

# Supplementary Material for This Email Could Save Your Life: Introducing the Task of Email Subject Line Generation

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## 1 Amazon Mechanical Turk

Figure 1 shows the Amazon Mechanical Turk interface for workers to write the email subject from the body. Figure 2 shows the interface for the email subject evaluation. For quality control, we include a random subject. Annotators who consistently give high ratings for Random subjects or low ratings for Human Annotation subjects are excluded from our analysis. This filtering resulted in a total of 389 examples with 3 valid ratings each of which we take the average.

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\* Work done during the internship at Grammarly.

## Email Subject Generation

The subject line is one of the most important aspects of an email as it determines whether or not the recipient will even open the email. In this HIT, you will be given the body of an email, to which you will write an appropriate subject line.

**Instructions**

**For each task:**

1. **Read** the email body carefully.
2. **Write** an appropriate subject line for this email.
  - If the content of an email is too difficult to fully understand, do your best to **write** an appropriate subject line regardless and **check** the checkbox next to "Hard to Read".
3. **Check** to make sure your subject line is free of typos and grammatical errors and then **click** "Submit".

**Guidelines:**

- For each subject line, use the **content of the email** as a guide as to:
  - who the **intended recipient** of the email would be
  - what an **appropriate subject** for the email would be
- Make sure the subject line is **informative** enough to give the recipient a clear idea of what the email entails but try to be as **succinct** as possible.
  - Please see the following good and bad examples of subjects. Try to come up with the good ones!
- Please make sure to **double check for typos** in your subject line before submitting.
  - Subjects with typos and grammatical errors will be automatically **rejected**.

**Example Tasks with Good and Bad Subjects:**

**Email Body**

Hi All, I would be grateful if you could get to me today via email a job description for your current role. I would like to get this to the immigration attorneys so that they can finalise the paperwork in preparation for INS filing once the UBS deal is signed. Kind regards,

**Subject Line**

Current Job Description Needed  
*(COMMENT: This is good because it is both informative and succinct. Try to come up with subjects like this one!)*

**Subject Line**

Job Description  
*(COMMENT: This is okay but not informative enough.)*

**Subject Line**

Request  
*(COMMENT: This is bad because it does not contain any specific information about the request.)*

**Email Body**

#{email\_body}

**Subject Line**

Hard to Read

Figure 1: Amazon Mechanical Turk job interface for the email subject annotation.

## Rating Subject Lines

In this HIT, you will be given an email body followed by some subject lines that could potentially be used as the subject line of the email body being sent. You will be asked to rate the potential subject lines based on the two metrics: **Informative, Fluency, Overall Quality**.

**Instructions**

**For each task:**

1. **Read** the email body carefully.
2. **Read** the potential subject line carefully.
3. **Rate** the subject line as follows:
  - o Rate separately for metrics of **Informative, Fluency, Overall Quality**.
  - o For each metric, rate the subject line using **a scale of 1 to 4**, where **1** indicates that the subject line is **poor under the metric** whereas **4** indicates that the subject line is **great under the metric**.
  - o For each metric, **use your best judgment** on which rating to give.
  - o Explanations about the metrics and guidelines on how to rate the subject lines can be found below.

**Guidelines:**

- **Informative.** Give a rate from 1 to 4 considering the following:
  - o Does the subject contain details about the email body?
  - o Can the recipient get a strong sense of the email body?
  - o Is the subject accurate and consistent with the email body?
- **Fluency.** Give a rate from 1 to 4 considering the following:
  - o Is it fluent and free of grammar errors?
- **Overall Quality.** Give a rate from 1 to 4 considering the following:
  - o Overall, is this a good subject for the email body?

Email Body

`\${email\_body}`

Potential Subject Line

**`\${annotation\_0}`**

Informative:	<input type="radio"/> 1 - Poor	<input type="radio"/> 2 - Fair	<input type="radio"/> 3 - Good	<input type="radio"/> 4 - Great
Fluency:	<input type="radio"/> 1 - Poor	<input type="radio"/> 2 - Fair	<input type="radio"/> 3 - Good	<input type="radio"/> 4 - Great
Overall Quality:	<input type="radio"/> 1 - Poor	<input type="radio"/> 2 - Fair	<input type="radio"/> 3 - Good	<input type="radio"/> 4 - Great

Figure 2: Amazon Mechanical Turk job interface for the email subject evaluation. All the other system outputs are in the same job but are not shown here for brevity.