

“Achieving engagement and participation online:
churches in Germany”

Digital is the New Normal – Churches in Germany during the Corona Pandemic

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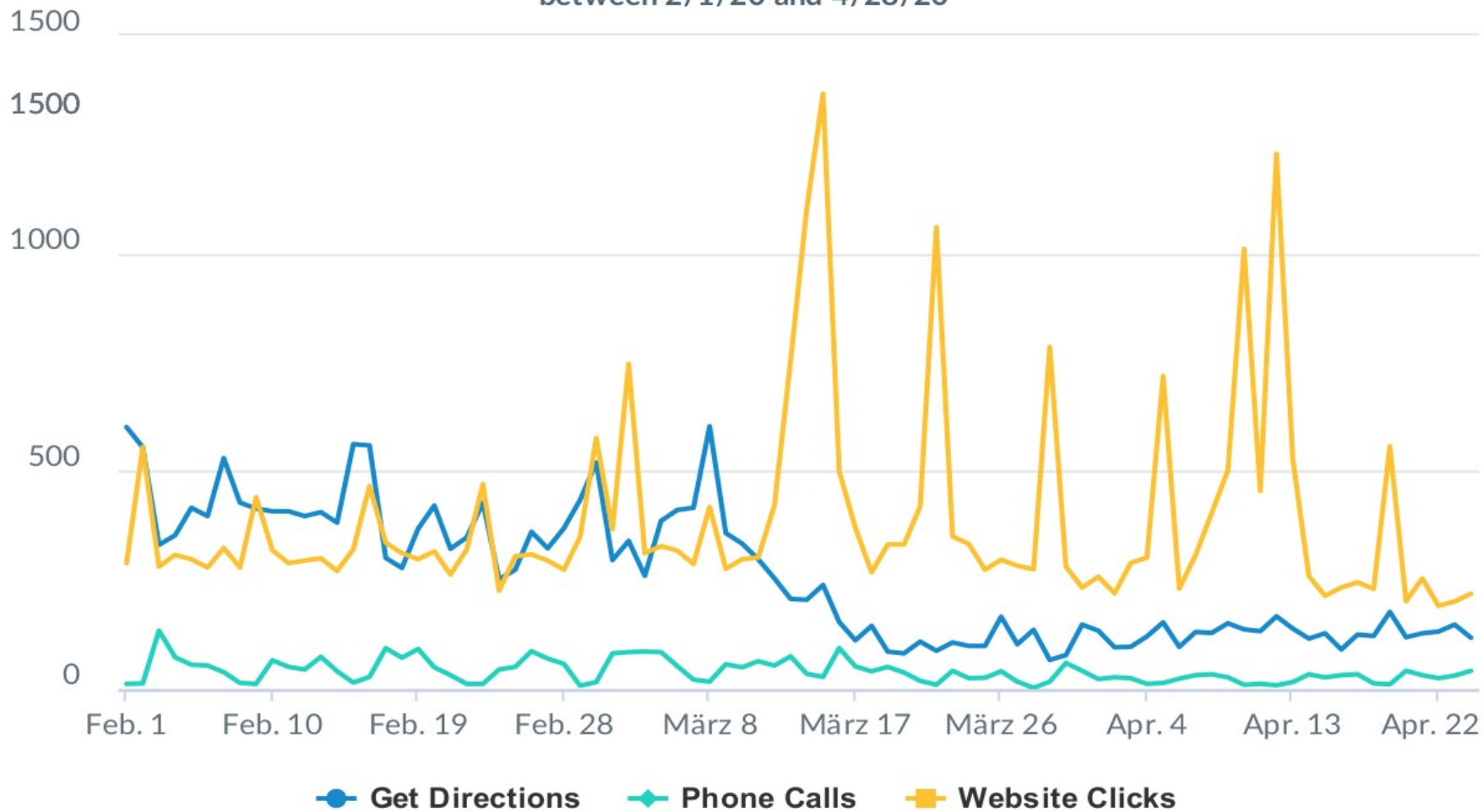
As a consequence of the lockdown due to the COVID-19 pandemic, churches have grown digitally and learned that community and communion are more important than physical buildings.

“Church at home”

- A church that had relied on a physical presence had to become digital in a matter of days or become irrelevant.
- “Church at home” (“Kirche von zu Hause”) became the guiding principle. People could no longer go to church; the church had to be brought to the members’ homes.

Google Customer Actions by Day and Customer Action Type

between 2/1/20 and 4/28/20



Church is People

- Being church is no longer reduced to a building, but people coming together in prayer and living their faith.
- It will be interesting to see how this notion will play out after the crisis, when less resources will be available due to the financial aftermath of the COVID-19 pandemic.



ServicioDigital

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Pepe

Pepe y Sally Duisburg 11:32

+49 172 [redacted] ~728588

Magalli, Moers 11:32

Anabel Cantú Flores Reimann

Los cantú Reimann en Mülheim 11:32

Digan sus nombres porque talvez solamente se ve su numero#

11:32 ✓✓

+49 176 [redacted] ~Ursula [redacted]

Úrsula en Ennepetal 11:32

+49 1520 [redacted] ~Omar Mayorga

Omar y Manuelita Duisburg 11:32

+49 176 [redacted] ~Olga Kern

Familia kern kupferdreh 11:32

+49 1575 [redacted] ~Milena

Milena y familia en Duisgurg 11:32

+49 176 [redacted] ~Esther

Fam. Gleisberg E. Gelsenkirchen 11:32

+49 176 [redacted] ~Eunice

Eunice y Matías Duisburg 11:32

Church is local

- But more important than the quality of the broadcast is where the stream comes from: the local church. Therefore, church is local and based in a community.
- Will parishes continue to stream after the crisis so elderly people can also see their pastor on Sunday digitally, instead of watching a broadcast on national television?

Live Streaming brings new People to Church

- Online services bring people to church who did not attend church before.
- Another observation is that quite often, more than one person follows the online service on a device. Church can also be a network of connected individuals and families.
- One argument in favor of livestreaming before the coronavirus crisis was to attract new people – will churches continue streaming after the pandemic is over?



Ostergottesdienst aus der Philippuskirche in Wuppertal

1,315 views • Streamed live on Apr 12, 2020

Digital services have become participatory

- When it comes to digital services, it seems that the people are much more active and open. Internet communication lowers the inhibition threshold to expressing themselves.
- Personal intercessions are posted online and included in the service. Digital services have become participatory.
- After the COVID-19 crisis, will the forms of interaction tried online find their way into church services when they take place again in the churches?