

*The Digital Pulpit:*

## **Effectively Using AI and Media for Evangelization in 2026**

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### **INTRODUCTION**

- A. Reality: In spite of what we hear about Artificial Intelligence, machines still can't think like a human being. But machines, through human ingenuity, can now learn.
- B. Artificial Intelligence is set to change the course of human history more than electricity ever did.
- C. Shall we be afraid of AI (Artificial Intelligence)?
- D. Today, artificial intelligence is neither as good as you hope nor as bad as you fear, but technology is accelerating at a speed that we cannot predict.

### **I. INTELLIGENCE IN THE HUMAN CONTEXT**

Intelligence in Human Beings is:

- A. Learning (the ability to learn new things)
- B. Reasoning
- C. Problem Solving
- D. Decision Making

### **II. TECHNOLOGY A RESULT OF HUMAN INTELLIGENCE**

- A. Technology is Science in Action
- B. Technology is a tool for humanity
- C. Machines catapulted humanity to greater heights and productivity
- D. But still, Machines need human intervention to function.

### **III. HOW INTELLIGENCE BECOMES ARTIFICIAL**

- A. When a machine or a computer begins to exhibit these kinds of ability, we call it Artificial Intelligence
- B. Artificial Intelligence is basically made possible by three innovations:
  - 1. Super Fast Computer Chips
  - 2. All the world's data is available online
  - 3. Deep learning software or programs that allow computers to learn on their own
- C. AI is now part of our daily lives, even in areas where serious decisions are made
  - 1. Smart Devices
  - 2. Social Media
  - 3. ChatBots
  - 4. Deep Fake Videos
  - 5. Banking and Tourism
  - 6. World Economics
  - 7. Medical Field

### **IV. THE COMMON TYPES OF AI**

- A. How many types of AI are there?
  - 1. Natural Language Processing AI
  - 2. Computer Vision AI
    - a) Image Recognition AI
    - b) Face Recognition AI
  - 3. Robotic AI
  - 4. Generative AI
    - a) Texts
    - b) Images

- c) Videos
- B. The Consequences of AI:
  1. Ethical Concerns
    - a) Overreliance
    - b) Lack of Accountability
  2. Used as a weapon to further a political agenda
    - a) Fake News
    - b) Used for Political Agenda
  3. The destruction of Jobs
    - a) Automated CARS, STORES, RESTAURANTS
    - b) 40% of Jobs in the World
    - c) Writers, Accountants, Architects, Software Engineers

## V. AI TECHNOLOGY AND MEDIA IN EVANGELIZATION

- A. How can society adapt to the fast advancement of AI?
  1. The need for checkpoints and the monitoring of AI behavior
  2. Laws to Punish Abuse
  3. Treaties among nations to make AI safe for the world
  4. Develop AI Systems that are aligned with human values, including morality
    - a) Social Scientists
    - b) Ethisists
    - c) Philosophers
    - d) Religion (this is where we, as a Church, can help society wield AI)
- B. The Social Media Platforms
  1. Twitter (8 million active users in PH)
  2. Instagram (4 million active users in PH)
  3. Facebook (47 million active users in a recent survey, the Philippines' population is 113 million, 42%)
    - a) Create a personal Facebook account. If you don't, somebody else will make one for you—and it will be to your disadvantage. From your personal account, you can create your own Facebook Page. Indicate or let people know that it is your “official” account and page so as to discourage any third party from creating a fake account with your name.
    - b) Make sure you do not forget your username and password by choosing something you will easily remember or writing it on paper that is easily located.
    - c) From your root personal account, you may create as many Facebook pages as you wish, especially for a good cause, such as for evangelization or human development. Make them your new pulpit
    - d) Study the settings of your account or page. The configuration of your settings may actually make your page either safe or susceptible to the influx of bad content coming from your “friends.” Also, the proper privacy setting will keep your files private.
    - e) Be selective in inviting and accepting friends on your personal account and in inviting friends to like your page. Whatever is posted in your friend's timeline will also be seen in your personal Facebook feed.
    - f) If you intend to use Facebook more often for evangelization purposes, it is an advantage to be connected. Like or follow other Facebook Pages and Groups that support similar advocacies you uphold; this may strengthen your network and broaden your connections for the cause.
    - g) But, be very careful in liking or sharing content from your friend's timeline, or you could unknowingly become instrumental in disseminating destructive, unverified, and false content. Whatever you like or share will create a trend in

Facebook's algorithm, which will feed you content it thinks you are most interested in. Or it may isolate you in what is called an "eco-chamber," keeping you out of behavioral groups.

- h) See to it that you don't "like" or befriend trolls or fake accounts that enter into your homepage. They will find a way to make comments on your posts. When you see them, do not comment back; otherwise, they will make your comment go viral. Better to delete them right away. (See Appendix II for the List of Fake Websites circulating in the Philippines.)
- i) In any case, a curious and legitimate Facebook user genuinely asks important questions (such as usual misconceptions about the Catholic Faith, significant concerns, catechism, etc.) and takes the time to engage; this may strengthen the Church's mission to be inclusive.
- j) Study how to make use of the messenger section of Facebook. This can be the fastest and best way to send your "private messages" (PMs) to individuals or groups.
- k) Make this your tool for evangelization by posting or sharing your homilies, reflections, prayers, and catechetical materials. Do not post or share content that is copyrighted.
- l) The use of photo messages or photo quotes is especially effective for communicating Church teaching, doctrine, catechism, or other complex or wordy passages.
- m) Keep posts as concise as possible. Statistics show that the most-shared posts feature images with minimal text.
- n) In your spare time, read up on online lingo to be in the know (e.g., lol, tbh, smh, etc.)

## **CONCLUSION**

- A. Humanity is not diminished by AI, but it raises humanity to deeper and more profound thinking (contributes to our stored knowledge, a story about the game show where honor students could not answer government abbreviations, study for your flock)
- B. The possibility that humans may misuse AI is the real issue
- C. AI will be as GOOD or as EVIL as Human Nature allows
- D. The Raw material for AI is still the data we contribute using various media channels.
- E. The way we use technology is still the pattern that trains AI systems
- F. Human Feelings and Emotions (Love, Compassion) that are not explainable through algorithms [ALGORITHM: a precise, step-by-step set of instructions or rules followed to solve a specific problem or accomplish a task]
- G. Digital Tools must never replace genuine human encounters
- H. CHALLENGE: Consider adaptation to technology in our Parishes and Offices