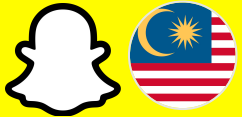


Snap Friendship Country Report

Malaysia



COVID-19 is affecting our friendships

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

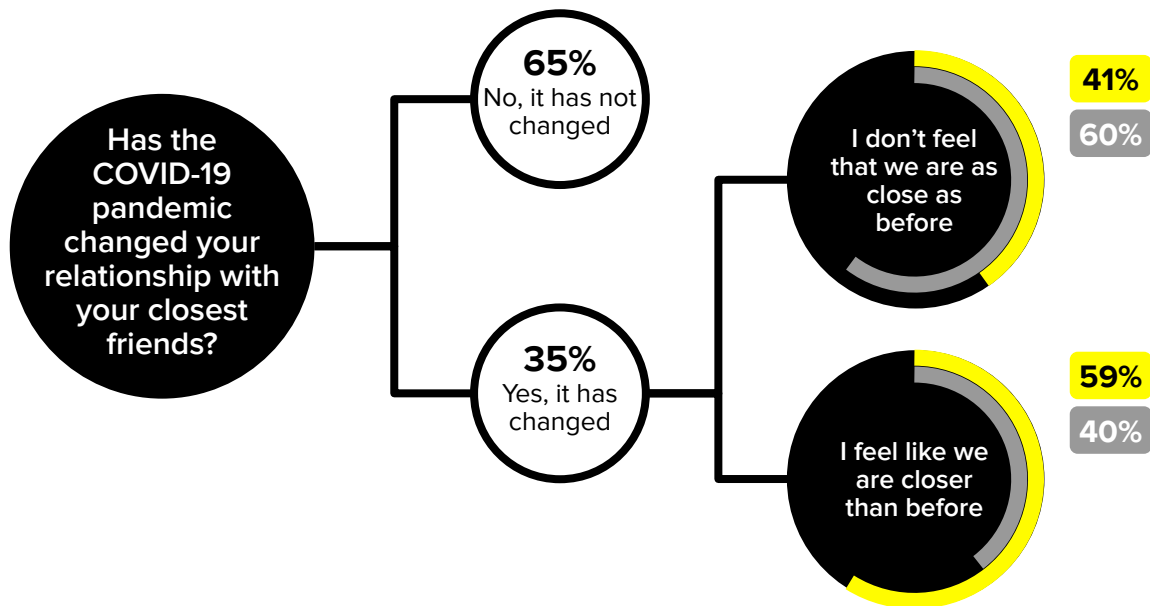


“We’re going through this really weird time together, where in a way it’s actually easier to connect with people because anybody would be happy to have a conversation with you about how weird things are.”

Gillian Sandstrom, researcher

● 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

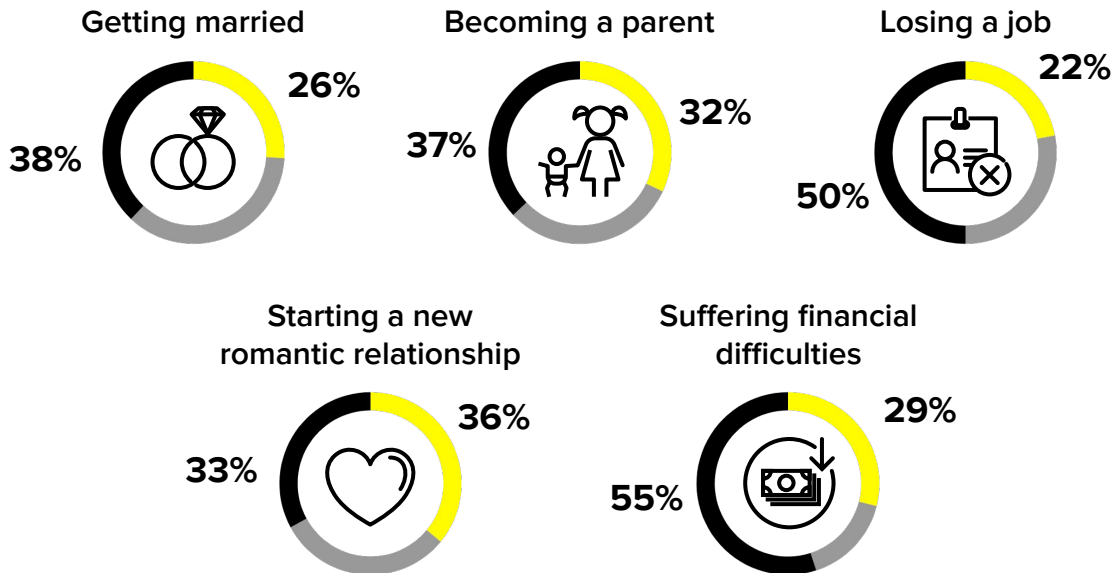


“The reasons why some people are ‘special’ depend on the time spent together, the trust that has been gained, the sharing of routines, the special life events, the experiences, the difficult moments in life and the significant life transitions throughout the life course.”

Nur Hafeeza Ahmad Pazil, professor

● Positive / strengthens ● No impact ● Negative / weakens

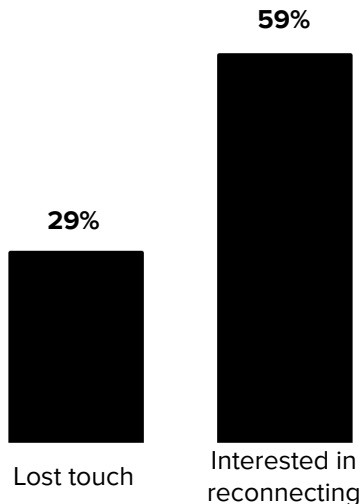
Life events' impact on friendships



Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch due to distance and interest in reconnecting

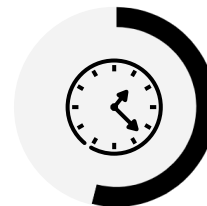


Reasons for losing touch with a close friend



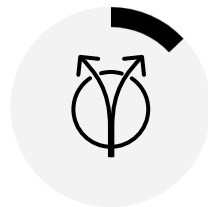
61%

Physical distance



54%

Difficulty making time to connect



13%

We grew apart in terms of interests



11%

We had a fight / argument

Base: Malaysia Respondents whose friendship changed due to long distance (n=1175), Malaysia Respondents who have lost touch with a close friend (n=341)

QL9 Thinking about them, how has your friendship changed since one of you moved or met?

QL13 Which of the following factors contributed to losing touch with them?

QL14 How interested are you in reconnecting with them?

Trust is the key to successful friendships

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

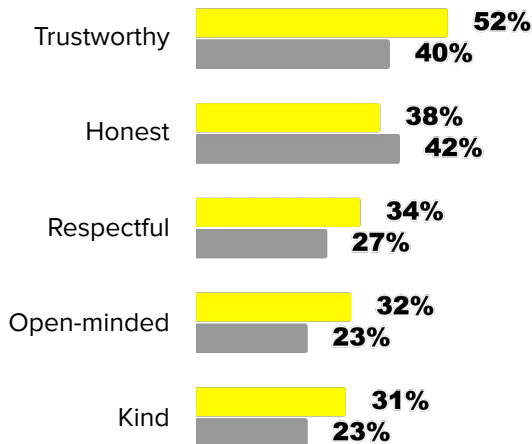


“People perceive friendships as important relationships and idealise a close friend as a person whom they trust, love unconditionally, feel comfortable with, and show their real self to. Self-disclosure part of the process of building the qualities of intimacy. Disclosing the self and intimacy are associated with high levels of trust and people usually maintain intimacy by keeping ‘others’ at a distance.”

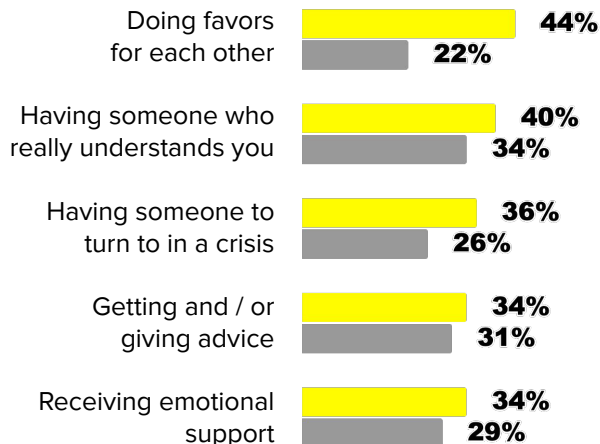
Nur Hafeeza Ahmad Pazil, professor

● Malaysia ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



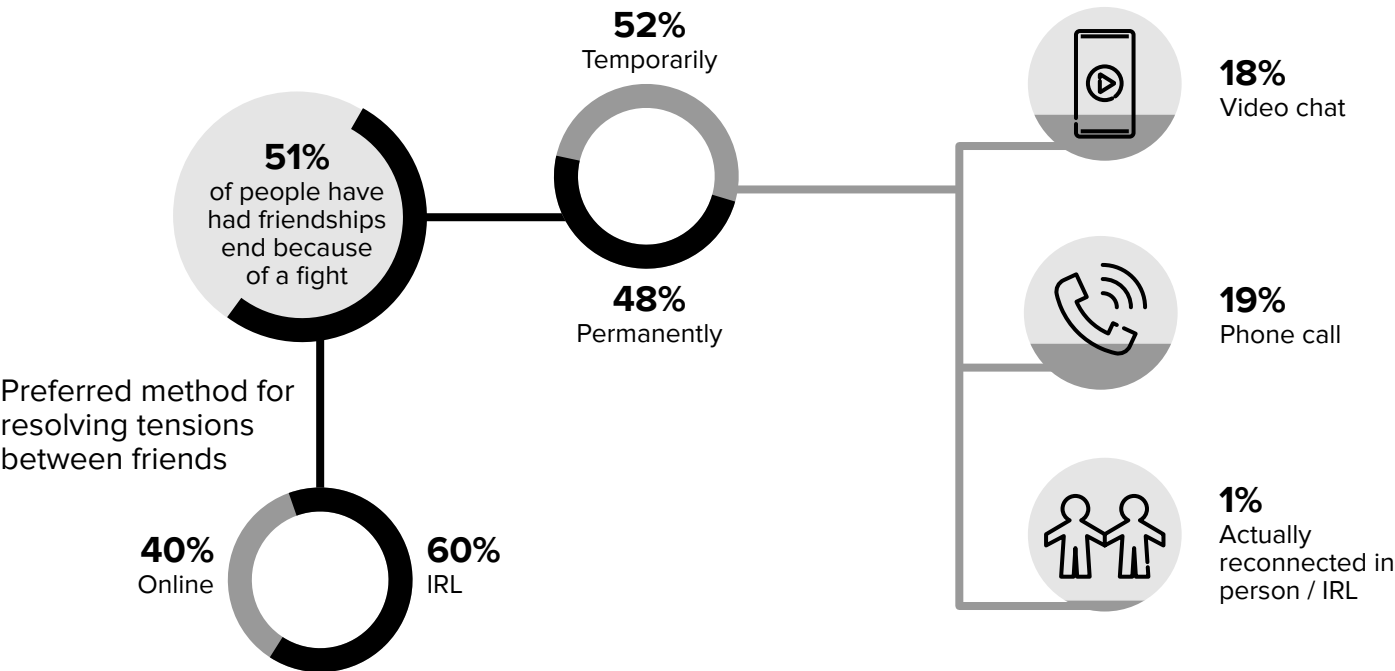
Base: Total Malaysia Respondents (n=1509)

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

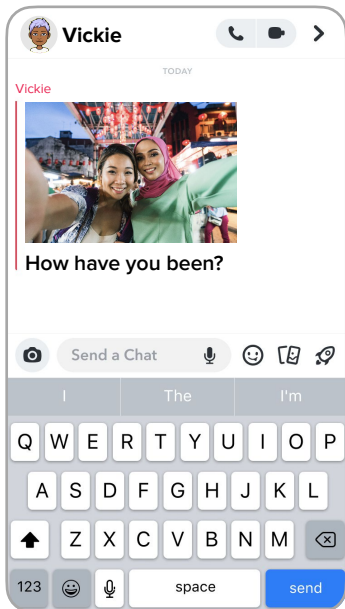
While they aren't the primary reason we lose touch, disagreements have an outsized impact



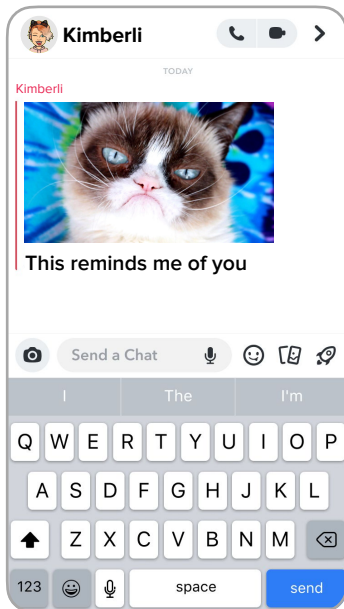
Base: Total Malaysia Respondents (n=1509), Malaysia Respondents who have had friendships end (n=772), Malaysia Respondents who have repaired friendship (n=402)
QF1 Have you ever had a friendship end (either temporarily or permanently) because of something hurtful one of you did or said?
QF6 Since your 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

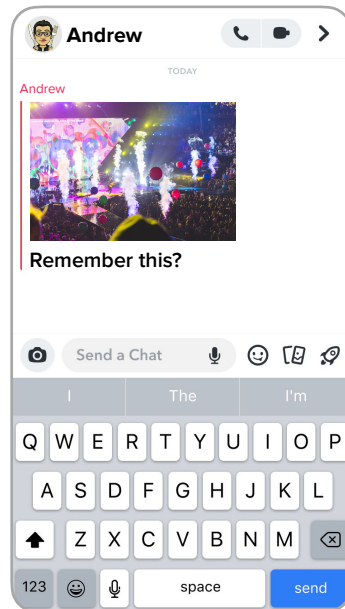
Top reconnecting phrases + imagery



A photo of the two of you (46%)



A meme you thought was funny (44%)



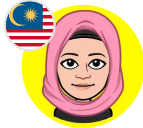
A photo that reminded you of a shared memory (52%)

Base: Total Malaysia Snapchatters (n=592)

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



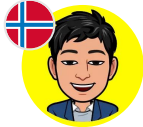
KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
Associate Professor in Information Technology at Charles Sturt University



AUSTRALIA
Dana Kerford
Teacher and Friendship Expert, Founder of URSTRONG



JAPAN
Yohsuke Ohtsubo
Professor, Evolutionary Social Psychology Lab at Kobe University



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



UNITED ARAB EMIRATES / SINGAPORE
Laavanya Kathiravelu
Assistant Professor, School of Social Sciences, Nanyang Technological University



CANADA / UNITED STATES
Kelci Harris
Assistant Professor of Psychology at University of Victoria



THE NETHERLANDS
Donya Alinejad
Postdoctoral researcher in the Department of Media and Culture Studies at Utrecht University



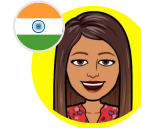
INDONESIA
Dwi Noverini Djenar
Associate Professor and Chair, Department of Indonesian Studies University of Sydney



GERMANY
Janosch Schobin
Faculty of Social Sciences and Chair of Macrosociology at University of Kassel



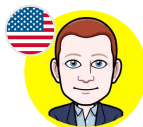
FRANCE
Guillaume Favre
Researcher and Associate Professor of Sociology at Toulouse Jean Jaurès University



INDIA
Rhea Gandhi
Psychotherapist specializing in interpersonal dialogue



UNITED STATES
Jeffrey Hall
Professor, Communication Studies at University of Kansas



UNITED STATES
Dr. Dan Siegel
Clinical Professor of Psychiatry at UCLA, Mental Health Expert, and author of *Whole Brain Child*



UNITED STATES
Lydia Denworth
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=1509

Age 13-40

General population

Nationally representative sample from: **Malaysia**



www.snapchat.com

For media inquiries, please contact
press@snap.com



617 S. Olive St, Suite 1010
Los Angeles, California 90014
www.alteragents.com

contact@alteragents.com