

The Friendship Report 2020

Insights on how to maintain friendships, navigate endships,
and stay connected in COVID-19



Since Snapchat launched in 2011, our mission has been to foster and facilitate authentic communication between friends, wherever they are.

In normal life, most conversations are ephemeral. They aren't recorded and certainly don't last forever. And so, neither do Snaps. At Snapchat, everything we design is created to make interactions feel as authentic as possible, mirroring the ebb and flow of conversations we hold in real life. Tools like our augmented reality Lenses, Filters, and personal avatars Bitmoji, help Snapchatters express themselves and interact visually. They serve as an essential connector when meeting face to face is not an option.

Some of our best memories of our time with friends come from doing things together. That's why we launched Snap Games and Minis over the past 18 months, so Snapchatters can share experiences when apart. And we'll continue to evolve and improve as we carry out our mission to support and nurture friendships, wherever people are.

Our initial global Friendship Report was released in 2019 to examine the state and nature of friendship around the world. The report was broad in scope, diving into attitudes about friendship and what helps make them healthy and long-lasting.

An important finding in last year's report was that our closest friends are key to our happiness, often from early life—and while most of us do have close friends, some of us don't.

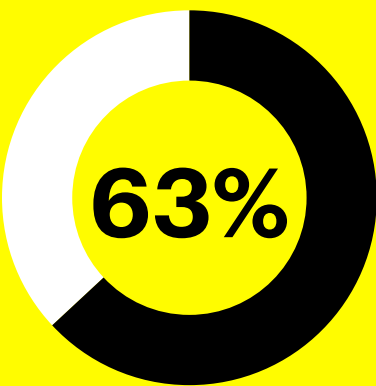
For the second edition of the Friendship Report, we wanted to understand why. Did some of us not make those close friends in the first place, or did we lose them along the way? In a year where COVID-19 has fundamentally changed how we interact with our friends, understanding what causes friendships to thrive or falter, and the impact of this pandemic, is more important than ever.



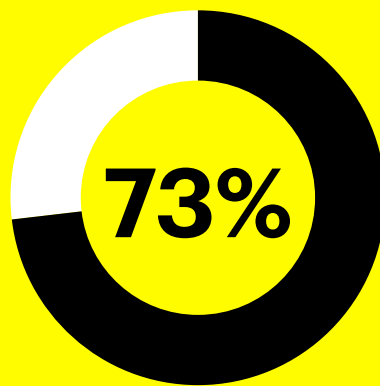
Last year we found that friendships, especially those that began in childhood, have a huge impact on our happiness and well-being.

Strong friendships push us to be the most authentic version of ourselves. Almost three quarters of those we surveyed said that close friends encourage them to be themselves, and seven in ten say that their friends give them a safe space to say what’s on their mind.

Among those we talked to for this year’s global study, 63% said that their closest friends knew everything about them, and 73% said that those friends “encourage me to be myself.” About a third said that “having someone who really understands you” and “knowing someone is always there for you” are among the most important benefits of their friendships.



said that their closest friends knew everything about them



said that those friends “encourage me to be myself”

In fact, the value of friendship goes way beyond a desire for human connection. It’s key to the way we’re wired as a social species: Friendliness ensures the “survival of the fittest” among humans. As Lydia Denworth, a journalist and the author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life’s Fundamental Bond*, puts it: “It turns out that there are real evolutionary advantages to being good at making and maintaining friends.”

“ Evolutionarily we had to learn how to get along in groups. We had to master the complexity of understanding all the individuals around us. And we discovered over time that having a positive bond and building a positive bond paid off. It pays off in helping you find food, it pays off in helping you defend against predators. These are the fundamental problems that a baboon in Africa has to solve. A human being in New York in 2020 has other problems to solve, but you are helped by having a strong bench of friends still.”

Yet being a good friend takes work. And while there are plenty of places where people can turn if they’re struggling with family or marital relationships, those with challenging friendships don’t have the same resources available to them. When it comes to the ups and downs of friendship, we’re pretty much on our own.

“ At a cultural level there is a lot of lip service about friendship being wonderful and important, but not a lot of social support for protecting what’s precious about it. Even deep, lasting friendships like ours need protection—and sometimes, repair.”

Aminatou Sow and Ann Friedman, authors of *Big Friendship*

So, how do people navigate these out-of-the-ordinary times with their friends? And how are friends **staying** friends amidst the turmoil?

To find the answers, we spoke to some of the world's leading experts on friendships for a deeper dive into how relationships evolve across distances and through major life events, and conducted a global survey across 16 countries. From this research, we've gotten a better understanding of what we can do at Snapchat to make it easier for friends to communicate authentically and maintain their relationships regardless of what life throws at us.

We also explore the vital role digital communication plays in cultivating and sustaining friendships, and highlight tips that anyone can use to strengthen relationships even when friends are far apart.





1

**COVID-19 is
changing some
of our friendships
in surprising ways**



“ We’re going through this really weird time together, so 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



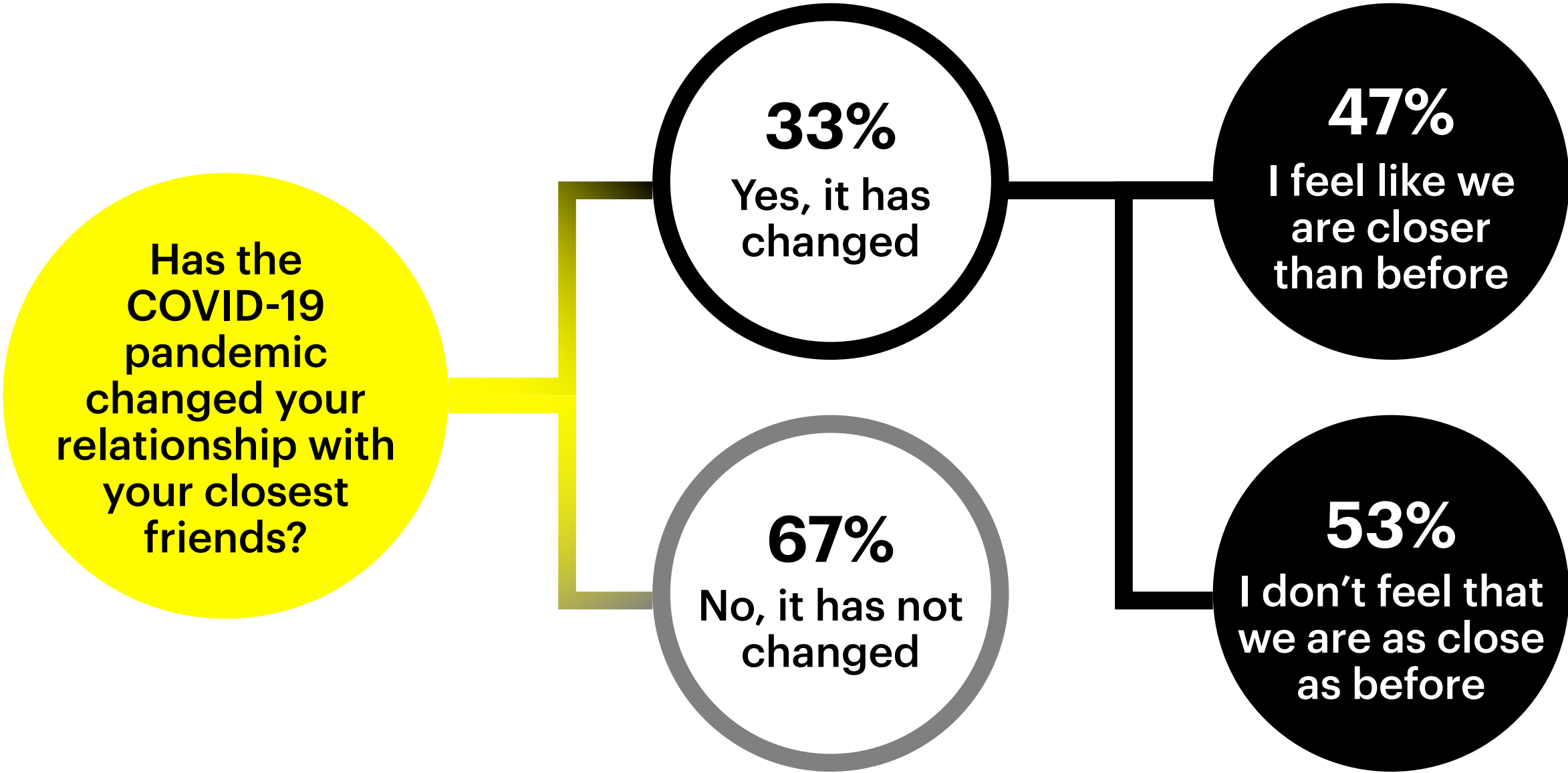
“ This is the biggest psychological experiment ever conducted, and we don’t know yet how it’s going to end.”

Lydia Denworth, journalist and author

While COVID-19’s challenges have changed how we maintain our friendships, it has also made some of us more generous with our newfound time.

When asked to think about the effects of COVID-19 on their friendships, 67% say their friendships have not been impacted. A third of people (33%) said they feel that COVID-19 has changed their relationships—but 47% of those respondents said they now feel closer to their friends than before.

And for Snapchatters, this closeness is even more pronounced. Over half (54%) say they are significantly more likely to feel closer to their friends now than before COVID-19 vs. those who don’t use Snapchat (39%).



Two-thirds of friends say they are using online channels to communicate more than they would have before COVID-19 (66%) and for many, those conversations have been deeper (49%), rather than focusing on surface-level topics.

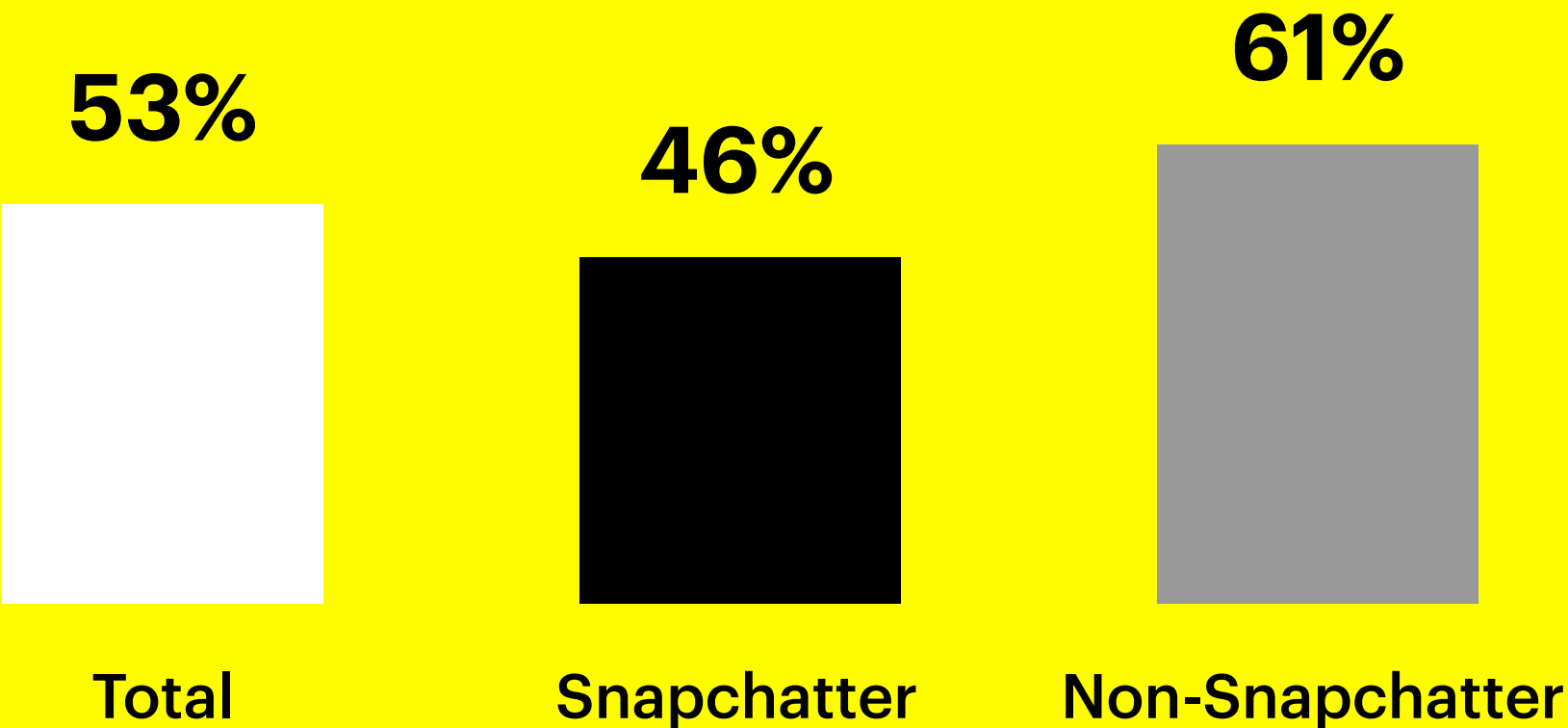
Even though there’s been an uptick in outreach to friends, COVID-19 can also lead to loneliness for some. Two-thirds of those we surveyed said they’ve felt lonely since the pandemic started (66%)—8% higher than pre-COVID-19.

Loneliness seems to be having a more profound effect on younger generations. Since the pandemic began, a greater percentage of Gen Zers around the world reported feeling that their friendships have been impacted (36%) by COVID-19, and over half of those said they feel they aren’t as close to their best friends anymore (56%).

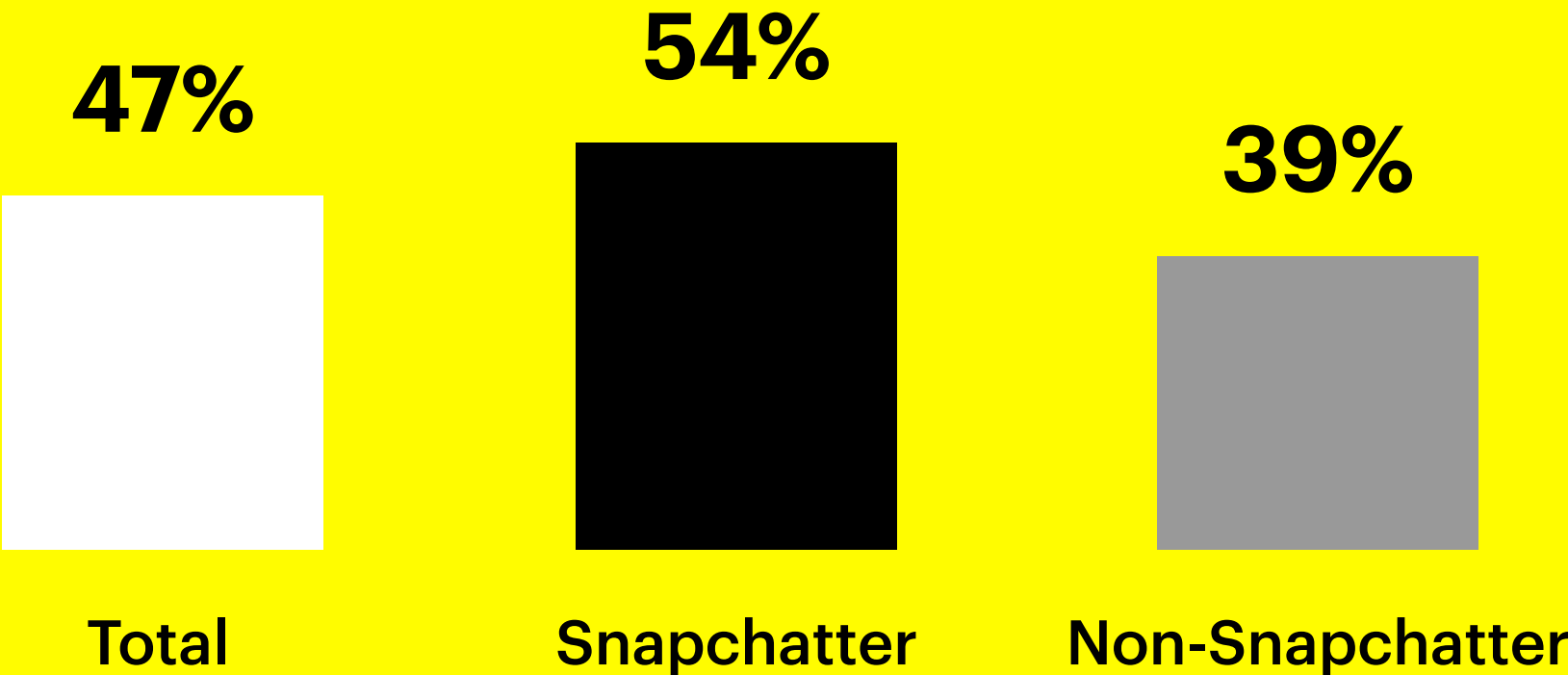
That doesn’t surprise sociologist Guillaume Favre, who has found that young people are having a harder time during the pandemic “because they have more active sociability in general... they have more to lose.”

Friendships impacted by COVID-19

I don’t feel that we are as close as before



I feel like we are closer than before





“ The lockdown has [had] a kind of funneling effect. You reinforce specific ties and you set others apart. So, it really has strengthened some relationships during this period.”

Guillaume Favre, sociologist



“ With COVID, social interactions are now much more intentional, they have to be.”

Kelci Harris, psychology professor and friendship researcher

The upside is that, with the pandemic causing so much isolation, people genuinely want to reach out and check in on those they care about.

And our data supports this: nearly half of us are making that intentional choice, and reaching out to friends that they haven't spoken to in a while (48%).

However Laavanya Kathiravelu, who studies friendship and migration, tells us that “although friendships continue to be maintained through apps, phone calls, and other mediated forms of communication, the disembodied element takes away from the full experience of friendship for many.”

And nearly half of those surveyed agreed with the statement that they felt more distant from friends because they couldn't spend time in-person (45%).

But the shift hasn't brought all bad news. As culture coach Julien S. Bourrelle notes, “many Scandinavians feel that the limitations imposed due to COVID-19 brought them closer to their friends.” Bourrelle says they shifted to organizing activities online and were more inclusive in their invitations, building more ties than they would have otherwise.

Among the nearly 30,000 people we surveyed, we saw a near-universal agreement that digital communication tools have been a vital resource during social distancing in the pandemic. Only 7% of people reported feeling that digital communication hasn't helped them to stay close to their friends.

Donya Alinejad, who studies digital media and migration, describes the importance of visual communication to create a sense of “co-presence,” which results in “a feeling of being together when you're actually physically distant.” Feeling as though we're actually together is important “for a whole host of reasons,” Alinejad says, particularly “for those who are in need of or require a kind of emotional support.”



2

Life events that impact friendships

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

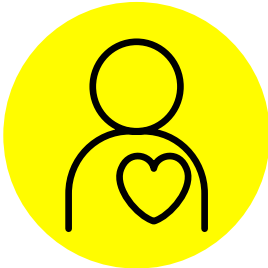
Losing touch with a close friend is a common experience across cultures. According to sociology professor Janosch Schobin, it's not surprising that "there is a huge turnover in friendships."



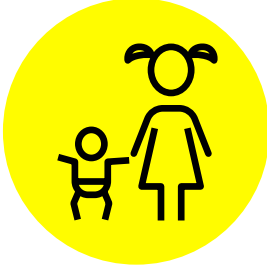
" In celebrating [friendship] so much, a lot of things are missed and they have to do with tensions. People think friendships just naturally occur, that they'll just naturally happen. No, it takes effort—and friendships, once they're established, have flexibility, but they're also very susceptible to circumstances."

William Rawlins, professor

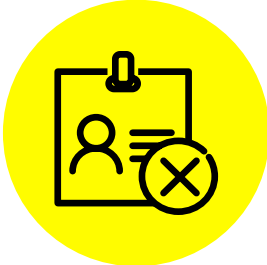
COVID-19 or not, life marches on and brings inevitable changes, from new loves and new cities to higher education and bundles of joy. Life's priorities change and friendships have to adapt. Here's how these changes in circumstance may impact friendships:



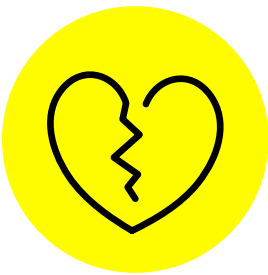
New loves.
Many of us have experienced spending less time with friends during a budding romance. In fact, 40% of those surveyed said that starting a new romantic relationship had a negative impact on their friendships, though a quarter (25%) said it strengthened these relationships. Getting married had a very similar effect (40% and 27%, respectively), and only 7% say their best friend is their partner. Interestingly, during a romantic break-up, we found an almost equal likelihood of friendships strengthening (33%) or weakening (36%).



Parenthood.
Becoming a parent also impacts friendships. While having children can have a similar negative effect as a new romance (41% said so overall), age plays a pretty big role, too: Younger parents (18-24 years-old) reported the most weakening of their friendships (48%), while older parents (35-44 years-old) were nearly as likely to say that their friendships strengthened (33% said their friendships grew stronger, while 38% said they weakened after they had children).



Employment.
Suffering financial hardship or losing a job also had a negative impact on over half of friendships reported by our survey participants (51% across both types of difficulty).



Loss of a loved one.

While the life changes listed earlier can make it hard to stay close to friends, being there for friends during challenging times can bring people closer together. Of those who have experienced a change in friendship from a death in the family, the change was twice as likely make the friendship stronger than weaker (45% to 23%).



“ In our 30s and 40s, we’re building a career, starting to have more responsibility and maybe having a family, getting married, having kids. And not too surprising, it feels like that’s where friendship goes to die. If we’re feeling under the gun with work and family pressures, we really let our friendships slide.”

Lydia Denworth, journalist and author

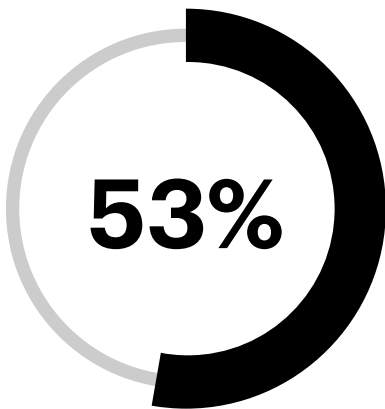


Relocation.

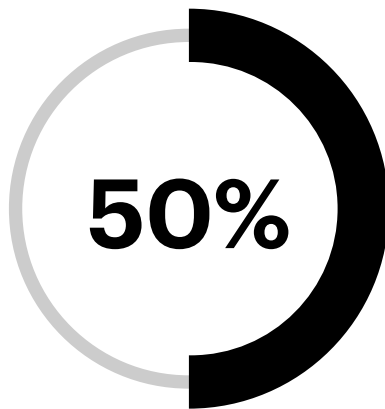
Physical distance from our friends naturally impacts our friendships, and that distance can feel even greater during the pandemic. Researcher Jeffrey Hall told us his research indicates “it takes 200 hours to develop a close friendship. Friendship takes time.” Moving to a new city (53%), or to a different part of the same city (39%), going to college or moving for work (50%), or moving to a new school (52%) all are cited as negatively impacting friendships.

Distance strains friendships

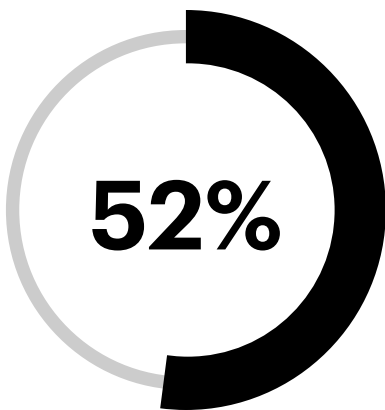
● Negative impact



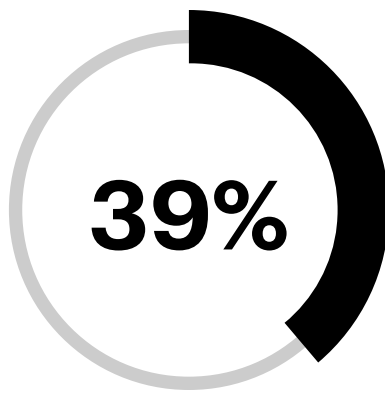
Moving to a new city



Going to college / moving for work



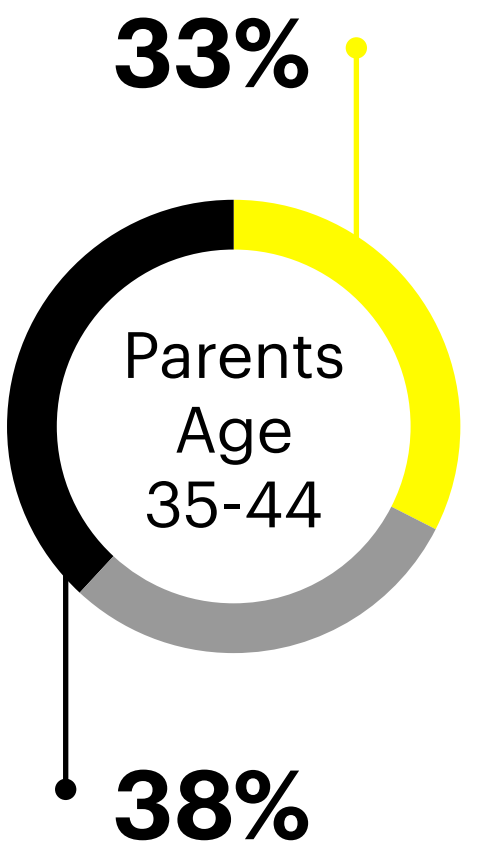
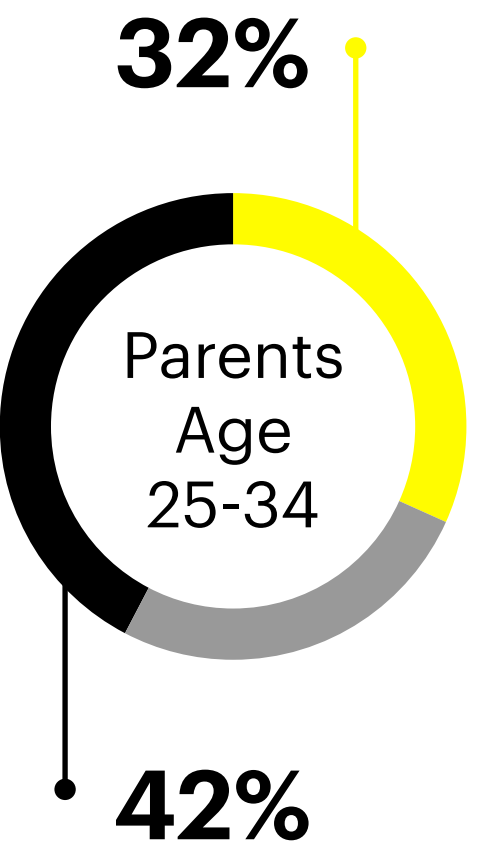
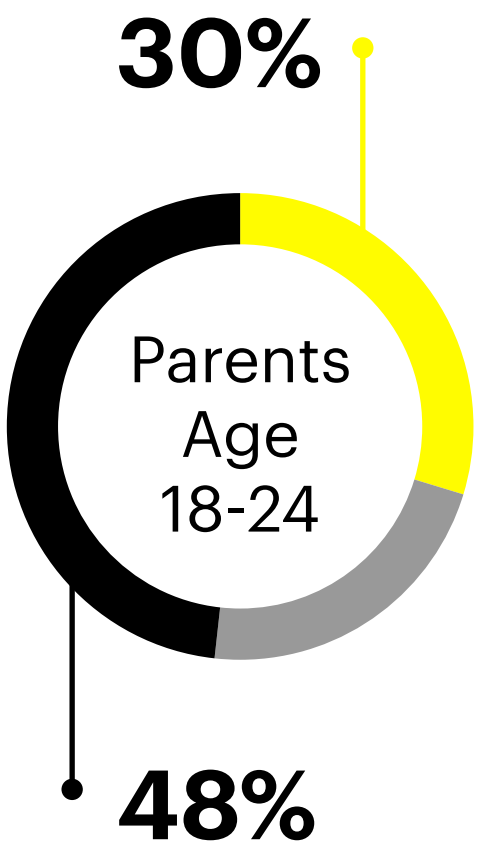
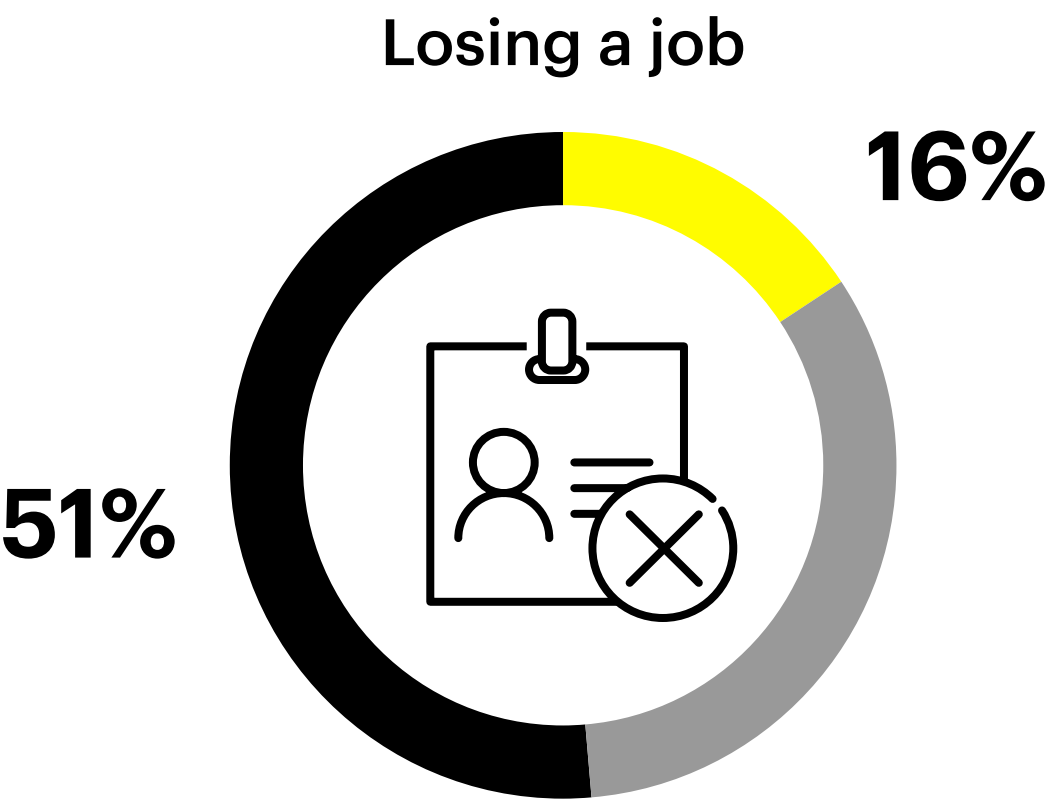
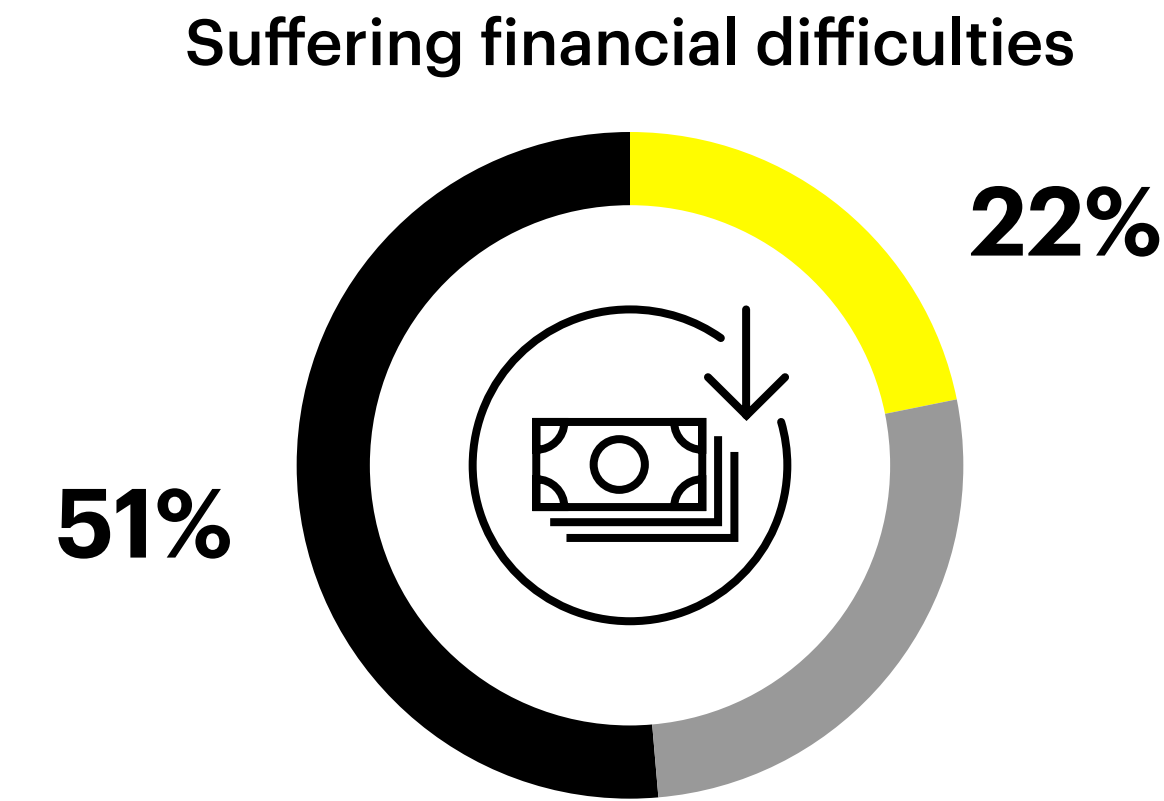
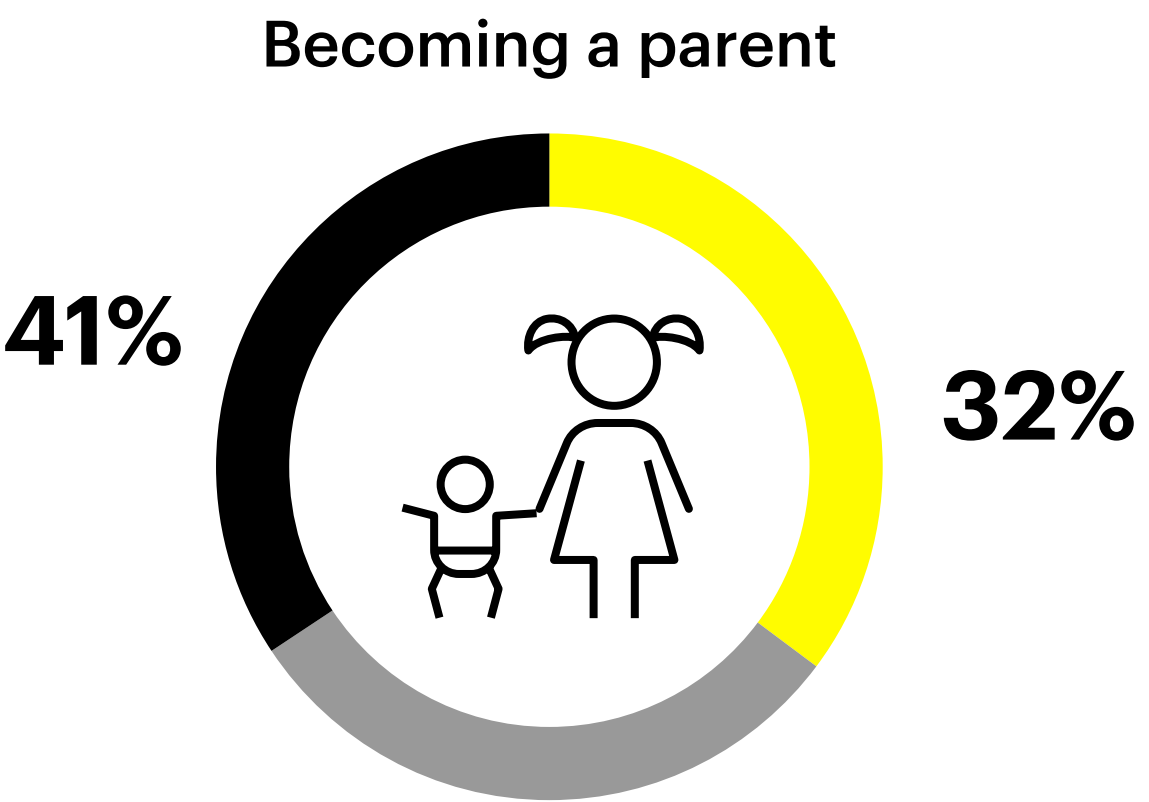
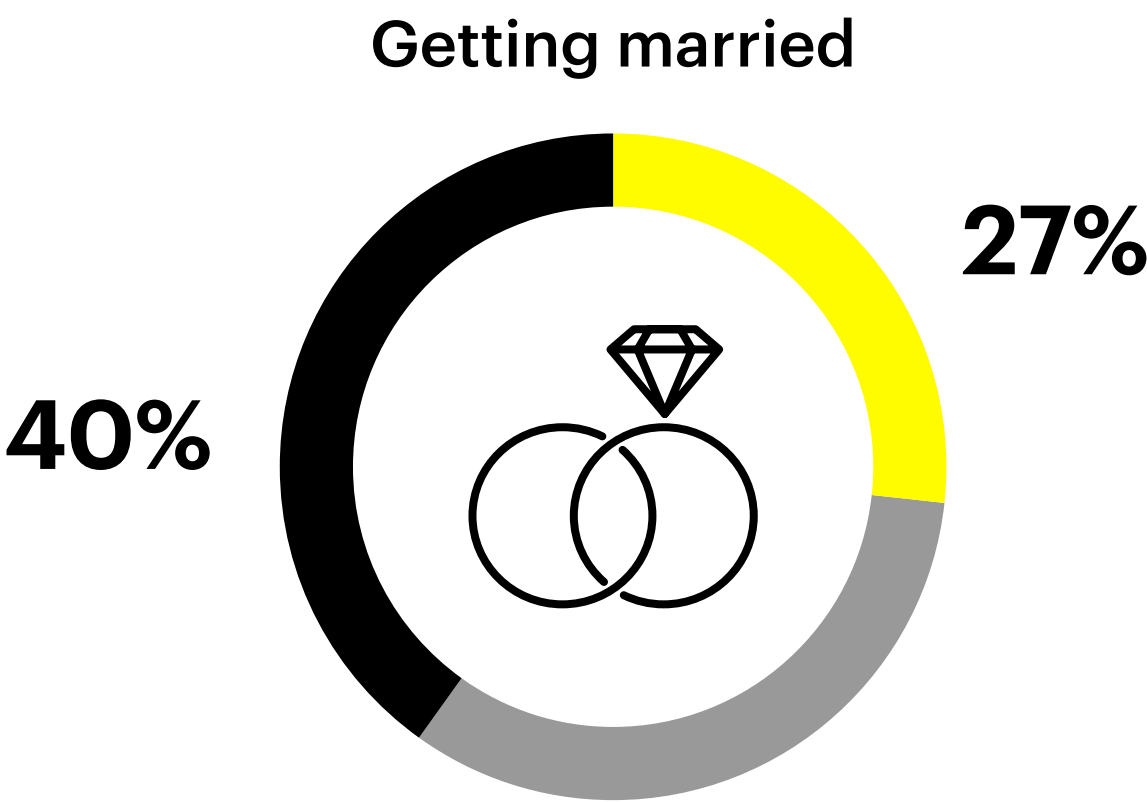
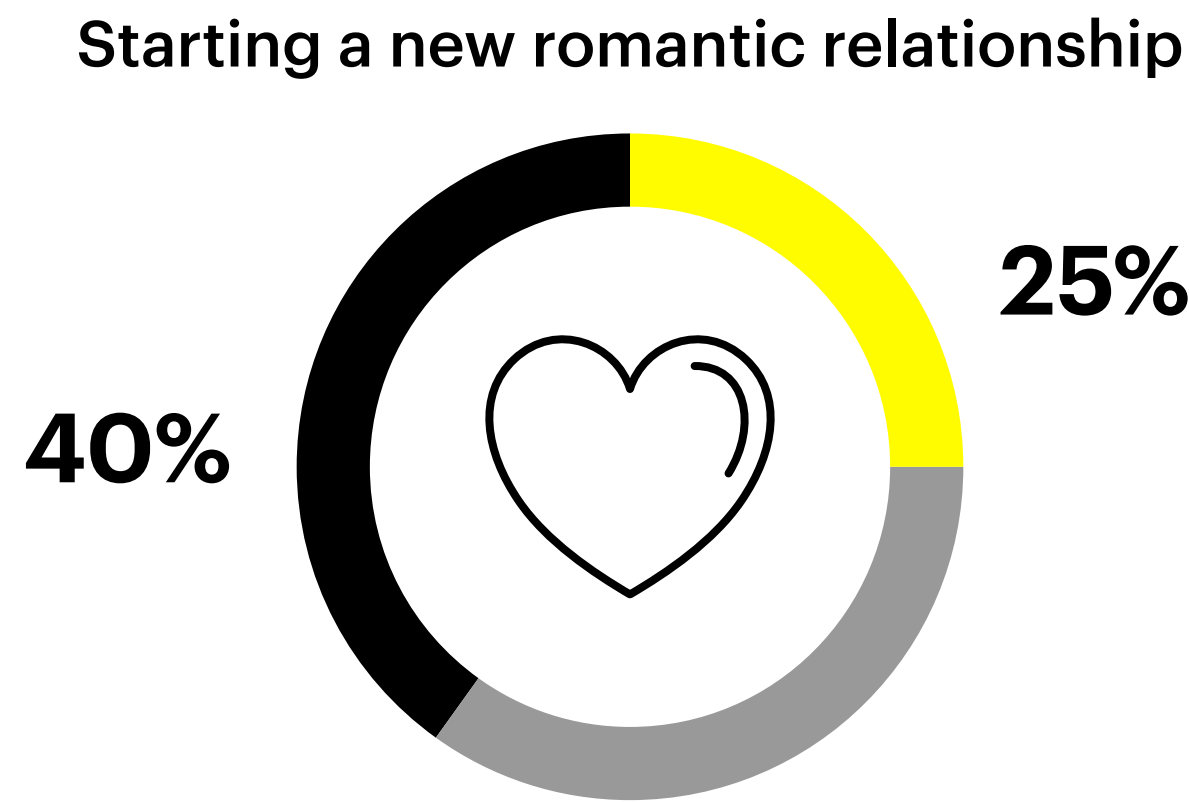
Moving to a new school



Moving to a different part of same city

Life events' impact on friendships

● Positive / strengthens ● No impact ● Negative / weakens



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“ You have to prioritize spending time with your friends, especially after early adulthood. If you do so, there is excellent evidence it is a great use of your time, compared to almost any other way you can spend it.”

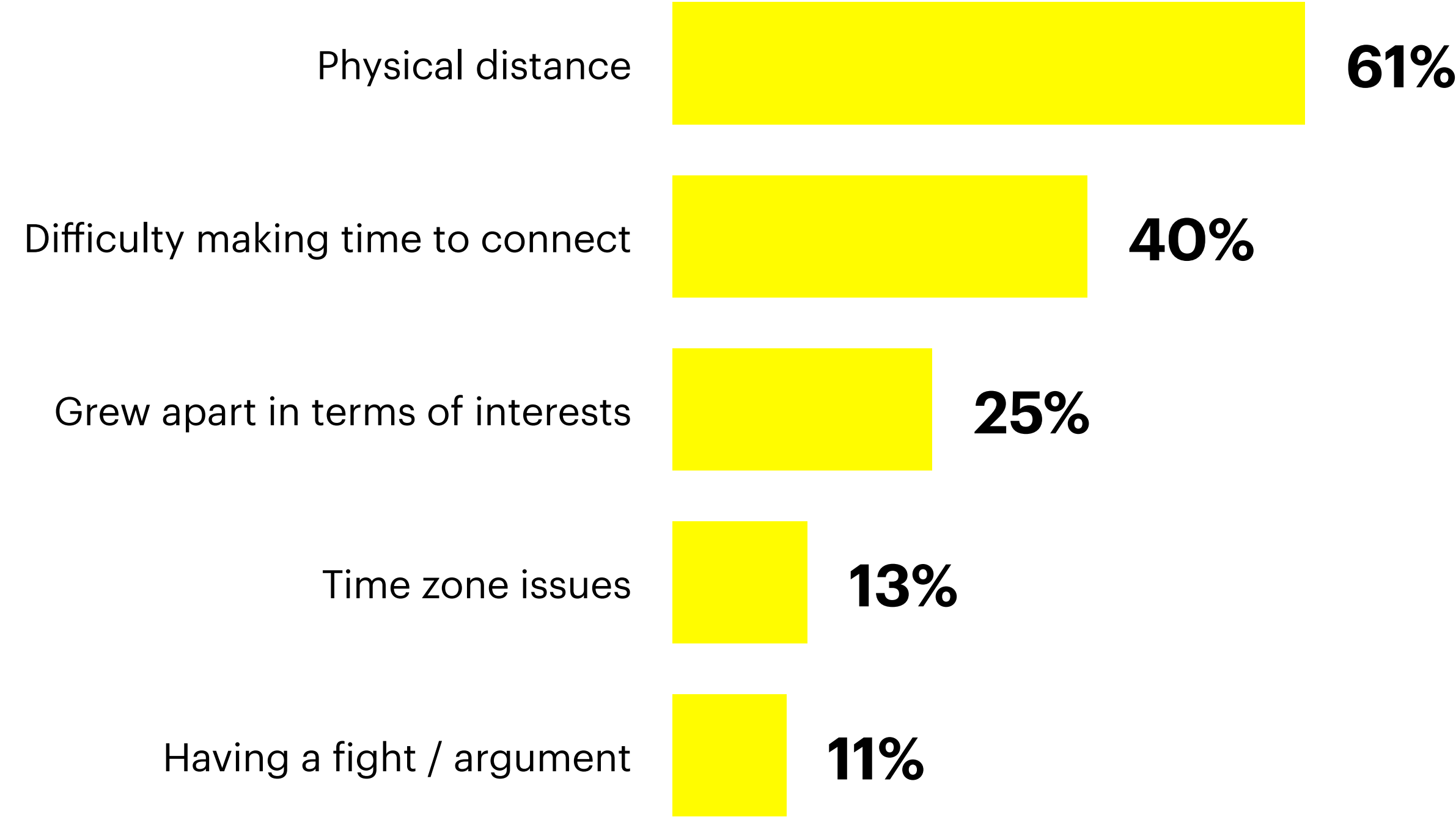
Jeffrey Hall, professor

Around half of those we surveyed said that they’ve been separated from friends by a friend moving away. And over half of those friendships (53%) were defined as “closest” friends or “very important” friendships. Even the best of friendships aren’t immune to the pressures of separation, with a quarter of those we surveyed saying they’ve lost a best friend because of physical distance.

It’s easy to see why distance has a huge impact on friendships: The things friends most like to do together require being in the same place at the same time. Shared experiences like eating out (60%), shopping (50%), and going to the movies (46%) were the top three activities friends report doing together.

When friends move away, almost a third (30%) say they’ve lost touch altogether. Physical distance (61%) and struggling to find the time to spend with friends (40%) are the two biggest reasons friends stop talking to each other. Only 25% of us who are separated by distance grow apart in terms of interests and only 11% of us stop talking because of a disagreement.

Top reasons we lose touch with friends when apart



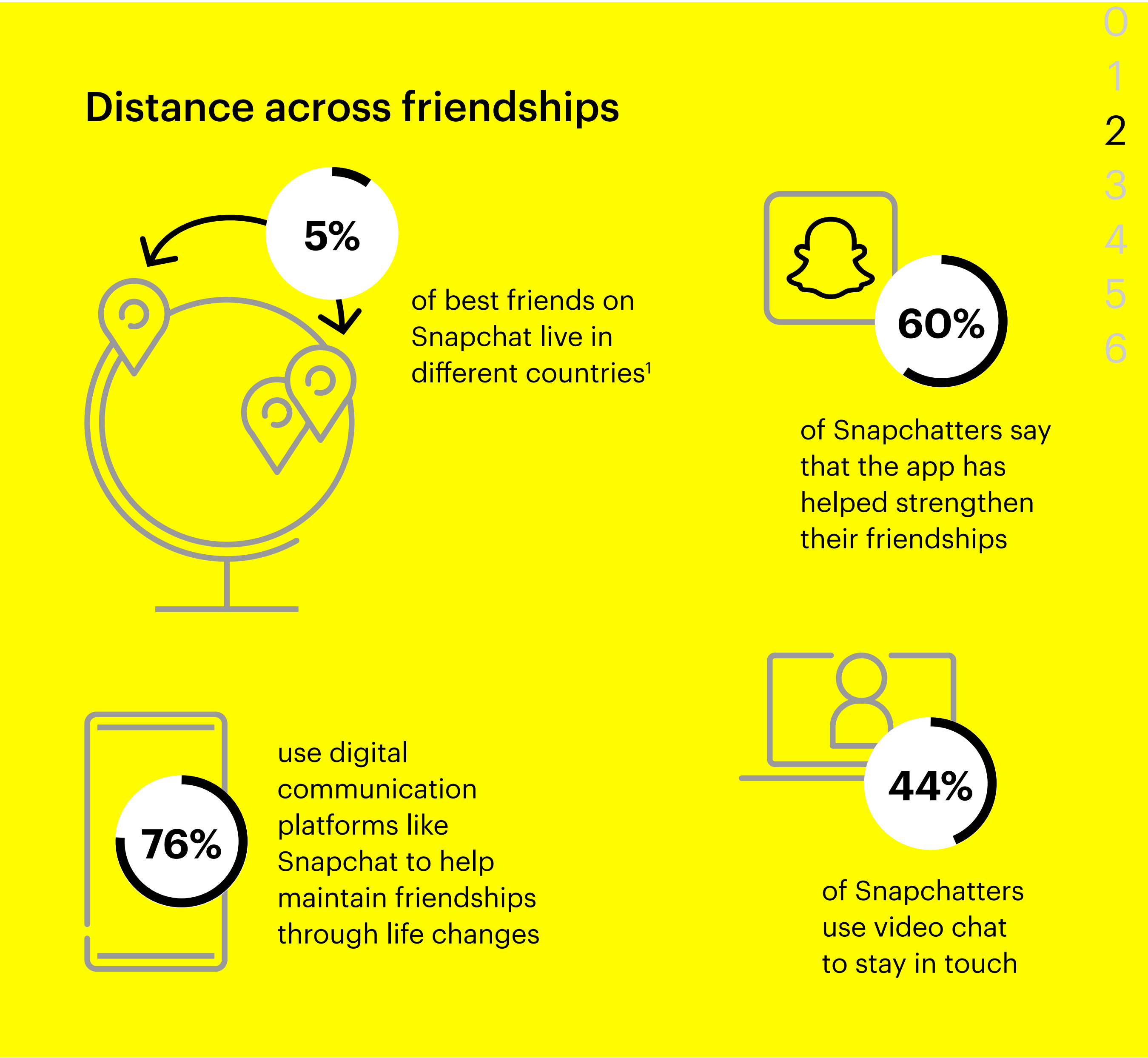
Digital communication is key to staying in touch despite distance, with a vast majority (79%) saying that digital tools have helped them maintain their friendships. Digital tools now do far more of the heavy lifting to keep us close: Less than a third of friends who live far away say they talk over the phone (30%) and less than one in 20 say they connect through postal mail (4%).

Researcher Donya Alinejad has studied how migrants use digital platforms to stay in touch with friends and family in Iran, Turkey, Romania, the US, the UK, and the Netherlands. She found no evidence that relationships lose their magic without physical presence: “We are finding out so much now about how intimacy changes with time, technology, and with context, that we can not really rule out that there would be a possibility of having great intimacy and great connection in the absence of physical presence.”

People have long used remote communication methods to maintain relationships. “There’s always something in between, in the way that we express how we feel about each other,” Alinejad says. “It’s about the form of that changing, rather than it becoming a very shallow version of that very original feeling.”

And with these digital tools helping us to stay close with distant friends, many Snapchatters even have best friends in different cities or countries.

¹ Snap Inc. internal data October, 2020





3

Endships: The friends that got away

Sometimes we do lose touch with close friends.

Even before the pandemic, a staggering 79% of Snapchatters said they had lost touch with a close friend from elementary / primary school,² and 66% would want to get back in touch with them.³

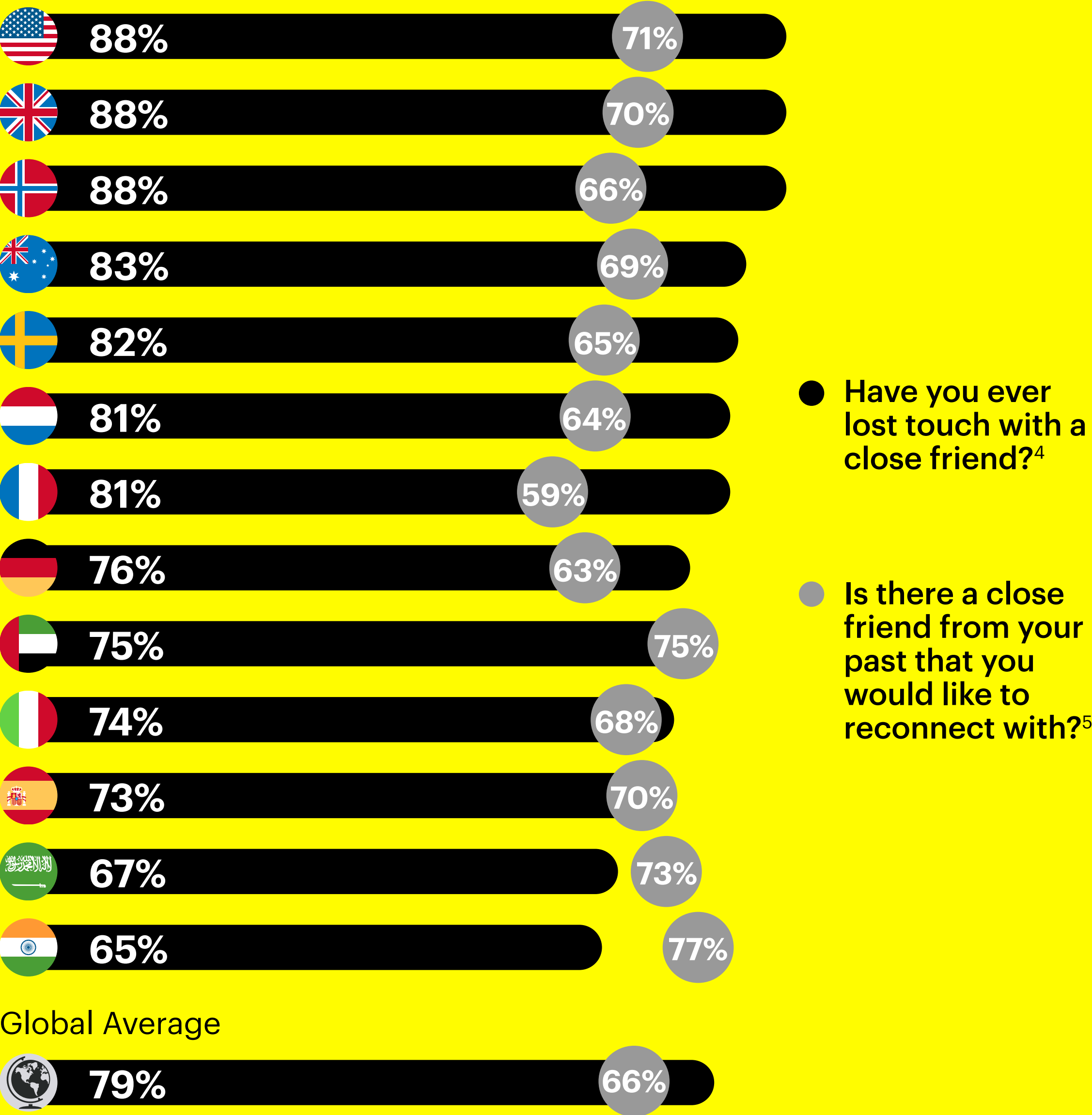
This is particularly important given that just over half of people (51%) consider those who they met at school to be their closest friends. In fact, a third of those we surveyed met their very best friend (33%) during primary / elementary school, and, on average, good and best friends have known each other for over half of their lives (54%).

Those in the US, UK, and Norway were the most likely to say they have experienced such a loss, while losing touch with a close friend is the least prevalent among those in the Kingdom of Saudi Arabia (KSA) and India. Along with the United Arab Emirates (UAE), those in KSA and India are among the most likely to want to get back in touch, with people in the UK being the least likely to want to reconnect.

^{2,4} Snap Inc. survey of AU, FR, DE, IN, IT, NL, NO, SA, ES, SE, AE, UK, US Snapchat users July 04 - 22, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "Have you ever lost touch with a close friend / best friend?"; 10052 respondents

^{3,5} Snap Inc. survey of AU, FR, DE, IN, IT, NL, NO, SA, ES, SE, AE, UK, US Snapchat users July 04 - 22, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "Is there a close / best friend from your past that you would like to reconnect with?"; 9431 respondents

Losing touch and reconnecting





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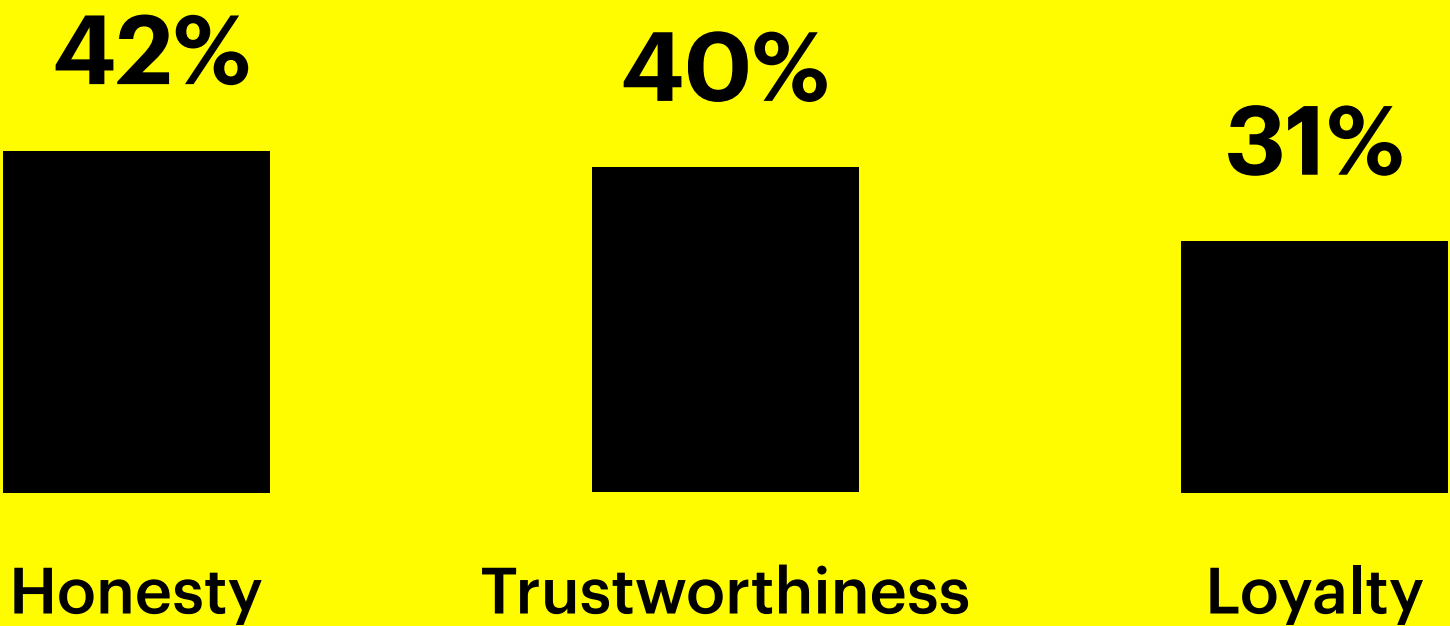
**Trust and
openness are
the key to building
and maintaining
successful
friendships**

While maintaining a friendship can take effort, we still strive to protect and preserve those bonds in part because friends are such a vital through-line in the trajectory of our lives.

According to teacher and friendship expert Dana Kerford, friends' centrality to our sense of self is a big part of why falling out of touch often feels like such a loss. While that loss is difficult, it's also a natural part of the role friendships play in our lives. "Friendships change, and that's okay. Even those bestest, closest friendships sometimes grow apart."

So what ensures a strong and healthy friendship? Not surprisingly, we found that trust and honesty are the qualities that people worldwide most cherish in a friend. Among those we surveyed, 42% named honesty as a must-have trait in their friends, while 40% said the same about trustworthiness, and 31% cited loyalty.

Top traits sought out in a friend



Kerford encourages people to focus on maintaining healthy friendships with “people that we feel good around, we have trust and respect with, that we click with—those people who bring out the best in us.”

The key to building deeper friendships is what Gillian Sandstrom calls “mutually escalating self-disclosure.” In other words, sharing private thoughts and experiences with a friend can significantly strengthen your bond. “You could just stick to high-level, shallow interactions. But if you really want to get close to people, you have to be brave and share stuff with them.”

Janosch Schobin agrees that sharing secrets is akin to ancient “pledges of friendship” or exchanging “life tokens,” which used to mean literally drinking each other’s blood or committing your life to another! While most of us no longer perform such grand gestures with our friends, Schobin says, “the modern equivalent of this life token exchange is the exchange of secrets. That is one of the very central things that you are obliged to do if you enter into this covenant of secrets.”

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All of our experts described the importance of identifying which friends you can trust and knowing who will keep you safe. Many of the friends we surveyed across the globe agreed that trust is a core friendship value.

Gillian Sandstrom says that when we're not sure if we feel comfortable opening up to someone, we should remember the "liking gap" phenomenon, in which people are prone to think others like them less than they actually do. This bias leads to insecurity about engaging in conversations. People fear awkward pauses and failed attempts at dialogue so much that foregoing the opportunity to deepen or even start a relationship can feel like it is the safer choice. Yet people are more open to liking you than you think—so go ahead and be brave.



Because they rely on a bond of deep trust, our closest friendships cannot be rushed. This may be at odds with our fast-paced, in-the-moment world, where online disclosure happens in the blink of an eye.

Determining how quickly relationships move—or how quickly trust can be established—varies significantly by culture and country. Julien S. Bourrelle uses a "coconut" vs. "peach" metaphor to understand the length of time it takes for friends to open up to each other. Bourrelle describes how in "coconut" cultures, such as Scandinavia, friendships will move much more slowly and require years of low-emotional-intensity shared activities before sufficient trust is established. In "peach" cultures, such as the United States or many Latin American countries, friendships move much faster initially. But in both cases, it's about building trust and investing time.



5

**Conflict is
a natural part
of friendship**

While they aren't the primary reason we lose touch, disagreements among friends can have an outsized, negative impact on the relationship when they do happen.

Most of us don't have a handbook for knowing how to handle friendships that go through a rough patch. But many of us know the distinct pain of the friend that got away. Half of the people we surveyed have had a friendship end (either temporarily or permanently) because of a fight.

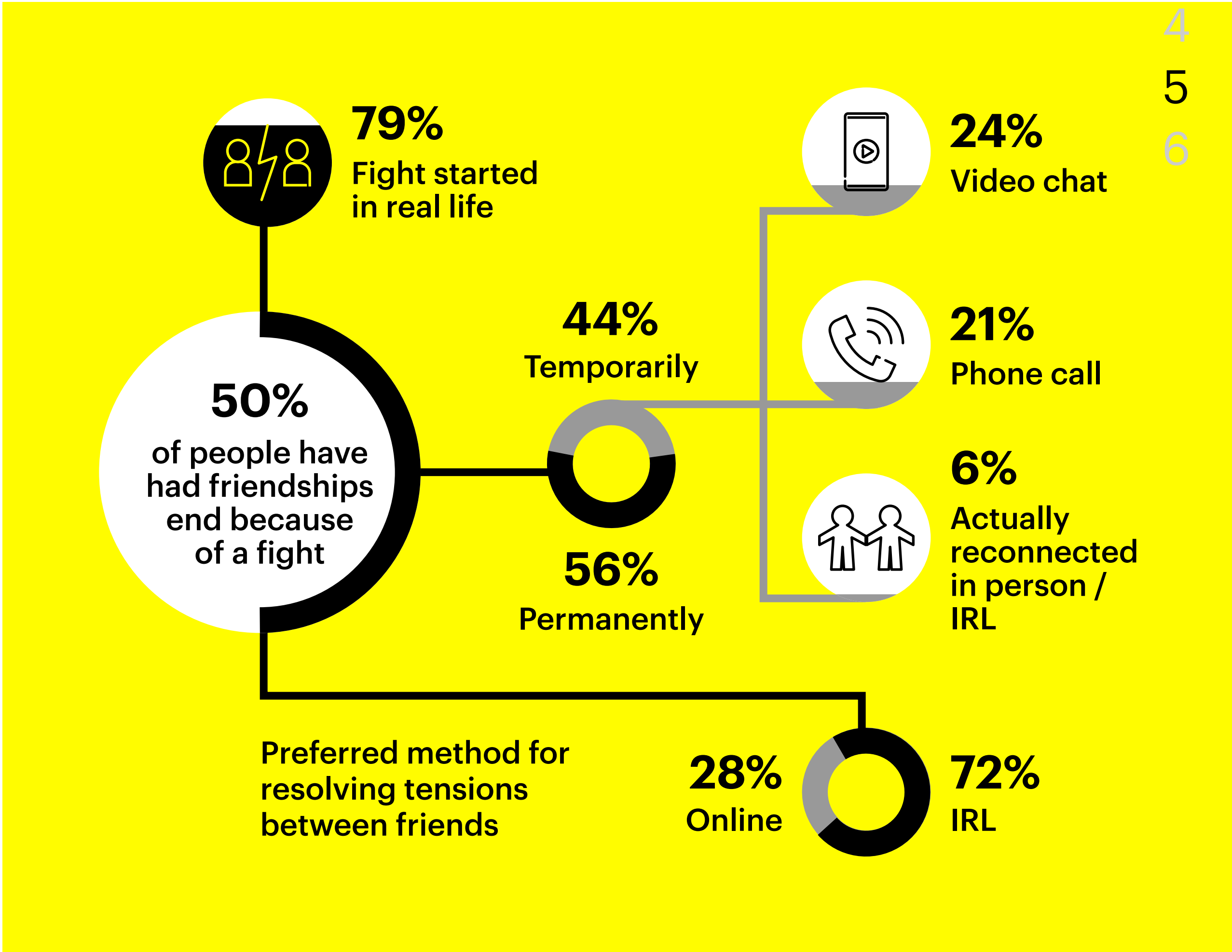
Being face to face makes a difference when friends fight—and most people would prefer to reconcile in person, too. The majority of conflicts among friends happen at some point in real life (79%), with around a fifth taking place solely online (21%). However, a third (36%) of people would rather apologize online than in-person.

Making up in any form is difficult, so it's not hard to imagine that less than a quarter of those we surveyed (22%) have reconciled with a friend after a fight.

Among those who never repaired those friendships, 43% think that the other person no longer fits in with their life, and 41% don't think that their lost friend's behavior has changed.

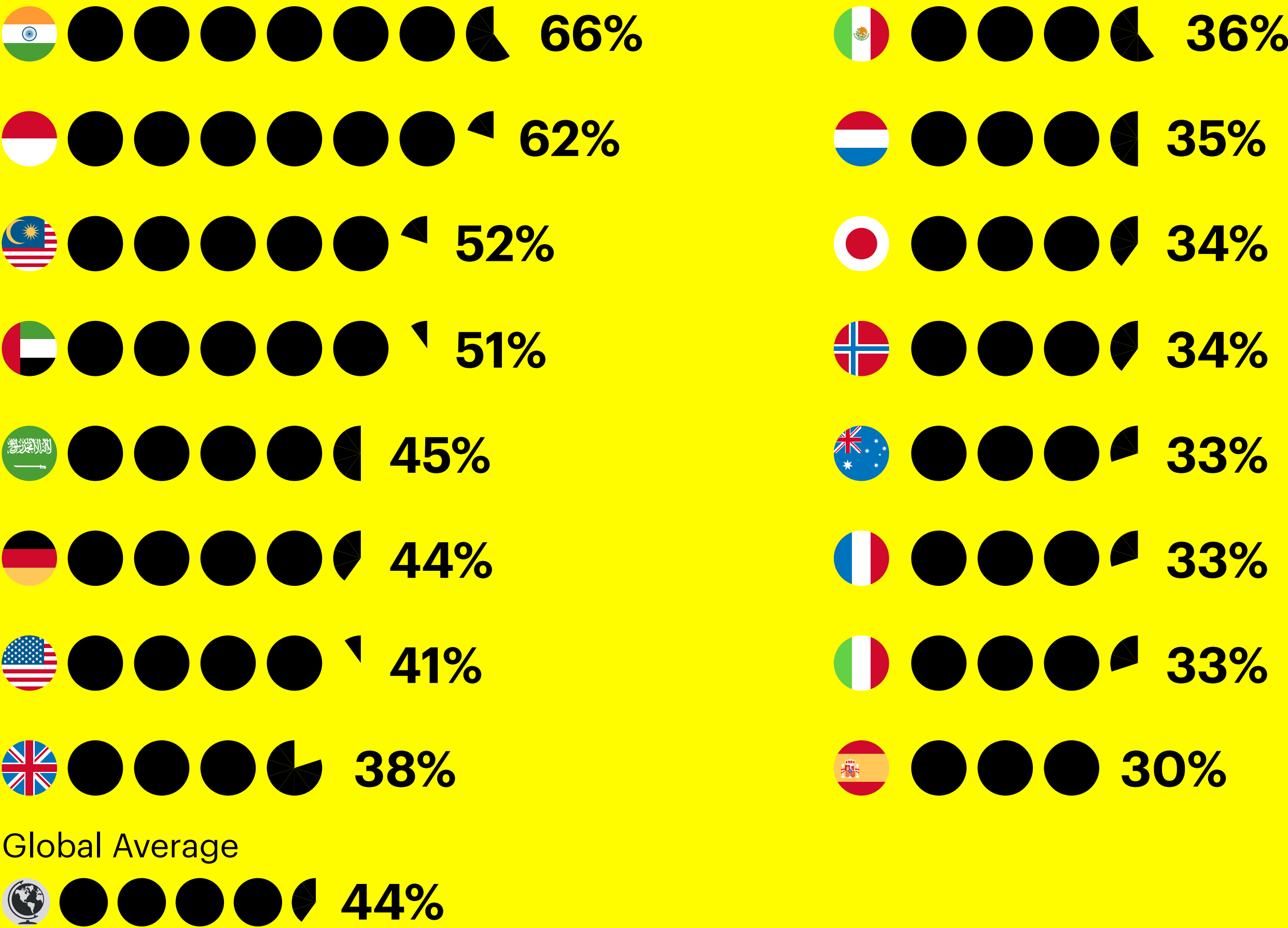
Friends in both Europe (35%) and North America (38%) are much less likely to have reconciled compared to those in other regions such as India (66%). However, when thinking about a friend that got away, North Americans are much more likely to want to get back in touch than Europeans (32% vs. 23%).

“In India, bigger friendship groups are more common than individual friendships. One has to see the friend in many social settings and therefore, an ending becomes more complex. Here, distancing a friend is more common than ending friendships completely.” Rhea Gandhi, therapist



Reconciliation by country

(those who lost touch after a conflict, and reconciled)



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Particularly in the US, politics can be a major cause of tension. While we saw some positives—including that more than half of the Americans we surveyed said that they felt they learn something new about politics from their friends (51%)—over half of Americans who responded say they have disagreed with their friends about politics (51%). Only a third have avoided confrontation.⁶

Ultimately, more than a quarter of Americans (26%) have lost friends altogether due to politics.⁷

^{6,7} 2020 Morning Consult study commissioned by Snap Inc.



6

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

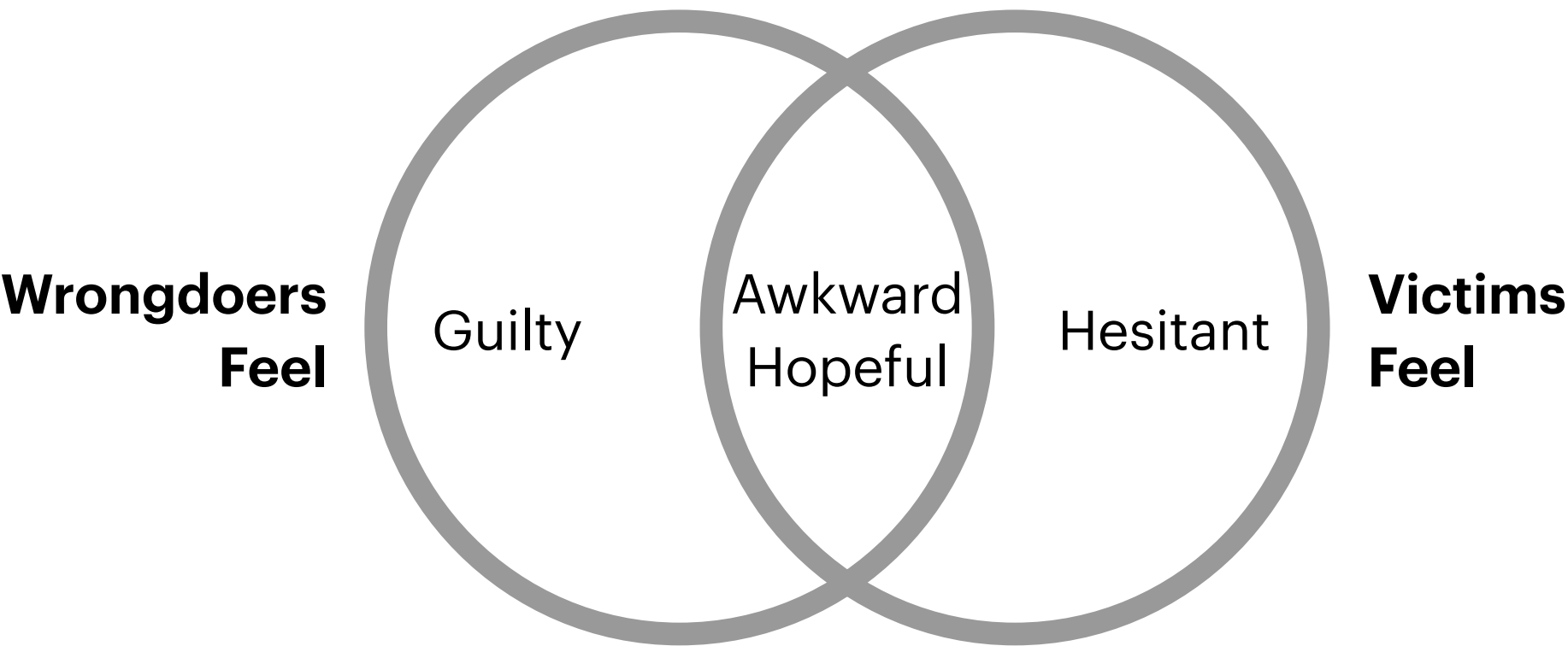
Given the pain of losing a close friend, it's no surprise that many of us want to get back in touch. Nearly half (47%) of respondents said that they are interested in repairing a broken friendship. After a rupture, one of the most widely shared reasons for needing to repair a friendship is “missing the person” (35%), followed by “they apologized” (28%), and finding the conflict stressful (27%).

Making our way back to friends we've disagreed with can feel awkward, but it's also an act of hope. When someone reaches out, people feel a mix of emotions.

How people feel when a lost friend reaches out



If the split happened after a fight, how people feel about making up also depends in part on who they believe was to blame for the fight (wrongdoers vs. victims). Wrongdoers feel guilty and hopeful. Victims feel hesitant but also hopeful about reconciliation.



Even though so many of us have friendships that we want to rebuild, we aren't always sure what steps to take to make that happen. Another reason we put off reaching out to a lost friend is the fear of rejection: Of those around the world who have lost a friend, a quarter said they avoided reaching out because they worried that the other person wouldn't want to resume the friendship, and 34% said they feared outright rejection. For those who think that they're at fault for causing the rift or said something hurtful, they are even more likely to be worried about rejection (53%).

Working through the awkwardness after a fight with a friend often pays off. When communicating after a rupture, people report feeling positively about their repaired friendship—from delighted (24%) and hopeful (21%), to supported (19%) and excited (19%). Only 1 in 5 were indifferent about the reconciliation.

So how do we best reach out?

We learned in last year's report that communicating only in writing (via text messages or emails) eliminates much of the powerful subtext of human emotion. Missing out on body language and tone can feed negativity bias, or give the impression that someone's negative even when they didn't mean to be at all. Visual tools like videos or photos can provide the clarity and reassurance that help avoid further misunderstandings by helping us literally see how the other person is feeling.

Not surprisingly, friends rely more and more on digital communication to pick back up with a lost friend. Almost two-thirds of people we surveyed preferred to start by reaching out over digital means instead of in-person. While this speaks to the uncertainty and anxiety around attempts to repair a relationship, it also shows how platforms like Snapchat can be a more comfortable place to rekindle friendships.

As you may have guessed by now, visual communication is great for friendships. Dana Kerford says, "This is because the majority of how the world judges us is non-verbal. How we say things is more important than what we say. Actions really do speak louder than words when it comes to friendship."

That's where visual cues come in. Memories and images of your friendship are particularly powerful. When it comes to reconnecting, the number one thing people enjoy sharing are photos of them and their friend together (42%), with the second being a photo of a shared memory (40%).

Being creative with stickers, emojis, or bitmojis can express tone or feeling in ways that contextualize and clarify our messages. Humor also ranks highly, with a third thinking that sending a funny meme or GIF would be the best way to reach out (33%).

Video chat is also particularly good when repairing friendships after a rift. Friends who had a fight and then made up over video are usually successful at a lasting reconciliation, with 63% saying they feel the same or closer to their friend than they did before their fight.

And how can you break the ice? The most effective openers are a simple “How have you been?” (37%) followed by “Saw this and thought of you” (35%).

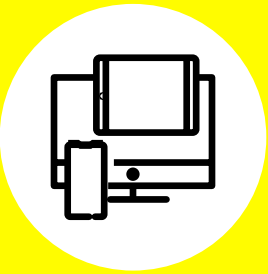
Translating friendships to online platforms



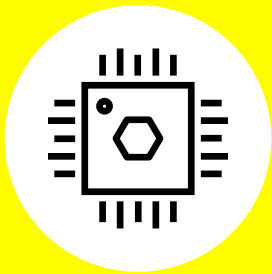
Reaching out online is the easiest way to reconnect. People are most comfortable with attempting communication online, and are open to revisiting old friendships that way. Taking the plunge isn’t as scary as it might seem. What have you got to lose?



Small talk can have big results. While small talk may seem like just that—small—it’s a really useful way to rekindle old friendships and build new ones.



People use different platforms to engage with friends. Which platforms they use may be influenced by factors such as cultural context or what they think is the best way to deliver a particular message to a particular person. Pick a channel that you’re both comfortable with.



Technology plays a huge role. As people live increasingly online and look for convenient and effective ways to communicate, friends take their relationships online. It can be a big help for staying in touch over distance. Even small gestures like sending a bitmoji or a quick check-in can help keep you close.



Visual communication is key. Friends sometimes communicate on text-based platforms where unspoken cues can’t convey tone or emotion. Using visuals like emojis, gifs, or memes to make sure friends understand your intent can go a long way in sharing your feelings.

Conclusion:

Friendship skills are a good investment

Yohsuke Ohtsubo, professor and researcher of evolutionary social psychology, says that “from the evolutionary perspective, the primary adaptive function of friendship is ‘insurance.’” Friends survive and thrive together.

But Dr. Dan Siegel, founder of UCLA’s Mindful Awareness Research Center, reminds us that conflict is a normal part of friendship, which means a good friendship is really about knowing how to make good repairs.

Experts agree that friendship skills can be learned. Empathy skills—like active listening, staying present, and accepting responsibility—form the bedrock of deep, long-lasting friendships. Honing your relationship know-how can take a little work, but as with just about anything worthwhile, time, practice, and patience yield great rewards.

Now more than ever, the work we do at Snapchat helps people connect, meaningfully. When people celebrate their friendships with one another—creating special memories through sight, sound, and laughter—the bonds of friendship can only be strengthened and grow.



“ Repair, not perfection, allows you to build the resilience you need. There is no such thing as being a perfect friend.”

Dr. Dan Siegel, professor

Methodology

All data comes from the 2020 Alter Agents study commissioned by Snap Inc. unless otherwise noted.

Research Overview

Global, Quantitative Evolution of Friendship
Online Survey

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

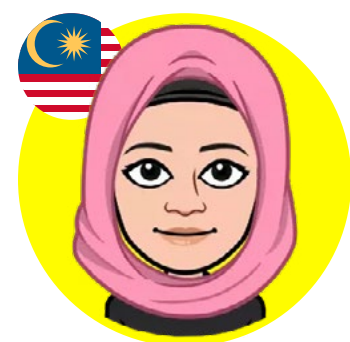
Alignment with Interdisciplinary Experts

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

Respondent Qualifications

- n=1000-3000 per market
- Ages 13-40
- General population
- Nationally representative sample from: Australia, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Kingdom of Saudi Arabia, Spain, United Arab Emirates, United Kingdom, United States

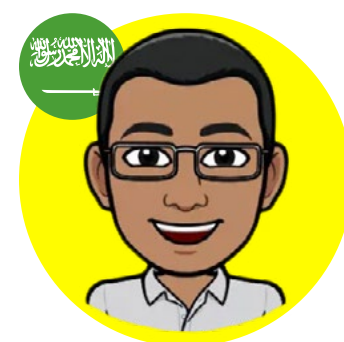
Our Friendship Experts



MALAYSIA

Nur Hafeeza Ahmad Pazil

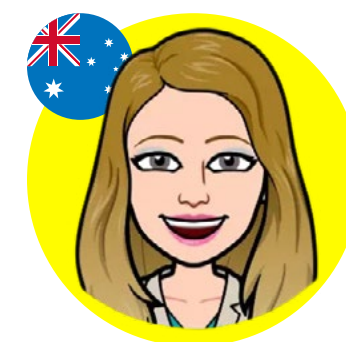
Professor of Anthropology and Sociology, University Sains Malaysia



KINGDOM OF SAUDI ARABIA / AUSTRALIA

Yeslam Al-Saggaf

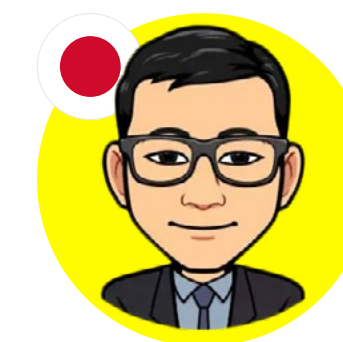
Associate Professor in Information Technology at Charles Sturt University



AUSTRALIA

Dana Kerford

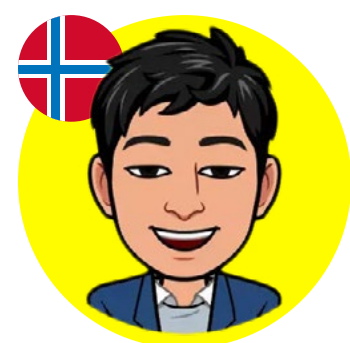
Teacher and Friendship Expert, Founder of URSTRONG



JAPAN

Yohsuke Ohtsubo

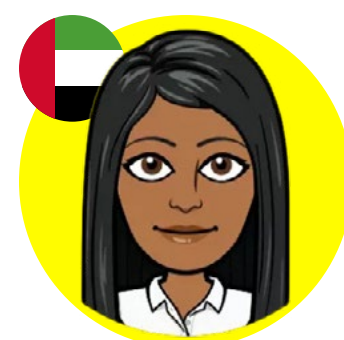
Professor, Evolutionary Social Psychology Lab at Kobe University



NORWAY / CANADA

Julien S. Bourrelle

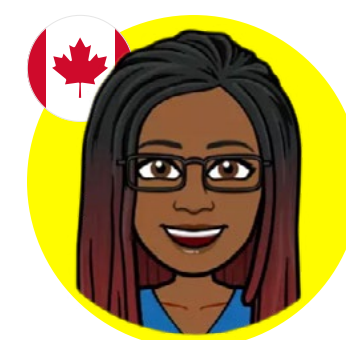
Public Speaker and Culture Expert, Author of *The Social Guidebook to Norway*



UNITED ARAB EMIRATES / SINGAPORE

Laavanya Kathiravelu

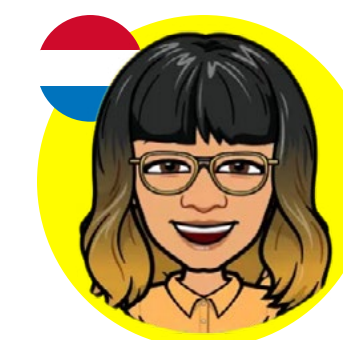
Assistant Professor, School of Social Sciences, Nanyang Technological University



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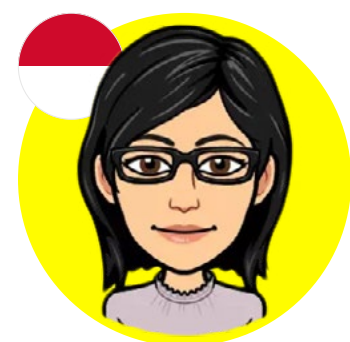
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THE NETHERLANDS

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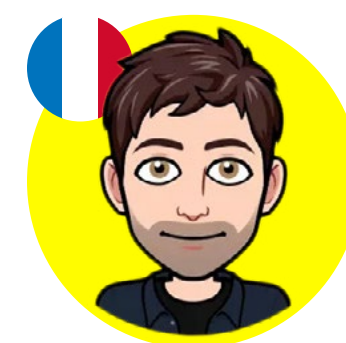
Associate Professor and Chair, Department of Indonesian Studies University of Sydney



GERMANY

Janosch Schobin

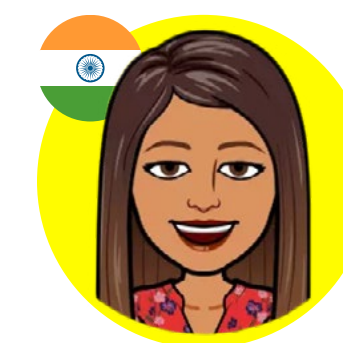
Faculty of Social Sciences and Chair of Macrosociology at University of Kassel



FRANCE

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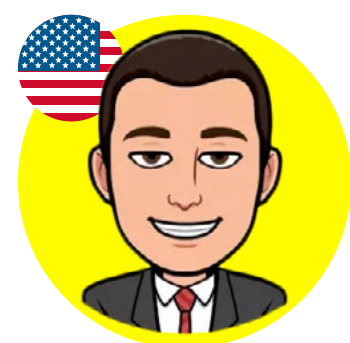
Researcher and Associate Professor of Sociology at Toulouse Jean Jaurès University



INDIA

Rhea Gandhi

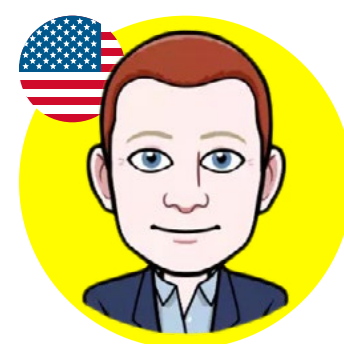
Psychotherapist specializing in interpersonal dialogue



UNITED STATES

Jeffrey Hall

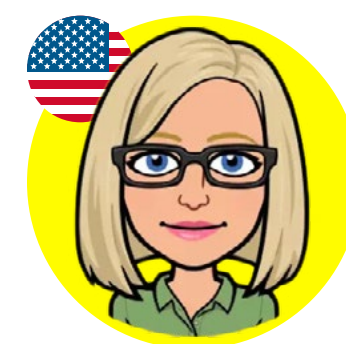
Professor, Communication Studies at University of Kansas



UNITED STATES

Dr. Dan Siegel

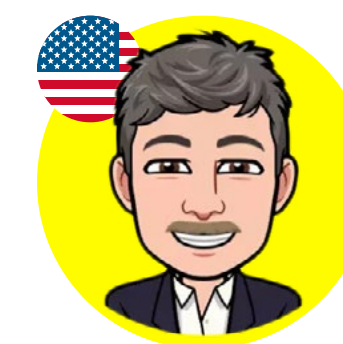
Clinical Professor of Psychiatry at UCLA, Mental Health Expert, and author of *Whole Brain Child*



UNITED STATES

Lydia Denworth

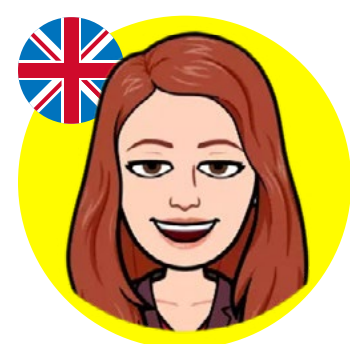
Journalist and Author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*



UNITED STATES

William Rawlins

Stocker Professor Emeritus of Interpersonal Communication at Ohio University, Author of *Friendship Matters*



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