PERSON
- THE COMMON GOOD: CALL TO FAMILY, COMMUNITY,
AND PARTICIPATION
- RIGHTS AND RESPONSIBILITIES
- PREFERENTIAL OPTION FOR THE POOR
- THE DIGNITY OF WORK AND THE RIGHTS OF WORKERS
- SOLIDARITY.
- CARE FOR GOD'S CREATION.

THEOLOGICAL REFLECTION:

- 1) Attending or paying attention
- 2) Dialogue, discernment through conversation with others
- 3) Evaluating, Learning
- 3) Decision and action

MeDia MINDFULNESS

The following is a simple strategy for media awareness, called media mindfulness. Note that the strategy involves four questions that appear quite simple—but whose answers are sometimes (like life) complex.



WAYS TO EVANGELIZE/CATECHIZE/SHARE FAITH WITH DIGITAL NATIVES ON THE DIGITAL CONTINENT IN A DIGITAL AGE



- READ, KEEP UPDATED
- WATCH TELEVISION, FILMS AT LEAST ONE-TWO HOURS A WEEK (ONLINE OR LEGACY MEDIA)
- MAKE A LIST OF COMERCIALS AND FIND THEM ON YOUTUBE TO ANALYZE
- BEGIN TO COLLECT RESOURCES (LINKS, CLIPS)
- YOUR GROUPS CREATE THEIR OWN WEBPAGE/SITE BASED ON A WELL-CONSIDERED PLAN
- YOUR GROUPS MAKE A VIDEO OF AN EVENT (LIKE THE APPLE COMMERICAL KID)



BRING SOCIAL MEDIA TO PRAYER

All my friends and family are in my pocket and as of today, so are you.



**TOGETHER, LET
US REDEEM THE
POTHoles OF
SOCIAL MEDIA**



REFERENCES

- **TOWARDS FULL PRESENCE: A PASTORAL REFLECTION ON ENGAGEMENT WITH SOCIAL MEDIA, VATICAN.VA, 2023**
- **THE SOCIAL MEDIA GOSPEL 2015 LITPRESS, AMAZON**
- **THE DIRECTORY FOR CATECHESIS 2020. USCCB, AMAZON**
- **FRATELLI TUTTI 2020 VATICAN.VA**
- **AETATIS NOVAE, 1991. VATICAN.VA**