Recommended Reading and Research about Emails

From *33 Ways Not to Screw Up Your Business Emails*

Suggested Email-Related Reading

If you want to dive deeper into the wonders of email, here are some books to check out:

Digital Body Language: How to Build Trust and Connection, No Matter the Distance by Erica Dhawan
This book offers a deep dive into the hidden messages in our online communication styles.

Indistractable: How to Control Your Attention and Choose Your Life by Nir Eyal.
If you find the inbox to be irresistible when you'd rather do other things, check out this book by Nir Eyal.

Talking from 9 to 5: Women and Men at Work by Deborah Tannen
As a linguist and researcher, Deborah Tannen offers fascinating insights into conversational patterns and how they affect us differently in the workplace.

*Working with Americans: How to Build Profitable Business Relationships* by Allyson Stewart-Allen and Lanie Denslow
This book offers insight into our cultural differences at work.

The Workplace Writer's: A Guide to Getting the Job Done by Anne Janzer.
Okay, it's my own book. If your writing tasks extend beyond at work, you'll find useful advice, checklists, and more in this book.

A World Without Email: Reimagining Work in an Age of Communication Overload by Cal Newport.
This book will make you think about how you spend your time and the tax that the always-on workplace imposes on others. It would be a great book to read as a team.
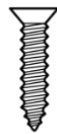
Research from the book *33 Ways Not to Screw Up Your Business Emails*

The book mentions a lot of research. Here are some of the studies and places to read more about the research. (Many of the studies are hard to access, so I've cited articles that you can read that summarize for you.)

Chapter 3
The Cocktail Party effect is the term describing the way we selectively notice people saying our name. Read this description from the American Academy of Audiology.

Chapter 4
My favorite research study of all time may well be "Consequences of erudite vernacular utilized irrespective of necessity: problems with using long words needlessly" from Daniel Oppenheimer. Find the study here.

Chapter 5
The next time you're tempted to impress with jargon, read this study: Compensatory Conspicuous Consumption.

Chapter 6
Giving someone a reason–almost *any* reason–makes them more likely to do a favor for you. That's the conclusion from the now-famous Copy Machine study, conducted by Ellen Langer at Harvard in 1978. Read more about it in this *Psychology Today* article.

Chapter 9
Read about the study on misinterpreted in this article from the American Psychological Association.

Chapter 18
The original research describing the Pratfall Effect may be behind a paywall, but you can find excellent descriptions of it in many places, including this article from Brescia University.

Chapter 20
For more on the legal ramifications and case law around email, see this article on UpCounsel.com: www.upcounsel.com/is-an-email-legally-binding.

Chapter 30
Gloria Mark at the University of California Irvine studies email use, distraction, and more. Read this interview (about checking email 74 times a day) in this Fast Company Magazine article: "You Aren't Imagining It: Email Is Making You More Stressed Out."

Chapter 33
The research about in-person requests outperforming email ones was cited in this Harvard Business Review article.