

DEUTSCHER LEBENSTIL UND DEUTSCHE KULTUR (German Lifestyle and Culture)

deutsche Klischees (German stereotypes)

Study: How does the world see Germany?

Culture is a top priority, but Germany lags behind in the digital sector, according to a survey conducted abroad. Efficient, reliable but inflexible and hesitant — why Germans are respected, and what people dislike.



Certainly what Germany is known for: Munich's Oktoberfest

Three German organizations with an international orientation — Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the German Academic Exchange Service (DAAD), and the cultural [Goethe-Institut](#) — presented a study entitled "Aussenblick: International Perspectives on Germany in Times of the COVID-19 Pandemic" on Thursday in Berlin. The organizations interviewed more than 620 experts from 37 countries within the cultural, science, and international cooperation sectors.

In a video message, German Chancellor Angela Merkel called the results of the survey a "fascinating snapshot with partly expected, but also, surprising answers." The positive feedback, Merkel said, is confirmation of what has been achieved so far, an incentive for further commitment. However, Merkel added the "critical comments should be an incentive for us to work on improvements."

In fact, the 120-page paper reads like a to-do list for the new German government once they are elected in September. The study aimed to "compare self-perception and external perception," said GIZ board spokesperson Tanja Gönner, Goethe Secretary-General Johannes Ebert and DAAD Secretary-General Kai Sicks. According to the foreword to the study, in the midst of "the wide-scale disruption we're currently experiencing as a result of the coronavirus," the study's authors turned to "experts and outstanding authorities on Germany from all over the world ... to give our international partners and friends the opportunity to outline their perspective on our country."