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KURY Voices

Hi, I'm Jim Schultz, Pastor of Lighthouse Assembly of God.

What is the best way to prevent our kids from believing nonsense like there is no right or wrong, or we are evolving toward a Communist utopia, or matter is all that exists? Back in the 50s-60s, a Yale professor named William McGuire conducted an experiment to find out. He told people "People should brush their teeth daily," a good idea, right? He then exposed them to the opposite claim: "Brushing your teeth is bad for you." McGuire had several different groups he prepared differently to see which groups best stuck with the truth.

- One group got no preparation for the lie—it was just sprung on them.
- Another group received repetition of the claim that brushing is good.
- Another was warned that they would hear an argument that brushing is bad.
- Another group was told *why* some people think brushing is bad.
- Another group got that too along with arguments against the false idea.
- A final group got all of that plus preparation, preparation being that they were told they would hear other arguments against brushing that they will need to evaluate [Jeff Myers and David A. Noebel, *Understanding the Times: A Survey of Competing Worldviews* (Manitou Springs, CO; Colorado Springs, CO: Summit Ministries and David C. Cook, 2015), 10].

Not surprisingly, the last group fared far better than the others at retaining the truth. But you might be surprised that the least effective method was repeating the claim that brushing is good—worse than no preparation. If you think that just repeating to your kids that Christianity is true, biblical morality is right, etc. will be enough to keep them from falling for relativism, radical Islam, Communism, and all the other lies out there, you are tragically mistaken. Next time, I will give you some ideas on how to really prepare your kids for the battle of ideas.

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