## *Overview of Lecture*

- Social Media
- Email Issues – so easy yet so tricky
- Email netiquette
- Spam
- Phising
- Intellectual Property and Copyright

## *Email Issues*

- Email is a nearly ubiquitous social technology
- Difficult to convey subtle emotions using email
  - Medium is too informal, impersonal, casually written
  - Conversational cues are missing
  - *Emoticons* may help but use sparingly
- Asynchronous medium makes dialog difficult
  - For interactive purposes (like negotiation) synchronous medium like telephone may be best
  - *Is IM/chat is better?*

## *Email Issues*

- Text can be interpreted in ways we don't intend
  - Typing for EMPHASIS can convey the wrong meaning
  - People don't proofread what they write in email, often create ambiguity
  - Sarcasm only works as humor when *face-to-face*
- *Flame* is slang for inflammatory email
  - *Flame-a-thon* is ongoing exchange of angry emails
  - Common now in chats, boards, social networking in general
- Don't wade in… delay replies until you cool down… *chill, have a coffee, breathe deep, think*