



There is an adage that no one on his or her deathbed ever said "I wish I had worked more!" When given the choice of having a great career or great friends, the majority of people (61%) prefer having great friends (in BRIC, the Middle East and Africa, the split is 50%/50%). Maybe Charles Darwin had it right when he said that "A man's friendships are one of the best measures of his worth." And, with computers and mobile technology practically attached to us around the clock, social media has made it that much easier to fulfill the human need to nurture friendships.

#### About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

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