

# EMDC REPORT

Chiang Mai, Thailand, May 27-30, 2024





# PURPOSE OF THE REPORT

This report aims to synthesize the information Rick & Jules Levy compiled through numerous interviews with attendees of the EMDC conference held in Chiang Mai, Thailand, May 27-30, 2024. The goal of the interviews was to create a basic persona for each region and how media is being used in specific areas of the world. The interviewees were also asked how the new animated “Jesus” film might help in their digital ministry.



# PERSONAL THOUGHTS

The greatest takeaway from these interviews was the thirst and desire for highly contextualized media. Some of the interviewees were already creating their own media, some good and some not so good. The overall consensus was that “western” media created *for* the field without input *from* the field, is not an effective strategy. In creating media, the two best-case scenarios are creating media alongside the local ministries (medium contextualization), as well as teaching them how to create their own media (high contextualization). The latter being the preferred process of filmmaking. Most people interviewed see the animated “Jesus” film as a value add to what they are currently doing or not doing.

# REGIONS AND COUNTRIES

## Regions Represented

NAMESTAN, AFRICA, SESA, EAST ASIA.

## Countries Represented

Pakistan  
Benin (Africa)  
India  
Papua New Guinea  
Thailand  
China/Hong Kong  
Cameroon  
Japan



# THE RESULTS

## NAMESTAN

- **Most open to the Gospel:** young and Educated, Uneducated and poor, women
- **Common problems:** physical needs, persecution of Christians, debt, drugs
- **Causes of misfortune:** black magic, spirits, no education, not a good healthcare system, karma, fate
- **What happens when they die:** men go to paradise with 70 virgins, Women will not have luxury when they die, don't know, reincarnation
- **Local view of God/deities:** creator is used instead of God
- **Common topics for prayer:** healing
- **Which felt need is most important:** security
- **What attracts people to Jesus:** miracles, if Christians are doing well, men only marry one woman.
- **Who do most people think Jesus is:** prophet
- **Do you use films in your ministry:** they prefer to create their own
- **Greatest need in your country:** pre-evangelism
- **Biggest need for new Christians:** discipleship
- **What platforms are most popular:** YouTube, What's App

# THE RESULTS

## SESA

- **Most open to the Gospel:** under 40 and over 60, Urban, women, catholics
- **Common problems:** forced to obey Hindi religion, families excommunicate them, Drugs and addiction - There are no programs to help them, managing family expectations, poverty
- **Causes of misfortune:** they did something to cause it, black magic, superstition
- **What do they believe happens when they die:** bad people go to hell, good people go to heaven, reincarnation
- **Local view of God/Deities:** they are spirits or demons, animism, can't say Jesus is God
- **Common topics for prayer:** healing
- **Which felt need is most important:** security
- **What attracts people to Jesus:** being a good leader, good example, they watch other Christians, tired of worshipping many gods, God has a future for them
- **Who do most people think Jesus is:** they equate Jesus with Catholicism
- **Do you use films in your ministry:** they use the Jesus Film, music, and song, open to ASJ clips, short films, falling plates,
- **Greatest need in your country:** pre-evangelism, teaching on the Holy Spirit
- **Biggest need for new Christians:** discipleship
- **What platforms are most popular:** TicTok, Instagram, YouTube, Facebook, Line

# THE RESULTS

## EAST ASIA

- **Most open to the Gospel:** people in poverty, children, young adults going into the workplace
- **Common problems:** families excommunicate them, suicide, depression, Drugs and addiction - There are no programs to help them, managing family expectations, economic pressure, work 80+ hours a week, overpopulated, morality is not important
- **Causes of misfortune:** they did something to cause it, black magic, superstition, karma, they relate religion to things like car bombings, etc.
- **What do they believe happens when they die:** karma, bad people go to hell, good people go to heaven, Count on reincarnation
- **Local view of God/Deities:** they are spirits or demons, animism, love of money (China, Japan, & Hong Kong), they believe in many gods
- **Common topics for prayer:** healing, jobs
- **Which felt need is most important:** security, purpose, love
- **What attracts people to Jesus:** being a good leader, a good example, they watch other Christians, showing compassion, Christianity is not earned,

# THE RESULTS

## EAST ASIA (cont.)

- ***Are there things about Jesus that make him not attractive?*** the thought of sin means they're a criminal, Pride keeps them away, Associated with being American
- ***Who do most people think Jesus is:*** they equate Jesus with Catholicism, prophet
- ***Do you use films in your ministry:*** they used the Jesus Film, music and song, testimonies are popular, open to short films like ASJ clips. Create their own, animation is king
- ***Greatest need in your country:*** pre-evangelism, teaching on the Holy Spirit
- ***Biggest need for new Christians:*** discipleship, evangelism, pre-evangelism
- ***What platforms are most popular:*** TicTok, Instagram, YouTube, Facebook, Line, Switch, Little Red Book (China), Twitter



# THE RESULTS

## AFRICA

- **Most open to the Gospel:** women
- **Common problems:** work, finding work, keeping work, alcoholism
- **Causes of misfortune:** voodoo, black magic, superstition
- **What do they believe happens when they die:** Christians believe in God, non-Christians believe you live and then you die
- **Local view of God/Deities:** belief in ancestors living spirits, Many gods, god of the river etc...Rocks and plants embody gods.
- **When asking for prayer, what are the topics mostly likely to be brought up?** fear the unknown and want protection, but want power
- **Common topics for prayer:** healing, surface level prayers
- **Which felt need is most important:** love
- **What attracts people to Jesus:** deliverance from suffering, depression, physical needs (money)
- **Who do most people think Jesus is:** prophet, some say the Christ
- **Do you use films in your ministry:** they used the Jesus Film, open to short films like ASJ clips.
- **Greatest need in your country:** pre-evangelism, discipleship
- **What platforms are most popular:** Facebook, WhatsApp, Instagram