HEAD AND HEART STARTING POINTS

EXECUTIVE SUMMARY

Image Research Report







This research was conducted through a grant from Mark and Nancy Hanson. The research was directed by Dr. Nancy Going, Dr. Roland Martinson, and John Roberto (Vibrant Faith Research) in partnership with Ralph Ennis (The Navigators).

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Head and Heart Starting Points

- Introduction
- HEAD Belief Topics
 - p. 10

High School Students Hispanic High School Students Parents (with Children Under Age 14)

- HEART Emotional Themes
- HEAD AND HEART SUMMARY
- Contact Information

HEAD



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p. 42

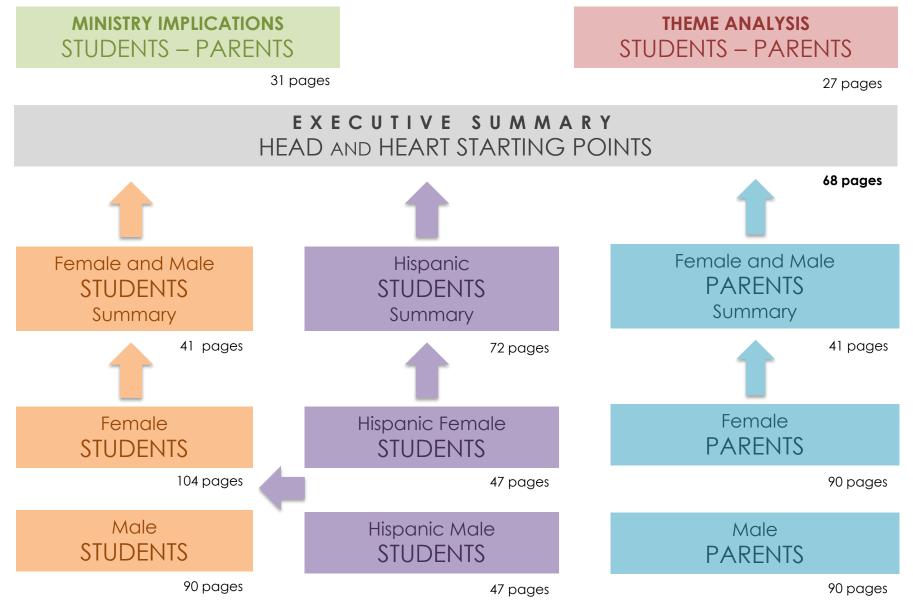
p. 4

p. 11

p. 24

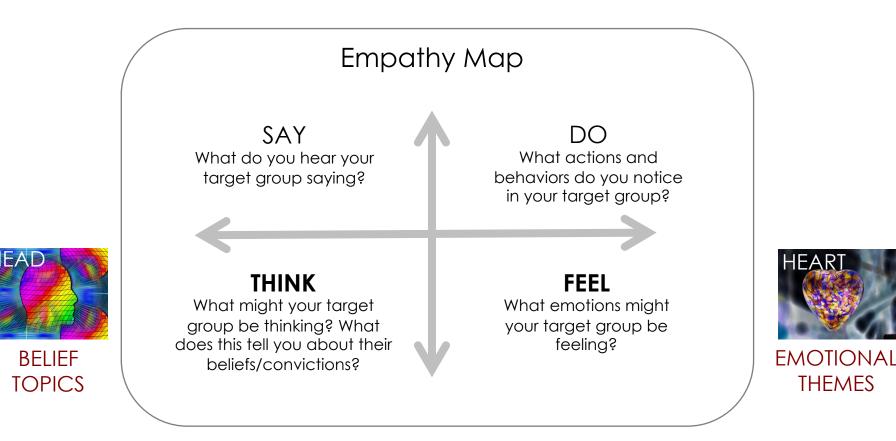
p. 29

INTRODUCTION: Schematic of Reports



Starting Points Research

RESEARCH GOAL: We seek to better understand the **HEAD and HEART STARTING POINTS** our target audiences regarding the topics of **LIFE and SPIRITUALITY** and emotional themes associated with those belief topics and then to employ that understanding to better help people grow as lifelong disciples of Jesus.



INTRODUCTION: Belief Topics

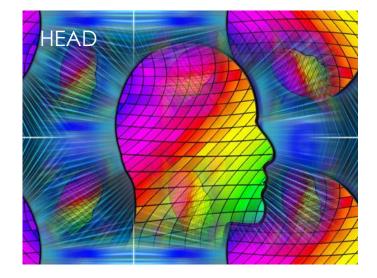
This image-based research sought to better understand the "reasoning of hearts" and thus help ministry leaders better serve high school students and parents of children under 14 in their faith formation with Jesus. Below are the ten topics that participants selected images and wrote words to describe their belief constructs underpinning LIFE and SPIRITUALITY. Since these audiences have been substantially socialized by images as well as words, the research methodology employed both images and words.

My Life

- 1. Early Life
- 2. Life Today
- 3. Future Hopes
- 4. Very Important
- 5. Prefer Others See Me

My Spirituality

- 6. Experience God Daily
- 7. View Jesus
- 8. Work of the Holy Spirit
- 9. Experience with the Bible
- 10. Good Christians



INTRODUCTION: Emotional Themes

After reviewing the responses of 106 participants in 5 cities across the USA who selected over 1000 images, we suggest that these audiences' six emotional themes are: happy loves, hopeful imagination, hectic stressed, spiritually conflicted, often disoriented, and hiding shame. Pages 11-59 will give visual windows into these overall emotional themes as well as brief descriptions in words.



"But Jesus, knowing the reasoning of their hearts ..." (Luke 9: 47 ESV)

By exploring belief topics and emotional themes, we seek to know the reasoning of the hearts of students and parents in order to develop empathy and better minister to them as they seek to live as lifelong disciples of Jesus.

INTRODUCTION: Using Image Research Findings

Suggestive – NOT Definitive or Predictive

These findings are suggestive of perspectives, emotions and imaginations that our target audiences may have across the USA. The findings are NOT definitive of their acknowledged beliefs. And they are NOT statistically predictive of future behaviors by these audiences.

Central Tendencies – NOT Stereotyping

These findings suggest the central tendencies of our target audiences. These findings do not suggest that all people within an audience fit these descriptions—that would be stereotyping an audience. You will undoubted be able to cite people within these audiences that do not exhibit these tendencies.

Profitable for Exploration

These findings are profitable for explorations within our target audiences. Behind happy faces of these audiences, you may find stress, disorientation, conflict and innovation that "looks" like the images selected by our participants as they live life and engage in spirituality.

Ministry Implications

These findings have implications for ministry. We encourage ministry leaders to grapple with these findings and together develop their actionable implications.

INTRODUCTION: How to Read This Report

Word-based research is often quickly read or scanned for new ideas. Sometimes a detailed reading is required or desired. The goal is the **ADDITION OF KNOWLEDGE** for the reader with the possibility of making better informed decisions and actions.

This image-based research is very different. This is a "taste and see" experience. Before and as you read the words, spend time reflecting on the images chosen by the participants. These images are **VISUAL WINDOWS** into the reasoning of their heart. These visual understandings can help you better connect with and minister to the intended audiences.



All images in this report were selected by research participants.

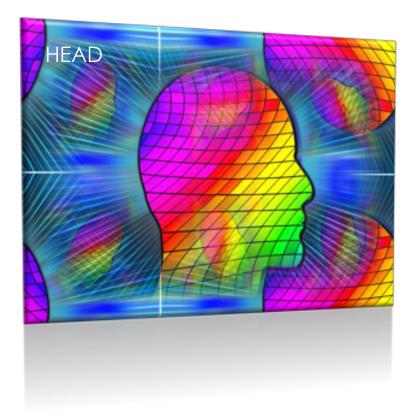
Belief Topics

My Life

- 1. Early Life
- 2. Life Today
- 3. Future Hopes
- 4. Very Important
- 5. Prefer Others See Me

My Spirituality

- 6. Experience God Daily
- 7. View Jesus
- 8. Work of the Holy Spirit
- Experience with the Bible
 Good Christians



Topical Findings by Demographic Groups

- o Female and Male Students
- o Female and Male Hispanic Students
- o Female and Male Parents

Note: The images on the next pages are illustrative and were chosen by students and parents. For all images selected for these topics refer to the individual reports listed on page 4.

Female and Male

High School Students

(58 participants – including 18 Hispanic students)

How to read the words on an images:



The topic for an image is in CAPS with the participant's description following. The first number is the image reference number. If a second negative number is present, it represents the degree the participant disliked his/her chosen image. A (-5) represents the highest level of dislike.

My Life: EARLY YEARS

Female Student Reponses – Male Student Responses



EARLY: cute, innocent, chubby, happy (939)









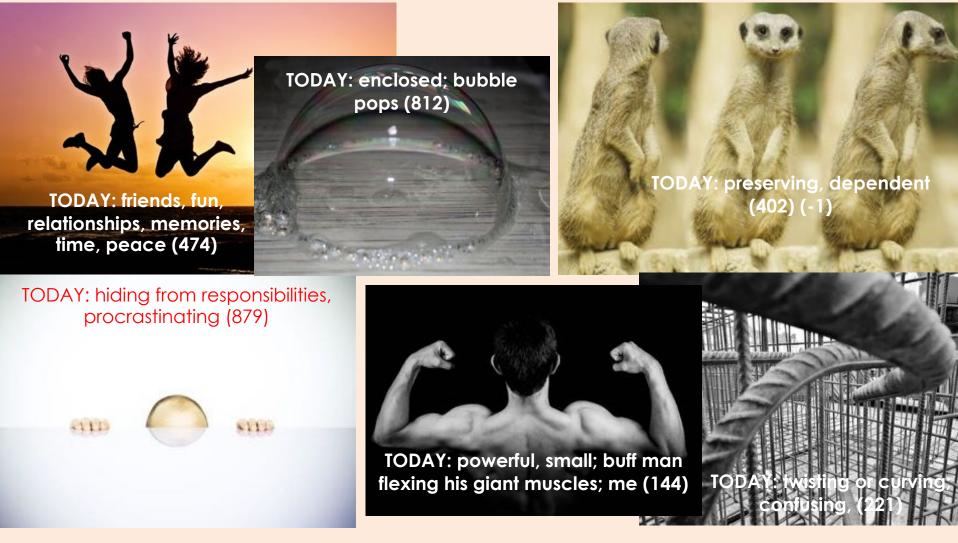
EARLY: angry child; cute but upset (323)

EARLY: wonderment; unknown, awe, looking (586)

fun, fearless, innocent, upset, fragile, looking

My Life: LIFE TODAY

Female Student Reponses – Male Student Responses



fun, hiding, bubble pops, preserving, dependent, powerful and small, twisting, confusing

My Life: HOPES for the FUTURE

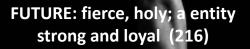
Female Student Reponses – Male Student Responses

FUTURE: smiling, happy objects (111)

FUTURE: transformation, realization, breaking free, bright (850

FUTURE: love, family, living (794

breaking free, happy objects, love, ongoing, fierce, big expensive FUTURE: big expensive resort; goals, money, vacation (11)



Success

Ahead

FUTURE: ongoing, there is

always a chance (315)

My Life: VERY IMPORTANT

Female Student Reponses – Male Student Responses



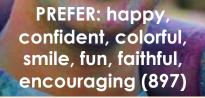
My Life: PREFER OTHERS SEE ME

Female Student Reponses – Male Student Responses

PREFER: glamorous, pretty, beauty (348)



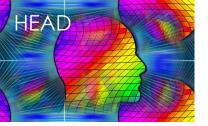
glamorous, not perfect, happy, wild, fragile, creative





PREFER: king, wild (127)

PREFER: keen, colorful; fragile, cool, sneaky (820)



- 1. EARLY LIFE for these female and male students was both **fun** and a **distant memory of family unity.**
- 2. These students indicate LIFE TODAY in the **fast lane is full of options, stress, and confusion** which is somewhat sad to them.
- 3. The FUTURE HOPES of female students are **fragile and fragmented** and for male students there is **little hope of true integration**.
- 4. Spending **time alone in nature** is VERY IMPORTANT to these students.
- 5. Female and male students PREFER OTHERS SEE THEM as having **fun** with a few friends even as they hide their true selves.

NOTE: In the images selected by the female and male students (except Hispanic female students), happy **family life is mostly unobservable**.

My Spirituality: EXPERIENCE GOD DAILY

Female Student Reponses – Male Student Responses

 GOD: love, galaxy, family, friends, space (710)
 GOD: was

 GOD: I found the hand I need to walk through my journey; change, love, faith (151)
 Image: Construction of the state of the sta



GOD: wonder, curiosity, beauty, faith, listening (114)



love, galaxy, wonder, locked, fire, cold, beauty

GOD: fire, smol (353) GOD: shut, closed locked in, hell (665

My Spirituality: VIEW of JESUS

Female Student Reponses – Male Student Responses

JESUS: friend, road; the one beside me when alone (557)

JESUS: mystery, endless (922)

JESUS: caring, listening (917)

JESUS: world / diverse; culture, diverse, accept (217) JESUS: leader, damage; firefighter, destruction, doing the right (102)

JESUS: strong, the alpha; he is the strongest (52)

mysterious, caring, beside me, leader, the alpha, diverse

My Spirituality: WORK of the HOLY SPIRIT

Female Student Reponses – Male Student Responses



My Spirituality: EXPERIENCE WITH THE BIBLE

Female Student Reponses – Male Student Responses

BIBLE: powerful, confusing (698)

BIBLE: curious, attention; (117)

BIBLE: learning about something (182)

curious, confusing, learning, odd path, robot, (Buddha) BIBLE: fun, abstract; a fun odd path (455)

> BIBLE: human face; knowledge, robot (379)

BIBLE: stories, history; apostles, Psalms, stories (59)

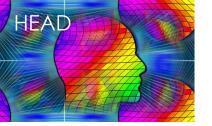
My Spirituality: GOOD CHRISTIAN

Female Student Reponses – Male Student Responses



loving, serving, accepting, dressed up, farming, no sin, non-options

options (682)



- 6. Both female and male students experience GOD somewhat positively yet they have a diminished view of the Triune God as **galactic love** and **tender helper** and yet **cold beauty** and a **locked door**.
- 7. JESUS is a mysterious helper of God and a strong fighter Who is endless and beautiful. He brings new life for all peoples.
- 8. The HOLY SPIRIT is at **work in God's creation** as a generous, sweet builder.
- 9. The BIBLE is experienced as **powerful and confusing**—a place to learn something new.
- 10. GOOD CHRISTIANS **spread light** and are often **dress people**.

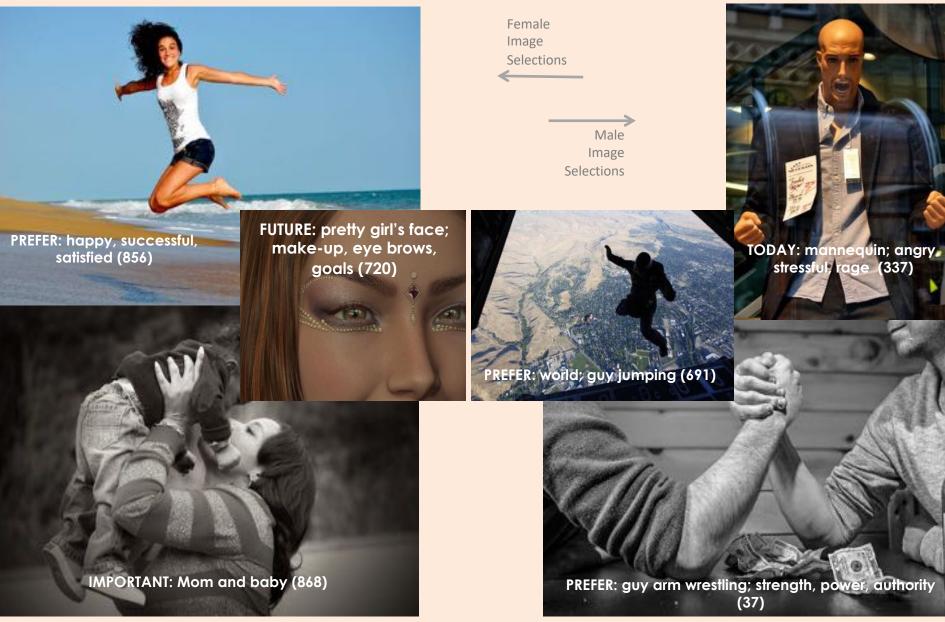
NOTE: Christian spirituality is **not present as an umbrella for understanding life** or bringing meaning to all of life.

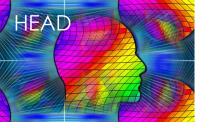
Female and Male

HISPANIC STUDENTS

(18 participants)

MY LIFE – Hispanic Students Collage

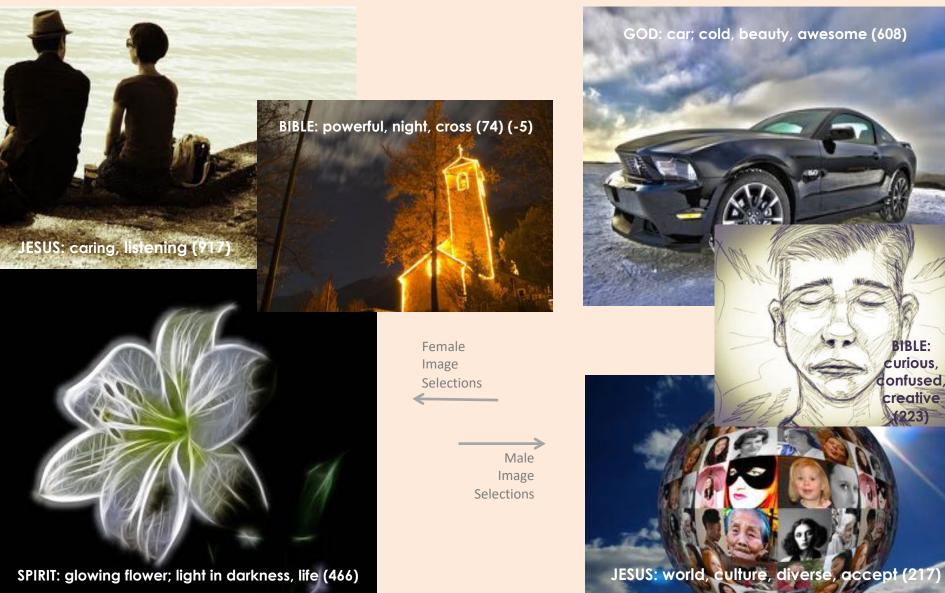


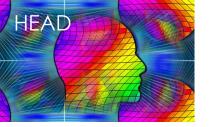


- 1. Though LIFE TODAY for these Hispanic students is filled with **fun and exploring**, it is also surrounded by struggles. Life today is a roller coaster that is **stressful and confusing**.
- 2. These Hispanic students hope in the FUTURE that they will be **successful adults** in family life and on the **uncertain road** before them.
- 3. Family and friends are VERY IMPORTANT for these Hispanic students as they seek a **life of happiness** within a **bigger world** and ecosystem.
- 4. These Hispanic students PREFER OTHERS SEE them outwardly as happy, fun and glamorous as well as being powerful, caring and brave on the inside.

NOTE: One of their expressed core human longings is for a journey that leads to **glory**.

MY SPIRITUALITY – Hispanic Students Collage





- 6. These Hispanic students EXPERIENCE GOD as a **journey and a puzzle** while seeing Him as **strong**, **nurturing and cold beauty**. They experience God through traditional ways and symbols. He has the keys to heaven and hell. All of this is **confusing** to them.
- These Hispanic students VIEW JESUS as having child love. He is also powerful and comforting and He is trustworthy—someone who fulfills His promises since He is alive and everywhere.
- 8. For these Hispanic students, the powerful WORK OF THE HOLY SPIRIT is often **confusing and hidden** as He loves, helps, guides and gives us hope.
- These students EXPERIENCE THE BIBLE as a source of happiness, joy, light, and peace and yet hard to decipher, confusing and boring. The Bible is a different view of reality that requires one to robotically accept.

NOTE: These Hispanic female and male students can **dislike part** of their view of **God**, **Jesus**, **Holy Spirit and/or the Bible**. Their spiritual lives were not primary to them and **open for change**.

Female and Male

PARENTS

with Children under age 14

(48 participants)

My Life: EARLY YEARS

Female Parent Reponses – Male Parent Responses



EARLY: simple and outdoors exploring (387)

EARLY: lonely, sad, young girl quietly contemplating her day (617)



EARLY: curious kid in playground wants to know (532)

EARLY: carefree friendship; trust fearless (588)

protected, growing, exploring, lonely, sad, quiet, contemplating, curious, desires, carefree, fearless

My Life: LIFE TODAY

Female Parent Reponses – Male Parent Responses

TODAY: thinking / stuck; contemplating choices while feeling stuck (307)



TODAY: mother-child bond; intense love of a new child (911) TODAY: hectic; sums up the chaos of current life as a provider for my family (898) (-2)

TODAY: frantic, hectic; reflects the number of things that need to get done and the stress of it all (698)



TODAY: reflective girl ; able to be strong through alone (364)

stuck, contemplating choices, frantic, stress, intense love, chaos, strong, alone, harmony

My Life: HOPES for the FUTURE

Female Parent Reponses – Male Parent Responses

FUTURE: family pier; family enjoying sunset together on pier (112)

FUTURE: connected races; a world where all types can hold hands (205)

FUTURE: peace, quiet; time to sit and reflect (166)



FUTURE: unity, love; eternal, together(177)



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FUTURE: eternal supernatural; supernatural outlook in life, heaven, with God and all the saints (721)

FUTURE: full moon framing a tree; people gathered during a special time (710)

family enjoying together, peace, quiet, reflect, all connected, supernatural, special time, unity, love

My Life: VERY IMPORTANT

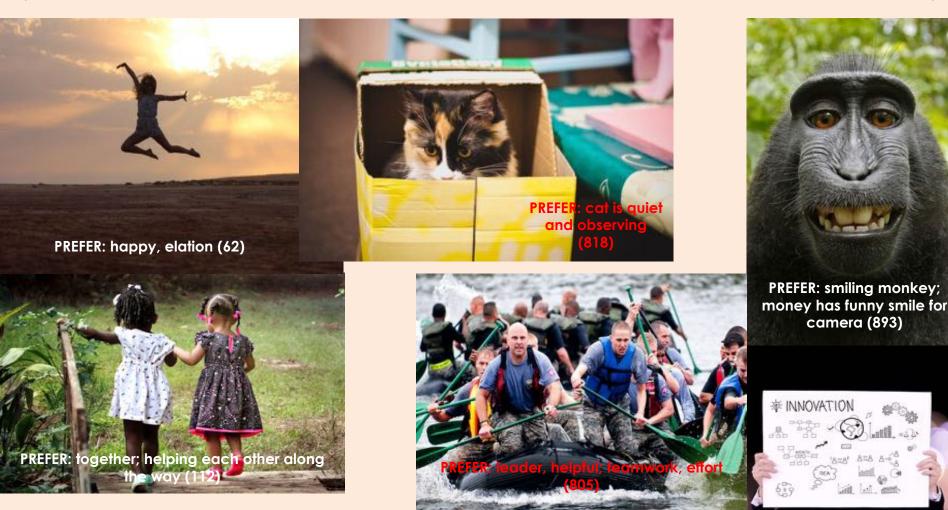
Female Parent Reponses – Male Parent Responses



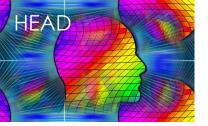
family, enjoying life, thoughtful, praying, eternal life, creation, happiness, fear, Christian's love

My Life: PREFER OTHERS SEE ME

Female Parent Reponses - Male Parent Responses .



happy, quiet, observing, helping each other, smiling monkey, solving complex problems, helpful leader FREFER: understanding complexity; this person is known for solving problems (60)



- 1. EARLY LIFE for these parents was full of **curiosity and simple pleasures** even as they were **alone** much of the time.
- 2. These parents indicate LIFE TODAY is full of **unresolvable stresses** as they work to **build something worthwhile** and **balance life**.
- 3. The FUTURE HOPES of parents include **family life and global**local wholeness.
- **4. Family life, inner life and spiritual life** are VERY IMPORTANT to these parents.
- 5. Female and male parents PREFER OTHERS SEE THEM as happy, caring, smart and having no worries.

NOTE: In the images selected by the female and male parents, **career** advancement is mostly unobservable or seemly unattainable.

My Spirituality: EXPERIENCE GOD DAILY

Female Reponses – Male Responses –



hears, silence, serenity, present, out of reach, tenderness, love, forever watching, uncertain

My Spirituality: VIEW of JESUS

Female Reponses – Male Responses



JESUS: clean up crew; sweeps up our mess; humble; does our dirty work (915)

JESUS: waiting; waiting and being blocked from doing something (307)



JESUS: the incredible magnitude & power of the cross at sunset (333)

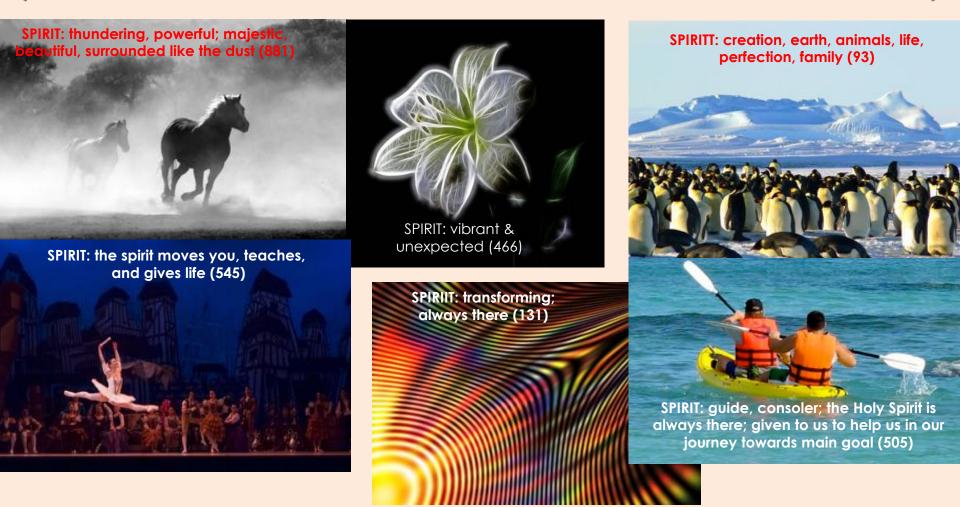
humble, clean up our mess, light, blocked, mercy, carries me, power of the cross, leap of faith

JESUS: mercy, friend; my savior, always carries me up, he is always there (557)

JESUS: leap of faith; trust and he will provide (765) (-4)

My Spirituality: WORK of the HOLY SPIRIT

Female Reponses - Male Responses



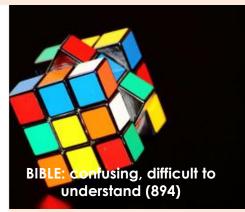
powerful, majestic, beautiful, gives life, teaches, unexpected, perfection, family, help, transforming, always there

My Spirituality: EXPERIENCE WITH THE BIBLE

Female Reponses – Male Responses –



BIBLE: curious, new; always learning new things, more to learn (544)





BIBLE: complete perspective; big picture, God's creation, what is important (973)



curious, simple-complex, confusing, big picture, path, fear, locked door

BIBLE: locked door; lock on a golden door (665)

BIBLE: ascension, path, journey, challenge, fear, high, completion (945)

My Spirituality: GOOD CHRISTIAN

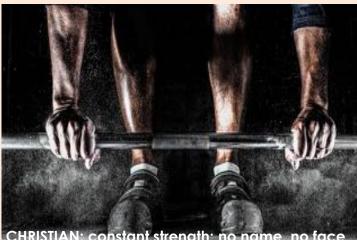
Female Reponses – Male Responses



CHRISTIAN: connect care; love one another, no one is insignificant (151)



CHRISTIAN: looking with interest, concern, sincere (450)



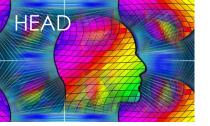








caring, love, non-glamorous, concern, no face, strength, family



My Spirituality – Female and Male Parents

- 6. Both female and male parents experience GOD as **trustworthy** and **tender loving**, but they are also **uncertain** of their standing with God Who is **forever watching**.
- 7. JESUS is viewed a **humble helper**, gentle friend and teacher of life; yet they see the leap of faith to trust Jesus is undesirable.
- 8. The HOLY SPIRIT is **multi-facetted**, **surprising**, **mysterious and transformative**—the Spirit's work is viewed very positively.
- The BIBLE is experienced as simultaneously simple and complex—it is unclear and confusing and it's big picture of life is of questionable value.
- 10. GOOD CHRISTIANS are **humble** and filled with **joy and love**. They actively lend a **helping hand** to other.

NOTE: Christian spirituality is **not an umbrella for understanding life** or bringing meaning to all of life.

Emotional Themes



(106 student and parent participants)

- 1. Happy Loves
- 2. Hopeful Imagination
- 3. Hectic Stress
- 4. Spiritually Conflicted
- 5. Often Disoriented
- 6. Hiding Shame

Note: The images on the next pages are illustrative and were chosen by students and parents.

Emotional Themes across All Ten Questions Related to Life and Spirituality.

HAPPY LOVES

-









HAPPY LOVES A selection of the 249 images chosen by participants











HAPPY LOVES

The images selected by both students and parents suggest that they are pursuing happiness in the various loves of their daily life and relationships. Participants in all groups reported wanting to feel happy. The longing for happy loves appears important across most all of their relationships.



PREFER TO BE SEEN: happy, confident (897)

HOPEFUL IMAGINATIO





1









HOPEFUL IMAGINATION A selection of the 70 images chosen by participants





















HOPEFUL IMAGINATION

Images selected by both students and parents suggest that they are on an imaginative journey to become new innovators in a new world—a new global world order. These innovations focus how they view what it means to be fully human and how we can live together on a sustainable planet. Their hopeful imaginations reflect rapid technological changes required for a re-creating of what it means to human within our ecosystem. These new innovations show a rootedness in the mysteries of quantum realities rather than classical certainty. Their image choices show levels of paradoxical, cyclical reasoning of "both-and even with seeming contradiction." These images of hope imagination show them thriving on emotions that foster their imaginations. Spiritual myths are often present in their imaginative journeys.



TODAY: creative, colorful; living in a different world (169)

HECTIC STRESS

2

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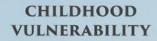
EXAM

Δ

HECTIC STRESS A selection of the 55 images chosen by participants

RELAX

HEIP ME!



powerless

timic

alon

need

ncapa

losi

scared tender helpless

P







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HECTIC STRESSED

The images selected by both students and parents suggest that they experience high levels of stress. These stresses come from deadlines, test, money, pollution, nuclear threats, etc. Images chosen often show stress without help from family, friends, church, government or God. The stresses feel hectic and frantic with no way out.



TODAY: frantic, hectic, stress, number of things that need to be done (698) (-5)

SPIRITUALLY CONFLICTED



multin













SPIRITUALLY CONFLICTED

The images selected by both students and parents suggest that they are spiritually conflicted. However, no groups indicated that spirituality was a driving part of their lives. Though God can be galaxic love to them, their experience with him was also described as unconnected. Jesus is mostly viewed positively, but he is also associated with a dark church and with Christians who are too concerned about appearances. The Holy Spirit is both perfect and dull at the same time. And the Bible is a book that is powerful and yet mean. The Bible was also not seen as relevant for life. Students and parents alike seem to be in the process of checking God out to decide his relevance and trustworthiness in today's world.



GOD: eyeball test; who is looking at who (825) (-3)



JESUS: church, dark (67)

OFTEN DISORIENTED









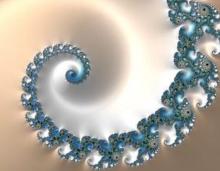
OFTEN DISORIENTED A selection of the 50 images chosen by participants

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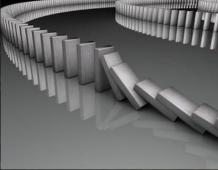
oul











NO!

OFTEN DISORIENTED

The images selected by both students and parents suggest that they have an uncertain pathway forward in life. This uncertainty leads to confusion which adds to their stress. They are disoriented by the increasing quantity and conflicting nature of the options before them. This disorientation impacts career directions and personal identity issues. Often life seems to be going in different directions with no clear choice pieces seem to be missing or misplaced. Life is described as a continuous power struggle.



TODAY: all the ?'s piled high; layers upon layers; too many to count (681)

HIDING SHAME

R.P.C. HIL



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HIDING SHAME A selection of 36 images chosen by participants





CHILDHOOD VULNERABILITY

alone

tender helpless

lost

helpless timid

alone needu

9

powerless powers defenseless unprotected Small weak

incapable overwhelmed

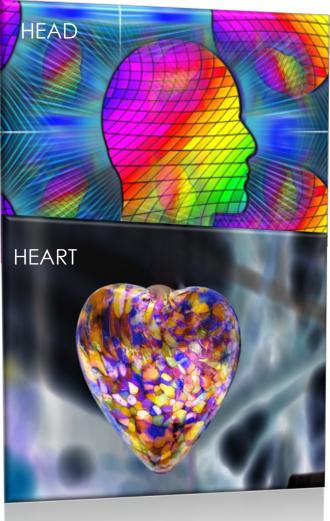
HIDING SHAME

The human reaction to feeling shame is often to hid or mask our flawed sense of identity. The student and parent participants chose images that reflect a strategy of hiding one's true self. Though not a frequent as happy loves or the other emotional themes, the theme of hiding/masking shame surfaced frequently. In the future, they would like to be transformed—to break free from their current flawed identity.



FUTURE: transformation, realization, breaking free, bright (850)

Head and Heart



BELIEF TOPICS: Students and Parents

- 1. My Life
- 2. My Spirituality

The heart and the mind interact together as we make life and spiritual choices.

EMOTIONAL THEMES: Students and Parents

- 1. Happy Loves
- 2. Hopeful Imagination
- 3. Hectic Stress
- 4. Spiritually Conflicted
- 5. Often Disoriented
- 6. Hiding Shame

HIGH SCHOOL STUDENTS – Female and Male



MY LIFE

- 1. EARLY LIFE for these female and male students was both **fun** and a **distant memory of family unity**.
- 2. These students indicate LIFE TODAY in the **fast lane is full of options**, **stress**, **and confusion** which is somewhat sad to them.
- 3. The FUTURE HOPES of female students are **fragile and fragmented** and for male students there is **little hope of true integration**.
- 4. Spending time alone in nature is VERY IMPORTANT to these students.
- 5. Female and male students PREFER OTHERS SEE THEM as having **fun with a few friends** even as they **hide their true selves**.

MY SPIRITUALITY

- 6. Both female and male students experience GOD somewhat positively yet they have a diminished view of the Triune God as **galactic love** and **tender helper** and yet **cold beauty** and a **locked door**.
- 7. JESUS is a mysterious helper of God and a strong fighter Who is endless and beautiful. He brings new life for all peoples.
- 8. The HOLY SPIRIT is at work in God's creation as a generous, sweet builder.
- 9. The BIBLE is experienced as **powerful and confusing**—a place to learn something new.
- 10. GOOD CHRISTIANS **spread light** and are often **dress people** (look good on the outside).

PARENTS with Children Under 14 - Female And Male



My Life

- 1. EARLY LIFE for these parents was full of **curiosity and simple pleasures** even as they were **alone** much of the time.
- 2. These parents indicate LIFE TODAY is full of **unresolvable stresses** as they work to **build something worthwhile** and **balance life**.
- 3. The FUTURE HOPES of parents include **family life and global-local wholeness**.
- 4. Family life, inner life and spiritual life are VERY IMPORTANT to these parents.
- 5. Female and male parents PREFER OTHERS SEE THEM as happy, caring, smart and having no worries.

My Spirituality

- 6. Both female and male parents experience GOD as **trustworthy** and **tender loving**, but they are also **uncertain** of their standing with God Who is **forever watching**.
- 7. JESUS is viewed a humble helper, gentle friend and teacher of life; yet they see the leap of faith to trust Jesus is undesirable.
- 8. The HOLY SPIRIT is **multi-facetted**, **surprising**, **mysterious and transformative**—the Spirit's work is viewed very positively.
- 9. The BIBLE is experienced as simultaneously **simple and complex**—it is **unclear and confusing** and it's **big picture** of life is of **questionable value**.
- 10. GOOD CHRISTIANS are **humble** and filled with **joy and love**. They actively lend a **helping hand** to other.



Positive Expressions

Paradoxical Landscape of the Heart

Negative Expressions

EMOTIONAL THEMES Students and Parents



Hopeful Imagination



Spiritually ??? Often Conflicted? Disoriented Hiding Shame

110

and

HECTIC STRESS is an emotional reality that pervades both students and parents. This stress is very personal while also extending to global issues including fear of catastrophic destruction.

Positive expressions of stress include pursuing happy loves and hopeful imagination. In the midst of stress, happiness and imagination are valued.

Negative expressions of stress

include being spiritually conflicted and often disoriented in life as well as hiding from shame. A pathway forward that is sustainable and meaningful is elusive.

Paradoxical expressions.

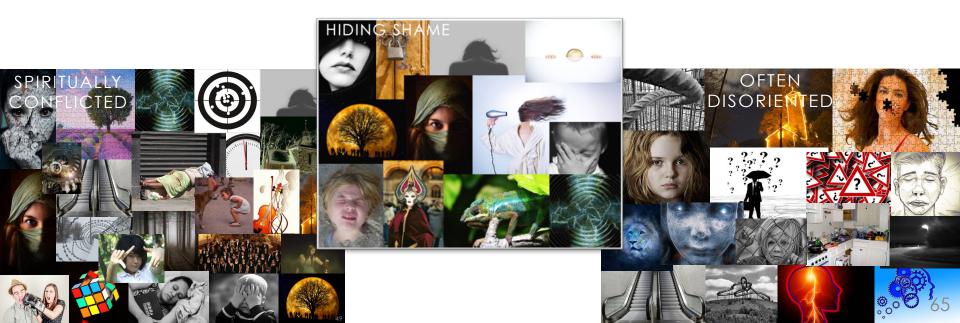
Taken together these positive and negative expressions seem paradoxical—this dissonance is often a state of human experience.





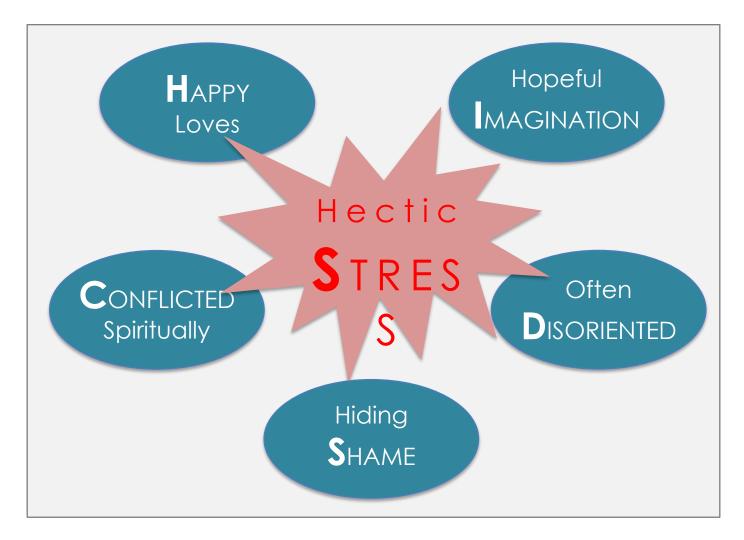
Paradoxical Landscape of the Heart

Students and Parents



10

Heart Starting Points for Students and Parents



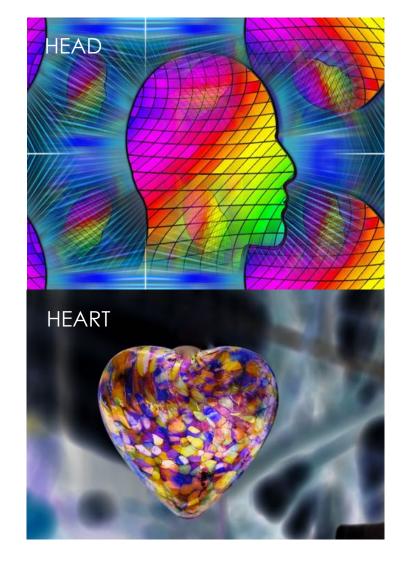
For Easy Memory: **HIS-CDs**

FINAL THOUGHTS

These findings are offered as a way to help connect the Gospel of Jesus with the staring points of students and parents: their **HEAD and HEART STARTING POINTS**.

Not all students and parents will have these exact beliefs and emotional themes. However, these findings can help those who minister be better listeners and help connect these starting points with the Bible as students and parents seek to follow Jesus.

These findings can also help inform development of preaching, curriculum and programs as well as personal and group conversations.



Contact Information

For additional information, contact:

Dr. Nancy Going ngoing@vibrantfaith.org www.vibrantfaith.com

Ralph Ennis ralphennis@gmail.com www.ralphennis.com

