


**Developing Soft Skills and Personality**  
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**Lecture- 29**  
**Technology and Communication: Netiquette**

Hello everyone, welcome back to the course on developing soft skills and personality. We are on week 5; module 5 and this is lecture number 29 the penultimate lecture of this week actually.

We have last week two lectures for this week. And in the last 2 lectures I have decided to focus on netiquette as well e mail etiquette, which I will do it in the next one, but I will also start introducing e mail etiquette in this one.

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**Highlights**

Highlights of the Last Lecture

How not to send (bad) e-mails?

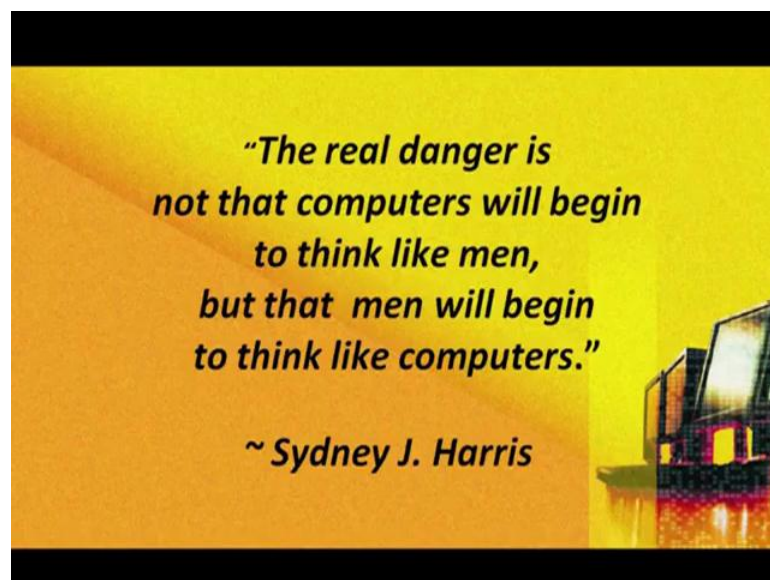
- ✓ Use of formal salutation
- ✓ Avoiding excessive use of capital letters
- ✓ Avoiding slang and colloquial language
- ✓ Avoiding mixing up of two languages
- ✓ Avoiding text language in formal communication
- ✓ Showing regard for punctuation, spelling and grammar
- ✓ Mailing only to the concerned person

And before I start let us take a quick recapture of what I did in the previous lecture. The previous lecture was completely focused on how not to send emails particularly, how not to send bad emails. So, I said that in order to not send bad emails. So, you should keep in minds certain things like you should learn to use formal salutation like if you are sending it to a senior teacher, it should respected sir dear sir respected ma'am dear ma'am and so on. Instead of saying hello hi because the person at a higher level needs come, kinds of respect shown in the form of salutation itself.

Avoid excessive use of capital letters especially, when it is not required do not use them at all avoid slang and colloquial language. Avoid mixing up of two languages any two like English with Hindi; English with Telugu, English with Punjabi whatever it is, avoid mixing up these two things in your writing style because it will cause confusion to the reader and you are just taking it for granted that the reader knows both the languages which you are aware of, avoid text language in formal communication. The way you send SMS that is fine it is a short message service. So, you can make it short, but in an email you can afford to write in full sentence form. So, that you should keep in mind you should avoid the text language or chat language and you should try to send emails properly in full sentence form.

Also you should show regard for punctuation spelling and grammar, I did not actually tell you the rules as such, but we try to arrive at these kinds of rules, by identifying those bad emails which I discussed with you and last, but not the least I said that mail only to concerned person. So, in the last email that we discussed the person has sent to almost entire the IITK campus all people including director to the worker and then the student when he was looking for a one particular professor who can give him internship. So, avoid this kind of confusions send only to most concerned person.

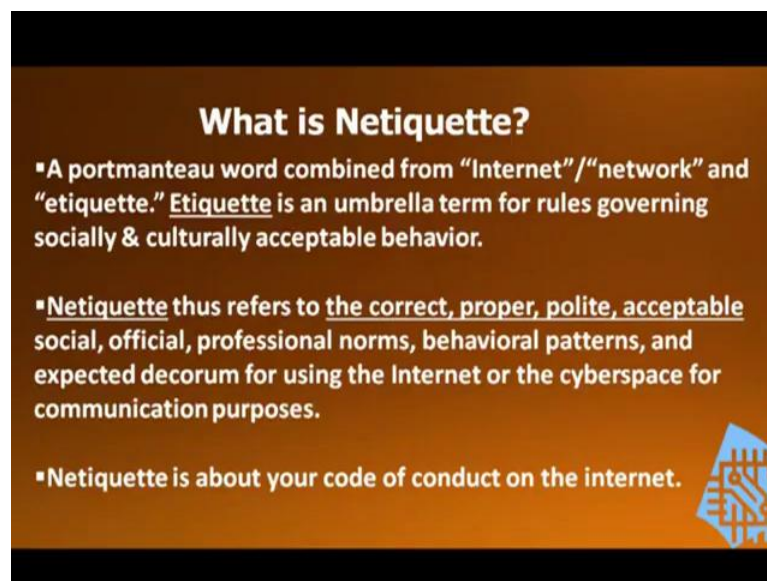
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Now, keeping those things in mind let us look at netiquette as such and then and then why netiquette and then what are email etiquette you need to follow as norms.


Look at this interesting quotation; the real danger is not that computers will begin to think like men, but that men will begin to think like computers. That is the main core idea that we need to keep in mind that, the danger is that men will start begin to like think computers and in fact, already they are not already thinking like computers, but they are also behaving like computers behaving like machines. So, that is something that you need to realize, when you are involved in communication using the net that is why we need netiquette.

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**What is Netiquette?**

- A portmanteau word combined from “Internet”/“network” and “etiquette.” Etiquette is an umbrella term for rules governing socially & culturally acceptable behavior.
- Netiquette thus refers to the correct, proper, polite, acceptable social, official, professional norms, behavioral patterns, and expected decorum for using the Internet or the cyberspace for communication purposes.
- Netiquette is about your code of conduct on the internet.



Now what is netiquette? It is a portmanteau word that is two words combine to form a new word, and what are those two words one is internet, the other one is network. So, internet network you have net and etiquette from which you have thus the later part the suffix and then and then you have the word etiquette now internet network you understand.

What is etiquette? Etiquette is an umbrella term it is an over arcing term it is a governing term, for rules governing socially and culturally acceptable behavior. Simply seeking it is about good manners that you are supposed to follow when you are involved in some kind of social behavior. Now if you combined this etiquette with net, what does netiquette indicate? It refers to the correct, proper, polite, acceptable social official professional norms behavioral patterns or expected decorum for using the internet or the cyber space for communication purposes. So, netiquette simply is about your code or conduct on the

internet. What kind of rules in terms of politeness you should be following when you communicate with somebody on the internet. So, that is netiquette about.

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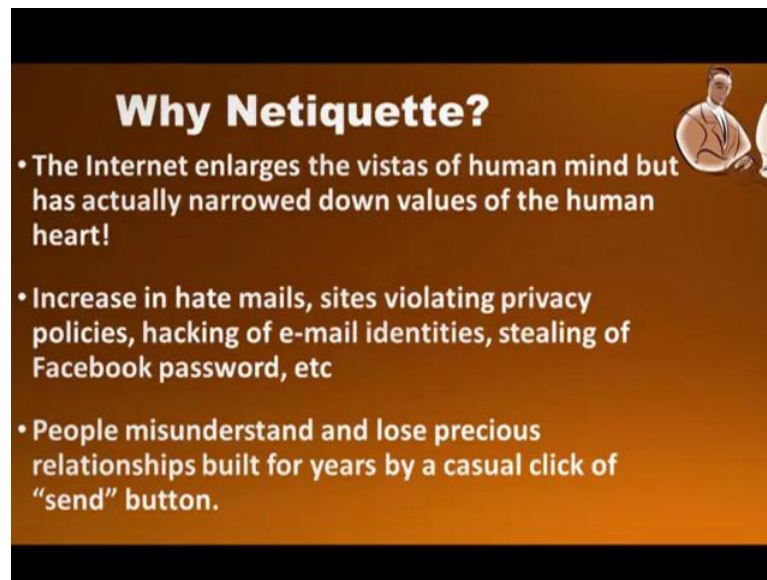
## Why Netiquette?

- Internet has really contracted the world into a “global village” – but communication has become much more a complicated process!
- Despite the flow and exchange of information in various channels as Facebook, mailing lists, blogs, forums and chats, the question still remains whether communication is taking place in all these forms in an effective manner or not.

Now, if you ask me the question why should we know this? Why netiquette am I not aware of this? Now if you look at the way internet has evolved it gives you the answer actually internet has really contracted the world into a global village. So, the entire world has become small, because of the connectivity we can make. So, quick, so instantaneous and this has made it like a village, but if you look at what communication is doing you will realize that communication has become much more complicated process. The world has strength in size due to connectivity, but then the complexity of human communication has been on the increase. So, it is not decreasing the communication complexities which was involved when you are interacting with the people at a social group inter personal level. Now despite the flow and exchange of information in various channels now we have. So, many channels to express our views discuss with people Facebook on the top and then mailing lists we can join group and then get mails blogs you can just write your expression opinion free, forums and chats.

But the question still remains whether communication is taking place in all these forms in an effective manner or not, and obviously, the answer is it is not as effective as it is desired to be.

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Now that is the reason why should we have netiquette, in addition the internet actually enlarges the vistas of human mind. So, it helps you to broaden your human mind, but has actually narrowed down values of the human heart. So, people have become emotional cripples. So, emotionally they have become handicapped, they have become disabled they are not able to function strongly using their emotional skills, that is why we have soft skills, but on the other hand apparently communication has widened. Thanks to internet, but since people are not able to use their emotional intelligence appropriately using the network, what is happening is that there is increase in hate mails, sites violating privacy policies hacking of email identities. Today we hear of a cyber crimes which are involving identity theft, hacking identity, email identity, Facebook identity, Facebook password is stolen and somebody puts different kinds of pictures of you. So, these things are happening because of the reason that human heart is getting contracted; whereas, the mind is getting enlarged.



People misunderstand and loose precious relationships built for years by a casual click of send button. So, they do not think before sending the message they very casually click the send button and then loose precious relationships or in terms of company they lose precious goodwill built on decades.



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## Why Netiquette?

- Sending emails has become the most used and abused form of cyber-communication.
- In the past, staff received trained to write business letters and learn the nuances of sending effective letters.
- **However, no body receives any formal training for sending e-mails!**





And now why netiquette again? Sending emails has become the most used and abused form of cyber communication. In the past if you look at the way letters were drafted especially in corporate offices companies even educational institutes, people were trained people were these stenos and clerks and then office assistants PA's that is personal assistants they were all trained, they were all trained by a mentor or even professionally they were trained to write letters in a proper format, but if you look at the current scenario there is no training for sending any email and even the nuances of sending effective letters are completely ignored.

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## Why Netiquette?

- E-mails are written without any **PLANNING** or **PREPARATION** and sent abruptly, without caring for **PRESENTABILITY**. Ignoring fully the human aspect of communication involved in the transaction process.
- The result invariably is miscommunication.
- This could be possibly avoided if people learn, understand, and follow simple norms for communication in cyberspace.



The fact that nobody receives any formal training for sending emails, calls for netiquette. Emails are written without any planning or preparation and sent abruptly, without caring for presentability ignoring fully the human aspect of communication involved in the transaction process, what is the results the results invariably is miscommunication. This could be possibly avoided if people learn understand and follow simple norms of communication in cyber space.

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So, that is again the reason we have netiquette. Now let us look at some basic netiquette norms these norms appeal to any kind of use in the net in general to begin with the first on the basic rule is that, you should not forget that the receiver is a human being, you should not forget.

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**Do not forget that the receiver is a human being**

- Even when you sit and type on a blank screen, visualise the person at the other end.
- Type messages as if you are interacting with him/her face-to-face.
- When you will keep in mind the human element, you will not send curt messages that will hurt the receiver's sentiments.

That person at the other site who is getting your email or getting your message is also a human being like you. What happens when you sit and type on a blank screen you just get a feeling that you are actually interacting with the machine, but actually you should go beyond and visualize the other person who is sitting at the other end who is going to receive this mail or message from you. So, when you type messages you should type messages as if, you are interacting with him or her face to face.

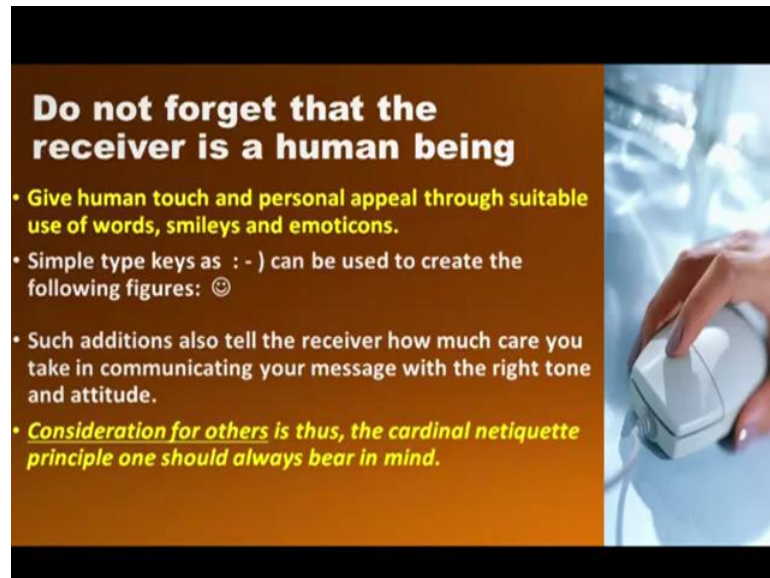
Ask yourself the honest question whatever you are writing let us say it is a hate mail you are writing, you are angry with somebody and you have written everything would you say the same thing if the person is just sitting before you? 100 percent you will not tell the same content you will tone it down you will put it in a different manner and even when you see the person for example, you shout at the person and then and then if the other person let us say she is a girls and she starts crying because, she is innocent and then she feels she is undeservedly being abused by you; the moment you see the other person crying you realize that maybe you are overreacting and then you stop.

Where is in email you are not able to assess the feedback immediately, only when the mail is sent and the person reads it fully you know how the person is going to respond by another mail or by another phone call in response, otherwise you have no idea of what the other person is likely to feel, but it is important that you should empathize, you should fill into the shoes of the other person before sending the mail.



When you will keep in mind the human element, you will not send curt messages that will hurt the receivers' sentiments. So, always keep the other person in your mind.

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And then you should also understand that it is about giving the human touch, if you realize that you are a human being and the other person is also receiving is a human being. Try to give this a human touch a personal appeal even, if it is a formal letter, they should feel that there is a warmth exuding from your email how can you do that very suitable use of words now even in formal letters nowadays some business offices except even smiley and emoticons just to indicate that you are not really serious you are just joking or you are lighthearted and as you know if you just type the keys. So, colon and then a dash then put one closing bracket and then press enter. So, it will create a smiley and nowadays even you can insert lot of smileys when you are sending email and the kind of smileys.

So, that actually gives a feeling that you are giving a personal touch you are indicating to the other person that you are not the angry you are happy about the communication, but you are just pointing out some limitations in the way the other person communicated to you it is not rejecting the person, but it is rejecting the way something has been done to you.

Such additions also tell the receiver how much care you take in communicating your message with the right tone and attitude. So, consideration for others is thus the cardinal

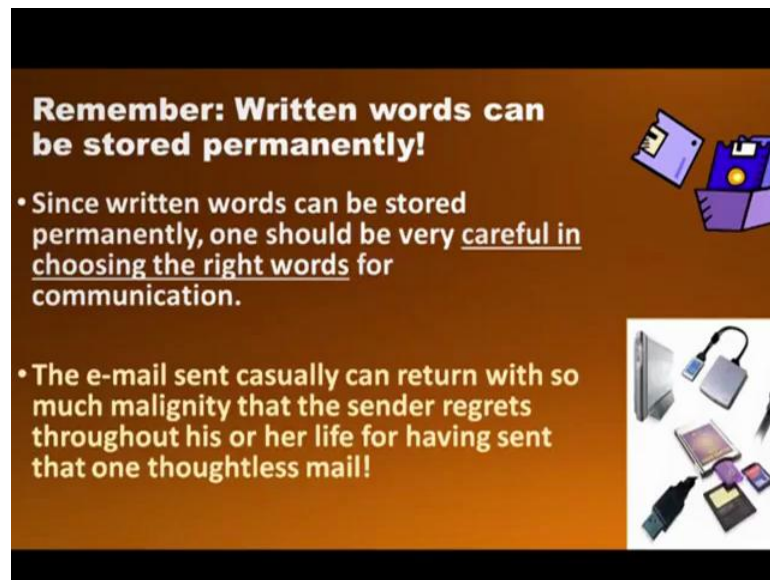
netiquette principle one should always bear in mind. If you do not have consideration for others I would say that do not send the email and if you do not know how to do that go and meet the person or try to at least talk on phone email can act as bombs and it can just completely destroy the relationships. So, you have to be very careful.

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So, do not forget the human component that is the rule number one. The next one you should always remember that written words can be stored permanently, once you type and send it even people say when you type and your computer is storing it the words are store permanently they were stored for ever.

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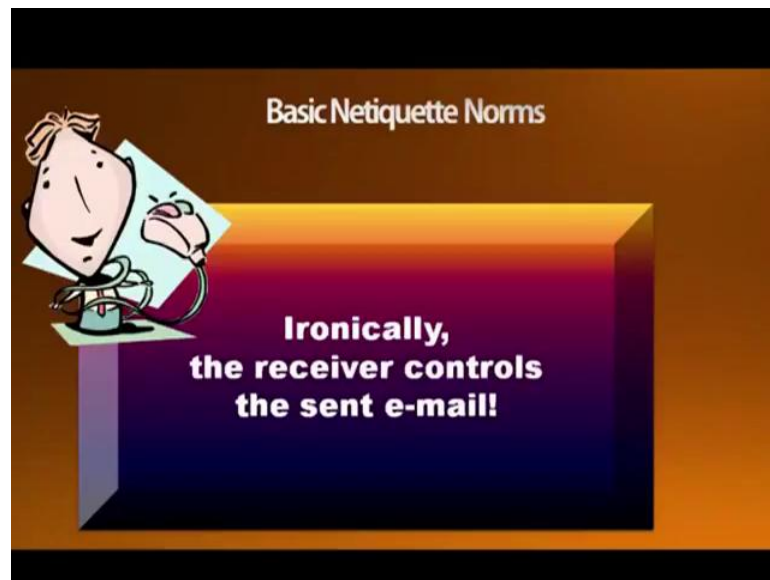
**Remember: Written words can be stored permanently!**

- Since written words can be stored permanently, one should be very careful in choosing the right words for communication.
- The e-mail sent casually can return with so much malignity that the sender regrets throughout his or her life for having sent that one thoughtless mail!

What does it mean since these words can be stored permanently; one should be very careful in choosing the right word for communication. Choose the wrong words choose the impolite ones create a feeling that you are very rude aggressive, insensitive and it can be completely destroy the relationship at the other side most of the times the emails which are sent casually can return with so, much malignity.

So, the person sent had no intention of really hurting the other person, but wrong use of words the other person sends with lot of malignity; ill feeling. That the sender regrets throughout his or her life for having sent that one thoughtless mail, you send it and then you regret for your life as why did you send that. So, before sending give a thought that whatever you send can be recorded permanently and because of this. So, you should be very careful with written words and especially when it is sent through email.

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The next interesting aspect of net and the netiquette norm that you should remember is that ironically. Ironically is like it appears to be opposite, but it is true the receiver controls the sent email what does it mean.

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Usually you the sender you think that you have control over your emails, but the fact is it is a receiver who controls the mail once it is sent, you have absolutely no control over your emails once you press the send button once you press it you do not have any control and once sent its a receiver who will have full control over the mails. What will the

receiver do the receiver decides even if you have requested that the mail should be deleted immediately whether to delete or store the mail for future use. So, you may say something bad about another colleague to this person through an email or you have send some jokes about your boss on the email or you have shared some personal intimate thing with another person on the email and you requested the other person that as soon as read it you please delete it.

Even after you have requested it is absolutely with the other person to decide whether to delete it or not. So, you have no control. So, once you send it you are completely losing control of the email that you have sentence.

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**Ironically, the receiver controls the sent e-mail!**

- The receiver also can use it against you, send it to numerous others, get a print out of it and post it on public notice boards and put you to shame.

So be careful about sending a message that would embarrass you if shared with others or exposed to the general public.

Now, the worst case scenario is this the receiver also can use it against you, send it to numerous others get a printout of it and post it on public notice boards and put you to shame. Now in corporate offices some people do not know that the administrator can always check the emails of everybody, there is a master password and that can be used to peep into anybody's email anytime. So, the corporate office generally gives individual email ID's, but then they have the master control.

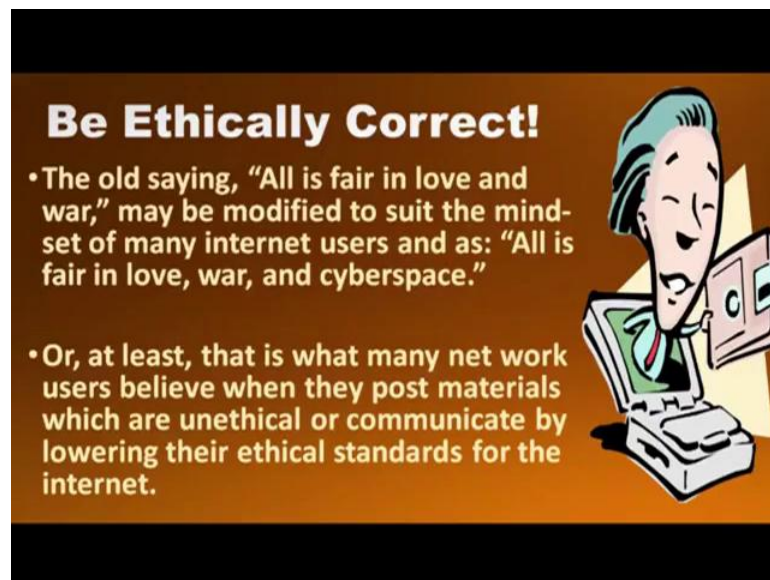
So, I heard of an incident where one male colleague sent a kind of email proposal expressing his very intimate feelings to another female colleague working in the same office. Now before the colleague could respond whether positively or negatively the administrator saw this and reported to the manager the manager, just took a printout of



the letter and then went and displayed it on the notice board, and then he just circulated copies to all offices throughout the country now it was a such an embarrassing thing it was a very shameful thing for the person finally, he had to quit the job also it was a very important and lucrative job for him there was no other go he had to quit because, everywhere people started making fun of him laughing at him behind him they were jokes and he could not face the humiliation. So, you could be embarrassed and you could be put to shame in general public just because of an email that you sent.

There are other reasons people can not only react immediately, but they can store it for ages, they can store it for years after 10 years-20 years they can send the mail back to you and you might have changed your opinion and then they can show that you are contradicting your own opinion which you made a norm for all others and you are violating that norm again they can embarrass you that way. So, remember that and the other important netiquette norm that you should remember in general is wherever you are communicating socially using the internet or trying to contact with anybody trying to maintain relationship with anybody, be ethically correct. Why should you be ethically correct? Is something that you will ask?

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**Be Ethically Correct!**

- The old saying, "All is fair in love and war," may be modified to suit the mindset of many internet users and as: "All is fair in love, war, and cyberspace."
- Or, at least, that is what many net work users believe when they post materials which are unethical or communicate by lowering their ethical standards for the internet.

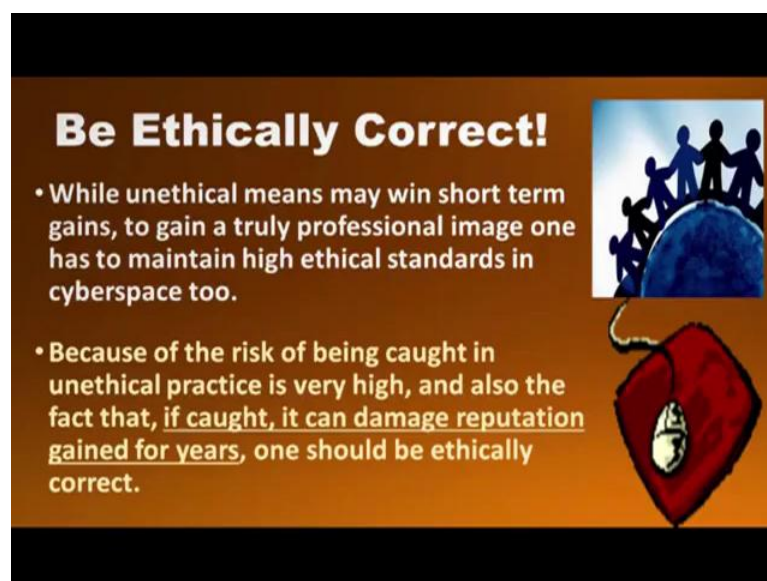
The slide features a cartoon illustration of a man with a large head and a small body, wearing a suit and tie, sitting at a computer desk. He is looking at the screen with a wide, somewhat mischievous smile. The background of the slide is a solid brown color.

So, it is like my computer it is my mail I am sending to anybody and as the old saying goes all is fair in love and war. May be modified to suit the mindset of many internet users and as all is fair in love war and cyberspace, they think that a anything goes in

cyberspace you write whatever nonsense you want to write. Love mail, hate mail, abusive mail, post abusive picture, post abusive videos, so, nothing happens do whatever you want. And that is the impression with which many network users believe, when they post materials which are unethical. Materials which are unethical you know very well that whatever you do you will not do it for you, for your sister for your brother for your parents for your relatives you will not do it. But if it is a third person you do not mind doing it especially if it is a stranger you do not mind using all the things which are abusive and posting it on the net, you know it is not morally correct, but still you think that you will do it.

So, you should be ethically correct, you should not post any unethical comment or you should not lower your ethical standards for the internet. Again when you meet the same person face to face, and when you maintain eye contact and talk to the person you cannot say certain things. On phone you can certainly better than meeting face to face even you maintain your decorum, but when it comes to internet oh I can write anything to this person; because the person is not just before me, and whenever the person opens the inbox of the mail then the person sees it. So, I do not care now that attitude is wrong it is lowering your standards and then somebody who wants develops his or her soft skills and personality that is totally unwarranted. Email ethics, internet ethics should govern your behavior every time, you know what is morally good or bad choose the good when it is easy to choose the bad one.

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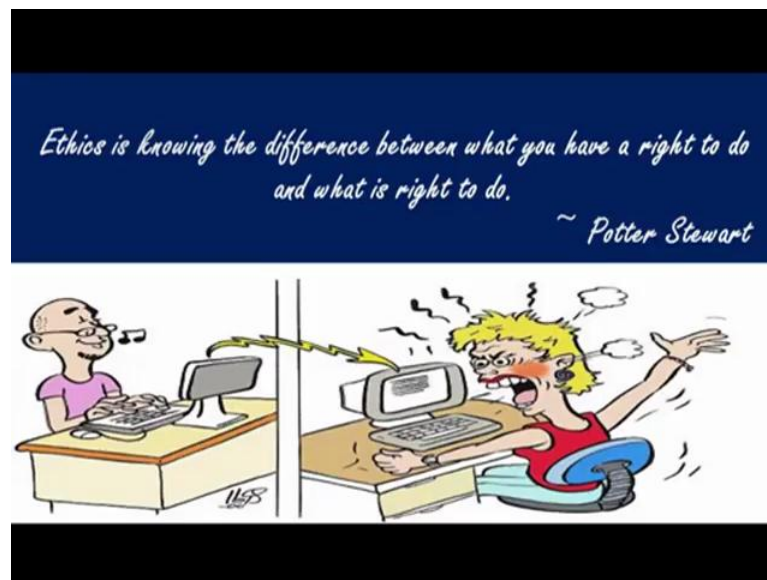
**Be Ethically Correct!**

- While unethical means may win short term gains, to gain a truly professional image one has to maintain high ethical standards in cyberspace too.
- Because of the risk of being caught in unethical practice is very high, and also the fact that, if caught, it can damage reputation gained for years, one should be ethically correct.

The other reason for not selecting unethical means is that, it will give you some short term gains to gain a truly professional image one has to maintain high ethical standards that will sustain you throughout and then that will gives you long term gains long term benefits. You become popular in the social network, but suddenly somebody puts something that you posted 5 years before, and it damages the entire reputation you gained over 5 years through hard work and then lot of good will that you earned.

So, be careful whatever is returned can be reused against you. So, write only the good things whatever you post which is unethical. So, will give you only short term gains, but it going to affect you in the long term and because of the risk of being caught in unethical practices is very high you cannot hide anywhere in the internet. it is like your always on the surveillance once you log in you can be caught anywhere any time it is not difficult to catch you. So, keep that in mind once caught it can damage reputation gained for years, from your childhood you are seen as the local hero people look up to you one small thing mischievously you put and then people realize that you are not the good person they thought you to be. So, be ethically correct all the time when you use social network.

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And just as a concluding thought I would like to read out a quote for you and want you to watch the joke that is just below which is self explanatory, it is from Potter Stewart the quote on ethics it says that ethics is the knowing the difference between what you have a

right to do and what is right to do. The difference between what you have a right to do you have a right to use your computer, you have a right to use your data, you have a right to use your internet, you have a right to send email, you have right, but what is right to do is not to send certain kinds of emails, message to someone who does not deserve it.

Not to behave or not to misbehave, not to sent abusive contents although you may think that it is my right to do whatever I want in the internet, but you need to think that what is right to do. What is right to do may not what you think us the right that you have to do. So, understand the difference and then to knowing the difference will actually keep you ethically correct, and if you look at the picture. So, on the left side there is a person who is sending all kind of abusive content to the other person which is actually making the person at the receiving side, completely lose control of her emotions this should not happen when you are communicating.

I hope this lecture builds up your image, status as a very good netiquette user, as a very good person who knows the netiquette norms in the following lecture let us look at very specific email etiquette that will again hone you as a person who can use the net very efficiently and effectively. Thank you for watching this video I will get back to you in the next lecture.

Thank you.