

Snap Friendship Country Report

Norway





COVID-19 is affecting our friendships

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

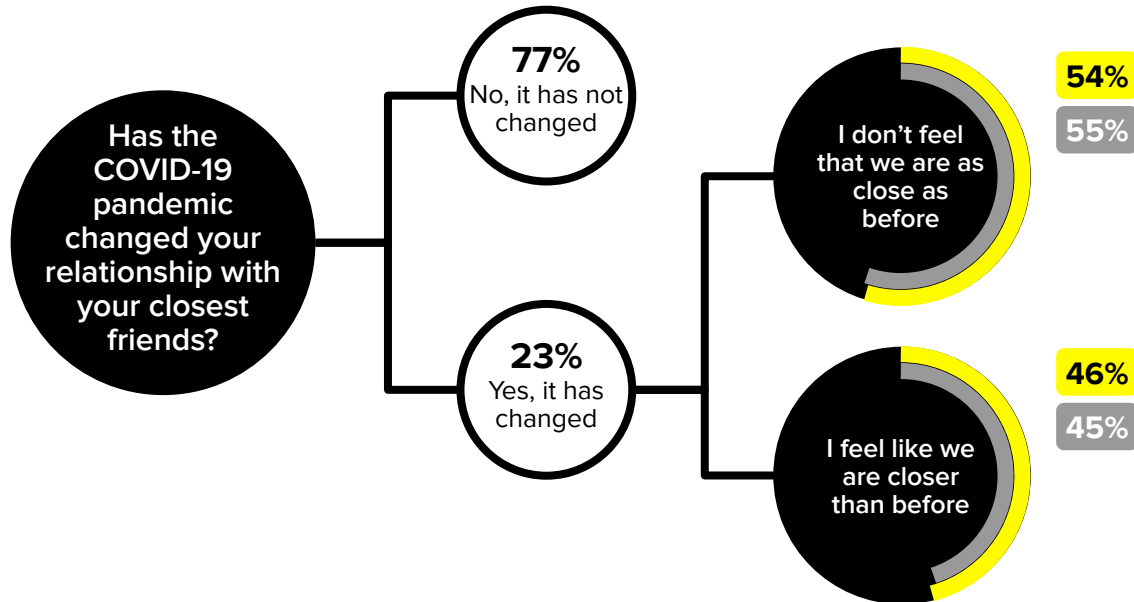


“Many Scandinavians feel that the limitations imposed by COVID brought them closer to their friends, not the opposite! Scandinavians quickly switched to online forms of communication and started organizing activities online. The threshold for inviting friends and family members to join an activity seems to be lower online. Some even feel that they have had more contact with their friends since the start of COVID.”

Julien S. Bourrelle, author and speaker

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Base: Total Norway Respondents (n=1010), Norway Snapchatters whose friendship is impacted by COVID-19 (n=203), Norway Non-Snapchatters whose friendship is impacted by COVID-19 (n=31)
Q10 Thinking about how close you feel to your closest friends, has the COVID pandemic changed your relationship with them?
Q10A How has the COVID pandemic changed your relationship with your closest friends?

Life events that impact friendships

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

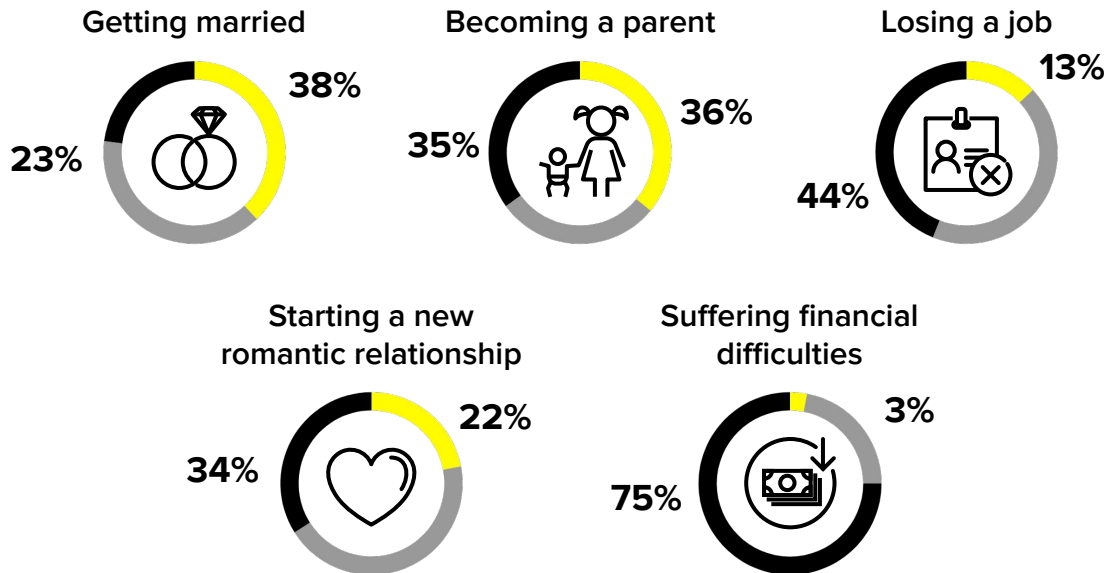


“Scandinavians have a tendency in life to fix their friends at an early stage. In high school they will have a group, they will take part in a couple of activities around that age, and they will have their first year at university, all where friendships start to be set up for the rest of their lives. Then they will make some friends at work after working for a couple of years with them and even these are usually within bubbles.”

Julien S. Bourrelle, author and speaker

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships

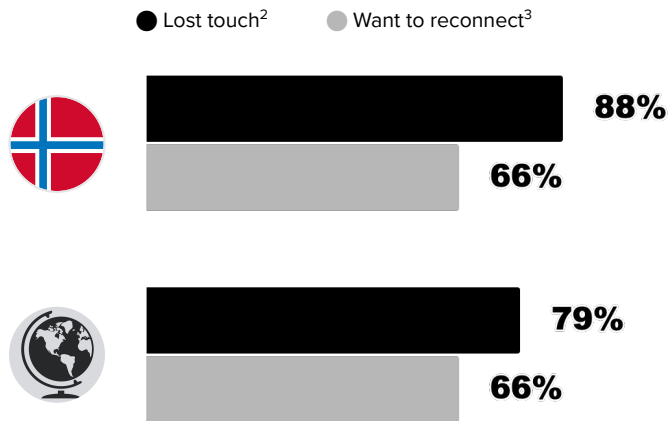




Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch and reconnecting¹



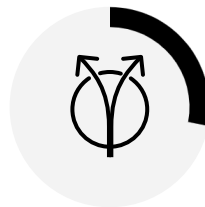
Reasons for losing touch with a close friend



Physical distance



Difficulty making time to connect



We grew apart in terms of interests



We had a fight / argument

Base: Norway Respondents who have lost touch with a close friend (n=314)

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



“What you need to do in Norway is to build trust through doing something together while still keeping your independence. And while you do this over a certain period of time, months or years, then you will become closer to someone and trust will be established.”

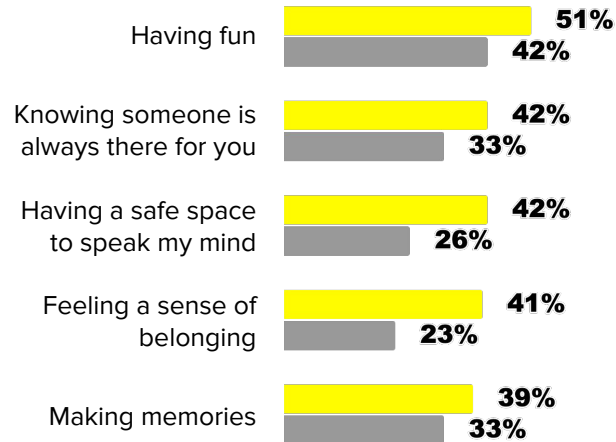
Julien S. Bourrelle,
author and speaker

● Norway ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



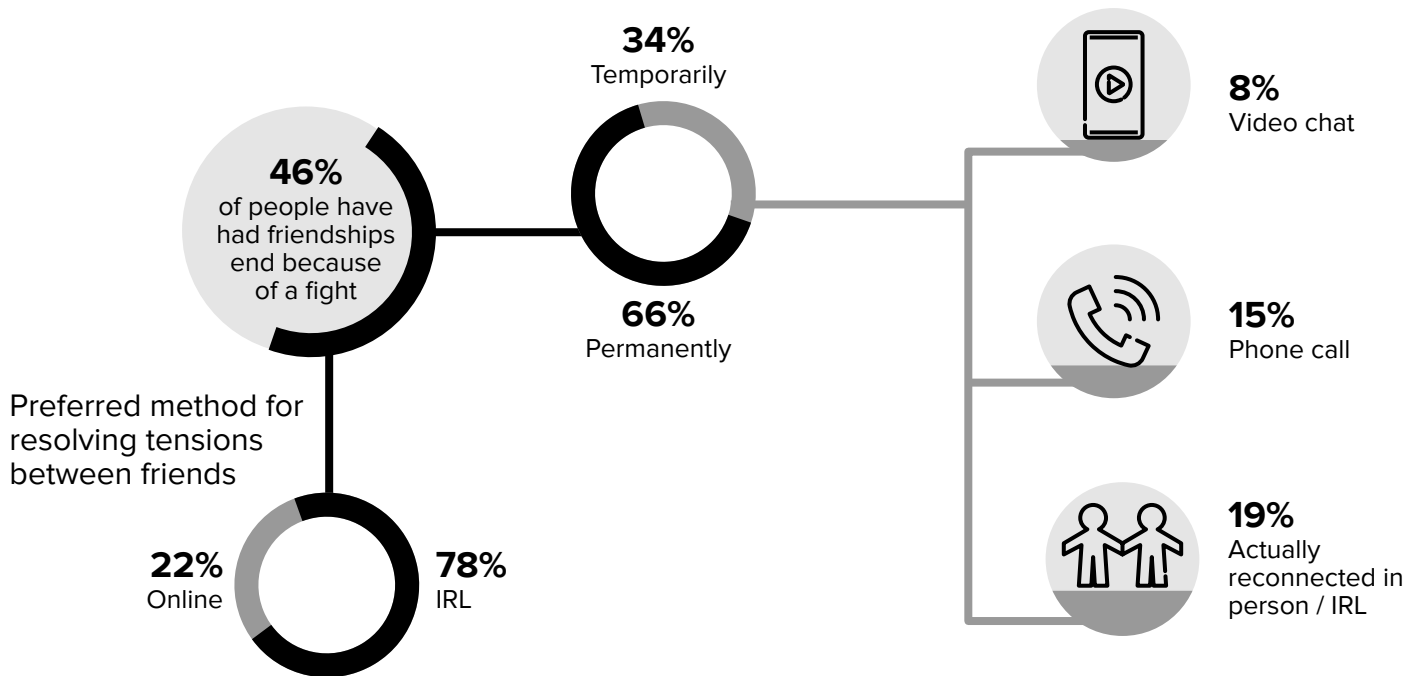
Base: Total Norway Respondents (n=1010)

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 Norway Respondents (n=1010), Norwaw Respondents who have had friendships end (n=468), Norway Respondents who have repaired friendship (n=159)

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

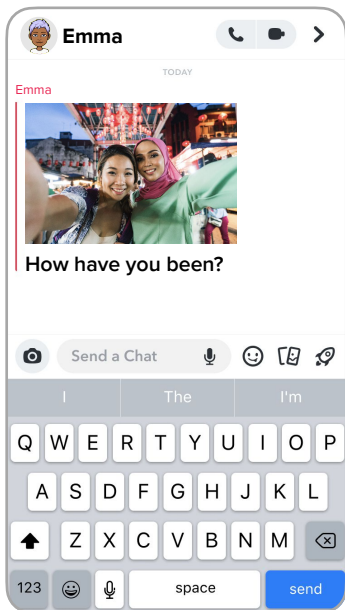
QF6 Since your conflict with them, have you been able to make up and resume your friendship?

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

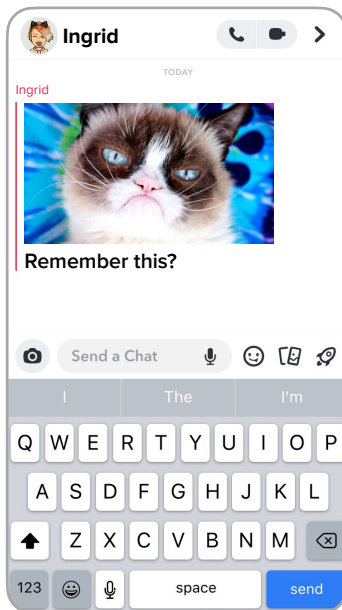
QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

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

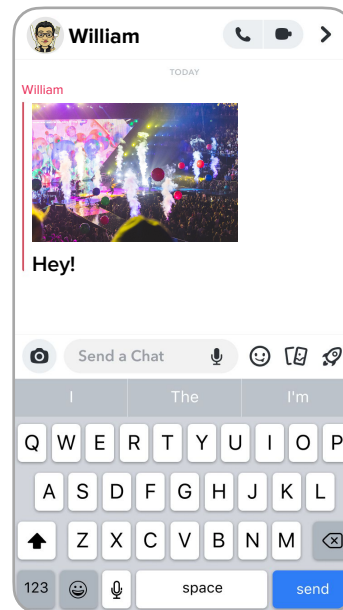
Top reconnecting phrases + imagery



A photo of the two of you (50%)



A meme you thought was funny (32%)



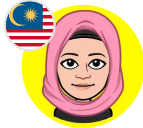
A photo that reminded you of a shared memory (40%)

Base: Total Norway Snapchatters (n=854)

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



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



KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
Associate Professor in Information Technology at Charles Sturt University



AUSTRALIA
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NORWAY / CANADA
Julien S. Bourrelle
Public Speaker and Culture Expert, Author of *The Social Guidebook to Norway*



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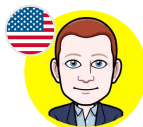
FRANCE
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UNITED STATES
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Journalist and Author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*



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=1010

Age 13-40

General population

Nationally representative sample from: **Norway**



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