



EVANGELISCH-LUTHERISCHE
LANDESKIRCHE HANNOVERS



EVANGELISCHE KIRCHE
IN HESSEN UND NASSAU



Evangelische Kirche
im Rheinland



EVANGELISCHE LANDESKIRCHE
IN WÜRTTEMBERG



macromedia university
of applied sciences

Church-Goers Wish to Continue with Digital Services in Local Congregations after the Pandemic.

Selected Results of the ReTeOG2 Study

Ralf Peter Reimann & Holger Sievert

July 7, 2022 #gonedigital2022



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Online Survey and Study in 2020 and 2021: “Rezipiententypologie evangelischer Online- Gottesdienstbesucher*innen während und nach der Corona-Krise“ (ReTeOG 2)”

Recipients' Typology of Protestant Participants in Online Worship Services during and after the Corona Crisis

Dokumentation

■ Nachhaltige Digitalisierung evangelischer Gottesdienste in Deutschland

Ausgewählte Ergebnisse der 2021er Befragungsstudie »Rezipiententypologie evangelischer Online-Gottesdienstbesucher*innen während und nach der Corona-Krise« (ReTeOG 2)

■ »Hybride« Zukunft auch für Gottesdienste?

Ausgewählte Ergebnisse der Befragungsstudie »Rezipienten-Typologie evangelischer Online-Gottesdienstbesucher*innen während und nach der Corona-Krise (ReTeOG)«

*Von Ralf Peter Reimann (Evangelische Kirche im Rheinland)
und Holger Sievert (Hochschule Macromedia)*

Online Surveys in
June/July 2020 and
2021 with up to
5000 Respondents
of Protestants
Online Worship
Services in
Germany

Introduction: Worship Services during the Covid 19 Pandemic

Survey & Respondents

Attendance

Organizers

Interaction

Online, Hybrid and In-Person

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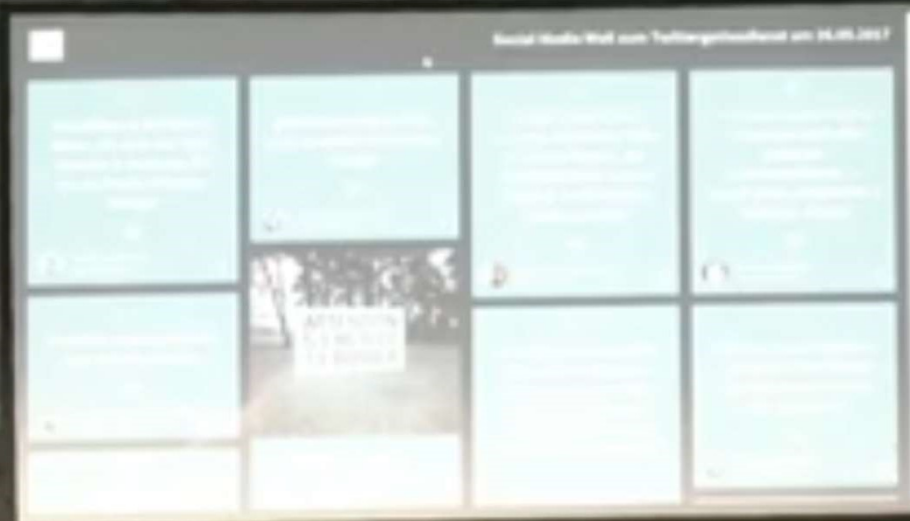
Online, Hybrid and In-Person

”
Beschütze & behüte all diese, die sich mit
ihrer Stimme & Meinung für uns in Gefahr
bringen. #twigo
“
Anpila (@Anpila)
vor 3 Minuten

”
@BertvanBurgh Schön, dass du dabei warst
beim #twigo
“
twigomd (@twigomd)
vor 3 Minuten

”
#twigo Lieber Gott, erreiche mit Deiner Güte
auch die Herzen, die unterkühlt sind. Lass es
Frühling in all unseren Herzen werden!
“
Ulll Waelßen (@ullesch)
vor 3 Minuten

”
Für einen kühlen Kopf & ein warmes Herz
aller politisch Verantwortlichen. --- Gerade
jetzt, angesichts d Weltlage. #twigo
“



Twitter Worship at a Church Convention
(Kirchentag) in 2017



Easter Service 2020 with no Congregation on Premise



Hybrid Worship Service 2021



Introduction: Worship Services during the Covid 19 Pandemic

Survey & Respondents

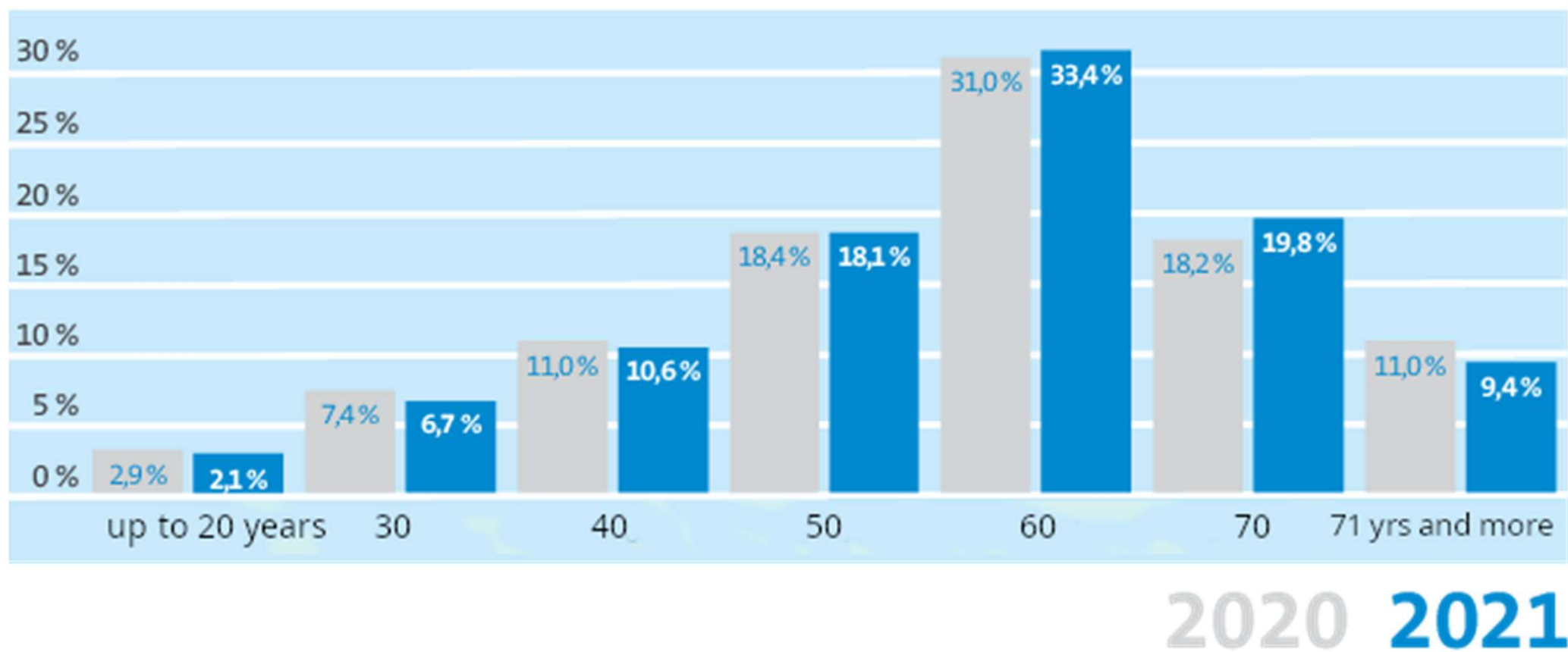
Attendance

Organizers

Interaction

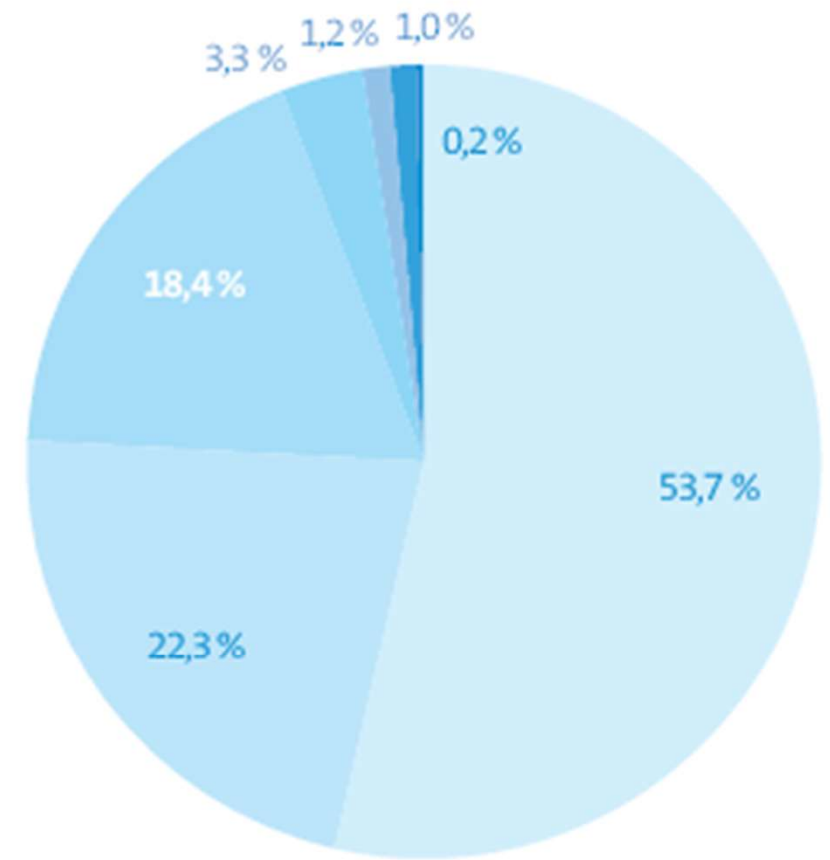
Online, Hybrid and In-Person

Respondents' Age



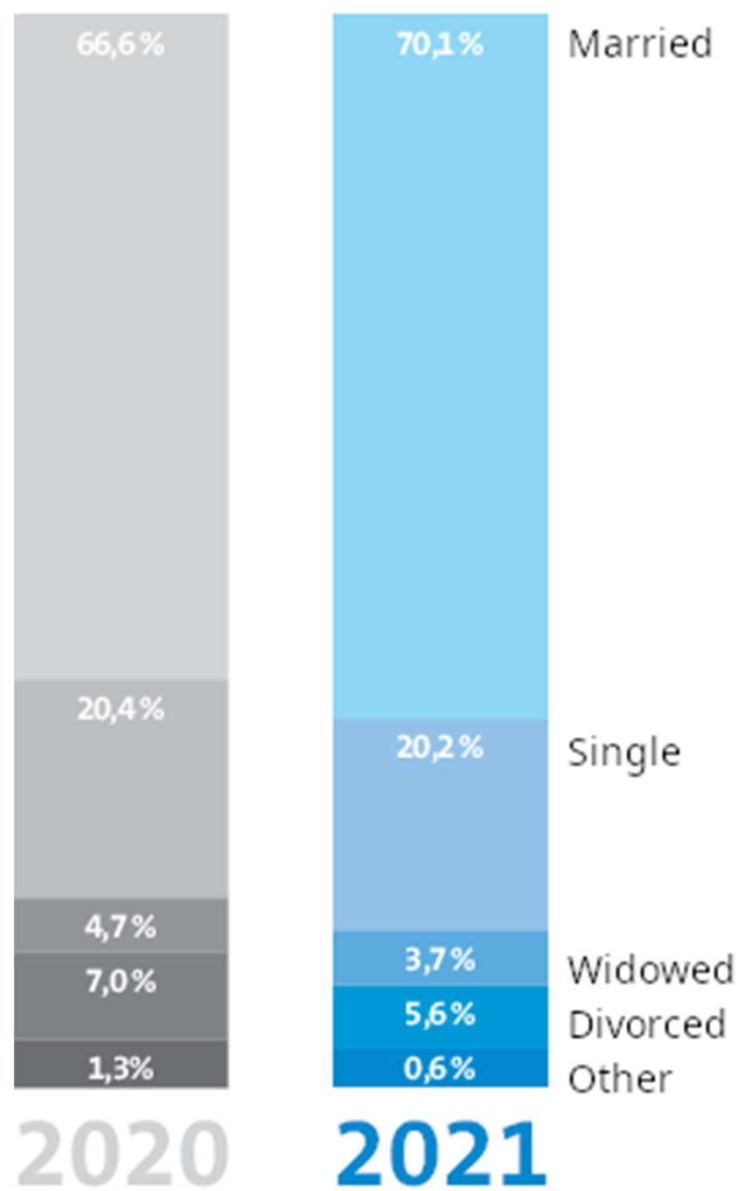
Affiliation to the Protestant Church

- Church Member and Volunteer Church Worker
- Church Member and Paid Church Worker
- Church Member
- Member of another Christian Church
- No Church Member but a Volunteer
- No Church Affiliation
- Affiliation to a Non-Christian Religion

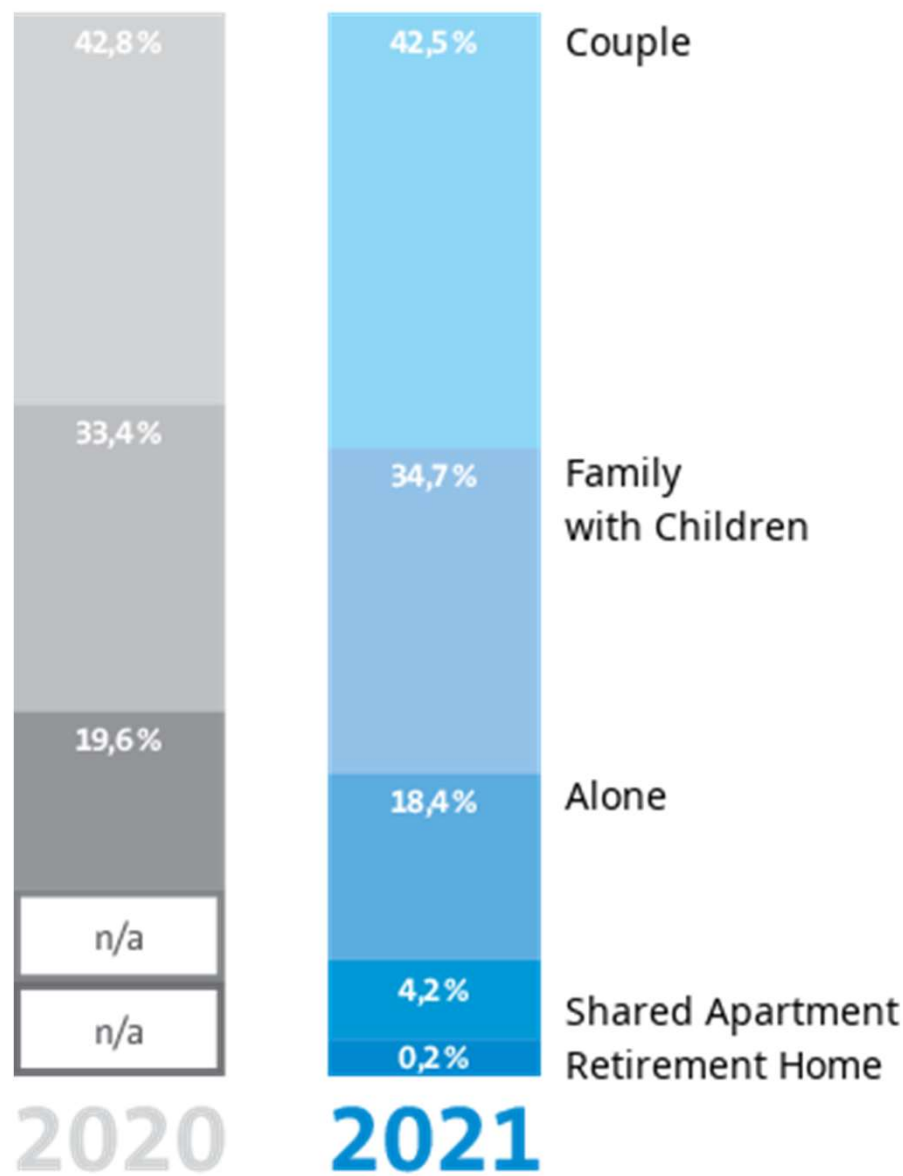


2021

Marital Status



Living Situation



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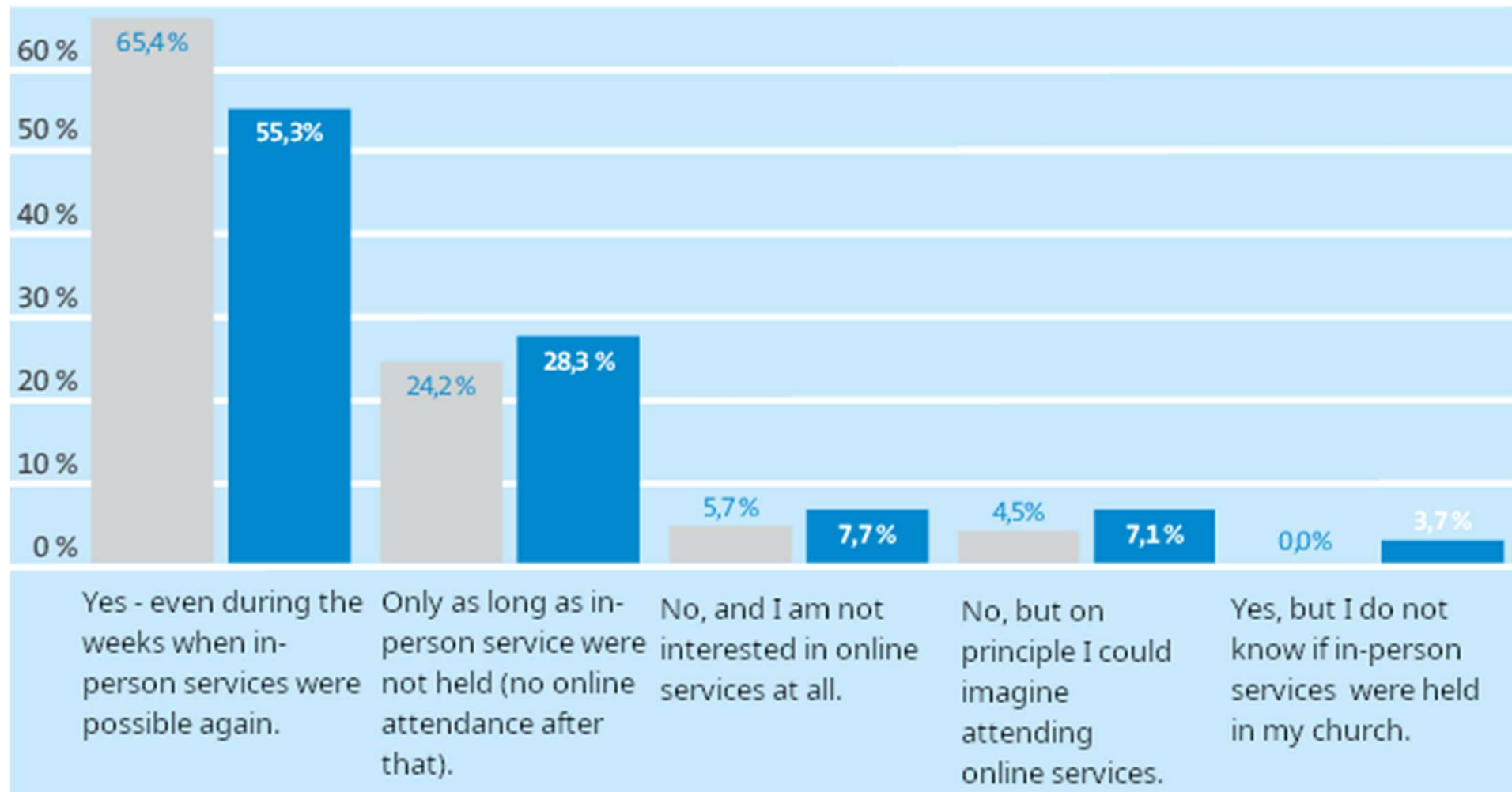
Attendance

Organizers

Interaction

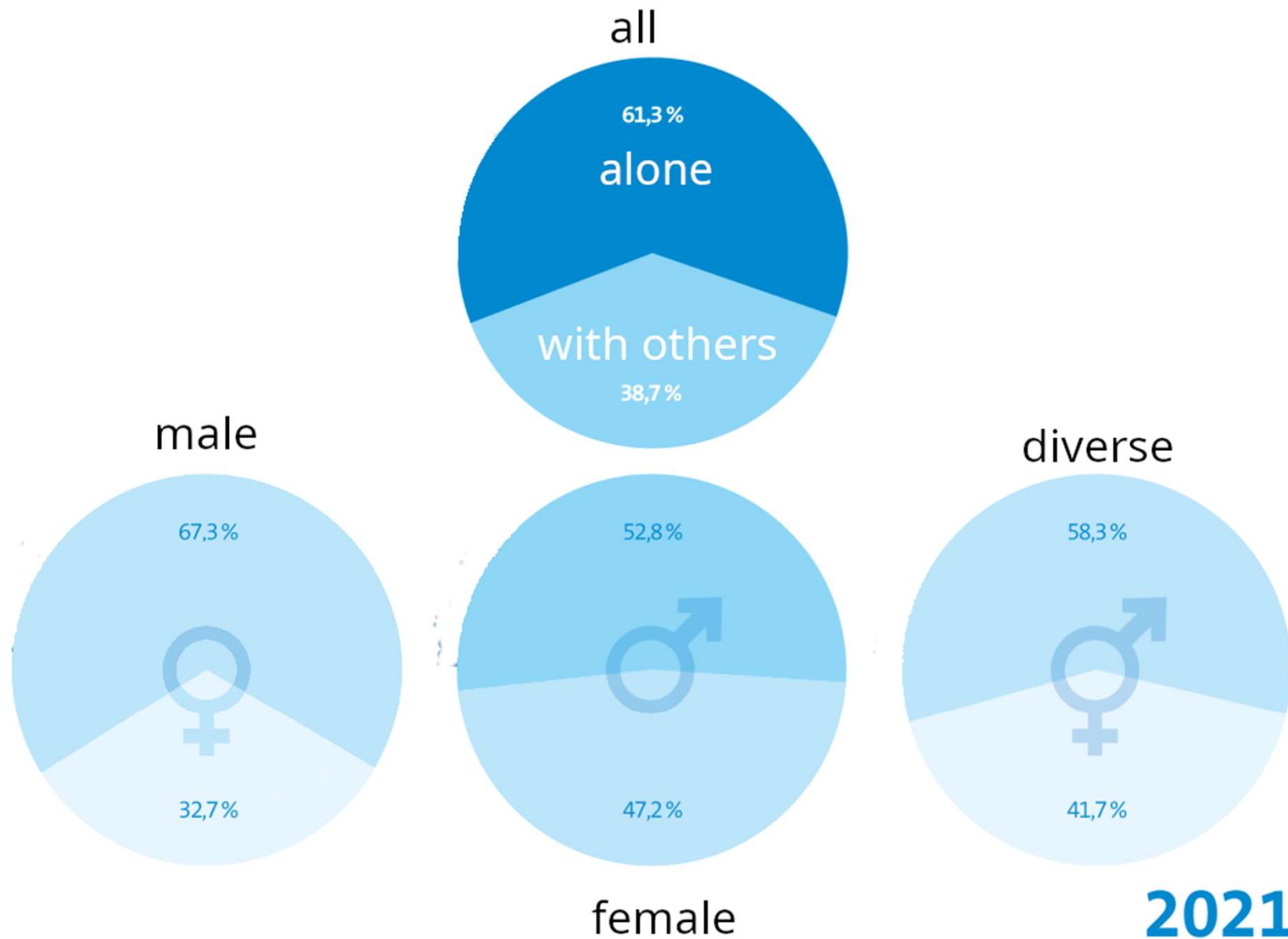
Online, Hybrid and In-Person

Attendance of Online Services

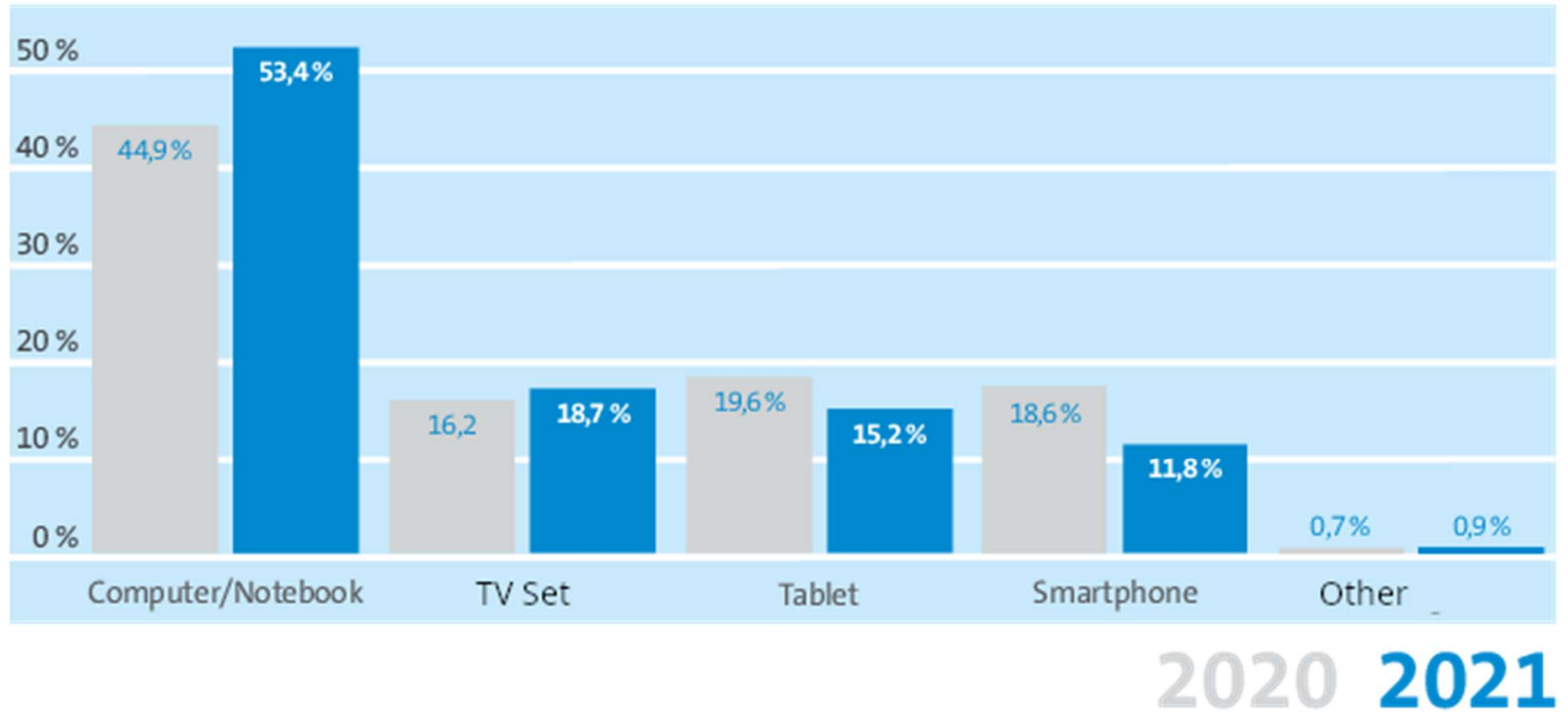


2020 2021

Attendance Alone/With Others



Devices Used



Devices and Age

Age	up to 20 years	30 years	40 years	50 years	60 years	70 years	71 years and older	Σ
Computer/ Notebook	49,2%	52,1%	47,8%	48,3%	53,0%	58,1%	62,8%	53,4%
TV Set	19,0%	12,2%	16,2%	14,5%	11,5%	9,7%	6,1%	11,9%
Tablet	17,5%	14,1%	13,9%	17,7%	15,7%	13,8%	13,5%	15,2%
Smartphone	14,3%	20,7%	21,2%	19,2%	18,7%	17,4%	16,7%	18,6%
Other		0,9%	0,9%	0,3%	1,2%	1,1%	1,0%	0,9%
Σ	100%	100%	100%	100%	100%	100%	100%	100%

2021

Introduction: Worship Services during the Covid 19 Pandemic

Survey & Respondents

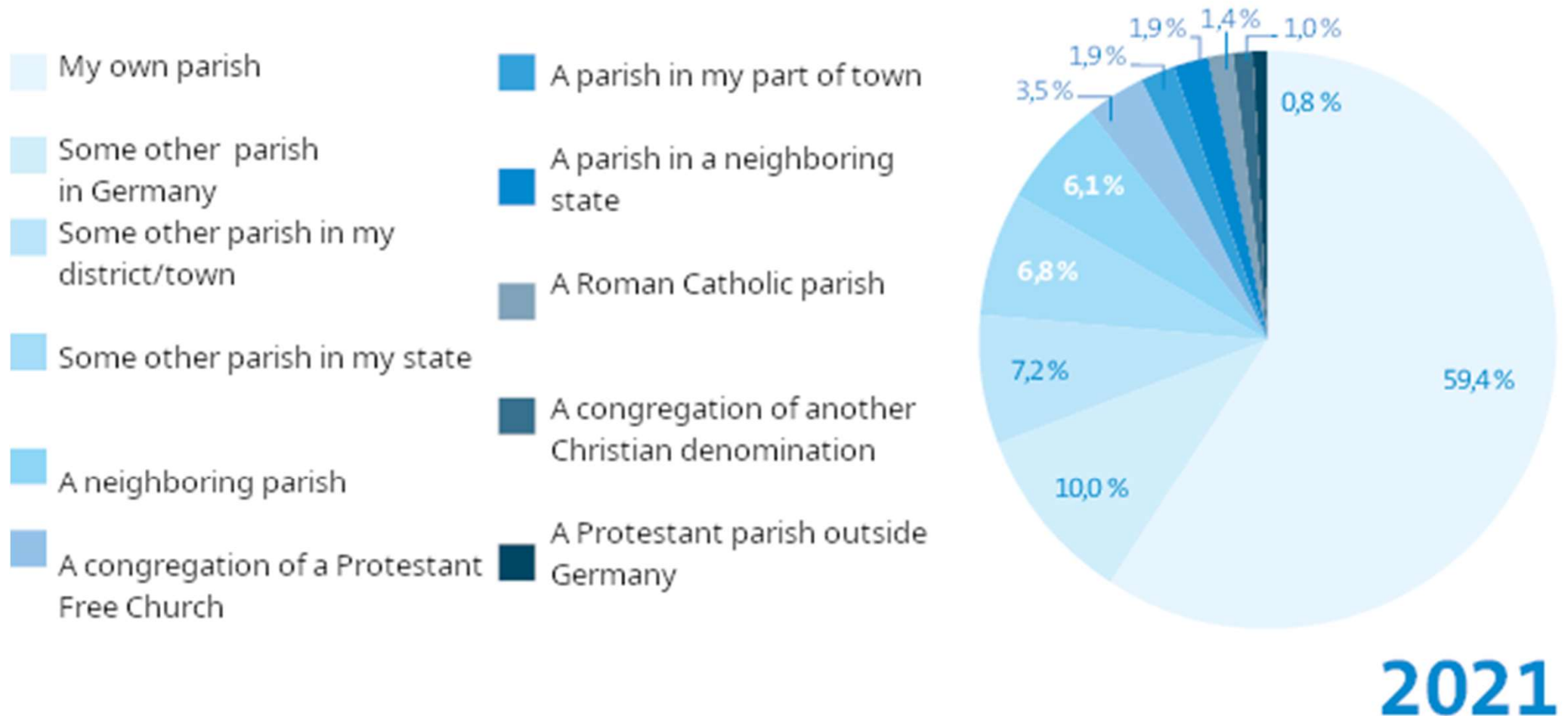
Attendance

Organizers

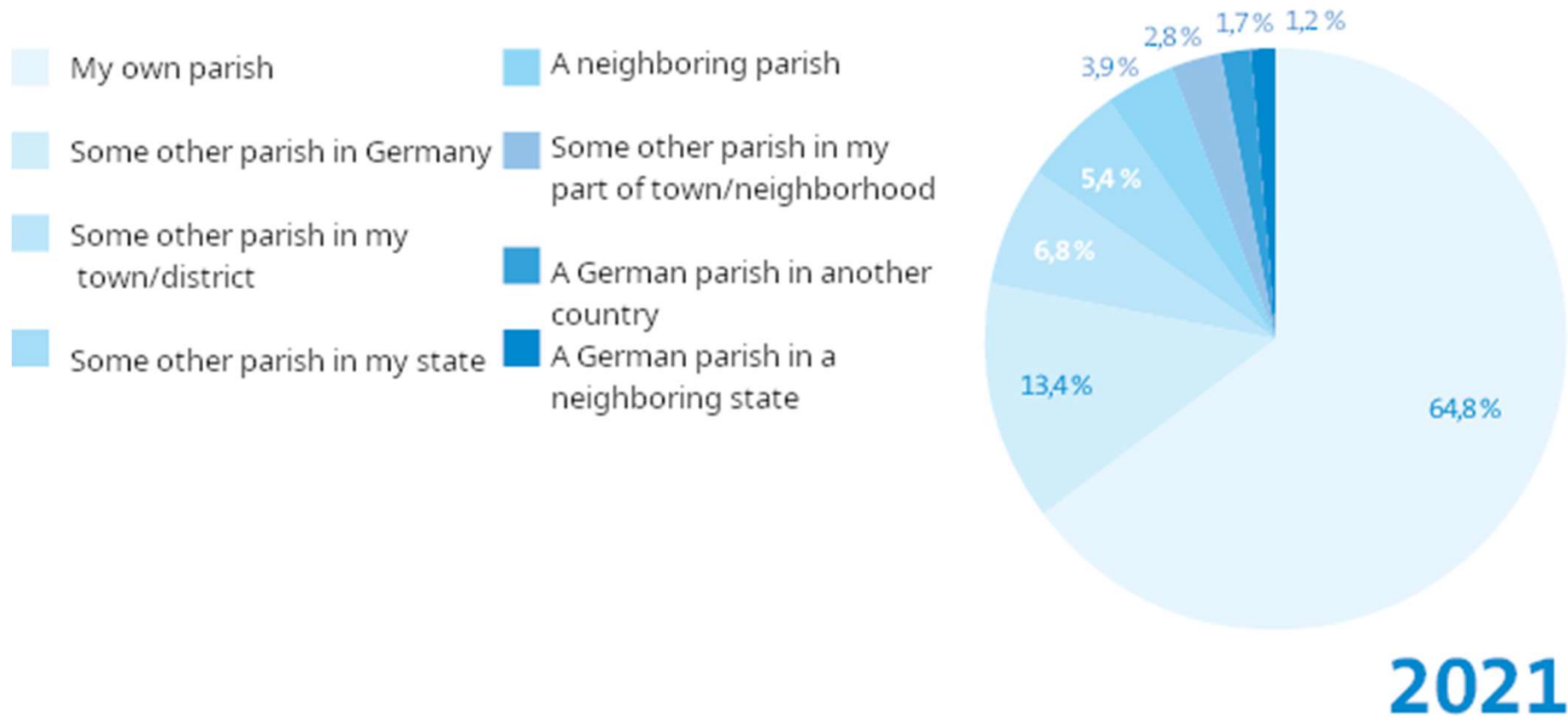
Interaction

Online, Hybrid and In-Person

Last Attended Online Worship was Organized by ...



Preferred Organiser of Online Worship



Introduction: Worship Services during the Covid 19 Pandemic

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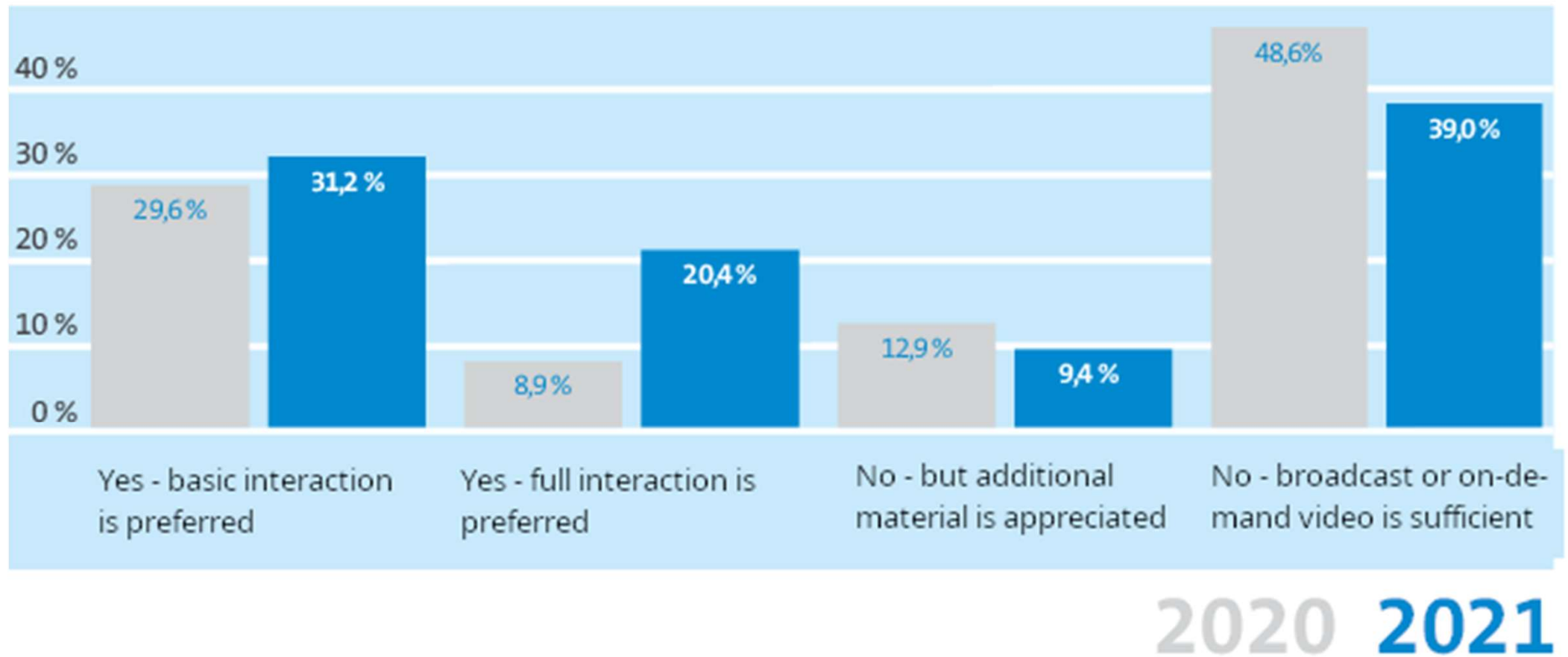
Attendance

Organizers

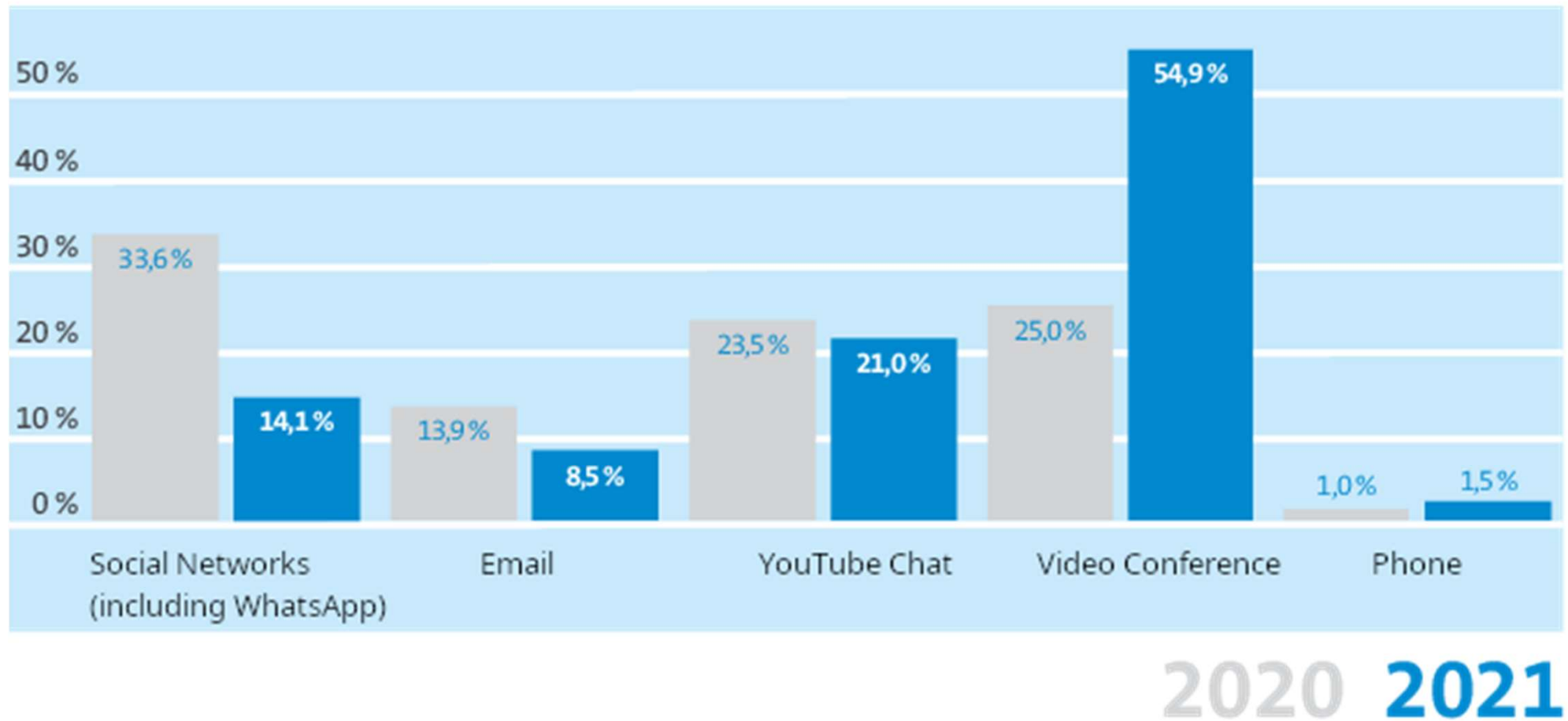
Interaction

Online, Hybrid and In-Person

Preferred Scope of Interaction

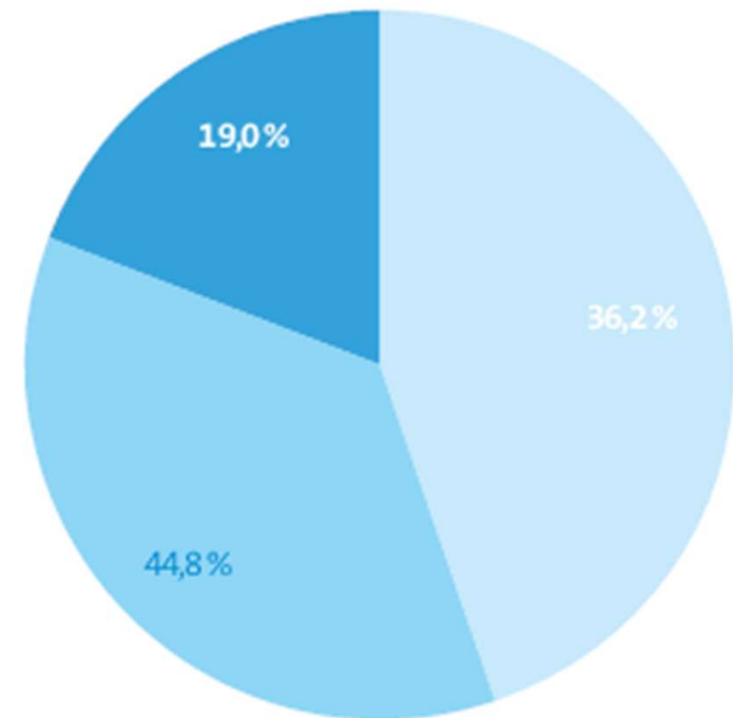


Preferred Channel for Interaction



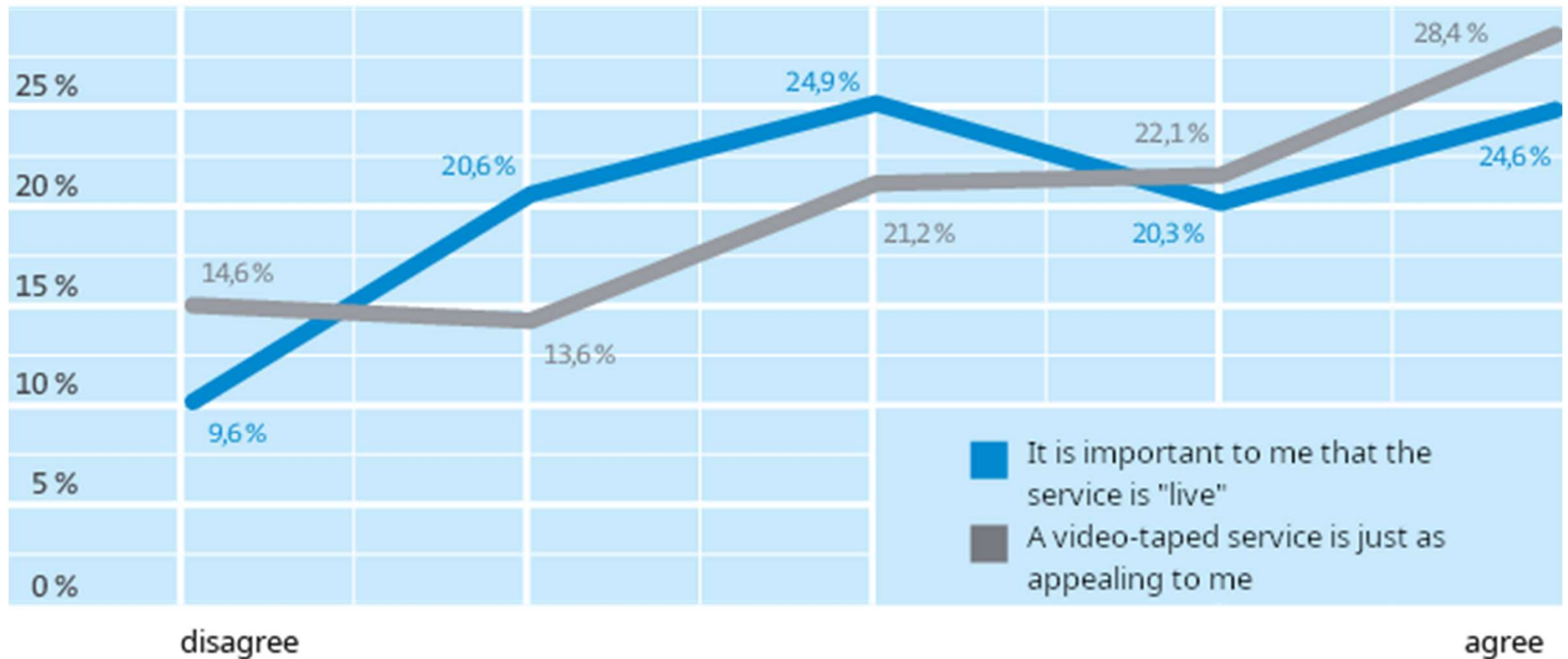
Preferred Format

- Hybrid services which take place in-person and digitally
- Both formats (hybrid and digital only) are fine for me
- I prefer special digital services which only take place online



2021

Live versus Pre-Recorded



Introduction: Worship Services during the Covid 19 Pandemic

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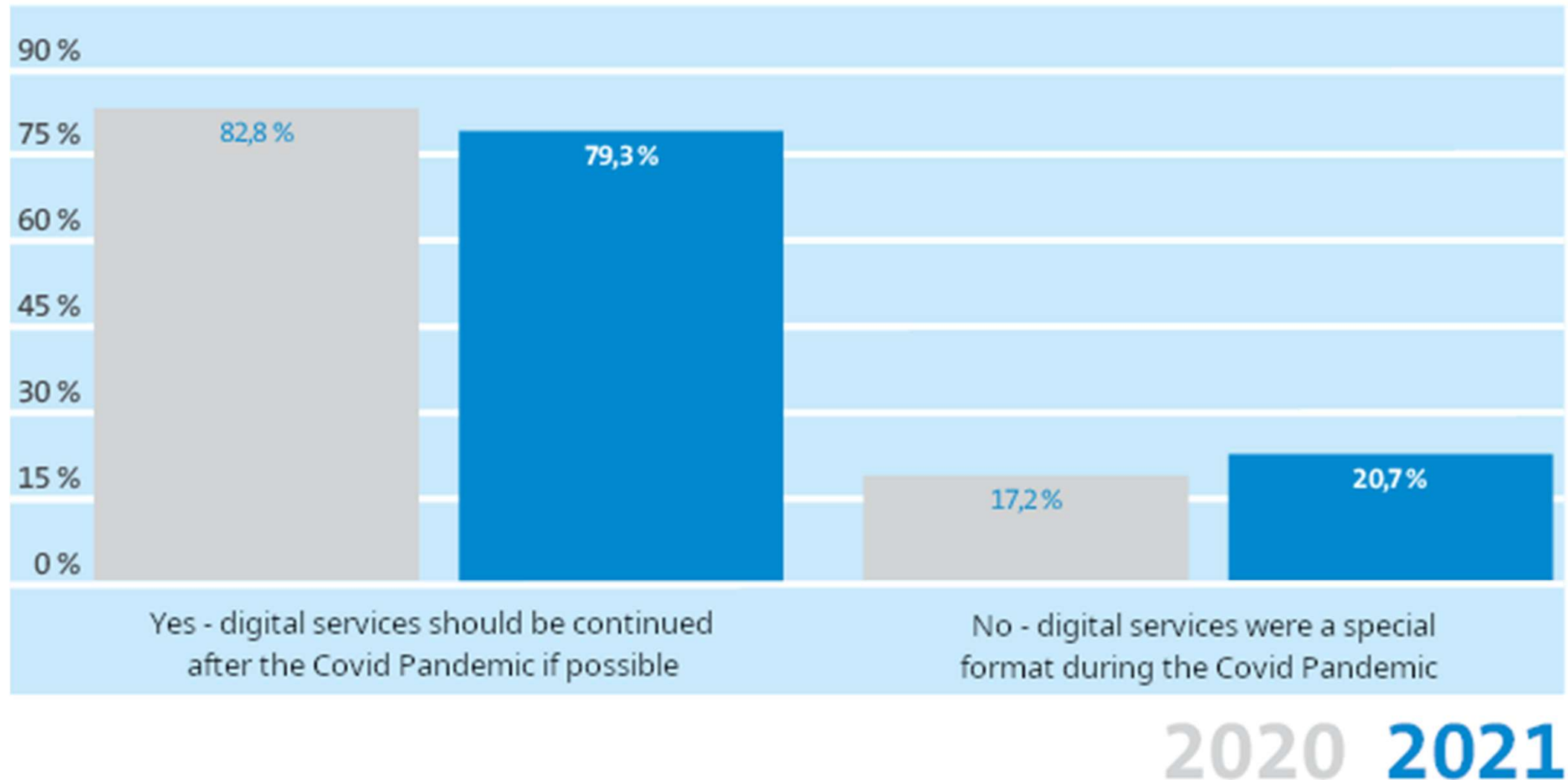
Attendance

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Wish to Continue with Digital Services



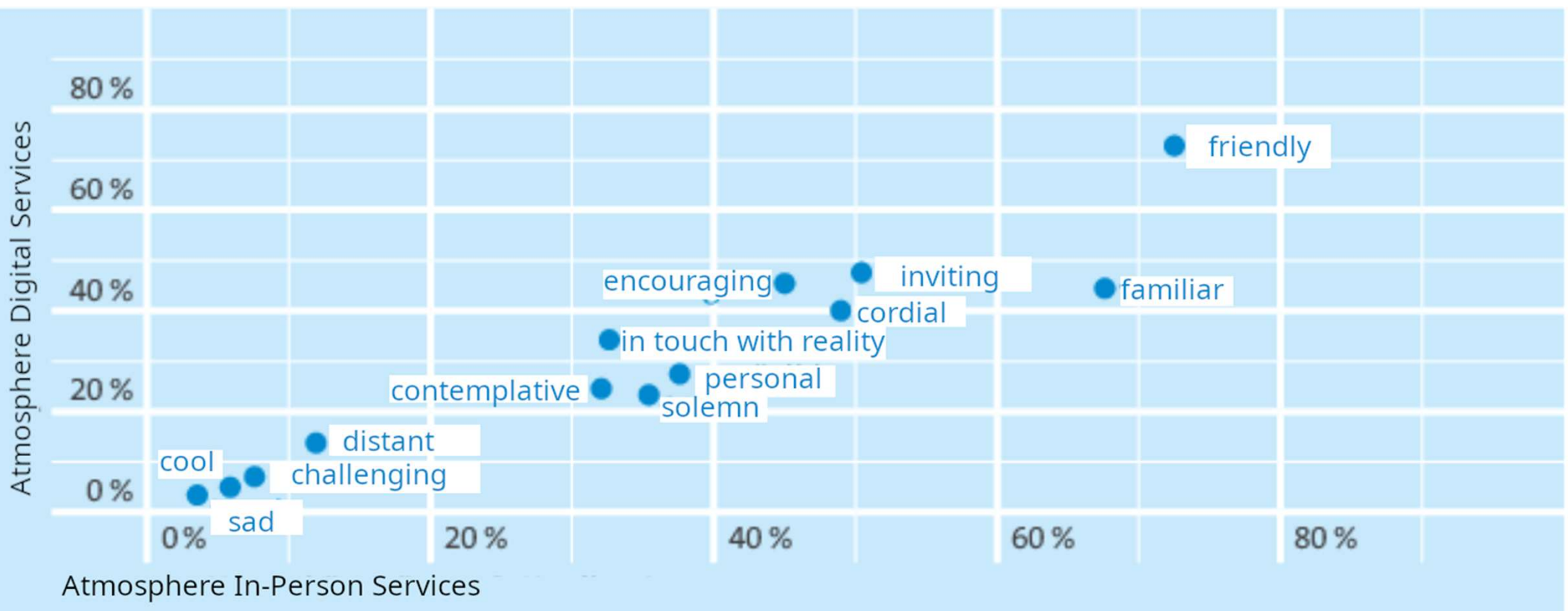
Church Attendance before and during Corona

		How often do you normally attend church during a year (before the Corona Pandemic and in-person)?						
		never	1 - 5 x	6 - 10 x	11 - 20 x	21 - 50 x	more than 51 x	Σ
How often did you attend a digital service after the Corona Pandemic began in Mid-March 2020?	1 - 5 x	0,4%	2,9%	3,4%	5,0%	5,9%	0,9%	18,5%
	6 - 10 x	0,4%	2,3%	3,7%	7,5%	8,9%	2,0%	24,7%
	11 - 20 x	0,2%	1,6%	2,2%	7,3%	11,5%	2,5%	25,4%
	21 - 50 x	0,3%	0,9%	1,1%	4,4%	12,8%	3,0%	22,5%
	über 51 x	0,2%	0,5%	0,4%	0,9%	3,8%	3,3%	9,1%
Σ		1,5%	8,3%	10,8%	25,0%	42,9%	11,6%	100%

2021

Atmosphere

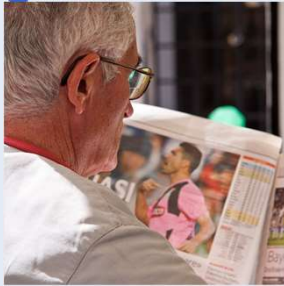
In-Person & Digital Services



2021

Quotes from Optional Comments

In-person services can hardly be substituted.



... [online services] are too complex and complicated for me.

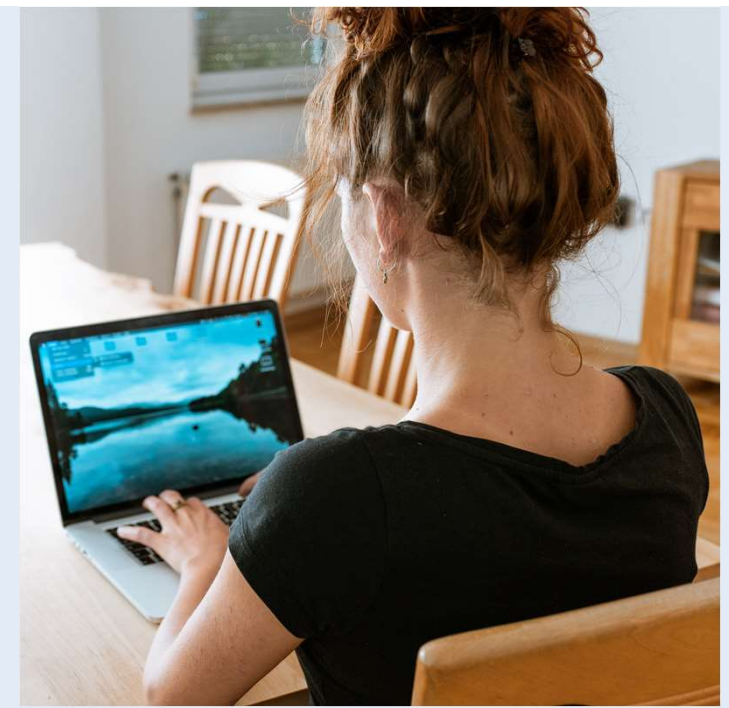
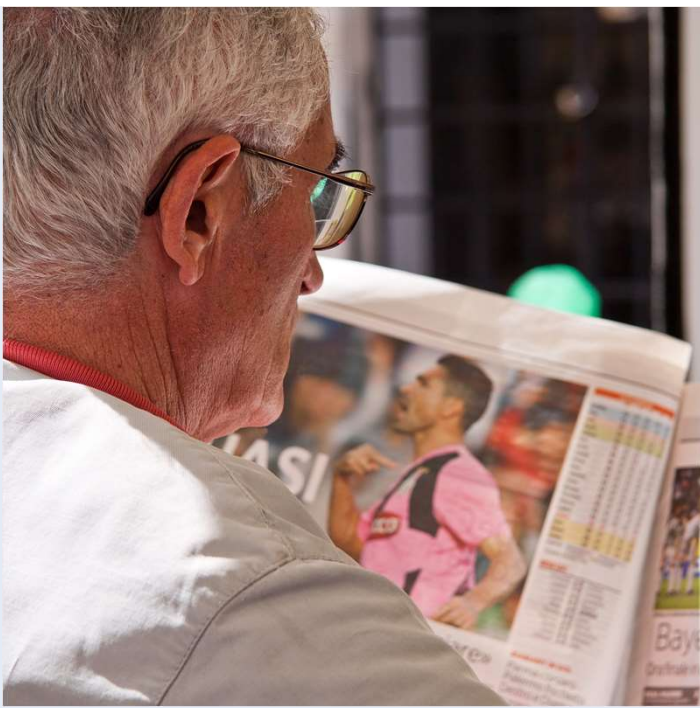
Interactive sermons, blessing each other, word clouds, white board



Our pastor likes to use online polls and voting, so everybody is really personally involved.

It is really important to me that all participants have the possibility to interact and be visible rather than just watch the service.





Further Study:
Develop clusters from
the survey data:
“digital skeptics”,
“digital pragmatists
and “digital
enthusiasts”

Conclusions

- Church members want digital services to be continued but they have not contributed to a significant growth in church attendance.
- One's own local congregation is the preferred organizer of digital worship.
- If a congregation aims to be inclusive, it must integrate digital worship in its congregational life.

Contact Details

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