

NAIROBI EVANGELICAL GRADUATE
SCHOOL OF THEOLOGY

*An Examination of Attitudes and Factors Influencing Usage
of Internet for Evangelism in Nairobi: A Case Study of
Nairobi Evangelical Graduate School of Theology*

BY

ONESMUS KIPKIRUI MARITIM

*A Thesis Submitted to the Graduate School in Partial
Fulfillment of the Requirements for the Degree of
Master of Divinity (Missions Studies)*

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Approved:

Supervisor:

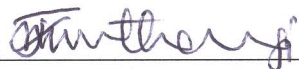


Dr. Henry Mutua

Second Reader:

Dr. Stephen Sesi

External Reader:



Dr. Julius Muthengi

July, 2005

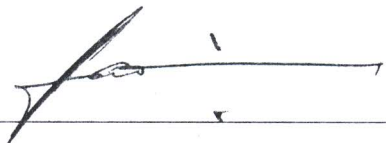
DECLARATION

AN EXAMINATION OF ATTITUDES AND FACTORS INFLUENCING USAGE OF INTERNET FOR EVANGELISM IN NAIROBI: A CASE STUDY OF NAIROBI EVANGELICAL GRADUATE SCHOOL OF THEOLOGY

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

The views expressed in this work are not necessarily those of the Nairobi Evangelical Graduate School of Theology or the Examiners

(Signed)



Onesmus Kipkirui Maritim

July, 2005

ABSTRACT

This was a descriptive study done as a case study of Nairobi Evangelical Graduate school of Theology (NEGST) to examine the perception of attitudes and factors influencing usage of Internet for evangelism in Nairobi. As a case study, NEGST provided an appropriate place to capture some insights from faculty members and students, who are a representative sample of the leaders of churches and ministries in Africa and other parts of the world. The insights could be used as a relevant reference document containing valuable guidelines that could suggest ways to help other ministries in the same category as NEGST to harness internet for use in communicating the gospel to non-believers. This study assumes Internet is one of those new skills which can offer an exciting new opportunity for evangelism as it has become a part of everyday life for millions of people around the world.

The target population of this study was all post graduate students from evangelical theological schools in Nairobi. The accessible population however was the faculty and students of NEGST. Most of the information was gathered by use of a questionnaire; however some information was obtained by personal interview with a web designer in Nairobi.

Among the major findings in this study were: The NEGST faculty and students have computer skills to use internet however they lack the techniques of using the same for evangelism. This contributed to a great number of them indicating an undecided perception as they were not sure whether it was an appropriate tool to use. Secondly, the perception of attitude towards use of internet for evangelism is dependent on the role of the respondent (faculty member or a student). Thirdly, gender and level of education at entry would influence the perception of attitude whereas other socio-economic factors like the size of family, the age pattern, level of income and marital status would not affect. The disparity in the socio-economic factors is a major characteristic of the NEGST community. This scenario would offer a great opportunity for harnessing and using Internet for evangelism.

In light of the above findings the researcher recommends that the NEGST faculty and students be exposed to the skills of using internet for evangelism to make them more effective fishers of men. The researches further challenges and recommends the faculty members and students of NEGST to encourage their churches and ministries launch websites with evangelistic and apologetic messages to non-Christians.

The researcher suggests that this tool of internet is being redeemed it is not to replace the other traditional methods but they can be used in tandem or where situation demands.

The researcher recommends further research on the same topic but on a church set up. The church set up is expected to come up with more insights which could not have been captured in this study.

DEDICATION

This thesis is dedicated to the following people whom God sovereignly brought into my life:

My late father, Samuel, who instilled in me the trait of integrity and upholding the truth at all times; My aging mother, Rachel, who taught me to believe the Bible, how to pray and to trust in God ;

My beloved wife Edna for her constant encouragement and support in ministry;

My Children Ruth, Patricia, Hillary, Festus, Peter, Beryl and my grandson, Allen Kibet (Babu) whose support and encouragement was without measure, and Revival Flames Ministries for dedicated mission work, prayer and financial support for the time I have been at NEGST.

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I am unable to mention each every person who played a part in the completion of this thesis by name but I say thank you to them all.

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LIST OF ABBREVIATIONS

AEA	Association of Evangelicals in Africa
DVCAA	Deputy Vice Chancellor for Academic Affairs
Email	Electronic Mail
INTERNET	International computer communication network
ISP	Internet Service Provider
JMM	John Mark Ministries
LCWE	Lausanne Committee on World Evangelization
NUA	Nua Internet Surveys
NEGST	Nairobi Evangelical Graduate School of Theology
NIST	Nairobi International School of Theology
REFEM	Revival Flames Evangelical Ministry
SPSS	Statistical Programme for Social Sciences
TV	Television
WWW	World Wide Web

CHAPTER 1

INTRODUCTION

The Great Commission (Matt 28:18-20, NIV) challenges every Christian to "go and make disciples of all nations." Jesus commissions us to care for our fellow human beings who have not yet accepted the good news of eternal life by actively "going and finding" them. Whereas the content and purpose of the mission transcends the time the methods of communication are bound to change to keep in step with the changing cultural trends and behaviors of the people we communicate the message. According to Jim Patterson "The young people of today are not like those we were reaching ten years ago" (Petersen 1985, 22). In order to become meaningfully involved with non-Christians and at the same time be timely and relevant, we therefore require God-given discernment to acquire new skills, which will assist us as we communicate the gospel effectively.

This study assumes that Internet is one of those new skills which can offer an exciting new opportunity for evangelism as it has become a part of everyday life for millions of people around the world. In Lausanne Committee for World Evangelization website Fjeldstad had predicted in 1997 that by the end of 2000 there would be as many as 200 million people with internet access in the world (LCWE 1998) and the breakdown of distribution was to be as follows: USA and Canada (64 million), Europe (20 million), Asia/Pacific (14 million), the Middle East (4 million), Africa (1 million), and South America (1 million) (NUA 1998). Five years later the prediction were not only

confirmed to be in the right direction but the actual figures released from Nua Internet Surveys in a 2002 survey showed that 605.6 million people globally had Internet access at the end of September 2002. Europe came up tops with biggest online population in the world with 190.91 million Internet users whereas Asia–Pacific region registered the highest growth rate with 187 million from 14 million in 1997. Africa still trailed with 6.31 million and of this only 500,000 are found in Kenya from where this research is being done. The survey further compared Kenya’s Internet experience to that of a dirt track, as opposed to the information superhighway of the West. The major obstacle in Kenya is the Government’s failure to liberalize the telecommunication sector and the high cost of licensing imposed on the Internet Service Providers. This has made the cost of using Internet in Kenya very expensive in Africa as shown in Figure 1 below.

Fjeldstad further argues in support of use of internet for evangelism to fulfill evangelization goals set by the Lausanne committee of world evangelization that whereas it took the radio 30 years to reach 50 million people and television 13 years, the Internet did it in just four years. William Carey, the father of modern missions, who took five months to travel by steamboat from England to India in 1793 would marvel if he were to be told what the Internet can travel the same distance in matter of seconds with the gospel message. This rapidly flourishing technology therefore can no longer be ignored as it offers tremendous opportunities to the fulfillment of the Great Commission. Since its introduction in 1992, the World Wide Web has quickly become the window to a new world called cyberspace. This is a land free of geographical boundaries where planes and ships are obsolete and Internet Service Providers (ISP) and not visas are required for international travel.

The researcher in this study however proposes that use of internet evangelism is not to replace the existing methods but to supplement them. Any method or techniques used should never become substitutes for Scripture. The researcher would advise Christian churches and ministries who attempt to adopt any method to be reminded that in the early church maximum impact was made by the changed lives and quality of community among the Christians and not by human devices and methods. According to Arne H.Fjeldstad, changed lives and quality of community however do not come through technology but through the Word and the Spirit of God (Fjeldstad 1997, 248). All methods including internet therefore are to be committed to God for His own glory.

In view of the foregone information, this study attempts to ascertain the perception of attitude and the factors which influence the use of internet for evangelism in Nairobi, with Nairobi Evangelical Graduate School of theology (NEGST) as a case study. NEGST was founded in 1983 by the Association of Evangelicals in Africa (AEA) with the mission of promoting excellence in African Christianity by training men and women in ministry skills.

The researcher before joining NEGST has been active in evangelistic work in and out of Nairobi since 1993, under Revival Flames Evangelical Ministry (REFEM). The ministry recently launched a website ww.revivalflamesministries.org with an aim of reaching out to non-believers and believers who patronize the internet. The response has been promising with some visitors from Europe visiting the site and one of them making receiving Jesus as Lord and Savior. This has inspired the researcher to find out how Internet can be used more effectively.

Problem Statement

John Mark Ministries (JMM) has quoted a survey done in their website to the effect that in 1,000 adults interviewed 20% of American adults click on sexually oriented websites. Eighteen percent of the respondents are married and almost the same percentage who called themselves born-again Christians indulge in online pornography (JMM 2005)

A young couple has this to say when they were asked why they were reluctant to use internet:

“We are a young couple with small children. We care about family values. Should we really let our kids get on the internet?” (Schultze 1996, 18)

This is a typical Christian family or Christian leader attitude towards the use of Internet. The concern is valid and real as the above statistics shows. Despite this attitude however Internet is there to stay and is becoming the next major communication medium. Christians, including their children will have to learn not only how to navigate it, but how to use it wisely, with discernment and strong biblical convictions. NEGST as an institution and a Christian community is not using Internet as much as it could for evangelism especially to its neighbors.

It is with the above background in mind that the researcher attempts to find out the perception of attitude and factors influencing the use of internet for evangelism at NEGST.

The Purpose of Study

This study was carried out as an attempt to examine the perception of attitude and some of the probable factors that might be influencing the use of internet for evangelism at NEGST. To be able to do this the first approach was to ascertain how the faculty and student members perceive the usage of internet for evangelism. The second approach was to examine some of the probable factors that might have influenced their perception.

Research Questions

The research was intended to determine the perception of attitude of the faculty and students members of NEGST towards use of internet for evangelism. An examination of the probable factors that influence the perception of attitude was also done. The research questions which the researcher addressed were:

1. Do the faculty and students members of NEGST have computer knowledge to use internet?
2. What is the attitude, of the Faculty and the Student members of NEGST, towards the use of Internet for Evangelism?
3. What are the probable factors that influence the perception of attitudes, of the Faculty and the Students members of NEGST, towards the use of Internet for Evangelism?

Significance of Study

This research is a case study that the researcher hopes might be a relevant reference document containing valuable insights that will suggest ways to help NEGST community harness internet for use in evangelism. The study would also be an invaluable source of information to individuals, churches ministries and post graduate schools in Nairobi, in the same category as NEGST, who want to harness this tool of internet for use in evangelism.

Research Hypotheses

The research will seek to test the following research hypotheses, in relation to the research questions and based on evidence obtained from review of related literature.

It is expected that,

1. H₁: There is a relationship between computer literacy of the respondent and the perception of attitude towards the use of internet.
2. H₁: There is a relationship between the role of the respondent and the perception of attitude towards the use of internet for evangelism.
3. H₁: There is a relationship between the social-economic factors of the respondents and their perception of attitude towards use of internet for evangelism.

During data analysis the researcher will restate these hypotheses in null form which will either be rejected or accepted.

Assumptions Made

The research assumes that the Faculty members and students are involved in propagating the gospel in addition to their academic assignments during their stay at NEGST. It is expected that they will adopt any means at their disposal to communicate the gospel as the situation demands.

Delimitation and Limitation

The research is a case study of NEGST. The study, however, was focused on the Students and Faculty Members. Most of the students are currently not earning any income. They also have access to internet for a specific period of time, between 5-11pm every day of the week except Sunday. These two factors therefore are already interfered with at the start of the research.

Definition of Terms

Evangelism: In this study the term is used to denote plans of committed believers to communicate the love of God in all places to all people using all means at their disposal.

Missions: The term missions is used in this study to carry the meaning of the proclamation and sharing of good news of the Gospel by word, deed, prayer, worship and every day witness of the Christian life, teaching as a building up and strengthening people on their relationship with God and each other, and healing as reconciliation with and communion with people and communion with creation as a whole (Van Rheenen 1996, 20).

It is often used interchangeably at times with the same meaning with evangelism

Web: The term in this study is used to refer to a complex series of communication networks connecting the user to several places and able to access and transmit pictorial and literary information to any site connected. A user point can be referred to a Website.

Visiting a Website: The phrase in this study is used to mean searching and accessing information on an internet website. This is used interchangeably with surfing the internet.

Surfing the Internet: This term in this study denotes to access the Internet for information

Apologetics: In this study it is used to carry the meaning of Christian apologetics, which is a presentation and defense of its claim to truth and relevance in the great market place of ideas. Apologetics aims to lend intellectual integrity and depth to evangelism ensuring that faith remains rooted in the head as well as in the heart.

Level of Usage: This is used in this study to indicate the measure of prevalence of use of Internet as a tool of communication, which has been redeemed by the Church for Evangelism.

Cyberspace: Used to denote a land or space accessed or covered by internet services. This space or land is seen to be free of geographical boundaries where planes and ships are obsolete and Internet Service Providers (ISP) not visas is required for international travel.

CHAPTER 2

LITERATURE REVIEW

The study of perception of attitude towards methods used is one way such methods can be evaluated and made more effective. This has received a lot of attention in recent years in many fields. The ultimate aim of such evaluation is to ascertain whether the methods used are effective in helping the institutions to meet their original desired goals. An evaluation of methods of communication of the gospel would also be done with the same objective in mind.

The results of the intense study of evangelism and internet have led to the formulation of guidelines, suggestions and methodologies related to the development and evaluation of attitudes towards such Programmes. In this review the focus will be on the content aspect or substantive dimension of evangelism, Internet and research methodologies.

In this light, available relevant materials on evangelism, Internet and research methods are examined.

Substantive Literature Review

What is Evangelism?

According to Elwell Evangelical Dictionary, Evangelism is the proclamation of the good news of salvation in Jesus Christ with a view to bringing about the reconciliation of the sinner to God the Father through the regenerating power of the Holy Spirit. The word is derived from the Greek noun euangelion which means good news, and verb euangelizomai which means to announce or proclaim or bring good news. Evangelism is based on the initiative of God himself (Weber Elwell Evangelical Dictionary, s.v. "Evangelism."). Because God acted, believers have a message to share with others. "For God so loved the world that he gave his one and only Son" (John 3:16). Like a father who longs for the return of his lost son, a woman who searches diligently for a lost son, a woman who searches diligently for a lost coin, and a shepherd who leaves the rest of his flock to find a lost sheep (Luke 15), God loves sinners and actively seeks their salvation. Thus God has appointed men and women to be His ambassadors and ministers of reconciliation in the world (2 Cor. 5:11 - 21). The ambassadors are to use all means at their disposal as God has created all things to be used for His glory. This is the main argument in this study.

According to Van Rheezen there are three levels of evangelism namely cultural, sowing and reaping. In all the three versions of definition there must be a message to be transmitted and the source has to be clearly communicated as the Lord Jesus Christ (Van Rheezen 1996, 83).

Philip Clements Jewery in his attempt to give a modern definition of evangelism had this to say:

Bishop of Maidstone spoke of there being three levels to the evangelistic task: cultural evangelism, sowing evangelism and reaping evangelism. *Cultural evangelism was the way the Christian story became part of the well-nigh (sic) practically unconscious background understanding of most people in the community. Sowing evangelism was what was done mainly via Sunday schools, and reaping evangelism needs no explanation (emphasis mine).* Most Christians today want only to be involved in the last kind of evangelism and...consider it to be the only form worthy of the name. However, they do not realize how much reaping depends on the other forms of evangelism, but it is these which precisely we cannot take for granted in our day as former generations took them for granted. (Jewery, 2001)

The levels of evangelism expressed in this quotation are in agreement with those proposed by Rheenen. Van Rheenen is involved in the cultural, sowing and reaping evangelism through his website <http://www.missiology.org>. His approach is to do all the three forms of evangelism with the short term and long term objectives of winning people to Christ. The researcher suggests that all the three forms of evangelism, cultural, sowing and reaping should be done as the situation demands. Internet can be used to communicate all the three forms of evangelism, specifically the story of Jesus, to millions of non-believers who visit the web sites. The researcher is working with REFEM ministry and through Rheenen's personal advice and encouragement the ministry has launched a website with the aim of using all the three forms of evangelism to win people to Christ.

What is the Message of Evangelism?

The evangelistic message must be biblical in content and convey information about the true nature of spiritual things and should address the nature of sin and the plight of the sinner (Rom. 3). The love of God and his willingness to be reconciled to the lost should also be its main theme (John 3; 2 Cor. 5). And equally important the message must include

a clear statement about the centrality of Jesus Christ in God's plan of redemption and that God was in Christ reconciling the world to himself and that Christ died for our sins and was raised from the dead, according to the Scriptures (1 Cor. 15; 2 Cor. 5; Rom. 10). This is the message the researcher proposes it should be preached.

Which Evangelistic Methods to use?

Good news can be told in a variety of ways. Scripture does not designate a single method of transmitting the gospel. In the New Testament believers shared their faith through formal preaching and teaching, in their personal contacts and chance encounters. Consequently Christians have felt free to devise different ways of doing evangelism: personal, mass, saturation or blanketing of a given area, friendship and many more. They have learned how to use various media in spreading the gospel, including the latest in printed and telecommunications fields like Internet. Paul's words still speak with authority and insight in the method and approach:

"And pray for us too, that God may open a door for our message . . . so that I may proclaim it clearly, as I should. Be wise in the way you act toward outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone." (Col. 4:3, NIV)

The method and approach is crucial to the success of the missions. Many Christians have never developed a clear understanding of the basic points needed to lead a person to Christ. Lack of direction makes it difficult for the non-Christian to obtain a clear understanding of the gospel. Bronson identifies an approach, referred to as the missile approach, which has three basic units, the message, the delivery and the target. This outline approach is the framework upon which a gospel presentation can be built (BibleHelp 2005). The missile principle tells you how to deliver the powerful gospel message to an

open heart. In any missile there is the actual bomb and the delivery system. Likewise, presenting the gospel has two parts: The actual gospel message and the "delivery system" to get the gospel to the desired location, the person's heart. The target is the heart of the person being preached to. This would be even more crucial if one is using the contemporary methods like the Internet.

What is the Goal of Evangelism?

Evangelism basically seeks to bring people into a new relationship with God through Jesus Christ. Through the power of the Holy Spirit it endeavors to awaken repentance, commitment, and faith. Its goal is nothing less than the conversion of the sinner to a radically new way of life. Theologically, the results of evangelism are in the hands of the Spirit, not the evangelist. But practically, the bearer of the message determines to a large extent the scope of the hearer's response because he has stated the terms of the invitation. This means that though evangelism by definition concentrates on the need to respond to God in initial repentance and faith, its message must also contain something about the obligations of Christian discipleship. It includes obedience to the commands of God and participation in the body of Christ, the church. As Jesus said, "Therefore go and make disciples of all nation, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you" (Matt. 28:19 - 20). The convert therefore need to be told all the implications of the gospel and that they are to deny themselves and follow Christ, a life of personal commitment and sacrifice. The end result and objective of God's Missions which man as God's agents of restoration are send to undertake is the glorification of the Father, Son and Holy Spirit (Peters 1984, 9, 27).

The researcher considers the principles discussed above to be very invaluable and transcends time and space. The mission and the vision of the Great commission have not changed even in the twenty first century. The recipients of the gospel are non-believers who do not come to Church. The church therefore has to go or send the message by whatever means to them. According to Dayton (1967, 100-105), there is need for the church to reach out in order to reverse the twentieth century "Great Commission" which now reads "Come ye from the entire world to hear the gospel". The study anticipates this pattern is to be reversed by reaching out to the world at a time when evangelistic methods are under critical review. This is the researcher's approach.

Use of Internet for Evangelism

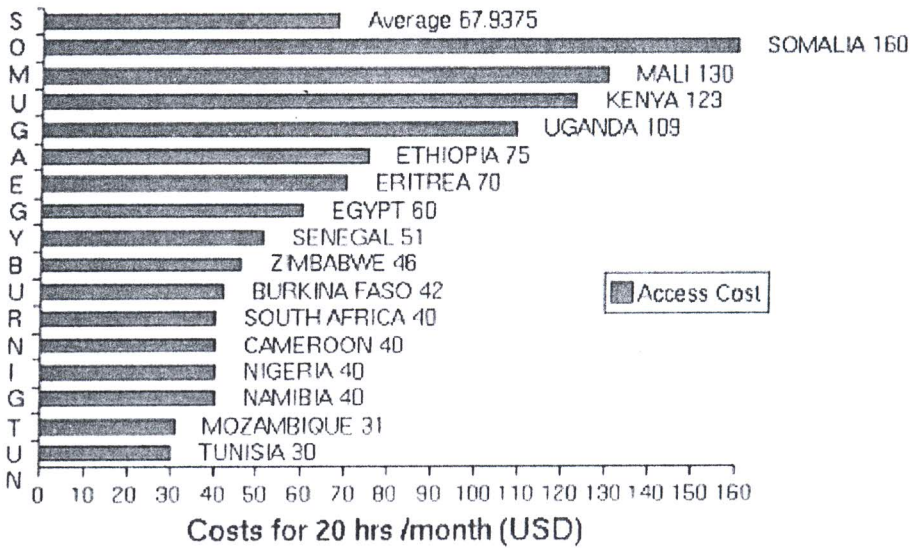
Use of internet for evangelism is indeed beneficial in many respects .One can for example reach people inexpensively as you do not have to go where they are, like traveling to Saudi Arabia where you will have to get around restrictions on evangelism. There are however some barriers and pitfalls to reckon with like the invasion of the internet by pornographic materials which makes a number of Christians shy away from Internet, leave alone using it for God's mission. However the unfinished task of the Great commission which is in our hands is so great that any all means at our disposal are to be used in an attempt to propagate the gospel.

Luis Bush in an address at Amsterdam 2000 gave an overview of the unfinished task (Bush 2000). The effective strategy for fulfilling the unfinished task remaining to us at the beginning of the 21st Century leaves no doubt in our minds that every available means of communication is to be employed to preach the gospel. One of the major windows Bush recommended to be targeted is the 4/14 Children's Window. The current population of the

world stands at 6,400,000,000 (U.S. Census Bureau 2005). One third of this, which is about 2 billion, is under 15 years. The developing world gets younger while the developed world gets older and thus a global youth culture is emerging. Additionally between 60 and 80 percent of people, who make a decision for Christ; do so between the ages of 4 and 14. The 4/14 window therefore deserves more prominence in our global evangelistic strategies. These are also the frequent visitors or users of internet. Friendship and Internet evangelism are one of the effective methods of evangelism recommended by Lausanne Committee on World Evangelization. The researcher is in agreement with the guidelines and strategies set by the committee and that Internet can play an important role in communicating the gospel especially to the 4/14 window outlined above. How a ministry can use internet so that they can be part of this strategy is what will be outlined.

The first step for any ministry or individual who want to use internet for evangelism is to make sure they are connected to internet. This is done by securing an address, called a website, in the cyberspace. The researcher interviewed a web designer in Nairobi, Kenya and established that the cost of launching and hosting a website would be between Ksh.20,000 (\$270) and Ksh.100,000 (\$1,400) depending on the quality of the pages one would need, using the current dollar rate of Ksh.76 to the dollar (May 2005). A good quality on the average in Kenya would cost Ksh.50,000 per year. Figure 1 below gives a comparative cost of hosting internet in Africa.

The researcher did a preliminary search internationally and discovered that to launch and host the same website it would cost \$80 dollars per year through a Christian ministry called Ourchurch Ministries based in USA. There could be other Ministries who can do it for a cheaper price but this was meant to give us an approximate overview.



Source: Africa Map of Internet Hosts by Mike Jensen, Box 101, Port St. Johns, Eastern Cape, 5120, South Africa

Fig.1.Dialup Access Cost of Internet in Africa (USD)

Currently, from Figure 1 above, the average total cost of using a local dialup Internet account for 20 hours a month in Africa is about \$60/month which includes usage fees and local call telephone time included, but not telephone line rental. As can be seen in the graphical presentation Kenya with 123 dollars is among the most expensive countries in Africa after Mali and Somalia. Africa therefore has a long way in making Internet facilities affordable and accessible to all her people. This is therefore one of the factors to be examined, whether the high cost of internet would affect the use of internet for evangelism.

A Church Ministry can do evangelism in their website in any one of the following ways:

1. Set up an Email address book of non-believers and communicate to them a short and loaded message of salvation in the Lord Jesus Christ.
2. Set up on their web pages brief and clear provocative evangelistic messages about the story of the Lord Jesus Christ whom the reader can understand and respond to by accepting Him as Lord and savior. The same page should have contact information so that people can respond back by way of Email, telephone or physical address.
3. Set up specific sites to minister to different categories and interest like Music online for the youth, interactive scholarly materials on current topical issues like abortion, human suffering and so on for the people who are constantly searching for something of interest to read, marriage enrichment corner for couples and cartoons for Sunday school children and many more.
4. Set up apologetic Websites for non-believers with such topics like “Does God Exist? Why Christianity? Did God create? These sites have proved to be very useful. One of the website which has excelled in this is www.allaboutgod.com. Other Christian websites can link up with this website with their permission so that you do not have to write down and duplicate what they have done.
5. A Ministry involved in Missions can use Internet as a resource of locating people groups who are yet to be reached for Christ. One of the common resource centers is the Joshua Project list of people group (Moreau and O’Rear 1998, 212-215). Such

sites can give a mission agency all what they need to know before they strategize how they can launch missions to that people group.

6. A common Ministry which is gaining a lot of popularity is the Chat Room Ministry. A ministry can set up a facility in their website where two or more people can chat together exchanging ideas and personal issues as if they are talking, getting instant answers and questions from one end to the other.
7. An individual can share a personal life experience testimony of salvation or deliverance and post it on a website. Timothy Abraham a born again former devout Egyptian Muslim shared his faith through internet and led about 20 people to salvation in Christ over the internet during the past two years. He is currently a Master of Theology student at Southern Baptist Theological Seminary in Wake Forest, N.C. (Weeks 2005).

As follow up of new converts or minister to older mature Christians the church can run a series of sermons, devotional materials and electronic books, including Bibles and bible study materials. Ministries can distribute Bibles on Internet in any language. Daily devotional guides are common in Christian websites. Christian Ministries can also run Christian education Ministries even up to graduate and Doctoral level. There are so many other opportunities for a church ministry to do with their websites as new ideas can come up once you are already in it.

In order to develop their websites Christian ministries need to understand a few hints on the target group they are reaching out with the message. According to Lee Strobel (Strobel 1993, 28), Christians need to understand what is in the mind and heart of unbelievers so that they can assist them find God. The authors helps us to know the non-

Christians are always seeking and Christians need divine discernment to be of assistance to them as “they journey through a discovery process before they make an informed decision about Christ” Rescuing people in spiritual peril frequently requires us to strategically venture into their environment, which might not sometimes be comfortable for Christians (Strobel 1993, 85) however, Internet communication can form our first entry activity in preparation for more intimate relationship with them.

As to what to write in the Websites examination of the analytical work done on electronic evangelism in Ellen’s book on models is beneficial .This analytical study was done when the church was re-examining the use electronic mass media. The four basic models used in religious broadcasting are the Pulpit Model, the Spectacle Model, the Pedagogical model and the Leaven Model (Ellen 1974, 10). The leaven Model is of special interest to us in this study as its short messages are provocative and initiates constructive thought, feeling and action on the viewer, say on a TV or in a web page. A leaven will have been placed in the heart of the recipient at some point in their lives, when the leaven will have spread to the heart; they will response one way or the other (Ellen 1974, 125) .The response would normally come at a crisis point of their lives. In fact Peterson in his book discusses the Leaven Model and asks a challenging question: “What would it take to awaken our secular friends’ desire for Christ?” He recommends we have to enlarge our circles of opportunity and find effective ways of arousing their interest in the message (Peterson 1985, 151).

According to Charles Kraft the leaven model is of practical importance and application when a cross-cultural communicator wants to introduce culture change in certain cultural forms which are a hindrance to the propagation of the gospel. The approach

in such cases would be to introduce change at the worldview level of the culture which will ramify through every surrounding subsystem, effecting integral change throughout (Kraft 2003, 440). Kraft uses Jesus parable of the yeast, from which the leaven model is derived from, to underscore the power of the word of God prayerfully selected for a particular situation to bring about change in certain basic mindsets, referred to as the worldview.: Jesus described the “touch” of the kingdom of God to be like the touch of yeast in a lump of dough in Luke 13:21(NIV). “It is like yeast that a woman took and mixed into a large amount of flour until it worked all through the dough.” Using this same principle the word of God prayerfully selected and put in a website can bring tremendous changes in the worldviews of non-believers-even hardcore atheists. Knowing these truths would make us be more effective communicators of the gospel on the internet.

The researcher has also looked at Tim Stafford’s book on Pornography which deals with the Christian view of sexuality in the turbulent nineties, charting out a way to God’s ideals for men and women in a society obsessed with sex. In Paul’s view, sexual desires are not evil and he gives a legitimate answer to a seemingly illegitimate desire. The solution lies in a transformation through which the desires of the spirit take over our lives and that the Spirit also provides self-control as one of its fruits (Tim 1989, 123). Desires will always come but we are advised to live by the Spirit, and you will not gratify the desires of the sinful nature. This is a positive approach to meet the challenges of pornography and not to run away from them or their sources like Internet and TV. Billingsley has offered guidelines we can use to analyze what we see, hear and thus be able to interact creatively with these powerful media. The film industry is corrupting our minds by filling them with “narrow, prefabricated emotion and mass produced fantasies” (Billingsley 1989, 205).

According to Verwer there is power in the printed page as he asserts that the pen is mightier than the sword (Verwer 1980, 15). In fact, literature is so influential in the molding of men's minds that advertising agencies take advantage of the same to captivate the mind of the readers. The pornographic literature, which is so widely distributed today, makes a deep impact on the minds of its readers, whether consciously or sub-consciously. If there is such a potential in literature which comes from the mind of man, then how much more powerful is the word of God:

“For the word of God is living and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart. (Hebrews 4:12 NIV)

Tony Whittaker acknowledges Verwer's view that literature distribution is one of the most powerful and key tools that God has given us in the Church today. He argues that a major key to web evangelism is to be “what they are looking for”-to create legitimate pages around secular subjects that do interest people, and then lead creatively with integrity into appropriate evangelistic material (Tony 2003, 25). The target group with online evangelism is the educated non-believers who frequently browse the Internet looking for something that interests them.

Methodological Literature Review

The research strategy employed in this study is a case study. According to Best and Kahn, a case study is a way of organizing social data for the purpose of viewing social reality (Best and Kahn 1998, 248). A case study allows one to do analysis of a given person, social group, or even an organization in depth. Borg and Gall notes that the main justification for case studies in quantitative research has been that they have the potential to generate rich subjective data that aid in the development of theory and empirical testable hypotheses. However quantitative researchers regard the case study as an important research method in its own right, and believe that it need not be limited to generating hypotheses (Borg and Gall 1989, 402). Case studies are particularly useful as background information for planning major investigations in social sciences and because they are intensive, they bring to light the important variables, processes and interactions that deserve more intensive attention. They pioneer new ground and often serve as the source of fruitful hypotheses for further studies. Case study data may therefore provide useful anecdotes or examples to illustrate more generalized statistical findings (Isaac and Michael 1979, 20).

According to Best and Kahn (89), formulation of hypotheses is one of the core elements in descriptive research. "A hypothesis is a tentative answer to a research problem, expressed in the form of clearly stated relation between the independent dependent variables.

Engelhart (1972, 47) affirms that a hypothesis represents a tentative solution to a research problem and constitutes the ideas to be tested through the collection and interpretation of data. He states that in the interpretation of data, a researcher may write: "We reject the null hypothesis" without explicitly restating it, but instead "continue with a

restatement of his tentative or research hypothesis noting that it is supported by his data” Hence, at the beginning of their study researchers state a research hypothesis, as a prediction of the outcome that they propose to test later at the stage of the statistical analysis of the observed data. They restate their hypothesis in negative or null form at the point of testing (Best and Kahn 1998, 11).

In the collection of data, several methods can be used. According to Best and Kahn the methods of data collection that can be used include observation, interviews, questionnaires, and recorded data (Best and Kahn 1998, 249). If there is need to measure attitudes as in this case study, Best suggest use of opinionnaire (1981,164). This research mainly used questionnaires, though some of the items in the questionnaire were seeking for respondents’ opinions.

On collection of data using questionnaires, Hillway identifies two types of questionnaires: open-ended and closed- response. Open-ended questionnaires are the ones in which the questions are asked in such a way that the respondent answers in his or her own words. These are very suitable for interviews. Closed-ended questionnaires suggest possible answers to each question (Hillway 1964, 203). A combination of both of these forms of questionnaires was used in this research in order to yield more useful information about the area under study.

Sogaard considers four guidelines that should be considered when constructing a good questionnaire: (a). the main components of the questionnaire (b). the questions themselves and the format of response (c). how to phrase and sequence questions (d). Working on the physical layout of the questionnaire form itself (Sogaard 1996, 130). The researcher followed these guidelines to ensure that the instrument (questionnaire) is user

friendly, asking simple questions and in a straightforward manner.

The questionnaire should go through several stages of formulation before it is administered to the respondent. Engelhart expresses this when he says that the first draft of a questionnaire should be submitted to a competent person for criticism. Thereafter it should go for preliminary trial by persons typical of the proposed respondents (Engelhart 1972, 101). The questionnaire in this study went through several stages of testing and validation in form of pilot testing on selected experts in the NEGST community before it was eventually administered

The researcher analyzed carefully all the data obtained. Three approaches used to analyze this case study include: interpretational analysis, structural analysis, and reflective analysis. Interpretational analysis adopted by the researcher was the process of examining case study data closely in order to find constructs, themes, and patterns that can be used to describe and explain the phenomenon being studied (Borg and Gall 1989, 562).

Testing of Hypotheses using Chi-Square (χ^2)

To measure the likelihood that some factor other than chance is responsible for an apparent relationship between variables, the statistical instrument that could be used is the *Chi-square (χ^2) test* of independence (Best and Khan 1998, 196). The test is a nonparametric test that is employed to estimate relationships when data collected for the research are in frequency counts and when they are put in two or more categories (Borg and Gall 1989, 562). To be able to use the Chi-square (χ^2) the following assumptions are made: (i) that one variable is not affected by or related to another variable. That is to say that the variables are independent, (ii) that the simple observation has been randomly selected (Best and Khan 1998, 299). The Chi-square (χ^2) like all the other nonparametric

tests has the following disadvantages due to the fact that the data collected are based upon counted or ranked order rather than measured values. It is less precise, has lower power than parametric tests and it is not likely to reject a null hypothesis when it is false

(Ibid). However this test of independence is appropriate to be used when,

(i). The nature of the population distribution from which samples are drawn is not known to be normal.

(ii). The variables are expressed in nominal or ordinal form (ibid).

The *Chi-square* (χ^2) features predominantly in data analysis in chapter 4. It provides a simple test based on the difference between observed and expected frequencies. Because it is so easy to understand and calculate, it is a very popular form of hypothesis testing.

The test has been used in this study to test the significance and independence of the relationships proposed in the null hypothesis. Relationships will be shown as significant (s), very significant (vs) or not very significance (ns). The reason this test has been chosen is that the nonparametric data collected is not drawn from a normal population distribution and the variables are in classified and counted nominal scale.

CHAPTER 3

METHODOLOGY

Research Design

This is a descriptive research design, which was done as a case study of one representative of post graduate theological school in Nairobi, NEGST, by examining the attitudes and the factors that influences the use of internet for evangelism by the Faculty members and Students. This portrays a real life situation since a case study describes situations as they are and seeks to find out what is going on in the accessible population. (Isaac and Michael 1979, 14)

Entry Information

The researcher sought and obtained from the Deputy Vice Chancellor Academic Affairs (DVCAA) of NEGST a letter of authority to conduct the research in NEGST. The letter was used as an official introduction to various places where information was sought within and outside NEGST. A copy of the letter has been given in Appendix 1V.

Population

The target population of the research is all the students and faculty members of the postgraduate theological schools of evangelical persuasion in Nairobi. The theological schools in this category are Nairobi International School of Theology (NIST) and Nairobi Evangelical Graduate School of Theology (NEGST) (ACTEA Directory, 1985).

The accessible population in the case study is, however, the Faculty members and students of NEGST. The school was founded in 1993 by the Association of Evangelicals in Africa (AEA) with the core objective of equipping is to equip cross-cultural ministers of the gospel with their spouses with contemporary ministry techniques. It offers the following programmes of study namely; Masters of Arts (2 years), Masters of Divinity (3 years), Master of Theology (2 years), Master of Philosophy (2 years) and the Christian Ministries Program (CMP) (2 years). Admission into any of these programmes depend on entry qualification of the applicant. For the masters' programme the student should be in possession of a first degree whereas the CMP students would only need to have either a secondary level or a primary level of education depending on whether they want to do a diploma or a certificate course. Most of the masters' students are being equipped for ministry as pastors or church leaders of the churches or ministries mostly in Africa. Christian Ministry students are mainly the spouses of the masters' students who on completion of their studies are to work with their husbands in the area of their calling. The faculty members on the other hand are drawn from churches and ministries in Africa, Asia, North America, Germany and Scotland.

The official list of the faculty and the students as at march 2005 was obtained from the registrar's and DVCAA's offices respectively using the letter of authority to perform research at NEGST, previously obtained.

Sampling procedure

After obtaining the list of each of the three strata of the accessible population, stratified random sampling was done to obtain 30% of each of the three strata, namely 133 Masters students, 26 CMP students and 31 Faculty members. All the list of members from

each of the strata was given an identification number. The identification numbers were then written down in small pieces of paper, folded and placed in a container. The folded papers were thoroughly mixed and one sample at a time was picked until all the required sample was attained for each strata. Using this method a representative sample of 40, 10 and 8 Masters, CMP and Faculty members respectively were selected.

Instrument Design

The survey method of research gathers data through various methods, include interviews, questionnaire and opinions (Gall, Borg and Gall 1989, 288). This research mainly made use of questionnaires which function as a link between the researcher and respondents (Sogaard 1996, 128), and which enables the researcher to gather information from a large number of cases at any particular time (Best and Kahn 1998, 84).

A questionnaire divided into two sections, I and II, was constructed and consisted of closed-ended items based on the Likert scale of summated ratings and open-ended items. The Likert scale measured the response of the respondents rated from 1-5, ranging from a very negative assertion level (very low) to a very positive assertion (very high) on any given issue. On cases which required size or numerical value like income and length of time, the value started from the lowest to the highest possible.

The questions were kept very simple and straight forward so that all the answers of all the respondents could be captured as some of the respondents had very low level of education. The researcher employed the total design method which paid attention to both the construction of the questionnaire and the implementation of the survey.

Apart from the questionnaire the researcher also gathered some information from a personal interview of one website designers in Nairobi, Kenya. The website designer, a Mr.

John Macharia was randomly picked without any prior arrangement. The sample of interview questions is given in Appendix III. The results of his interview are given under the literature review in chapter two under substantive literature review.

Pilot Testing

The questionnaire was pilot tested at NEGST using experienced faculty members and students. Useful information was obtained and the questionnaire was modified to ensure the research questions were to be answered by the items of the questionnaire. The pilot testing was done twice until the researcher was convinced there was clarity and non-ambiguity in the instrument.

Administration of the Instruments

The researcher administered all the questionnaires by electronic mail. This was to be part of the observation to be made as to the willingness of the respondents to use email, which is part of internet facility. Most of the students responded through Email. The researcher administered the questionnaires manually to all the CMP and a few masters' students. The return rate was very encouraging as it is shown Table AII.1 in Appendix II.

Data Preparation and Analysis

The data collected from this study was mainly analyzed quantitatively. The returned questionnaires were edited, given an identification mark and coded. The responses from open-ended questions were grouped based on the key terms used by the respondents. Information after coding was keyed into the computer and was analyzed using a computer statistical package in social sciences (SPSS).

Validity and Reliability of the Tool

Apart from a few editing errors like omissions and ineligible responses detected at the initial stages of data preparation, the statistical package results rated the validity and reliability of the tools used as good due to minimum ambiguities, inconsistencies and inaccurate responses. This was inferred from various output frequency analysis.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

Data analysis

This chapter deals with data analysis, findings and interpretations of the findings. The data were analyzed based on the research hypotheses and questions raised at the beginning of this study. Observations and inferences were made leading to relevant constructions of relationships and probable interpretations.

The statistical methods used, tested the research hypotheses and answered the research questions, which were cast to resolve the research problem. The statistical methods used were: Frequency count and Chi-square (χ^2) test. Frequency count on questionnaire returns, and demographic distribution of the respondents has been presented in Appendix II.

The stated research hypotheses to be tested were restated in the null form and then tested to check for significance and independence of the data collected expressed in the null hypotheses. Detailed explanation of the test has been given in the literature review in chapter 2.

The formula for computing the calculated the value of Chi- square (χ^2) is,

$$\chi^2 = \frac{\sum (O - E)^2}{E}$$

Where χ^2 is the calculated value of Chi-square, “O” is the observed frequency count, and “E” is the expected frequency count. Computation of the calculated value for each relationship being tested was however done using a statistical programme for social sciences (SPSS). The Chi-square (χ^2) test summary of results for each relationship in the null hypotheses tested has been presented in tabular form adjacent to the relationships being tested.

Presentation of Data

Tables and graphs have been used for presentation and summarization of the data for quick and easy analysis and inference making. Observations and inferences were generated from the three data sets from the three sample strata, the faculty, the masters’ and the CMP students.

Relationship between Computer Literacy and Perception of Attitude

Determining the Computer Literacy of the Respondents

The researcher’s first step was to find out whether the respondents have computer skill to use internet for evangelism. This was to answer the following research question:

Research Question 1: Do the faculty and students members of NEGST have computer knowledge to use internet?

The items 9-13 of the second part of the questionnaire (Appendix I) were to assist the researcher answer this question. The null hypotheses cast to answer this question were:

1. H_0 There is no relationship between computer literacy of the respondent and the perception of attitude towards the use of internet.
2. H_0 : There is no relationship between computer literacy and the hours on internet per week.
3. H_0 : There is no relationship between computer literacy and length duration of ownership of a computer.

Chi-Square Test: Computer Literacy and Perception of Attitude

Research Question 1: Do the faculty members and students of NEGST have computer knowledge to use internet?

Hypothesis 1: H_0 . There is no relationship between computer literacy of the respondent and the perception of attitude towards the use of internet.

Table 1. Chi-Square (χ^2) Test-Computer Literacy and Attitudes

Independent Variable	Dependent variables	df	Critical (X^2)*	Calculated Value	Level of significance
Computer literacy	Attitude-Internet	12	21.03	29.324	vs
	Hours per week	12	21.03	12.203	ns
	Duration use-Com.	20	31.41	44.333	vs

Notes: df=degrees of freedom, vs= very significant, s= significant, ns= not significant.

*p <.05.

The results have shown that the calculated value of 29.324 is above the critical value of (χ^2) 21.03 at 0.05 level of significance implying that there is a statistical significant relationship between computer literacy of the respondent and the attitude concerning the use of internet at NEGST. Therefore, H_0 is rejected. It could be concluded that if the frequencies in the categories are distributed homogenously, the inconsistency of this magnitude would happen by a chance in fewer than 5 occasions in 100. In other words the lack of relationship between the computer literacy of the respondents and the attitude concerning the use of internet would be due to error.

Computer literacy of the respondent is therefore a probable factor that may influence the perception of attitude towards the use of internet at NEGST.

If the same procedure is followed to test the probable relationships as expressed in the null hypotheses 2 and 3 above then we can conclude by comparing the calculated and critical values as shown in table 1 that:

1. Computer literacy of the respondent is a probable factor that influences the perception of attitude towards the use of internet at NEGST.
2. The duration of ownership of a computer by a respondent is a probable factor that influences the level of computer literacy.
3. The relationship between the hours per week on Internet and computer literacy was rejected due to probable error.

In the light of the evidence of the frequency counts and the Chi-squared test results above we can safely conclude in answer to research question number one that the faculty members and students of NEGST have computer knowledge or skills to use internet.

Relationship between Role of the Respondents and the Perception of Attitude

Determining the Attitudes of the Respondents

The last section of Part II of the questionnaire was formulated and designed to answer research question number two.

Research Question 2: What is the attitude, of the Faculty and the Student members of NEGST, towards the use of Internet for Evangelism?

The main null hypothesis cast to answer this question was: H_0 . There is no relationship between the role of the respondent and the perception of attitude towards the use of internet for evangelism .Other variables shown below tested against the role of the respondent. During the Chi-square test below the other these other variables will be substituted with the main one, the perception of attitude

Research question number two involved determining whether there is any significant relationship between the role of the respondent at NEGST and the perception of attitude towards use of internet for evangelism. Item16 directly sought from the respondent the perception of attitude towards use of internet for evangelism whereas the rest of the items of (13, 14,15,20,21 and 22) did so indirectly. Cross-tabulation of the role of the respondents in relation with the attitude of usage of internet and other variables was done and results are given in Appendix II. The information was used to perform the Chi-square of independence. The results of the test are as shown in Table 2 below.

Table 2. Chi-Square (χ^2) Test-Roles and Attitudes

Independent Variable	Dependent variables	df	Critical (X^2) *	Calculated Value	Level of significance
Roles of the respondents at NEGST	Attitude -Internet	6	12.59	22.904	vs
	Usage Internet E.	8	15.51	4.795	ns
	Effective-M-Negst	8	15.51	12.023	ns
	Effective-M-Neigh.	4	9.49	4.738	ns
	Potential-Internet.	8	15.51	20.771	vs

Notes: df=degrees of freedom, vs= very significant, s= significant, ns= not significant.

*p <.05

Chi-Square Test: Role of Respondent and Perception of Attitude

Research Question 2: What is the attitude, of the faculty members and students of NEGST towards use of internet for evangelism?

Hypothesis 1: H_0 . There is no relationship between the role of the respondent and the perception of attitude towards the use of internet for evangelism.

The results have shown that the calculated value of 22.904 is above the critical value of χ^2 (12.56) at 0.05 level of significance implying that there is a very significant (vs) relationship between the roles of the respondents and the attitude towards use of internet at NEGST. Therefore, H_0 is rejected. For this relationship the role of the respondent (Faculty or Masters Student or CMP student) is a probable factor that may influence the perception of attitude towards the use of internet for evangelism at NEGST.

If the same procedure is followed to test the probable relationships as expressed in the null hypotheses which can be derived from the main hypothesis tested above to express other relationships, then we can conclude by comparing the calculated and critical values as shown in table 2 that:

1. The role of the respondent is a probable factor that may influence the perception of attitude towards the use of internet for evangelism at NEGST.
2. The role of the respondent is a probable factor that may influence the perception potential for future use of Internet for evangelism at NEGST.
3. Choice of appropriate methods of evangelism at NEGST is independent of the role of the respondent.

In summary the attitude towards use of Internet for evangelism at NEGST depends on the role of the respondent. The perception of the potential of internet is also dependent on the role of the respondent. Choice of which method to use would not depend on the role of the respondent. The research question number two would have been answered by the above findings.

Relationship between Socio- Economic Factors and the Perception of Attitude

Determine the Probable Factors that influence the Attitudes

The final part of the study was to ascertain whether there was any significant relationship between the perception of attitude and certain identifiable variables referred to as socio-economic factors. This was in an effort to answer the *Research question 3*: What are the probable factors that influence the perception of attitudes, of the Faculty and the Students members of NEGST, towards the use of Internet for Evangelism?

Items 1-5 of Part I and items 1, 2 and 10 of part II of the questionnaire were designed to answer this research question.

The main null hypothesis cast to answer this research question was:

H_0 : There is no relationship between the social-economic factors of the respondents and their perception of attitude towards use of internet for evangelism.

The socio-economic factors within the population under study are: Gender, Marital status, age pattern, size of family, personal income, level of education at entry, the role at NEGST, and ownership of a computer. Cross tabulation between each of the socio-economic factors and the attitude towards use of internet for evangelism, perception of the potential of future use of internet and the respondents' choice of an effective method to evangelize neighbors or for use at NEGST was done.

From the main null hypothesis stated above, a number of possible hypotheses derived from a possible relationship of each of the parameters of the socio-economic factors-gender, marital status, age pattern, size of family, income and level of education at entry, and the dependent variables like the attitude, perception of internet potential and so on were tested individually by the Chi-square test for significance and independence.

For example, in respect of a possible relationship between gender and perception of attitude, the null hypothesis which will be tested would be: H_0 : There is no relationship between gender and the perception of the attitude towards use of internet for evangelism. In order to avoid repetition of writing down each of the hypotheses the researcher substituted the relevant appropriate variables as the tests on each of the null hypothesis was being done

and a summary of the tests has been given in Tables 3 and 4. A summary of the findings is given at end of this section.

Chi-Square (χ^2) Test: Relationship between Gender and Attitude

Research Question 3: What are the probable factors that influence the perception of attitudes, of the Faculty and the Students members of NEGST, towards the use of Internet for Evangelism?

The null hypothesis to be tested is H_0 : There is no relationship between gender and the perception of the attitude towards use of internet for evangelism.

From table 3 below, the results have shown that the calculated value of 13.304 is above the critical value of χ^2 (7.81) at 0.05 level of significance implying that there is a very significant relationship between gender of the respondent and the perception of attitude towards use of internet usage for evangelism. Therefore, H_0 is rejected. The gender of a respondent is therefore a probable factor that may influence the perception of attitude towards use of internet for evangelism.

If the same procedure is followed to test the probable relationships as expressed in the null hypotheses which can be derived from the main hypothesis tested above to express other relationships, then we can conclude by comparing the calculated and critical values as shown in table 3 and 4 below that:

Gender and level of education at entry of the respondents are the socio-economic factors that would influence the perception of attitudes towards use of internet for evangelism. And on the other hand the marital status, the age pattern, family size and the level of income will not have any effect on the perception of attitude towards use of

internet for evangelism. There is however a possibility of error in the relationship between level of income and choice of appropriate method to evangelize the neighbors of NEGST, as the calculated value is far less than the critical value.

From the above summary we will have answered the research question three, namely, What are the probable factors that influence the perception of attitudes, of the Faculty and the Students members of NEGST, towards the use of Internet for Evangelism?, as follows:

Gender and level of education at entry of the faculty members and students of NEGST are probable socio-economic factors that may influence the perception of attitude towards use of internet for evangelism at NEGST.

Table 3. Chi-Square (χ^2) Test-Gender, Marital Status, Age Pattern and Attitude

Independent Variable	Dependent variables	df	Critical (X^2) *	Calculated Value	Level of significance
Gender	Attitude -Internet	3	7.81	13.304	vs
	Potential Intern	4	9.49	5.350	ns
	Effective M-Neigh	2	5.99	1.784	ns
	Effective M-Negst	4	9.49	6.774	ns
Marital status	Attitude -Internet	6	12.59	6.563	ns
	Potential Intern	8	15.51	8.521	ns
	Effective M-Neigh	4	9.49	7.968	ns
	Effective M-Negst	8	15.51	5.032	ns
Age pattern	Attitude -Internet	9	16.92	6.756	ns
	Potential Intern	12	21.03	21.026	ns
	Effective M-Neigh	6	12.59	3.363	ns
	Effective M-Negst	12	21.03	15.208	ns

Notes: df. =degrees of freedom, vs. = very significant; s= significant; ns= not significant.

*p <.05

Table 4. Chi-Square (χ^2) Test-Family Size, Income, Education and Attitude

Independent Variable	Dependent variables	df	Critical (X^2)*	Calculated Value	Level of significance
Family size	Attitude -Internet	6	12.59	4.263	ns
	Potential Intern	8	15.51	3.514	ns
	Effective M-Neigh	4	9.49	2.567	ns
	Effective M-Negst	8	15.51	6.024	ns
Income	Attitude -Internet	12	21.03	13.077	ns
	Potential Intern	16	26.30	24.405	ns
	Effective M-Neigh	8	15.51	7.624	ns
	Effective M-Negst	16	26.30	29.915	vs
Level of Education	Attitude -Internet	6	12.59	36.59	vs
	Potential Intern	8	15.51	5.497	ns
	Effective M-Neigh	4	9.49	1.467	ns
	Effective M-Negst	8	15.51	18.148	vs

Notes: df=degrees of freedom, vs. = very significant; s= significant; ns= not significant.

*p < .05

Summary of the Findings

Research Question 1: DO the Faculty and Students Members of NEGST have Computer Knowledge to use Internet?

The test of the hypotheses cast to answer the above question done in the preceding chapter came up with the following results:

1. Computer literacy of the respondent is a probable factor that influences the perception of attitude towards the use of internet at NEGST.
2. The duration of ownership of a computer by a respondent is a probable factor that influences the level of computer literacy.

In the light of these evidence and that of the frequency counts we can safely conclude in answer to research question number one that the faculty members and students of NEGST have computer knowledge or skills to use internet.

Internet however is used in NEGST as shown in Figure 1 below. In the undecided, positive and the very positive category the highest usage is for research. Use of internet for evangelism ranks one of the lowest but significant. There is however an interesting scenario where some respondents gave in response to item 14 of the questionnaire that they would use internet for evangelism, but it appears they indicated they were undecided in response to item 16 of the same questionnaire. The researcher suggests that though there was an indication of usage of internet for evangelism they were not decided whether it is the right tool to use. There are factors that influences negatively or positively the use of internet for evangelism, though they there could be skills to use internet. There is lack of incentives and knowledge to use internet for evangelism at NEGST as discussed in the next section.

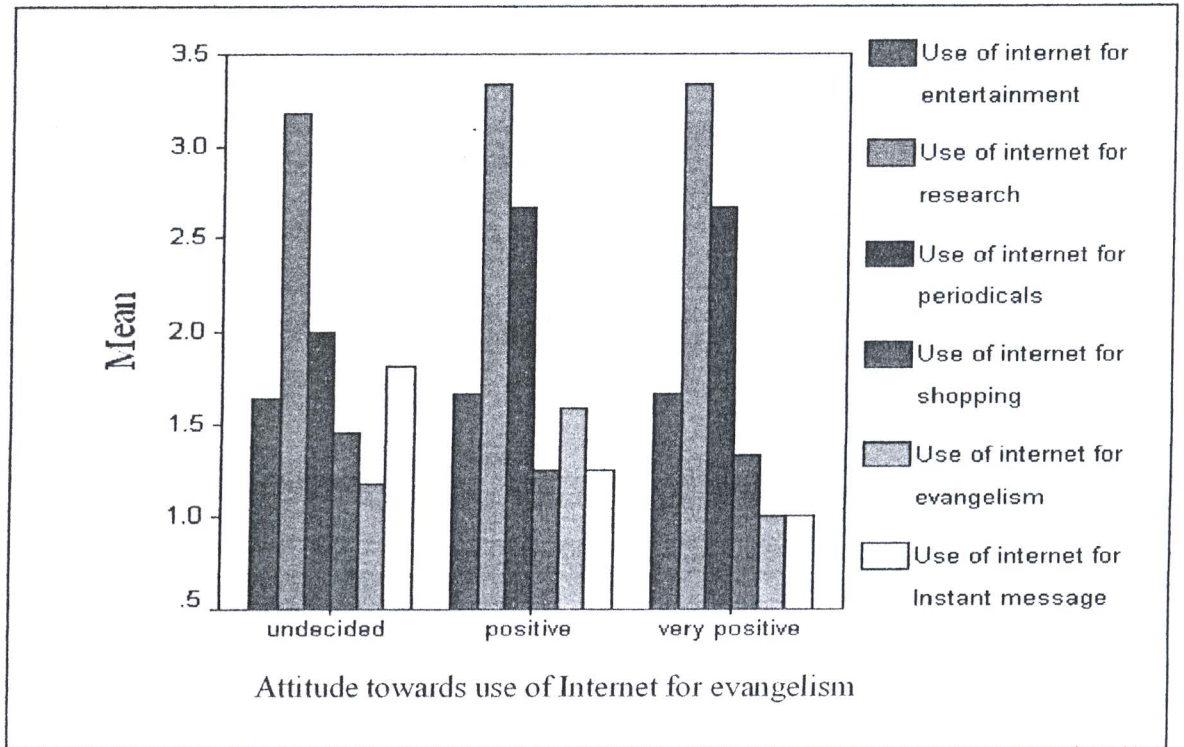


Fig. 2. Usage of Internet and Perception of Attitude at NEGST

In response to item 17 of part II of the questionnaire a list of probable factors which influence positively or negatively the use of Internet for evangelism was generated. A significant percentage of 32% was due to lack of knowledge to use internet for internet. The cost of Internet service did not come up despite the fact that it is indeed expensive as shown in Figure 1 above. The reason is that Internet services in NEGST are heavily subsidized therefore the community does not feel the impact.

The full list of the factors that influence perception of attitude is as shown in Table 5 below with a graphical presentation also given in Figure 3.

Table 5. Reasons for Respondents' Perception of Attitude

Reason given for perception of attitude	Frequency	Percentage
Lack of knowledge of Internet usage	16.0	32.0
Very expensive tool to use	4.0	8.0
Lack of incentive -from the NEGST community	7.0	14.0
Internet has good potential for use	3.0	6.0
Internet lacks personal touch	3.0	6.0
No opinion	6.0	12.0
Good -special and anonymous people reached	8.0	16.0
Not accessible to all people	1.0	2.0
Waste a lot of time	2.0	4.0
Total	50.0	100.0
Missing system	3.0	
Total	53.0	

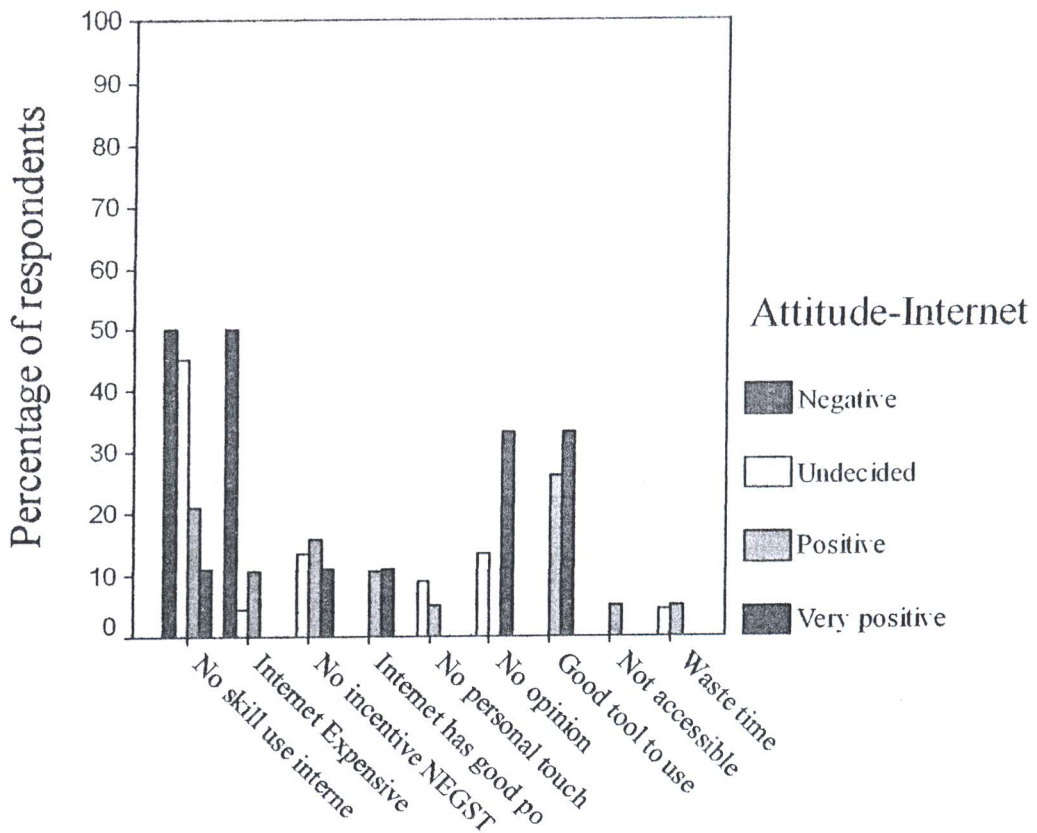


Fig. 3. Reasons of Attitude and Usage of Internet at NEGST

The graphical presentation in Figure 3 suggests that for those who indicated lack of skills to use internet, about 50% gave a negative perception, about 45% were undecided. The researcher proposes that those who gave a negative and undecided perception would give a positive perception if they are exposed to internet skills. This is supported by the findings of the graphical presentation of Figure 2 discussed above.

Research Question 2: What is the Attitude, of the Faculty and the Student Members of NEGST, towards the use of Internet for Evangelism?

The test of the hypotheses cast to answer this research question done in the preceding chapter came up with the following findings:

1. The role of the respondent is a probable factor that may influence the perception of attitude towards the use of internet for evangelism at NEGST.
2. The role of the respondent is a probable factor that may influence the perception potential for future use of Internet for evangelism at NEGST.
3. Choice of appropriate methods of evangelism at NEGST is independent of the role of the respondent.

In summary the attitude towards use of Internet for evangelism at NEGST depends on the role of the respondent. The perception of the potential of internet is also dependent on the role of the respondent. Choice of which method to use would not depend on the role of the respondent. The research question number two would have been answered by the above findings, namely the attitude towards use of Internet for evangelism at NEGST depends on the role of the respondent. The perception of the potential of internet is also dependent on the role of the respondent. As regards choice of appropriate methods to use for evangelism, the role of the respondent would not affect.

Research Question 3: What are the probable Factors that influence the Perception of Attitudes, of the Faculty and the Students Members of NEGST, towards the use of Internet for Evangelism?

The tested hypotheses which were cast to answer the above question came up with the following findings: Gender and level of education at entry of the respondents are the socio-economic factors that would influence the perception of attitudes towards use of internet for evangelism. And on the other hand the marital status, the age pattern, family size and the level of income will not have any effect on the perception of attitude towards use of internet for evangelism.

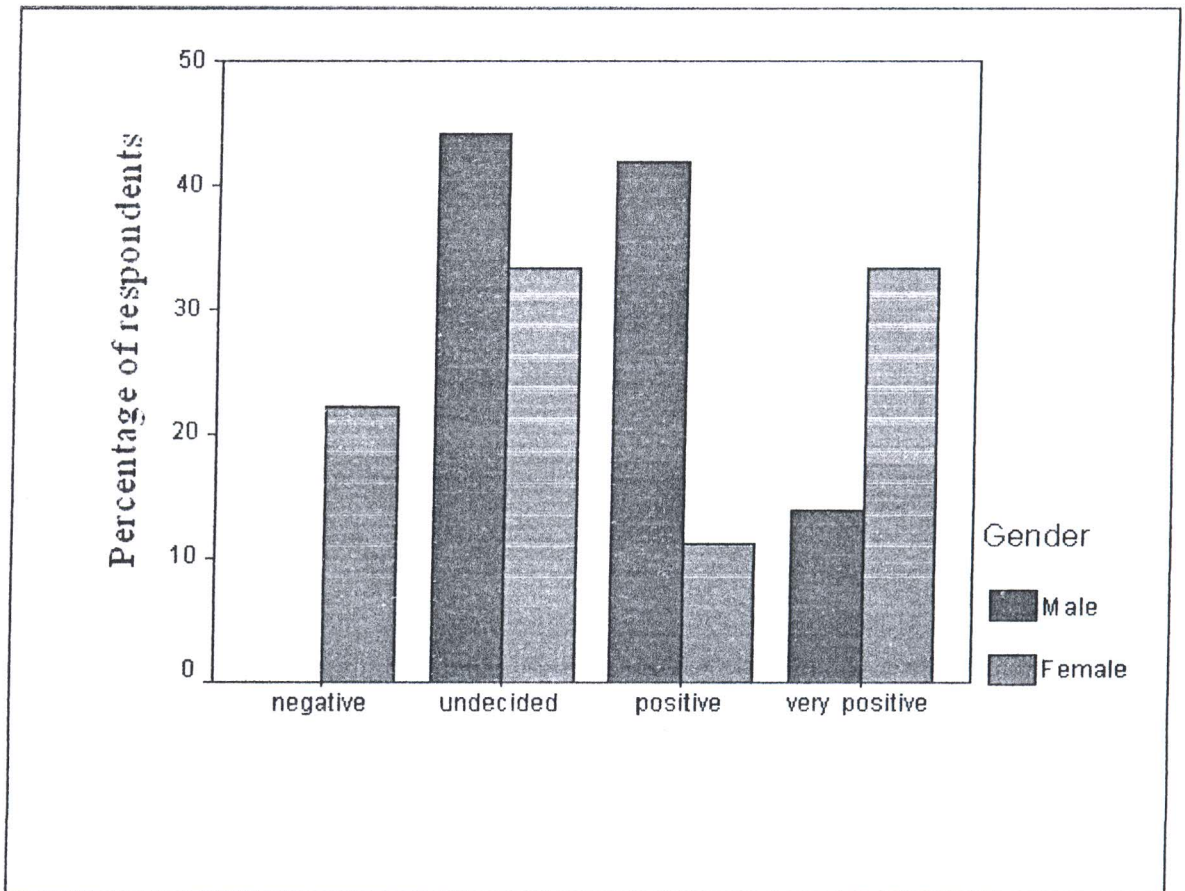


Fig. 4. Gender and Perception of Attitude

As can be seen in Figure 4 gender is a major factor which affects the perception of attitude towards use of internet for evangelism but the researcher proposes that this trend can be changed by exposure to the skills of internet

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This descriptive study was an attempt to ascertain the extent to which a group of faculty and student members randomly picked from the accessible population of NEGST perceive the use of Internet for evangelism. The work further attempted to identify some probable factors that influence the respondents' perception of attitude.

Conclusions

The findings on the length of stay of the respondents at NEGST reveal that a majority of them (63.5%) have been around for at least more than a year, the medium long timer category. The implication of this is that they have been in the community long enough to be well acquainted with its environment, specifically the physical facilities and the spiritual needs of the community and its surrounding area. This is a good starting point as it gives credibility to the source of the findings of this study.

The demographic distribution of the respondents was analyzed in respect of gender, marital status, and size of family, age pattern, and level of income, and level of education at entry at NEGST. The effect these socio-economic factors would have on the perception of attitudes towards use of internet for evangelism would be significant because disparities of these factors are a common feature in the community of NEGST. For example findings reveal that gender and level of education at entry of the respondents are the socio-economic factors that would influence the perception of attitudes towards use of internet for evangelism. And on the other hand the marital

status, the age pattern, family size and the level of income will not have any effect on the perception of attitude towards use of internet for evangelism. This suggests that the NEGST community offers great opportunity for use of internet for evangelism as it is a community whose members are from diverse social and economic status.

Another notable finding in this study is that the role of the respondent (Faculty or Masters Student or CMP student) is a probable factor that may influence the perception of attitude towards the use of internet for evangelism at NEGST. Evidence in support to this finding was discovered during the administration of the questionnaires. All the questionnaires were sent to the respondents by Email and were requested to respond by the same means. All but the CMP students complied with this until they were administered to them manually. The faculty and the masters' students are expected to respond more positively to the use of internet for evangelism, one because of their level of education and secondly because of the expectations of their calling. As theological scholars and ministers of evangelical persuasion they would subscribe to the vision of Lausanne committee of world evangelization of evangelization of the whole world with the whole gospel using all means available. They would not therefore ignore the immense potential of Internet in the 21st century.

There is also a statistical significant relationship between computer literacy of the respondent and the attitude concerning the use of internet for evangelism at NEGST. In other words this relationship attests that the faculty and the student members of NEGST have computer skills to some degree which enables them to use internet. There is however a substantial lack of knowledge on how to use internet for evangelism as most of them indicated that they lack knowledge to use internet for evangelism though a number of them had indicated willingness to use it for other things like research. This is the starting point if for serious mission agencies wanting to use this tool, to ensure there

are adequate skills to exploit the immense potential of internet. Computer skills related to use of internet for the specific role of evangelism would be required. The researcher expects such skills to include the communication theory, Web design, development and Hosting of a website. The Minister of the gospel would therefore have adequate tools at their disposal so that they can use it as the situation demands. Another aspect related to computer literacy is the duration of access to internet. The situation at NEGST is that internet access is restricted to only six hours a day whereas if this tool has to be used for evangelism the researcher would expect individuals to have unrestricted access to internet.

The cost of the internet services did not come up strongly as one of the factors which can influence perception of attitude towards use of Internet. The reason is that Internet services is heavily subsidized in NEGST but for how long that will be done is beyond the scope of this study.

Recommendations

The mandate of every believer is to communicate the gospel of salvation to all people in all places using all means appropriately. Use of internet for evangelism is recommended to be used with other traditional methods in tandem or after initial contact. Internet can never replace what a human being can do ministering to another person. The tool is to be used to bridge the gap and then share what Jesus can do for them in a personal way. It would however be found that any of the methods of evangelism can work where others have failed and so as mission workers there is need to evaluate situation and use appropriate methods as circumstances demand.

The insights which have come out in this study are going to be invaluable when it comes to evaluating and addressing factors that militates against use of internet for evangelism. Few of them are mentioned below.

First, lack of computer knowledge to use internet for evangelism would be addressed by making internet accessible and affordable to all members of the NEGST community. For example, most respondents readily acknowledge—and the research overwhelmingly confirms—that computer literacy is an essential to ingredient toward influencing positively the perception attitude towards use of internet. Instructions on basic computer skills specifically to use internet as a means of communication should be taught as one of the subjects in NEGST. This would be appropriate initiative to broaden fishing techniques as fishers of men. A course which the researcher would recommend to be introduced in the NEGST curriculum is Web Design and Development, to learn more of what the internet can offer in terms of effective communication. The overall objective would be to make graduates who pass through the seminary better fishers of men with the top of the art technology to meet the demands of a modern seeker some of whom live in the Internet world referred to as cyberspace.

Secondly, one of the major factors that also affect the attitude is fear of pornographic sites on the internet. Christian workers are to learn and use internet wisely with their children with discernment and strong biblical convictions. In the event one has fallen into the sin of addiction to pornography, they are to be encouraged to confess and start afresh but now this time make get an accountable partner in ministry with whom one can share the struggles. Hidden sin will destroy but once confessed, God has promised to cleanse us from all sin (I John 1:9, and James 5:16 NIV). Despite negative attitudes about online violence, pornography, predators and commercialism, most respondents generally are upbeat and favorable about the use of internet.

The statistics show as discussed in the literature review is that the world population of the 4/14 window is about 2 million. Most of the members of this group are also frequent visitors and users of the Internet. As 60-80% of people who become Christians are in this window, this study recommends the church adapts the use of Internet to evangelize this group as they form a major mission field. The researcher recognizes however that one of the major probable factors influencing the use of internet in Africa, particularly Kenya, is affordability and accessibility of internet facilities. The church is advised to source these services from whatever country, including USA, which are comparatively cheaper. The researcher further recommends that the church, knowing the potential and need of Internet facilities, be in the forefront in impressing upon the governments of the countries where they are doing ministry to speed up the liberalization of the telecommunication sector.

Recommendation for further study

The researcher recommends a further evaluative study be done on the same subject but concentrating on the factors that influence the perception of attitude towards use on internet for evangelism in a church set up, where socio-economic variables, among others would be more diverse and closer to a real life situation. Findings from such a study will further go a long way to avail more insights which will assist in understand how best we can harness internet for the glory of God.

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APPENDIX I

QUESTIONNAIRE

You have been chosen to share your experiences and opinions in a study of the “attitudes towards use of Internet for Evangelism by the Students and Faculty Members of NEGST”. Any information you give will be treated as confidential and will only be used for academic purposes. **Kindly put a {√} or fill blank space as appropriate. You can INSERT any SYMBOL to indicate your response if you are filling online on Computer.**

I. Basic personal information

1. Sex (Tick as Appropriate). Male Female
2. Marital Status. Single Married Other : Specify
3. Age Pattern Less than 40 Between 41-50 Between 51-60 Over 60
4. Size of Family (If applicable): Less than 5 Between 5-9 Over 10
5. Personal **Income per month in Kenya Shillings or US Dollars:**
 - Less than 10,000 (<\$140)
 - Between 10-20,000 (\$140-280)
 - Between 20-40,000 (\$280-560)
 - Between 40-80,000 (\$560-1120)
 - Over 80,000(>\$1120)
 - Prefer not to say

II. Educational information and Attitude

1. Level of Education attained before coming to NEGST
 None Primary Secondary school Technical University
 Degree
2. What do you do at NEGST?
 Faculty Member Student
3. If Faculty Member which Department? -----
4. If Student which Program?
 MA MDIV MTh. Post Graduate Diploma CMP
 (Diploma) CMP (Diploma) CMP (Certificate)
5. How long have you been at NEGST?
 Less than a year 1-3 years 3-7 years over 7 years
6. Do you have access to a computer in NEGST? Yes No
7. Are you connected to Internet in NEGST? Yes No
8. Do you use Internet while out of NEGST? Yes No
9. How many hours per week do you access the Internet in and out of NEGST?
 1 hr 1-3 hr 3-7 hr over 7 hr
10. Do you own a computer?
 Yes No
11. How long have you used a computer?
 Less than a year 1-3 years 3-5 years 5-7 year over 7 years

12. What is your own assessment of YOUR knowledge of Computer?

Very poor

poor

Moderate

Knowledgeable

Very knowledgeable

13. How can you rate your usage of Internet while in NEGST?

Very low

Low

Average

High

Very High

14. What do you use internet for while at NEGST?

Entertainment

Research

Periodicals /Magazines

Shopping

Evangelism

Others: Specify

15. How do you rate your level of usage of Internet for any of the above services in NEGST? (Indicate in the table below against each service as many as is applicable)

Table AI 1.To Show the Rate of Use of Internet

Usage of Internet	Level of usage				
	Very Low	Low	Average	High	Very High
Entertainment					
Research					
Periodicals					
Shopping					
Evangelism					
Instant Message Chat					
Others: Specify					

16. What is your attitude towards use of internet for Evangelism at NEGST?

Very Negative

Negative

Undecided

Positive

Very Positive

17. What would be the reason for above answer? (Tick as many as applicable)

Lack of knowledge of usage of internet

Very expensive tool to use

Lack of incentive and encouragement from the community

Not a good Christian method because of Pornography

Other: Specify

18. Do you know of any Mission agencies using Internet for Evangelism?

Yes No Name -----

19. What do you intend to do after you leave NEGST?

Pastoral work

Cross-cultural Evangelism

Youth Ministry

Children Ministry

Translation Project

Other: Specify

20. Which do you think would be the most effective methods of communication for Evangelism in NEGST?

Personal Evangelism

Mass Evangelism

TV-Evangelism

Internet Evangelism

Other: Specify

21. What would be the most effective method (s) to evangelize the neighbors of NEGST? (Tick as many as appropriate)

Personal Evangelism

Mass Evangelism

TV-Evangelism

Internet Evangelism

Other: Specify

22. How would you rate the use of Internet for Evangelism in the future in NEGST?

Very High Potential

high potential

Average

low Potential

Very low potential

Thank you very Much and May God bless you bountifully. Kindly return the completed Questionnaire by depositing it in my pigeon hole or hand it over to me personally. I have also sent the same Questionnaire through Email. You can fill and send it to me as an attachment.

Yours in Christ service,

Onesmus K Maritim, Room P2, NEGST

APPENDIX II

FREQUENCY DISTRIBUTION AND CROSS-TABULATION

Frequency Distribution

Distributed and returned questionnaire

A total of fifty eight (58) questionnaires were distributed to the students and Faculty members and forty eight (53) were returned for analysis, distributed as in the table 1 below. The coverage of 91.4% obtained is quite good.

Table AII 1. Questionnaire Returns

<i>Category</i>	<i>Accessible Population</i>	<i>Distributed (30% pop.)</i>	<i>Returned</i>	<i>% Returned</i>
Faculty Members	31	10	8	15.1
Masters Students	133	40	39	73.6
CMP Students	26	8	6	11.3
Totals	190	58	53	100

Demographic Distributions of respondents

Respondent's Characteristics

The following summary shows the demographic distribution of the respondents according to the different categories of gender, marital status, and age pattern, size of family, income, role and length of stay at NEGST. The information from the respondents was in response to items 1-5 of Part I and items 1-5 of Part II. The objective of these questions was to establish the characteristics of the respondents. The relationship between these characteristics and perception of attitude will be examined subsequently.

Gender distribution of the respondents

The respondents were asked to indicate their gender from two alternatives (male and female). Out of 53 respondents, 44 of them were males (83%) and 9 were females (17%). From the table below, there is no equitable distribution of gender in the sample randomly picked for analysis of their characteristics and response at NEGST. Whether this will have an effect on the perception of attitude of use of Internet for evangelism remains to be seen in the next sections.

Table AII 2. Gender Distribution of Respondents

Gender	Frequency	Valid Percent
Male	44	83
Female	9	17
Total	53	100

Marital status and size of family of the respondents

In response to item 2 of the questionnaire 77.4% of the respondents were married whereas the rest (20.8%) and (1.9%) were singles and engaged respectively. The results are tabulated below. Whether this will affect the level of commitment to propagating the gospel as Apostle Paul explains in 1 Corinthians 7:7ff remains to be seen in the subsequent analysis.

As regards the size of family, of the 42 respondents who responded to the item 4 ,64.3% falls under the smaller family category (under 5) ,31% falls under the medium family category (between 6-9) and 4.8% falls under the large family category (beyond 10).The result of the family size is shown in Table AII.4 below.

Table AII 3. Marital Status of the Respondents

Marital status	Frequency	Valid Percent
Single	11	20.8
Married	41	77.4
Other: engaged	1	1.9
Total	53	100

Table AII 4. The Size of Family of the Respondents

Family size	Frequency	Valid Percent
Smaller family :<5	27	64.3
Medium Family: Between 6-9	13	31
Large family: Beyond 10	2	4.8
Total	42	100
Missing System Total	11	
	53	

Age Pattern of the respondents

Of the 53 respondents 31 (58.5%) falls under the younger category, 13 (24.5%) falls under the Middle age and 5 (9.4%) falls under the mature category. All the members of the middle age category (41-50) and mature category (51-60) are within the middle age crisis stage (40-60) in the development stage. They are occupied with serious issues in their relationship, setting in, settling and sometimes very catastrophic severing of relationships (divorce). The implication of this is that the group could be pre-occupied with other issues at this level. Whether the various issues in each age pattern category would affect the perception of attitude is not evident here.

Table AII 5. Age Pattern of the Respondents

Age Pattern	Frequency	Valid Percent
Younger: <40	31	58.5
Middle age :between 41-50	13	24.5
Mature: between 51-60	5	9.4
old :beyond 61	4	7.5
Total	53	100

The range of monthly income

The respondents were asked in item 5 of the questionnaire to state from five ranges of monthly income the range of their income. The ranges were from less than Ksh.10, 000 (\$140) to over Ksh.80, 000 (\$1120).As most of the respondents are Kenyans the income level in operation generally in Kenya public and private sector was used. Of the 45 respondents who responded 46.7% were from the very low income category, 28.9% were from the low income category, 15.6% were from the very high income category and the medium and high income category registered 4.4% each. The

table shows the majority of the respondents were very low income earners. The effect of this revelation on the perception of attitude was analyzed in the subsequent sections.

Table AII 6. The Level of Monthly Income of the Respondents

Level of income	Frequency	Valid Percent
Very low <\$140	21	46.7
Low \$ 141-280	13	28.9
Medium level \$282-560	2	4.4
High \$561-1120	2	4.4
Very high >\$1120	7	15.6
Total	45	100.0
Missing: System	8	
	53	

Level of education at entry

The respondents were asked in item 1 of Part II of the questionnaire to state their level of education attained before coming to NEGST. Five levels of attainments were provided as the alternatives for the respondents-from the lowest to the highest attainable. The underlying assumption was that none of the respondents within this range would be left out from participating in this study.

Table AII 7. Level of Education of Respondents at Entry to NEGST

Level of Education	Frequency	Valid Percent
Secondary	3	5.7
Technical	3	5.7
University degree	47	88.7
Total	53	100.0

From the table above, out of 53 respondents at the point of joining NEGST, 88.7% had a university degree, 5.7% had a technical level certificate, and 5.7% had a secondary level certificate. A probable explanation is that the masters students, who must have at least a degree on entry, forms the majority of the accessible population

from which the sample was randomly picked. The effect of this on the perception of attitude was also analyzed in the subsequent sections.

The length of stay at NEGST

The respondents were asked in item 5 of part II of the questionnaire the length of stay at NEGST. The length of stay was in four level beginning from new (less than a year), medium long timer (1-3 years), long timer (3-7 years) and very long timer (over 7 years).

Table AII 8. Duration of Stay of Respondents at NEGST

Duration at NEGST	Frequency	Valid Percent
New < 1 year	19.0	36.5
Medium long timer 1-3 years	27.0	51.9
Long timer 3-7 years	3.0	5.8
Very long timer > 7 years	3.0	5.8
Total	52.0	100.0
Missing System	1.0	
Grand Total	53.0	

Out of the 52 respondents, 19 (36.5%) are in the new category and the rest 33 (63.5%) are in the medium long timer to very long timer category (in the range of one to over 7 years). The majority of the respondents could therefore be said to be old enough to be well acquainted with the NEGST environment, specifically the physical facilities and the spiritual needs of the community and its surrounding area.

Frequency count test: Research question number one (1)

The respondents were asked to simply indicate along a five point scale the level of duration, knowledge and usage of computer. If the count of respondents above average in relation to duration of time on internet, duration of ownership of computer, the knowledge of the use of computer and the usage of computer for internet were over 50% then the research question will have been answered. The frequency counts were given in the respective tables below. Further test were done to test the hypotheses. The information was used to perform the Chi-square test of significance and independence. The results of the test are as shown in Table AII.14 below.

Table AII 9. Respondents' Hours per Week on Internet

Hours per week	Frequency	Valid Percent
Low 1 hr	18.0	35.3
Average 1-3 hr	13.0	25.5
High 3-7 hr	9.0	17.6
Very high > 7 hr	11.0	21.6
Total	51.0	100.0
Missing System	2.0	
Total	53.0	

Table AII 10. Respondents Who own a Computer

Own Computer	Frequency	Valid Percent
Yes	33.0	62.3
No	20.0	37.7
Total	53.0	100.0

Table AII 11. The Length of time the Respondents have been using Computer

Duration use Computer	Frequency	Percent	Valid Percent
Very New < 1 year	2.0	3.8	3.8
New 1-3 years	16.0	30.2	30.2
Medium 3-5 years	8.0	15.1	15.1
Long timer 5-7 years	7.0	13.2	13.2
Very long timer > 7 years	18.0	34.0	34.0
Not applicable	2.0	3.8	3.8
Total	53.0	100.0	100.0

Table AII 12. The Level of Computer Literacy of the Respondents

Computer Literacy	Frequency	Valid Percent
Very Poor	1.0	1.9
Poor	4.0	7.5
Moderate	21.0	39.6
Knowledgeable	22.0	41.5
Very Knowledgeable	5.0	9.4
Total	53.0	100.0

Table AII 13. The Level of Usage of Internet while at NEGST

Usage Of Internet	Frequency	Valid Percent
Very Low	10.0	18.9
Low	8.0	15.1
Average	20.0	37.7
High	13.0	24.5
Very High	2.0	3.8
Total	53.0	100.0

Frequency count results

From the results 39.2% of the respondents spends at least 3 hours in a week on internet despite the restriction of 6 hours a day on internet, 62.3% of the respondents own a computer, 96.2% have been using a computer for at least over a year, 90.6% assessed themselves to be above average in computer literacy, and 66.0% are above average in their usage of internet while in NEGST. Taking the percentages as a degree of response, it can be interpreted that in general that the Faculty members and students of NEGST have computer skills to some degree to use internet. Whether this indication of some degree of positive response is attested by other variables measured in the research will be seen after analysis in the subsequent sections.

Cross-Tabulation

Table AII 14. Cross-Tabulation between
Computer Literacy and Attitude

Computer Literacy.	Attitude-Use of internet at NEGST					Total
		Negative	Undecided	Positive	V.Positive	
Very poor	Observed	1	0	0	0	1
	Expected	0	0	0	0	1
Poor	Observed	0	2	2	0	4
	Expected	0	2	1	1	4
Moderate	Observed	0	10	7	3	20
	Expected	1	8	7	3	20
Knowledgeable	Observed	1	9	7	5	22
	Expected	1	9	8	4	22
V. Knowledge	Observed	0	1	3	1	5
	Expected	0	2	2	1	5
Total	Observed	2	22	19	9	52
	Expected	2	22	19	9	52

Table AII 14 can be used to compute manually the calculated value of Chi-square (χ^2) using the formula,

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where χ^2 is the calculated value of Chi-square, O, is the observed frequency count, E, is the expected frequency count.

In this study however the calculation has been done using the SPSS statistical programme and the summary of the results for the relationship between computer literacy and attitude towards internet is shown in Table AII 15 below.

Table AII 15. Chi-Square (χ^2) Test - Computer Literacy and Attitude

	Calc. Value	df	Asy. Sig. (2-sided)
Pearson Chi-Square	29.32*	12.00	0.00
Likelihood Ratio	12.60	12.00	0.40
Linear-by-Linear Association	2.98	1.00	0.08
N of Valid Cases	52.00		

Notes: df=degrees of freedom, N=Number of respondents
 *16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

APPENDIX III

WEBSITE DESIGNER INTERVIEW GUIDELINES

1. Personal introduction and explanation of the purpose of the visit by the researcher.
2. What is the background information of the Web Designer?
3. What exactly does he do as a web designer and what are the challenges faced in the market in Kenya today?
4. What are the basic steps and requirements of one owning a website?
5. What are the costs involved in every step initially and subsequently say, monthly or annually?
6. Appreciation

An interview was conducted on one Mr. John Macharia on 27th May 2004 in his office in Hurlingham, Nairobi. The response of the interview was used to give a breakdown of the procedure and cost of a ministry who want to own a website and is reported in the Literature review under “Use of internet for evangelism”

The purpose of the interview was to get approximate overview of the costs and barriers to overcome before one can own a website in Kenya. The information cannot be used for any other research as the researcher as only one person was interviewed.

APPENDIX IV

AUTHORITY TO CONDUCT RESEARCH AT NEGST



NAIROBI EVANGELICAL GRADUATE SCHOOL OF THEOLOGY

P.O. Box 24686 - 00502 Karen, NAIROBI, KENYA

Tel 254 (020) / 882104/5, 882038

Fax 254 (020) 882906

Email info@negst.edu

Website www.negst.edu

21st February, 2005

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: RESEARCH WORK

The bearer of this letter, Rev. Onesmus Maritim is a student at Nairobi Evangelical Graduate School of Theology (NEGST) and is doing research towards the completion of the Master of Divinity (Missions) degree. The research is on **"The Factors that affect the use of Internet for Mission Outreach among the Faculty and Masters Students of Nairobi Evangelical Graduate School of Theology (NEGST).**

Any assistance that you can give to Rev. Onesimus Maritim will be much appreciated.

Sincerely,

George L. Huttar, PhD

Ag. Deputy Vice-Chancellor for Academic Affairs

VITA

Personal Data

Name Onesmus Kipkirui Arap Maritim
Place and Date of Birth Kericho, Kenya; 28th December 1952
Nationality Kenyan
Marital Status Married to Edna. Has 5 Children and a Grandson

Permanent Address

Physical Address and Tel. (0254): Box 327, Sotik, Kenya, Tel.0722-784757,
Email Address: revivalflames@access350.co.ke
Website: www.revivalflamesministries.org

Educational Background

2003-2005: NEGST, Karen, Nairobi M Div.(Missions)
1976-1979: University of Nairobi Bsc.Agricultural.Engineering (Hons)
1974-1975: Strathmore College A-Level Certificate of Education
1970-1973: Kabianga High School East African School Certificate of Education
1969: Tenwek Primary School Certificate of Primary Education
1964-1968: Kyogong' Primary Sch. Upper Primary Education
1961-1963: Tumoi Primary School Lower Primary Education

Professional Experience

2002: Registered Engineer Engineers Registration Board, Kenya. (A 2044)
1995-2002: Chief Engineer Kenya Veterinary Vaccines Production firm, Nairobi. Kenya.
2001: Commissioner-Enquiry Kenya Railways Accidents-Lela (Kisumu) and Murumbeti (Athi River),Kenya.
1988-1995: Technical Manager Engineering Agricultural Development Corporation ,Kitale and Nairobi, Kenya.
1981-1985: Maintenance Engineer & EEC Study National Cereals and Produce Board, Nakuru, Kisumu and Nairobi, Kenya.
1979-1981: Assistant Engineer African Highlands Produce Company (Part of James Finlay coy Ltd) Kericho, Kenya-

Ministry Experience

1993-2002 : Evangelist,REFEM Revival Flames Evangelical Ministry, Sotik, Kenya.
2003:Pastor and Chaplain Internship at Tenwek Mission Hospital, Bomet
2004: Ordained Minister,REFEM Revival Flames Evangelical Ministry and Churches
Mission and Vision To minister cross-culturally in all places using all means including Internet. Has a Mission call to France.
