## Outline

**Chapter 1** The first chapter introduces the personalized mass email communication idea, defines the email as a data collection method and its purposes, continues with the problem statement and contributions of this study.

**Chapter 2** The second chapter gives the necessary foundation on data collection by investigating the related work about the email surveys, its errors, the factors affection the response rates on a research, and the studies on personalization of emails.

**Chapter 3** The third chapter is about the existing applications, and their connection with mass email communication. What features of them can be useful to reduce the efforts of a researcher while initiating a mass email campaign.

**Chapter 4** The fourth chapter will build up a mass email communication scenario, and introduces the prototype built upon to reflect the initial findings on a personalized mass email communication. The prototype will be investigated including its requirement anal- ysis and architecture, and finally its evaluation.

**Chapter 5** The chapter five will introduce the final solution, and the developed and enhanced idea of the initial findings on a personalized mass email communication. The final solution will be investigated including its improved requirement analysis and archi- tecture, and finally the benefits of the solution will be described and experience of users with it will be brought with the statistical results.

**Chapter 6** The last chapter will summarize the findings according to the chapters, and mention about the future work of the provided solution.

## The Benefits of the Final Solution

A personalized mass email communication can be illustrated as in the figure [5.14](#_bookmark96). The information will be extracted from the recipients’ emails, then a researcher will compose personalized emails to each recipient according to the extracted information.

After having discussed the Myriad and its features, let us see how these features fit into a personalized mass email communication as depicted in the figure, and while decreases the effort on the researcher’s side, it increases the personalization in the composed emails, which results in a high response rate in a campai

### Handling The Incoming Emails

Myriad has a campaign inbox view to avoid cluttering of unrelated messages in the inbox by fetching only the campaigns email from user’s email account ignoring the private emails, and grouping each email according to the campaign that it belongs to.

While a researcher reads the incoming emails, he/she can also record the extracted in- formation from those emails into KVPs. This avoids to use a third-party application like a spreadsheet. However, if a researcher needs to prefer a traditional way like a spread- sheet to record information, Myriad still offers an option to synchronize those KVPs with a Google Spreadsheet.

Assistants can help a researcher with a given permission on extraction information from incoming emails

### Handling The Outgoing Emails

Myriad provides threaded view of all the email conversations of a recipient in a campaign let researchers to consider the earlier conversations with a recipient without browsing to any other view. Therefore, it saves time and helps getting a quick overview of the conversation history to get context to personalize the new messages.

Researchers can continue to use his/her own Gmail’s inbox to answer or initiate a con- versation. Myriad offers Gmail label synchronization to import those emails into a cam- paign, and make them manageable along with other campaign emails.

Researchers can reuse the previously written emails as a template to compose emails. The provided template tree also gives a visualization of the campaign state to let researcher realize the earlier given answers, and the state in a campaign.

Researchers can use the recorded KVPs to personalize the outgoing emails. Since the personalization has been addressed as an important factor in increasing response rates, the initiated campaign will end up with a better results than a unpersonalized emails.

Myriad record the previous actions of a user as a rule in the system to notify automate the email sending process with the matching conditions of a group of recipients. This helps to save time, and increase awareness of the researcher to the previously done actions to the repeated situations.

Assigned assistants can also help the primary researcher to compose emails or proofread the composed emails.