

# **Text Your Friends. It Matters More Than You Think.**

August 10, 2022

Calling, texting or emailing a friend just to say “hello” might seem like an insignificant gesture — a chore, even, that isn’t worth the effort. Or maybe you worry an unexpected check-in wouldn’t be welcome, as busy as we all tend to be.

But [new research](#) suggests that casually reaching out to people in our social circles means more than we realize.

“Even sending a brief message reaching out to check in on someone, just to say ‘Hi,’ that you are thinking of them, and to ask how they’re doing, can be appreciated more than people think,” said Peggy Liu, Ben L. Fryrear Chair in Marketing and an associate professor of business administration with the University of Pittsburgh Katz Graduate School of Business.

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