"Smart Composing" – A New Tool to Teach Email Subject Line Writing for Undergraduates

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Abstract - Subject lines are the most important component of an email as they positively impact the readers. The subject lines are what the receivers see in their inbox and determine whether to open the email. Unfortunately, most undergraduates struggle in composing a good subject line. The study was conducted as an experimental study, using the smart composing feature of Google mail as a new tool to teach subject line writing. Three-body text of emails was given to first-year undergraduates to write the appropriate subjects; meanwhile, the researcher copied down the subjects predicted by the Google mail smart composer. The subject lines by the smart composer were very effective and 98% appropriate. In contrast, only 15% of the undergraduates' work was similar to the subject lines by the smart composer. Then the machine learning by Google mail smart composer was analysed linguistically. Smart composer predicts the subject with 100% of the words from the body; only on a few occasions, it gets one or two words out of the text based on the writing habit. After practicing ten to twenty emails with the smart composer, the undergraduates, were able to write the subject lines 70% appropriately. The findings of the study strongly recommend the smart composer as an effective tool to teach subject line writing for undergraduates quickly.

Keywords: Smart composing, Subject line, New tool

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