

UTILIZING ICT FOR EVANGELISM AND CHURCH GROWTH: A CASE  
STUDY OF ZION 1 BAPTIST ASSOCIATION, OSUN CONFERENCE

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## ABSTRACT

This research work is titled; Utilizing ICT for Evangelism and Church Growth: A Case Study of Zion 1 Baptist Association, Osun Conference. The work examines the place of ICT (Cable Broadcasting, Internet, Mobile Phone and Print media) as it affects the expansion of evangelism and Church growth. The research encourage the adoption of ICT as tools for evangelism and Church growth by churches, ministers and evangelistic agencies and provide ways by which one can empowered the youths in the church to the utilization of ICT as tools for evangelism. This work examines the effectiveness of ICT for evangelism and Church growth in this twenty-first century, and evaluates the commitment of churches, ministers and evangelistic agencies to the utilization of ICT for evangelism. The researcher made use of relevant text books, Journals, Magazine, and other materials in J.C. Pool Library with Internet facilities that deal with ICT evangelism and mission. In addition to these, an interview was conducted with the aid of questionnaire which was distributed to the pastors and church members in Zion 1 Baptist Association, Osun Conference, Osogbo metropolis in order to sample their opinion on the subject matter. The empirical method was adopted for the analysis of the data collected from the questionnaires administered for the research. From the findings, it was discovered that both the Church, ministers and members of the churches were aware of the impact of ICT evangelism in this century and they are not making maximum utilizing them. It was also discovered that some individual churches and ministers are yet to discover the effectiveness of ICT evangelism, while many churches are already in the utilization of ICT tools to reach the world with the gospel especially the Presbyterians and mega churches. Churches and evangelistic organizations have roles to play in frequently educating people to adopt the utilization of ICT for evangelism. The work, therefore, recommends that, Churches, ministers and evangelistic agencies should develop vigorous and well-funded departments of Internet and mobile phone Evangelism, and ICT-missions that will be their main avenue for sharing Christ with the unreached and for following up enquirers and new believers. With so many Christian and individual cable television and radio stations in Nigeria at different geographical locations, it is recommended that churches and mission minded individual Christians should utilize these stations to target a particular people group with the gospel. It has been discovered in chapter two of this project that there are 6,900 languages in the world, churches and evangelistic agencies should publish Christian literatures and tracts in different languages in order to reach out to a particular ethnic group.

changes it had experienced over the years. The understanding of the effectiveness of ICT as tools for evangelism and church growth is also discussed in chapter two of this work, in chapter two, several things a twenty first church and minister needs to put into consideration were discussed, if he/she has the intension of reaching the masses through ICT.

Chapters three, four and five of this project work majorly dealt with presentation of research findings through the use of questionnaire, the data collected have been tabulated and analyzed, then conclusions are drawn from data collected and analyzed. From the discussion of findings it can be affirmed that Christians individual, churches and ministers need to adopt the of use ICT for evangelism and church growth. Its effectiveness is so vast that it can reach thousands of audience within a limited time.

The basic analysis of this research shows that ICT evangelism in Zion 1 Baptist Association is a great advantage for spreading the gospel. Individual Christians, churches and ministers should come alive and take this more creative and useful advantage of ICT. Through research of many other authors as discussed in chapter two of this work, it has been discovered that Charismatic and Pentecostal movements or churches are making use of ICT than mission founded churches.

## 5.2 CONCLUSION

An examination of ICT proves that several methods and tools could be utilized in reaching the 21st century world, a world of technological revolution, and population explosion, in which ICT technology have reduced the world to a neighbourhood. In reaching this world with the gospel it is strategic to use medium that will reach out to the



masses within a shared period of time. To reach out effectively to the twenty first century world with the gospel this research affirms that ICT evangelism is the most effective.

Information Communication Technology has placed in the hand of contemporary church, ministers, and mission minded individuals a new tool of communicating the gospel to the world. The old system of communication is giving way to internet, mobile smart phone, satellites, cable television, radio, and print media. The old method is not bad but it is almost becoming obsolete because of the generation that we are in.

In Nigeria specifically, ICT is spreading from major urban areas to rural areas. Churches, ministers and mission agencies in Nigeria have the opportunity of presenting the gospel in different languages targeting a specific people group.

### 5.3 RECOMMENDATIONS

An effective evangelistic agencies and churches will develop vigorous and well-funded departments of ICT Evangelism and missions that will be their main avenue for sharing Christ with the unreached and for following up enquirers and new believers. These departments will synergize with the other departments involved in worship, prayer, pastoral ministry and holistic ministry. Evangelical agencies and churches that fail to do this will find themselves less and less effective to communicate Christ to the non-Christian world as the global population shifts to digital devices as the primary means of credible personal communication.

Based on the research findings carried out, the following recommendations are suggested:

1. With so many Christian, non-Christian and individual cable television and radio stations in Nigeria at different geographical locations, churches, ministers and minded individual Christians should use these stations to target a particular people group with the gospel.
2. This project work recommend that Churches should create church websites, Whattapp, YouTube, twitter, Facebook, 2go account and other social network account for the purpose of reaching the world, the church should make available on their websites evangelical sermons, live streaming and live service.
3. There is no gain saying that foreign missionaries made use of print media to plant Christianity in Africa. 21st century churches and ministers should produce printed materials such as Christian literatures and tracts in different languages for the purpose of the gospel. Both on the internet and hard copy.
4. Churches ministers, and evangelical agencies should train ICT personnel and inaugurate ICT department of the church or evangelical agencies that will monitor and maintain ministry's media.
5. Churches and evangelical agencies should be ready to release funds and invest heavily in effective and efficient ICT tools
6. ICT evangelists should prepare appropriate follow up or feedback channels whenever, wherever, however ICT will be used to spreading the gospel.
7. The church and evangelical agencies should organize seminars on how to use ICT for evangelism and church growth, this will help to educate members and churches frequently and thereby curb the fear of embark on it.

