

The background is an abstract painting with thick, expressive brushstrokes in shades of ochre, grey, blue, and green. A white mouse cursor arrow is positioned on the right side, pointing towards the title text.

# Digital Religion, Social Media and Culture

PERSPECTIVES, PRACTICES AND FUTURES

Pauline Hope Cheong | Peter Fischer-Nielsen  
Stefan Gelfgren | Charles Ess, EDITORS



## *Table of Contents*

<b>Foreword</b>	vii
-----------------	-----

<i>1. Introduction: Religion 2.0? Relational and Hybridizing Pathways in Religion, Social Media, and Culture</i>	1
PAULINE HOPE CHEONG & CHARLES ESS	

### **Part I: Theorizing Digital Religion**

<i>2. Dreams of Church in Cyberspace</i>	25
KNUT LUNDBY	
<i>3. The Immanent Internet Redux</i>	43
BERNIE HOGAN AND BARRY WELLMAN	
<i>4. New Media, Wikifaith and Church Brandversation: A Media Ecology Perspective</i>	63
BALA A. MUSA & IBRAHIM M. AHMADU	
<i>5. How Religious Communities Negotiate New Media Religiously</i>	81
HEIDI CAMPBELL	
<i>6. When Pinocchio Goes to Church: Exploring an Avatar Religion</i>	97
JØRGEN STRAARUP	

### **Part II: Empirical Investigations**

<i>7. Pastors on the Internet: Online Responses to Secularization</i>	115
PETER FISCHER-NIELSEN	

8. <i>PICTURE: The Adoption of ICT by Catholic Priests</i>	131
LORENZO CANTONI, EMANUELE RAPETTI, STEFANO TARDINI, SARA VANNINI, AND DANIEL ARASA	
9. <i>Voting "Present": Religious Organizational Groups on Facebook</i>	151
MARK D. JOHNS	
10. <i>"Keeping the Line Open and Warm": An Activist Danish Church and Its Presence on Facebook</i>	169
STINE LOMBORG AND CHARLES ESS	
11. <i>Twitter of Faith: Understanding Social Media Networking and Microblogging Rituals as Religious Practices</i>	191
PAULINE HOPE CHEONG	
12. <i>Creating Church Online: Networks and Collectives in Contemporary Christianity</i>	207
TIM HUTCHINGS	

### **Part III: Historical and Theological Examinations**

13. <i>"Let There Be Digital Networks and God Will Provide Growth?" Comparing Aims and Hopes of 19th-Century and Post-Millennial Christianity</i>	227
STEFAN GELFGREN	
14. <i>"A Moderate Diversity of Books?" The Challenge of New Media to the Practice of Christian Theology</i>	243
PETER HORSFIELD	
15. <i>Clocks and Computers: The Doctrine of Imago Dei, Technologies, and Humanism</i>	259
SAM HAN	
16. <i>Toward a Theology of the Internet: Place, Relationship, and Sin</i>	277
LYNNE M. BAAB	
17. <i>Conclusion: Religion in a Digital Age: Future Developments and Research Directions</i>	293
PETER FISCHER-NIELSEN AND STEFAN GELFGREN	

<b>Contributors</b>	307
---------------------	-----

<b>Person Index</b>	315
---------------------	-----

<b>Index</b>	319
--------------	-----

<b>Acknowledgments</b>	325
------------------------	-----