

## **GAP 10: EVANGELISM IN A DIGITAL AGE**

### **Driving Question for Collaborative Design**

How might Christians in the church, parachurch, and workplace collaborate to reach and disciple others through faithful and fruitful witness in our digital age, cutting through the virtual noise and distraction?

### **Description**

The majority of the global population lives in an increasingly digital world. With the digital realm becoming a primary source of information and a significant force in identity formation, questions arise as to the practice of evangelism in a digital age. The use of evangelistic digital media allows for creative ways to cut through the noise and more widely announce that Jesus is Lord over the whole of life. Yet, this message and its embodied messengers are modified by digital media. And powerful suggestion algorithms and echo chambers have altered the reception of the gospel by shaping the hearer in new ways, at times preventing the message from reaching those who are not interested. The complexity of the digital landscape requires evangelistic efforts to intentionally cross digital borders, advancing beyond simple broadcasting or reposting of Christian memes on siloed social media.

Acknowledging the potentials and challenges of evangelism in a digital age, this conversation prayerfully explores:

### **Collaboration Questions**

- What range of roles can digital media play in our overall evangelistic efforts, personal and institutional?
- What are wise practices for digital evangelism, both personal and institutional?
- What points of organizational collaboration, across mission/church organizations/workers are needed for successful digital evangelism?
- What are the tools needed for successful digital evangelism?

### **Sub-Topics**

- Digital tools for evangelism in a digital age
- Organizational collaboration for digital evangelism
- Wise practices for digital evangelism

### **Preparation before Seoul 2024**

Please read these sections of the State of the Great Commission Report:

- Introduction from the Theology Working Group
- Part I, on the State of the Great Commission globally, captured by text and graphics
- Part II, with the article on 'Proclamation Evangelism in a Digital Age'
- Part III for your particular region in which you primarily work or serve in church or parachurch