

Using Chatbots in Media to Disciple Making Movements (M2DMM)

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Chatbots? M2DMM?

Chatbots

- A program that simulates interactive human conversation by using key pre-calculated user phrases and auditory or text-based signals... are frequently used for basic customer service and marketing systems...

Media to Disciple Making Movements (M2DMM)

- Using media strategies to accelerate disciple making movements

Fishing with a pole vs. fishing with nets



Knowing Jesus Project - Threefold Purpose

- 1) Finding “Cornelius” people who will start discovery groups /w their family/friends (Acts 10:24)
“...Cornelius was expecting them and had called together his relatives and close friends.”
- 2) Change spiritual atmosphere with hundreds to thousands engaging with Scripture
- 3) DMM Training ground to multiply local fishers of men

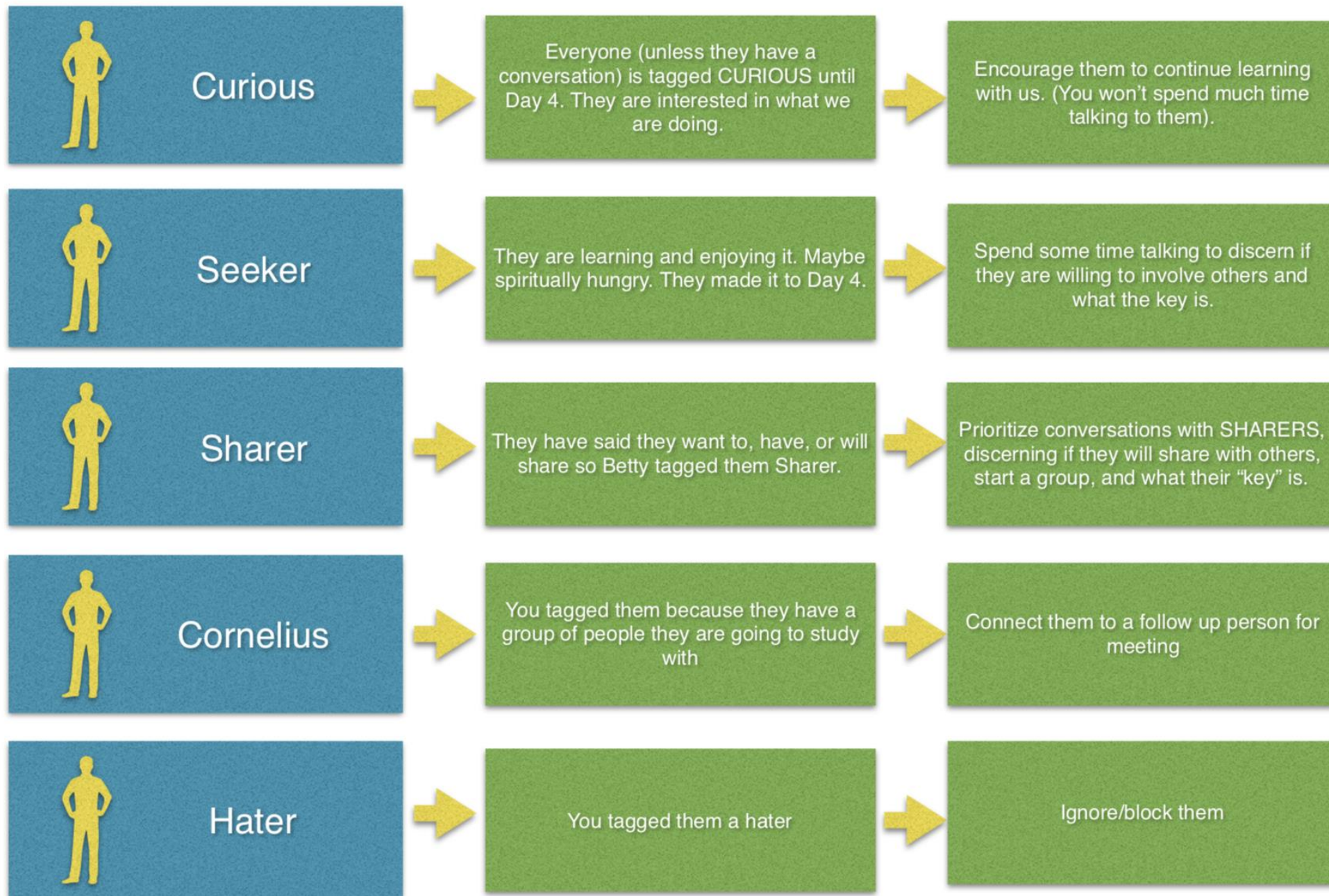
Final Goal:
Finding Hungry People Who
Will Start Discovery Groups
with Their Family/Friends

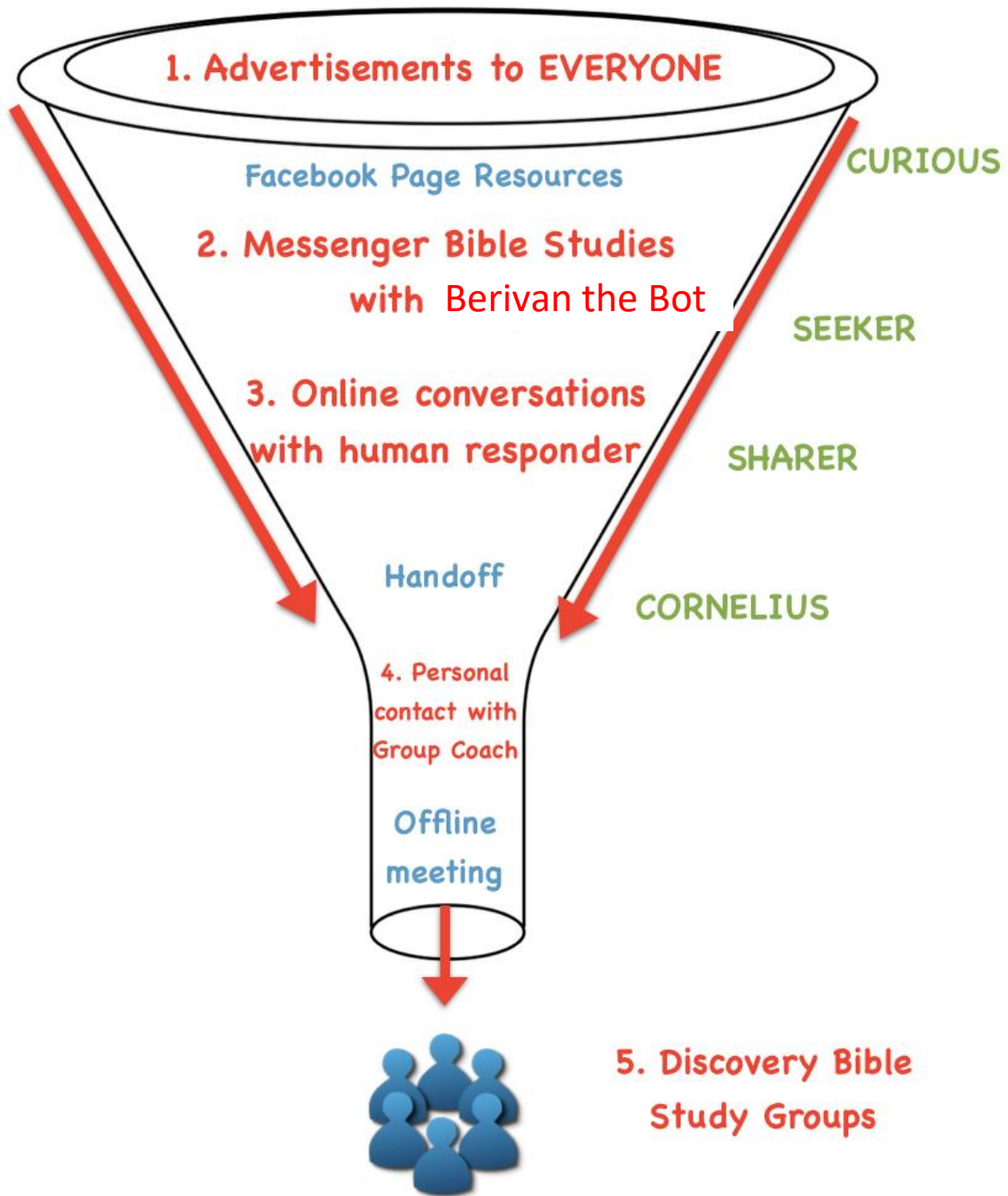
WE ARE NOT
Trying to convince/argue with
people
Trying to reach everyone
Seeking individuals who won't
share with others

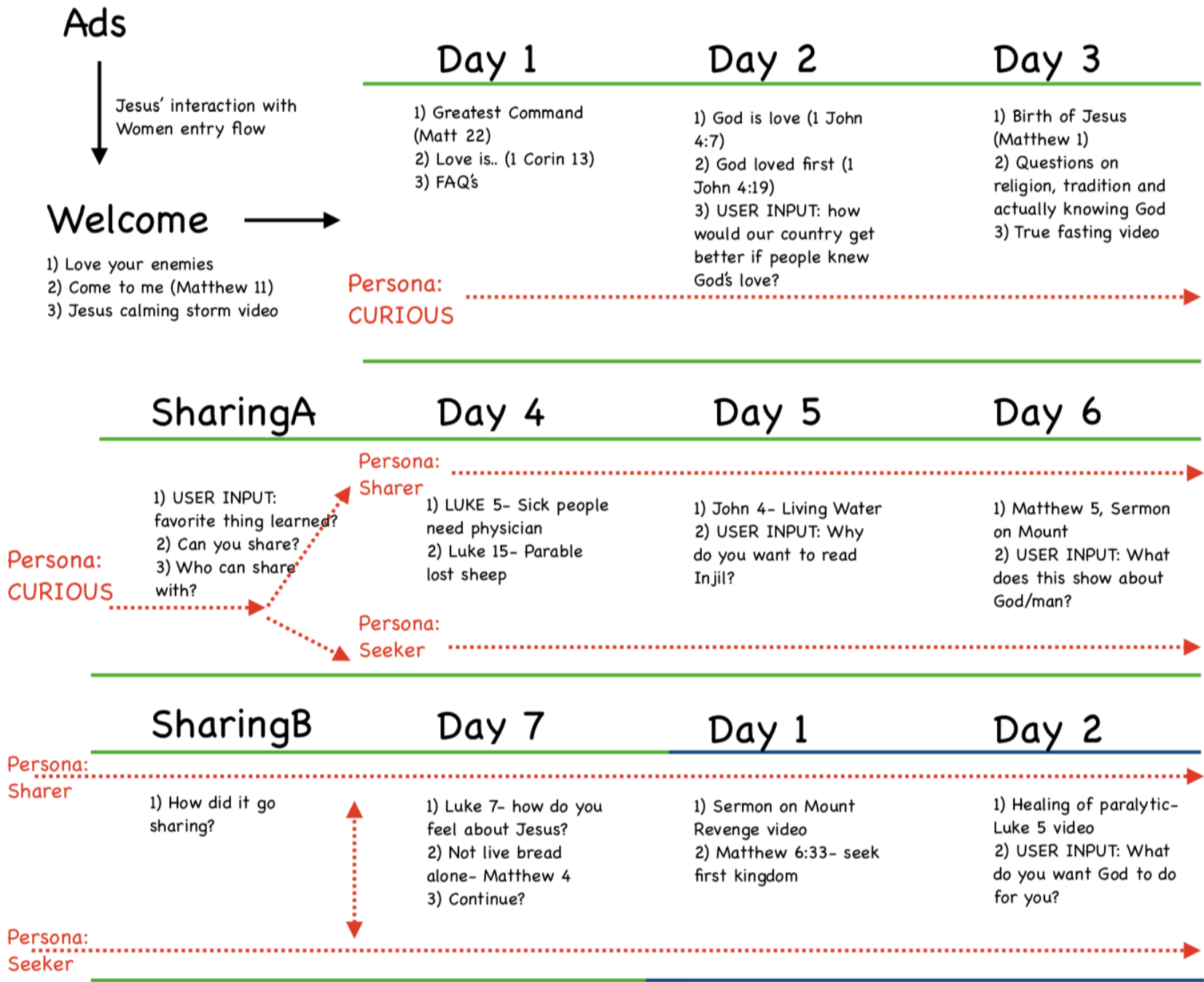
“If the goal is to find people who will start groups and movements, your bot strategy should be to find sharers, not just hungry people...”

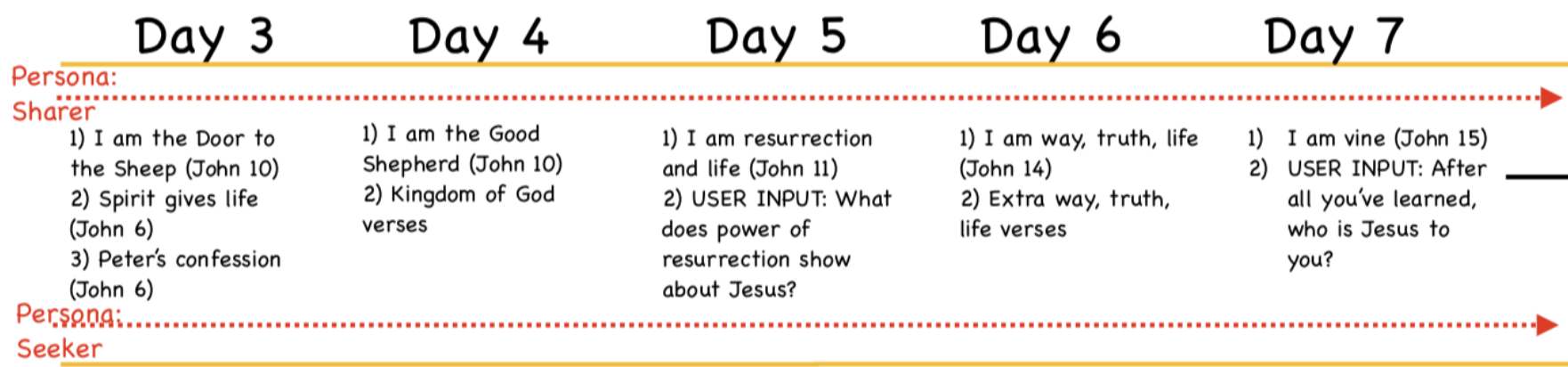
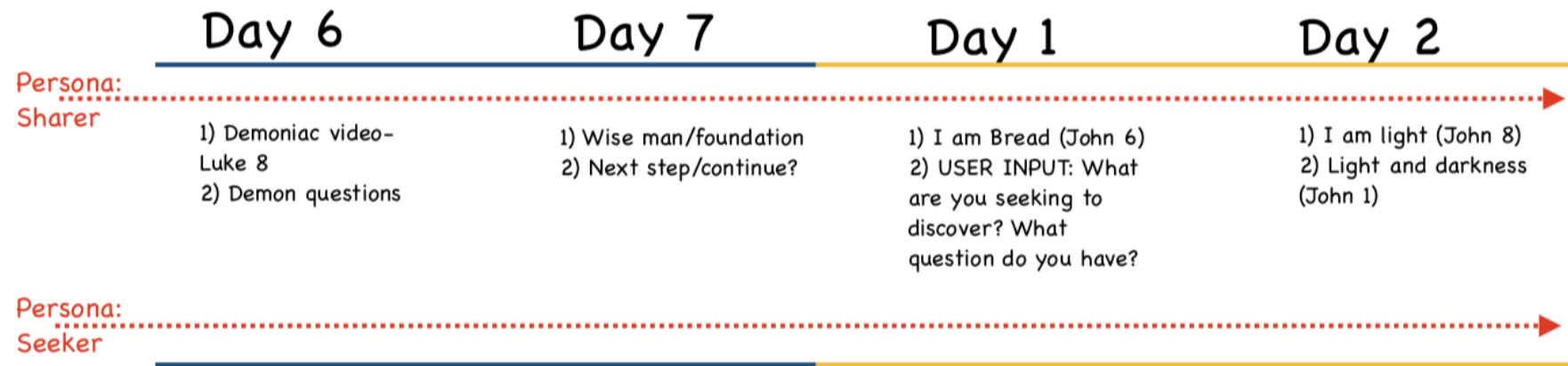
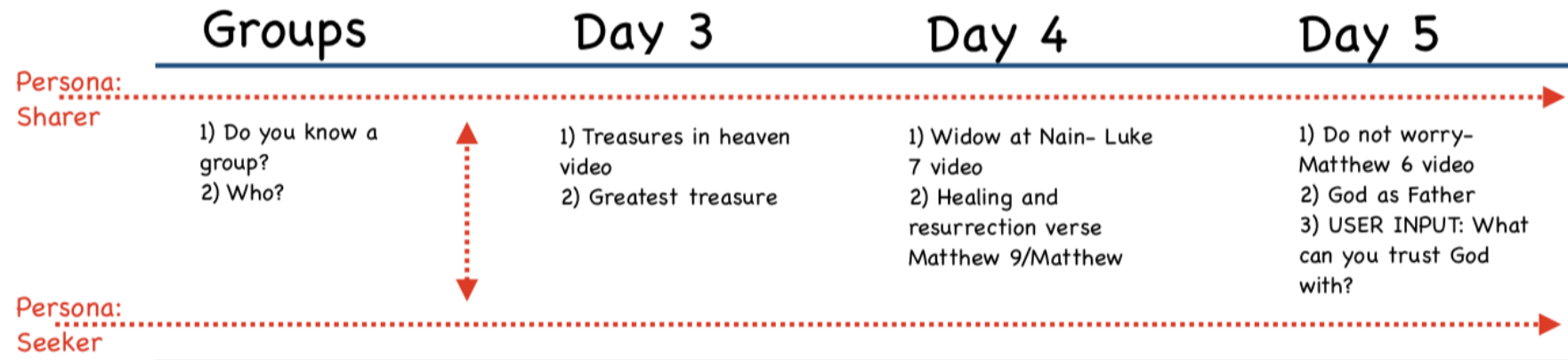
Why?

What to do?









Extra Content:

- Jesus & women
- Sermon on Mount
- Other

(for seekers)

Meet Berivan

- Contact Visual Story Network to get connected with a full English demo of our bot

Some stats

- Since initial launch of Facebook page with messenger bot in May 2018, we've seen...
 - 2,372 subscribers (net) with 651 current subscribers (573 dormant, 78 active)
 - 1,012 people finished intro content
 - 249 people completed mini bible studies for at least 7 days (around 10%)
 - Currently there are 194 SEEKERS and 69 SHARERS
 - Our online responder has
 - made notes about 129 people (around 5%)
 - had significant conversations with at least 80 people (since December 3rd)
 - Identified 1 possible Cornelius leading to a face-to-face meeting

A Cornelius success story?

- Found less than 2 months after launch (but outside of target area)
- He is a natural sharer - sharing stories with his father (listens in the garden!), wife, neighbors and his friends. Has met with local apostolic agent twice so far. **Both meetings have had multiple generations involved. At 2nd meeting, did DBS on Genesis 1 with 5 adult males who all engaged with the study.**
- Pray: 3rd Face to Face Meeting planned for this weekend

Challenges

- Forgetting that bots don't disciple people
- The bot distracting subscribers from significant conversations
- Discerning if people have actually shared with someone else
- Moving from online conversation to offline relationship
- Haters/Curious people distracting online responder from goal
- Technical/user experience issues
- Cultural issues

What's Next

- New ad campaign cycles to generate new conversations
- Broadcasts to re-engage dormant people
- Online to offline – get some face to face meetings
- Integrate and catalyze prayer
- Berivan International
 - Full English demo of our bot
 - Full English template of our bot for adaptation/translation into other contexts