

# Evangelism in a Changing Culture: How Under-30s Understand Their World

The past two decades have seen rapid change in European culture, dramatically affecting the outlook and attitudes of young Europeans and the questions they ask about God. This session looks at what research can teach us about the worldview of young Europeans, to help us present the unchanging truth of the gospel in a way that makes cultural sense to them.

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## 1. Introduction

- The importance of connecting in a culturally coherent way — using worldview as an evangelism springboard
- Nothing is new under the sun

“What has been will be again, what has been done will be done again; there is nothing new under the sun.” — *Ecclesiastes 1:9*

- Using Britain as a case study — what’s unique, and what do we have in common as Europeans?
- The *Connected Generation* and *Open Generation* research projects

## 2. Presenting our message

### *General observations*

- What prior knowledge of the Bible do British people have?
- What do British people believe were the drivers of their own conversion?
- What big life questions drive British people’s discussions of faith?

### *Millennials*

- How do millennials experience the world?
- What do they care about?
- How optimistic are they?

- What do they think about Christianity?

#### *Teens*

- How do teens experience the world?
- How optimistic are they?
- What shapes their views on Christianity?

#### *What are the big cultural opportunities?*

- What do under-30s find convincing?
- What are the easiest and most direct ways of engaging with them?
- Where does their worldview point to Scriptural truth?
- In what way does their worldview create opportunities to talk about Jesus?

### **3. Shaping our outreach**

#### *General observations*

- What behaviours are linked with coming to faith?
- Where do people turn for information about Christianity?

#### *Under-30s*

- How can we draw under 30s into church?
- What social context are under 30s coming to faith in?
- What is the place of digital communication in evangelism?

#### *What are the big cultural opportunities*

- How do we balance the roles of digital evangelism and in-person evangelism?
- What forms of communication/interaction appeal to under-30s?

#### **Sources:**

##### **Connected Generation**

Global attitudes survey of 15,000 18-35s, *theconnectedgeneration.com*

**Open Generation**

Global attitudes survey of 25,000 13-17s, [www.barna.com/the-open-generation](http://www.barna.com/the-open-generation)

**Missing Generation**

How did Covid affect the church-going habits of British Millennials?

[www.eauk.org/resources/what-we-offer/reports/the-missing-generation](http://www.eauk.org/resources/what-we-offer/reports/the-missing-generation)

**Changing Church**

How the British church has responded to the aftermath of the Covid pandemic

[www.eauk.org/resources/what-we-offer/reports/changing-church](http://www.eauk.org/resources/what-we-offer/reports/changing-church)

**Digital Millennials and the Bible**

How the Bible is perceived by millennials and how they like to access it

[www.biblesociety.org.uk/latest/news/digital-millennials-and-the-bible](http://www.biblesociety.org.uk/latest/news/digital-millennials-and-the-bible)

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