

Abstract

The strategies of naming electronic mail or e-mail accounts are studied in this thesis. It investigates the strategies of naming e-mail, the structure and the meaning of e-mail accounts by analyzing data collected via questionnaire and the Internet.

The results of this study indicate that all e-mail users use the strategy of meaning in e-mail accounts naming. The strategy of meaning can be divided into six semantic domains: the naming-based strategy, the existence-based strategy, the non-existence-based strategy, the action-based strategy, the appearance-based strategy, and the geographically-based strategy. Among the strategies, the most often used is the naming-based strategy, and the least often used is the geographically-based strategy.

Additionally, there are two types of structures of e-mail account names: single structure and compound structure. Among the types of structures, the mostly used is the single structure.