

Framing AI-Based Technologies at Global Media Outreach

Executive Summary

This document outlines guiding principles for Global Media Outreach employing AI-based technologies in ministry efforts, emphasizing ethical use, alignment with Christian values, and responsible technology stewardship. Drawing upon a foundational policy framework, it addresses strategic considerations for effectively spreading the Gospel while maintaining integrity and trust.

Introduction

In an era where technology platforms offer significant opportunities for evangelism and engagement, Christian ministries must navigate these tools in ways that honor God and reflect Christian values. This document frames possible approaches for responsible AI use, underscoring the importance of transparency, oversight, and adherence to biblical principles.

AI-based technologies refer to systems, tools, or applications that utilize artificial intelligence (AI) to perform tasks, solve problems, or make decisions that typically require human intelligence. These technologies leverage various subsets of AI, such as machine learning, deep learning, natural language processing (NLP), computer vision, and robotics, to analyze data, learn from experiences, recognize patterns, understand human languages, interact with users, and automate processes. AI-based technologies are widely used across healthcare, finance, automotive, entertainment, and customer service sectors to improve efficiency, enhance user experiences, and drive innovation.

Generative AI (GenAI) is a branch of artificial intelligence focused on creating new content that mimics human-like outputs, such as text, images, or music. It leverages complex algorithms to generate original outputs based on learned data patterns. A key component of generative AI involves Large Language Models (LLMs), which are particularly adept at processing, understanding, and generating human language.

OpenAI, a leading AI research company located in San Francisco, has been at the forefront of popularizing LLMs, notably with its GPT (Generative Pre-trained Transformer) products.

ChatGPT, marking a watershed moment in the 21st century, shattered records by amassing one million users within just days—a feat that, by comparison, took Facebook 10 months and Twitter over 24 months to achieve.

We are in a period of technological growth and change never seen before in human history. There is no map for this territory. As with any general-purpose technology, such as the Internet, nuclear energy, and the printing press, the uses and opportunities of AI-based technologies are vast. We are already seeing AI being infused into the tools we use daily, such as Salesforce, GMail, Slack, the Google Ad Platform, Zoom, and beyond. Global Media Outreach is being prayerfully guided—both at the board and organizational levels—as we explore the role of emerging technologies in ministry. We intentionally research and collaborate with outside ministries and experts to discern how these technologies can be safely and redemptively incorporated.

Guiding Principles

These guiding principles are adapted from our Technology Advisory Board (TAB) members, most notably Dr. K., who served as an English and Biblical Ethics Professor at Biola University and the Talbot School of Theology and is a decorated member of our country's intelligence community with accountability to Congress for all 18 Intelligence Agencies.

Biblical Alignment

Incorporating GenAI technologies in ministry must reflect our commitment to spreading the Gospel with integrity, guided by principles prioritizing human dignity and truth over efficiency or profit. As Proverbs 18:21 reminds us, our communication carries the power of life and death, emphasizing the need for wisdom in digital outreach.

Ethical and Moral Considerations

An Ethics Oversight Board is crucial in vetting, monitoring, and documenting GenAI systems to ensure they are developed and used transparently, without secrecy, aligning with Jesus' teaching of openness (John 18:20).

The TAB is equipped to provide ethical oversight. As members have been vetted and selected, we have specifically sought to include AI experts in ethics and philosophy, policy, research, application, and strategy. This group is available to the Executive Team and Board of Directors to assist with policy and discussions on the application of these technologies.

Human Oversight and Accountability

Editorial responsibility remains paramount, as ministries must not outsource moral and ethical decisions to algorithms. Instead, human oversight ensures content aligns with the Word of God, guarding against misinformation (2 Corinthians 4:2).

Enhancement vs. Replacement of Human Touch

Technologies should augment rather than replace the human elements of ministry, fostering connections that encourage personal engagement and spiritual growth.

Truth and Trust with Audiences

Maintaining audience trust requires clear disclosure regarding GenAI-generated content and honest feedback mechanisms, embodying Jesus' command for simplicity and truthfulness in communication (Matthew 5:37).

Conclusion

As we embrace new technologies for ministry, we will be guided by Christ-centered policies that uphold transparency, responsibility, and love. By doing so, we can leverage these tools for the Kingdom's work, ensuring our ministry methods and strategies honor God and respect those we aim to serve.