The Digitalization of Religion and the Reconstruction of the Sanctity—A Discourse Analysis Based on the ask_jesus Livestream

The audience's religious cognition and belief construction are significantly impacted by the sanctity narratives used in religious spread. The physical presence of clergy, the spatial entities of ritual acts (churches, icons, etc.), and the material carriers of classical literature are the foundations of traditional religious sanctity (Mircea Eliade, 1959). The carriers of religious sanctity have changed as a result of the internet's information flow and artificial intelligence technology. The sanctity narratives of traditional religions are confronting the problems of disenchantment and deconstruction, and the provision of portable private services has, to some extent, taken the sanctity symbols and feeling of ritual from religion (Sherry Turkle, 2011). When Artificial intelligence (AI) content generation technology transforms sanctity religious narratives into interactive, personalized experiences, its immediacy and semantic openness precisely meet the audience's new expectations of the sanctity, creating a knowledge hallucination.

This study aims to analyze the semantic content of AI Jesus in ask_jesus and the user discourse framework to reveal how AI religious audiences reconstruct the logic of sanctity and religious narratives within the knowledge hallucination under the intervention of AI.

This study uses the live content of the "ask_jesus" channel from October 2024 for four months as a sample, conducting discourse analysis from three levels: semantic formation, topic distribution, and semantic space.

1. Through few-shot learning, fine-tune the pre-trained BERT model with a small amount of labeled data. After generating high-dimensional semantic vector representations, embedding vectors are formed for live broadcast texts and comments at the semantic level.

2. Combine topic modeling techniques (LDA) to extract the main interactive themes, e.g., the definition of sanctity, the image of AI Jesus, and cognitive changes.

3.Use the Attention mechanism to extract key sentences with prominent meanings from the text, revealing the sanctity symbolic representations conveyed by the language.

4. To further explore the distribution of the text semantic space, this study uses t-SNE to reduce the dimensionality and visualize the text embedding vectors, and analyzes their semantic features and intrinsic logical connections.

Expected research results:

1. The Mechanism of Knowledge Hallucination Generation: In the interaction with AI Jesus, the audience often mistakenly believes they have acquired authoritative and sanctity religious knowledge owing to the immediate responses, personalized content, and anthropomorphic expressions generated by AI. This immediate feedback and immersive interaction enhance the audience's intuitive experience of religious content, making it easier for them to accept and internalize the "sanctity" perceived during the interaction.

2. The Dynamic Evolution of Discourse: The discussion topics on AI religious platforms exhibit periodic changes, continuously evolving under the influence of

social issues. e.g., the emphasis on sanctity narratives at different points in time may vary, reflecting how current social issues permeate the AI religious discourse. Moreover, the audience's emotional attitudes towards AI Jesus are also continuously changing, from initial curiosity and skepticism to gradual acceptance and reliance.

3. Audience Differentiation in the Process of Sanctity Reconstruction: Audiences exhibit varying degrees of acceptance and attitudes in their interactions with AI Jesus, further differentiating into two typical groups:

a) Sanctity Enhancers: This segment of the audience experiences a new religious experience through interactions with AI Jesus, tending to personalize the interactions with the AI deity into some form of oracle, even incorporating it into their personal faith practices.

b) Sanctity Deconstructors: Another segment of the audience exhibits skepticism towards the divinity of AI Jesus during their interactions, even actively participating in the process of demystification. They may explore the limitations of AI-generated content through critical questioning, sarcastic comments, or logical challenges, revealing the algorithmic biases and inauthenticity of AI in theological interpretations.

4. The Reconstruction of Algorithmic Sanctity Ecology and the Transformation of Traditional Theological Issues: AI Jesus, through modern semantic networks, associates natural phenomena (such as forests and rivers) with religious symbols (such as the Garden of Eden and Noah's Ark), shaping a form of "computable sanctity." The sanctity in traditional religious communication systems, which relies on

texts, rituals, and experiences, is reshaped by algorithmic logic in interactions, enabling it to adapt to the digital communication environment and driving the recoding of religious values.

Based on this, this article will demonstrate the ways in which the sanctity of the audience is dissolved, reinforced, and reconstructed on religious AI platforms in specific contexts, thereby deepening the understanding of the evolution of religious discourse in the modern context. At the same time, it will provide new perspectives for thinking about phenomena such as the involvement of artificial intelligence in the reconstruction of individual faith and the changes in digital religious companionship carriers and venues.

It is worth noting that due to differences in the understanding of AI-delivered religious sanctity discourse among audiences from different countries, ethnicities, and faith backgrounds, their acceptance and feedback regarding its sanctity may vary. Additionally, the degree of reliance on AI Jesus by the audience may also differ due to cultural and faith differences. The limitations in model accuracy and language measurement hinder the comprehensive capture of the audience's cultural and emotional differences, affecting the representativeness of the results.