

Overview of Lecture

- Social Media
- Email Issues – so easy yet so tricky
- Email netiquette
- Spam
- Phising

Email Issues

- Email is a nearly ubiquitous social technology
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- 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*