

Snap Friendship Country Report

Kingdom of Saudi Arabia



COVID-19 is affecting our friendships

While our friendships have been challenged, Snapchat helps users stay connected with friends

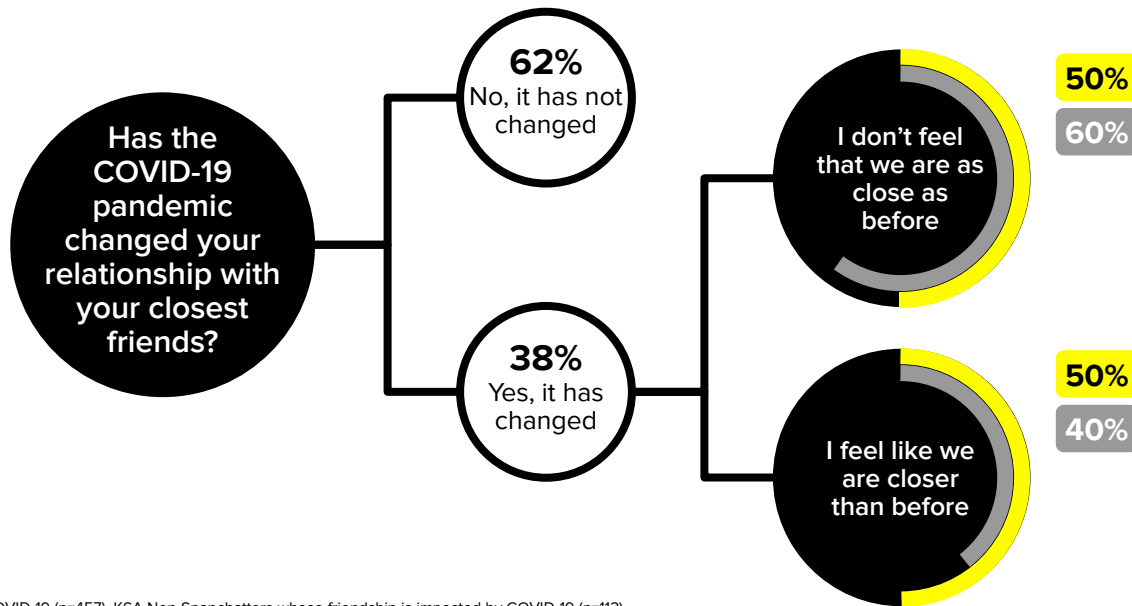


“Friendships have been tested because of restrictions on meeting and movement - and that has led to feelings of disconnection. Although friendships continue to be maintained through apps, phone calls, and other mediated forms of communication, for many, the disembodied element takes away from the full experience of friendship. So, it takes more effort to maintain existing friendships in the Coronavirus era.”

Laavanya Kathiravelu, professor

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Life events that impact friendships

Even without the stress of COVID-19, friendships go through lots of ups and downs

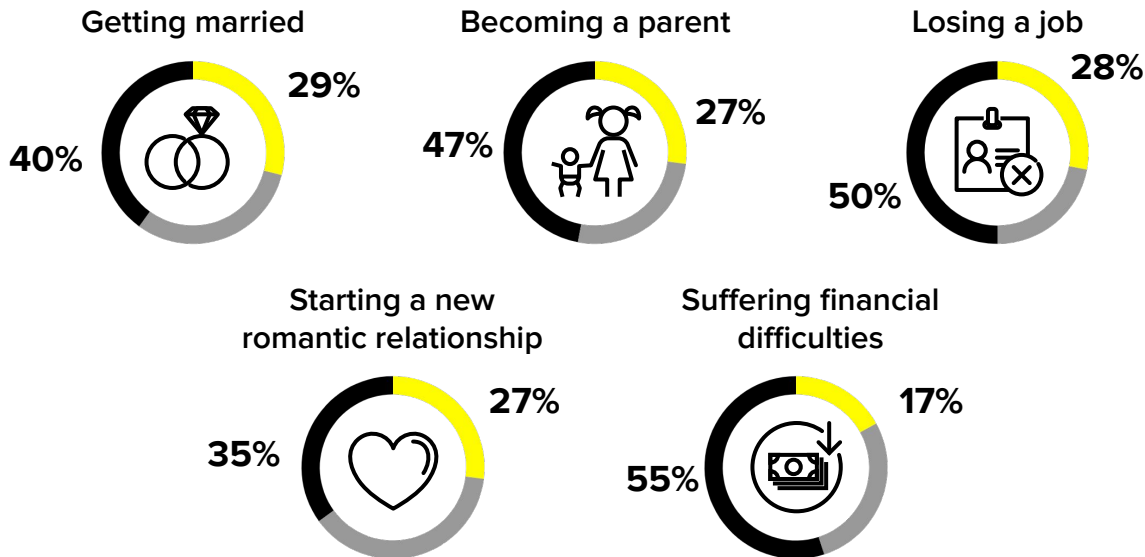


“Friendships and family serve different needs. In Saudi Arabia, things you would share with your family will be related to your wellbeing, your decisions about marriage, and things like that. But with your friends, you will share the day to day life. Who were you with? What did you do? What happened in your day? What experiences do you face? What challenges are you facing? The family would be worried about your wellbeing, the financial aspect of it. But your friends first think of supporting you and making sure that you can survive these conditions.”

Yeslam Al-Saggaf, professor

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships

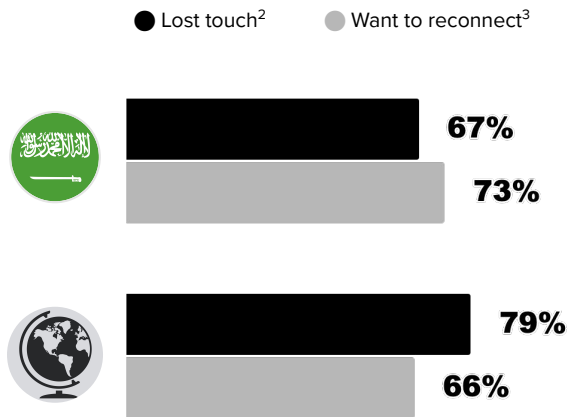


Base: Total KSA Respondents who have experienced life event (Base sizes vary)
 QE3 Thinking about each life event below, what effect did it have on your existing friendships?

Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch and reconnecting¹



Reasons for losing touch with a close friend



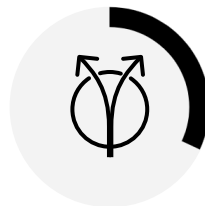
53%

Physical distance



31%

Difficulty making time to connect



32%

We grew apart in terms of interests



9%

We had a fight / argument

Base: KSA Respondents who have lost touch with a close friend (n=273)
 QL13 Which of the following factors contributed to losing touch with them?

¹ Snap Inc. internal data September 1, 2020

² Have you ever lost touch with a close friend?

³ Is there a close friend from your past that you would like to reconnect with?

Trust is the key to successful friendships

Creating strong and secure bonds with friends allows for fun, playfulness, and lasting memories

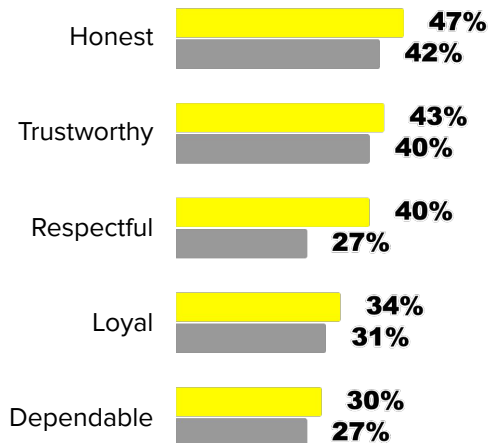


“There are qualities in friendship that make it especially strong and trust is one aspect of them. But also, with globalization, there is so much access to information, so much sharing, and so many privacy concerns out there, with so many people accessing each other’s lives in ways that we didn’t think possible. So trust is becoming a little bit of a rarity.”

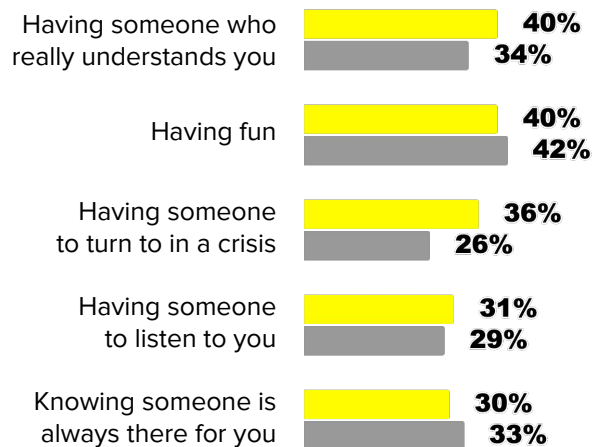
Yeslam Al-Saggaf, professor

● KSA ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



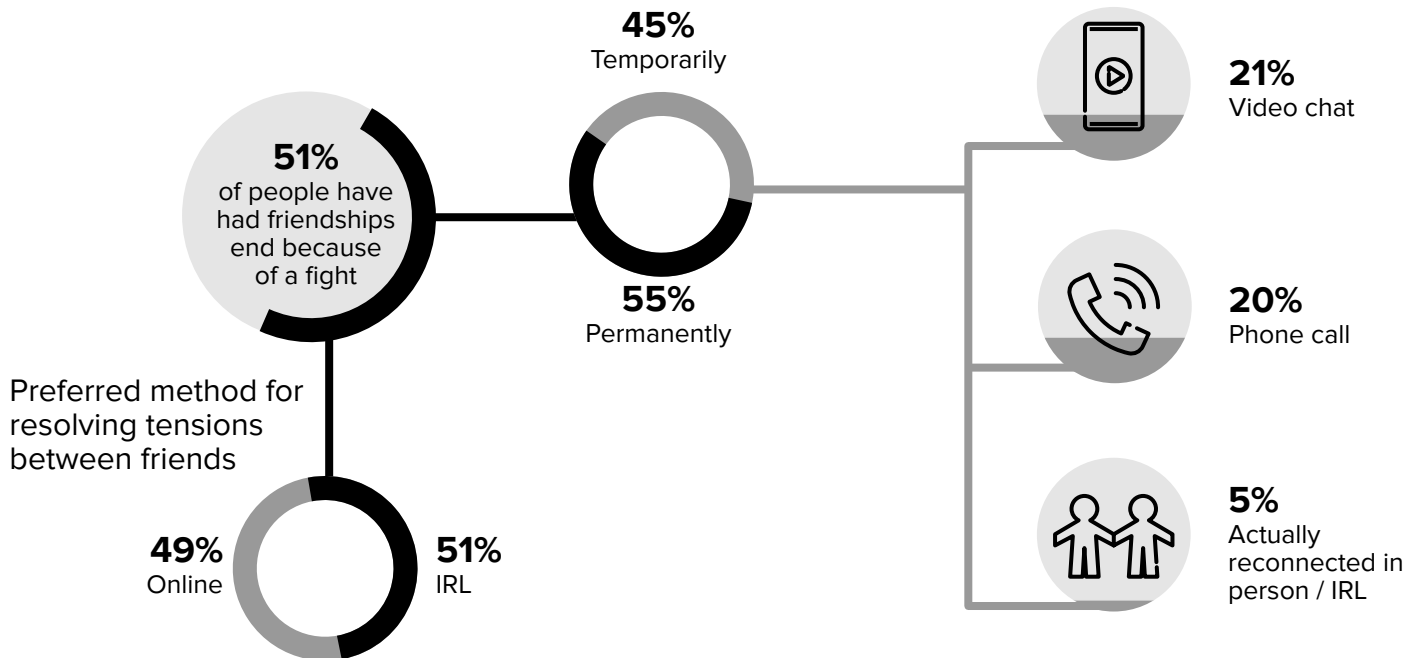
Base: Total KSA Respondents (n=1502)

QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.

QC11 Now we're going to show you a series of positive benefits you might get from friendships. Please select the top 5 benefits you want to get out of your friendships.

Conflict is a natural part of friendship

While they aren't the primary reason we lose touch, disagreements have an outsized impact



Base: Total KSA Respondents (n=1502), KSA Respondents who have had friendships end (n=760), KSA Respondents who have repaired friendship (n=340)

QF1 Have you ever had a friendship end (either temporarily or permanently) because of something hurtful one of you did or said?

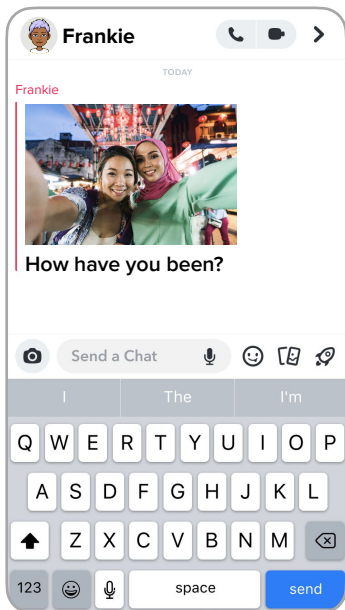
QF6 Since your conflict with them, have you been able to make up and resume your friendship?

QF11 Which of the following methods of communication, if any, did you use to repair your friendship with them?

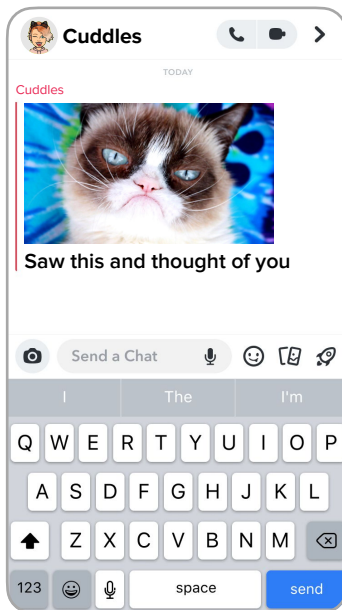
QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

Nearly everyone has a friend that they want to get back in touch with

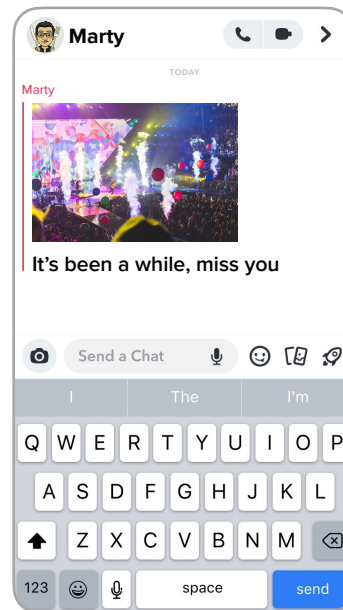
Top reconnecting phrases + imagery



A photo of the two of you (39%)



A meme you thought was funny (26%)



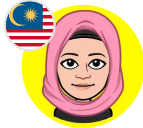
A photo that reminded you of a shared memory (39%)

Base: Total KSA Snapchatters (n=1239)

QSF5 Below is a list of "reconnecting phrases" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

QSF6 Below is a list of "reconnecting imagery" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

Our friendship experts



MALAYSIA
Nur Hafeeza Ahmad Pazil
Professor of Anthropology and Sociology, University Sains Malaysia



KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
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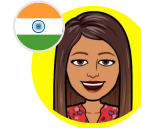
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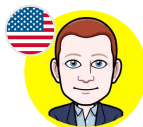
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Journalist and Author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*



UNITED STATES
William Rawlins
Stocker Professor Emeritus of Interpersonal Communication at Ohio University, Author of *Friendship Matters*



UNITED KINGDOM
Gillian Sandstrom
Senior Lecturer, Department of Psychology at University of Essex

Methodology

Research Overview

Global, Quantitative Evolution of Friendship Online Survey

20-minute online survey among international respondents conducted July-August, 2020

Alignment with Interdisciplinary Experts

Experts from each key region participated in-depth interviews to provide context for friendship findings and contribute guidance on mending and maintaining friendships.

Respondent Qualifications

n=1502

Age 13-40

General population

Nationally representative sample from: **Kingdom of Saudi Arabia**



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