

USE OF CYBER-EVANGELISM TOOLS FOR CHURCH GROWTH
(AN EXPLORATION OF SELECTED CHURCHES IN NAIROBI CITY)

By

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Arts degree.

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I declare that this thesis is my original work and has not been submitted to any
other college or university for academic credit.

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DEDICATION

This academic achievement is dedicated to my dear wife, Jane Awino Luke, my speed governor, my prayer partner and a friend. Jane, you are the Rebecca of my life and when you came in, you rekindled a lost hope that went with the one I first loved, Grace, who preceded us so that together with others before us, we may receive what has been kept for us, the crown of life!

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Last but not least, my colleagues whom we met in various classes, for their financial and moral support when I needed them most. Many of them though we had not known each other much came and contributed quite some money to enable my wife go through the operation and ensured that I did not stop my study. If possible I would have divided this degree with you but my prayer

and hope is that all of you who too are in pursuit of the same will be so inundated with success and blessing that you will have no room to keep them.

Shalom!

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LIST OF ABBREVAITON

AEE:	African Evangelistic Enterprise
AICD:	Africa Infrastructure Country Diagnostic
CCK:	Communication Commission of Kenya
CITAM:	Christ is the Answer Ministries
CMS:	Church Missionary Society
ICT:	Information and Communication Technology
ITU:	International Telecommunication Union
KACE:	Kenya Agricultural Commodity Exchange
KBC:	<u>Kenya Broadcasting Corporation</u>
KCPE;	Kenya Certificate of Primary Education
KNEC:	Kenya National Examinations Council.
KSCE	Kenya Secondary Certificate of Education
LDC:	Least Developed Countries
NPC:	Nairobi Pentecostal Church
OCC:	Outreach Community Church
OKN:	Open Knowledge Network
OKNBOP:	Knowledge Network's
PDA:	Personal Date Assistants
SMS:	Short text Messages
TFES:	Tanzanian Fellowship of Evangelical Students
WDI:	World Development Indicators database.

ABSTRACT

The church like any other institution needs to apply means which should enhance its growth. As the great missionary William Carey once said that the church should use “any means” to reach the people with the gospel (Carey, 1792), it is therefore important to find out what means the church is employing to help in its growth especially living in this dispensation of information society (Bell, 1998). The overall goal of this research was to explore the extent to which the church has adopted the use of ICT tools for carrying out its evangelistic campaign (otherwise known as cyber-evangelism tools) to enhance its growth. This was done specifically to ascertain the main ICT tools used by the majority of church audience in communicating among themselves. By ascertaining what tools were used for communication among the church audiences, the study explored the extent the church was Short text Messages (SMS) and e-mails as cyber-evangelism tools to help in carrying out evangelism.

To accomplish this study, two churches within the city of Nairobi were purposively selected. Outreach Community Church situated in Soweto-Kayole slums and Nairobi Pentecostal Church, Buru Buru branch. A sample size of 80 and 100 respectively was calculated to be the sufficient representation of the population. The findings indicated that SMS or e-mailing tools had several advantages over traditional tools however there was a strong recommendation to use both modern and traditional method to avoid losing the human touch which can only be provided for by the traditional methods of evangelism where people meet face-to-face. The study recommends that cyber-evangelism tools be employed as a means of evangelism but also combine their use with the traditional tools to ensure that the human contact is not replaced by the use of ICT tools.