

Snap Friendship Country Report

India





COVID-19 is affecting our friendships

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

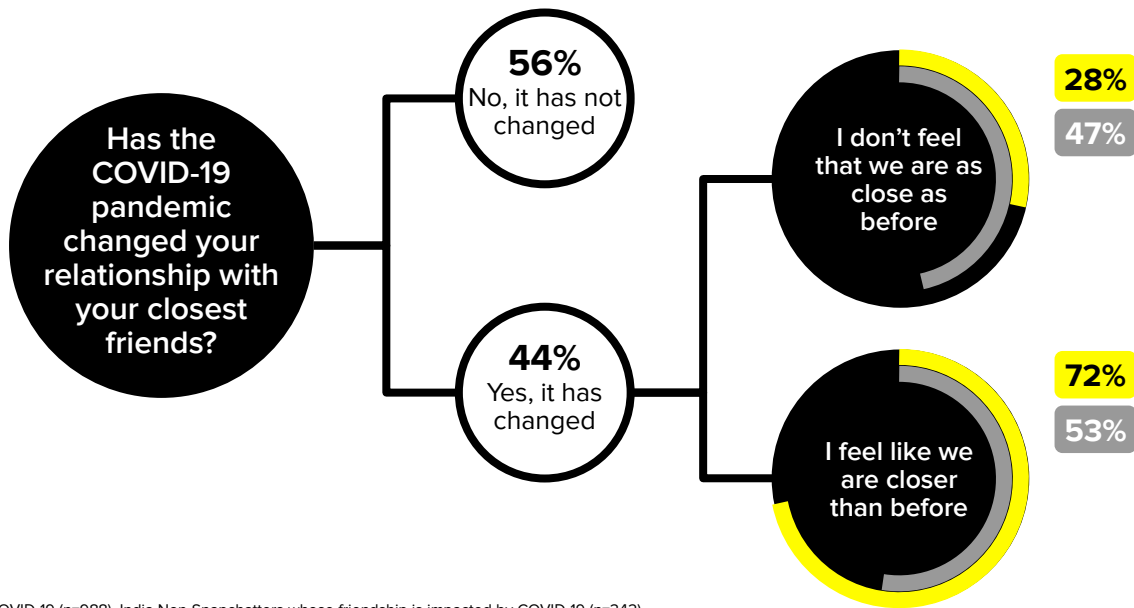


"In India, with COVID, you realize you can't live 24/7 with your family. So there was a lot more connection with friends at this time throughout age groups as they all wanted that freedom. It really impacted friendships in a very positive way. There's a lot more valuing."

Rhea Gandhi, psychotherapist

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Base: Total India Respondents (n=2999), India Snapchatters whose friendship is impacted by COVID-19 (n=988), India Non-Snapchatters whose friendship is impacted by COVID-19 (n=342)
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

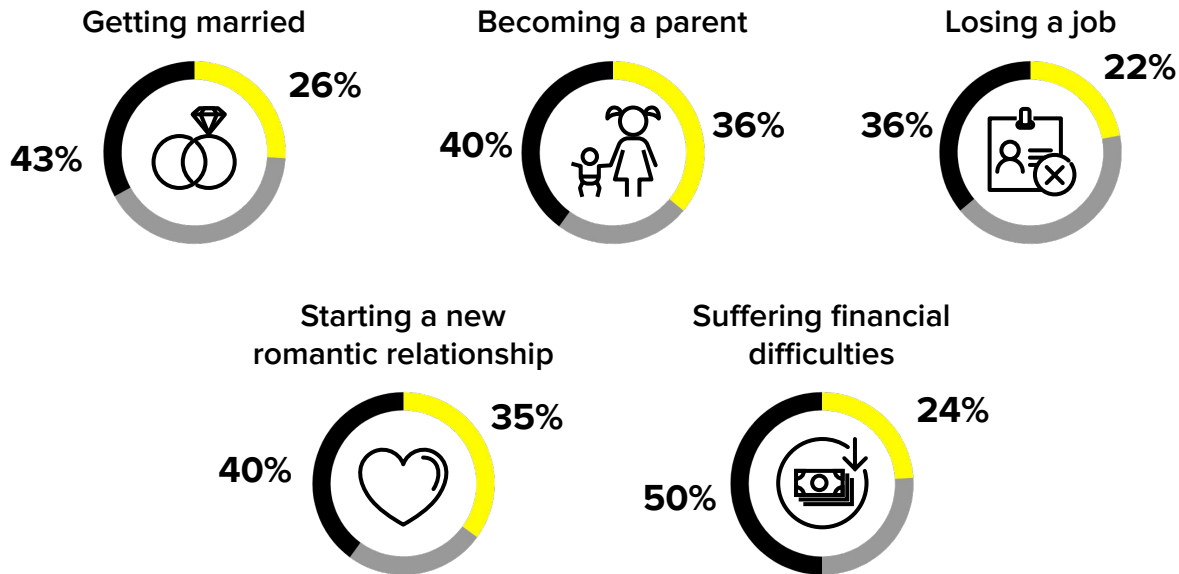


“Indians distribute what they need support in in different areas. So if you need freedom, or to explore your religious views, your political views, or your gender...you go to your friends. But if you have a medical emergency, you go to your family, you don't go to your friends. It's very complex. Each thing has a different support system.”

Rhea Gandhi, psychotherapist

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships

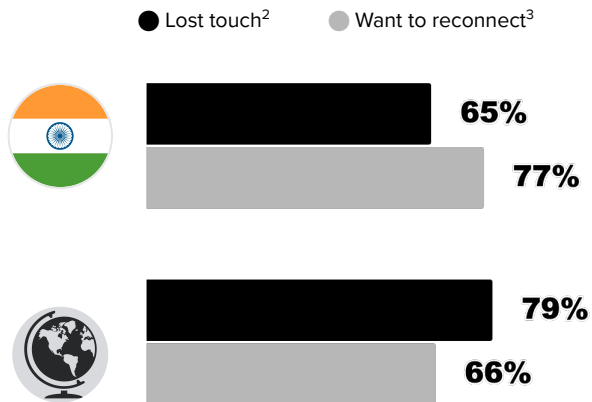




Endships: The friends that got away

Sometimes we do lose touch with close friends

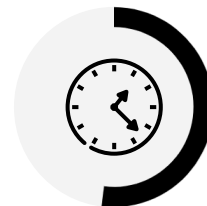
Lost touch and reconnecting¹



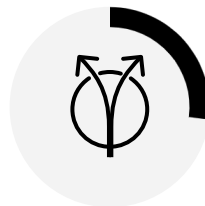
Reasons for losing touch with a close friend



Physical distance



Difficulty making time to connect



We grew apart in terms of interests



We had a fight / argument

Base: India Respondents who have lost touch with a close friend (n=418)
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

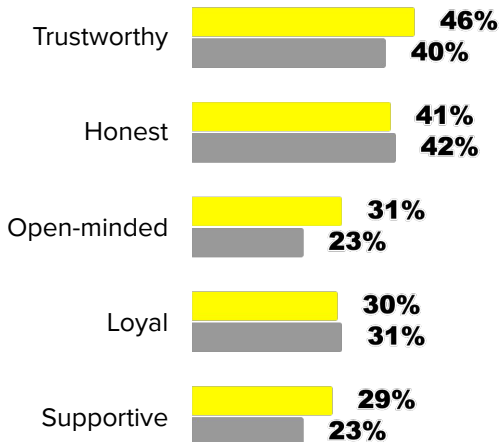


“Trust provides a container for us to be ourselves. Trust is a thing to be earned in India. Distrust until proven otherwise, is often the cultural narrative which makes trust so foundational in friendships because trust is first placed in blood relationships, i.e., family.”

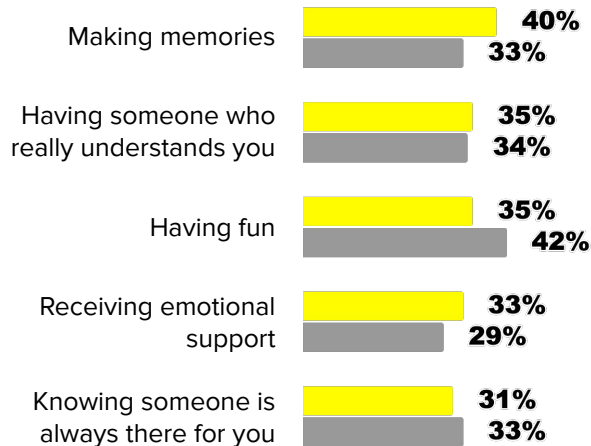
Rhea Gandhi, psychotherapist

● India ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



Base: Total India Respondents (n=2999)

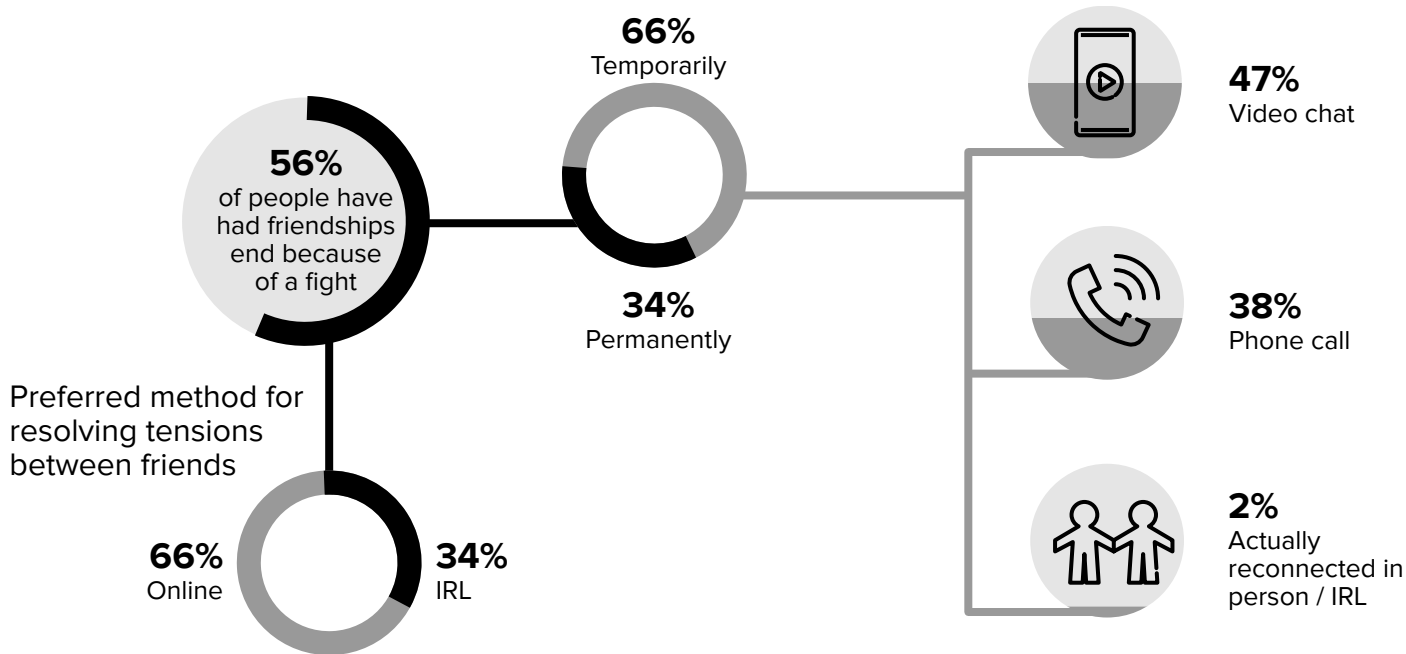
QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.

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 India Respondents (n=2999), India Respondents who have had friendships end (n=1677), India Respondents who have repaired friendship (n=1112)

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

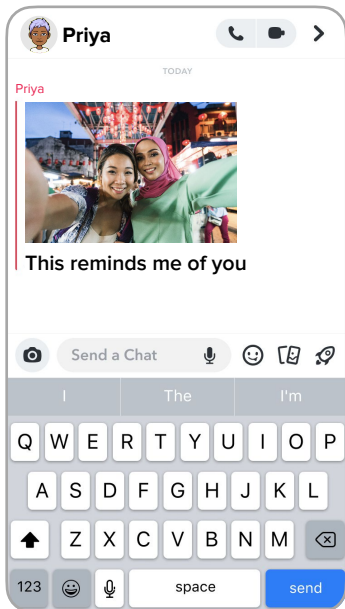
QF6 Since your conflict with them, have you been able to make up and resume your friendship?

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

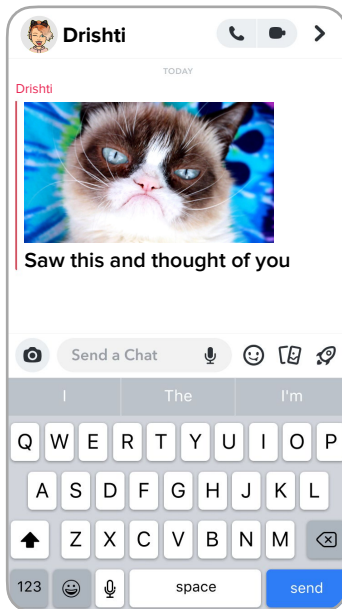
QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

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

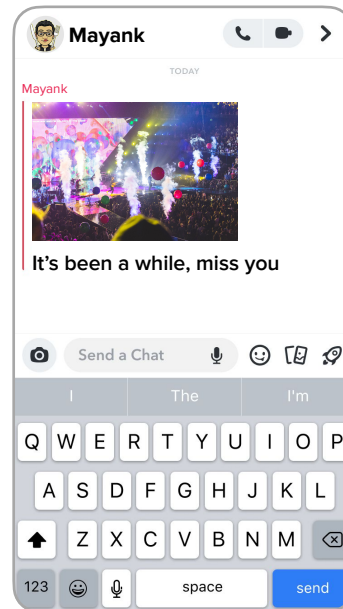
Top reconnecting phrases + imagery



A photo of the two of you (47%)



A meme you thought was funny (40%)



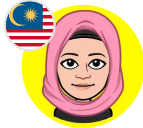
A photo that reminded you of a shared memory (44%)

Base: Total India Snapchatters (n=2173)

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



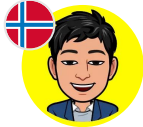
KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
Associate Professor in Information Technology at Charles Sturt University



AUSTRALIA
Dana Kerford
Teacher and Friendship Expert, Founder of URSTRONG



JAPAN
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Professor, Evolutionary Social Psychology Lab at Kobe University



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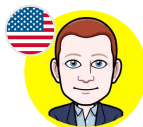
FRANCE
Guillaume Favre
Researcher and Associate Professor of Sociology at Toulouse Jean Jaurès University



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=2999

Age 13-40

General population

Nationally representative sample from: **India**

Research conducted by independent research firm, Alter Agents



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