

The Church of Facebook

 By Jesse Rice | David C. Cook | softcover | 240 pages | \$

The social networking site that has exploded in popularity is the subject of Jesse Rice's *The Church of Facebook: How the Hyperconnected Are Redefining Community*. The author calls attention to the way the online world is reshaping "community" by focusing on the human need for connection and interaction.

Rice has done his homework, frequently offering examples of game-changers that led to changes in community, such as Willis Carrier's invention of air conditioning and man-made islands being constructed in Dubai. Unlike other points in history, Rice supposes, Facebook allows connection based solely on beliefs rather than geographical or familial bonds.

Drawbacks to social networking are also explored, such as shorter attention spans and natural connections that sometimes get overlooked. In the end, however, Rice shows how believers can make an impact in the world of cyberspace, focusing on the needs that draw participants to social media in the first place. *The Church of Facebook* is an excellent and captivating read.

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