

MONDAY LECTURES | SOSE 2025/26

IN RELIGIOUS, SOCIAL AND CULTURAL STUDIES

KIZ, CONFERENCE ROOM | 16:15 - 17:45

12.01.2026 | ANNA NEUMAIER

JUST HIT THE FOLLOW BUTTON! – RELIGIOUS INFLUENCERS IN SOCIAL MEDIA (AND THEIR IMPACT BEYOND)

For most people, social media now determines what information reaches us, how we maintain social relationships, and how we construct our world. Religious content on social media is also becoming increasingly important with regard to the religious field. Over the past few years, a wide range of religious content creators from presumably every religious traditions have made their way onto Instagram, TikTok, and other platforms, preaching or showing their faith, answering questions, and providing guidance on how to live a righteous life. The lecture aims to introduce this field and shed light on its impact on the religious sphere beyond digital media and for followers. In addition, some systematic approaches from religious studies will be offered which allow the empirical phenomena to be linked to broader debates on the current transformation of religion and religiosity.



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**ALL GUESTS WELCOME.
NO REGISTRATION NECESSARY.**



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