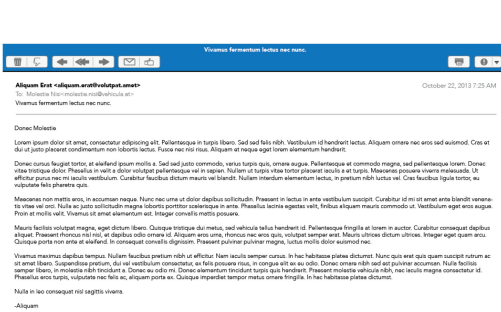
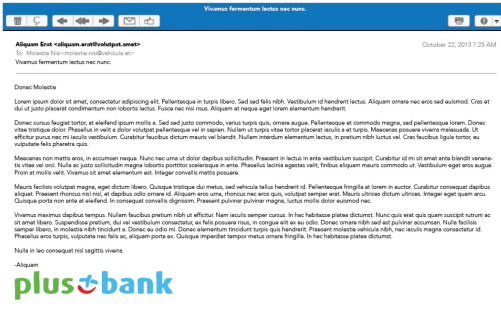


Online Appendix to: How Impactful Is Presentation in Email? The Effect of Avatars and Signatures

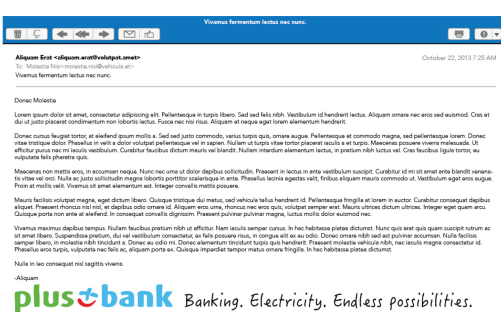
JOSHUA HAILPERN and MARK HUBER, HP Labs
RONALD CALVO, HP Application Services



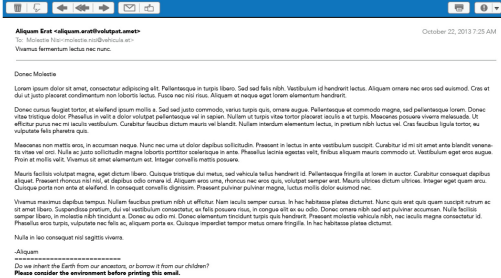
(A1.1) Control | CTR



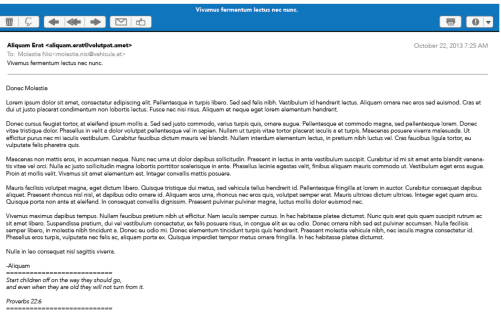
(A1.3) Signature | Lgo



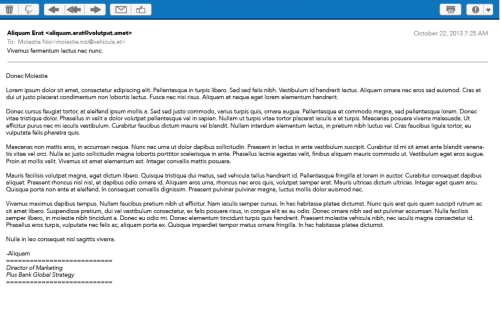
(A1.5) Signature | Sgn



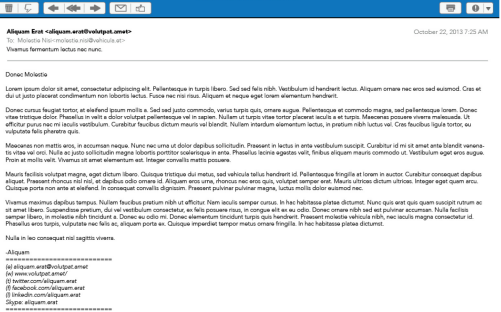
(A1.7) Signature | Tre



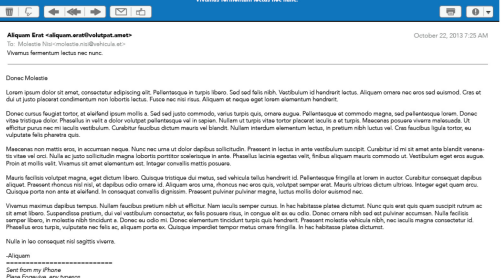
(A1.2) Signature | Rlg



(A1.4) Signature | Trd

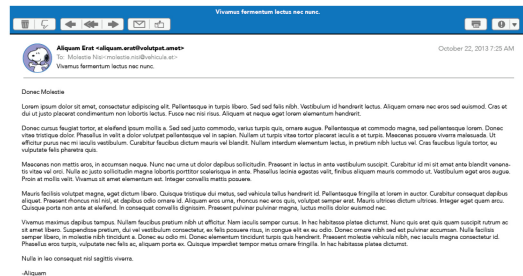


(A1.6) Signature | Scm

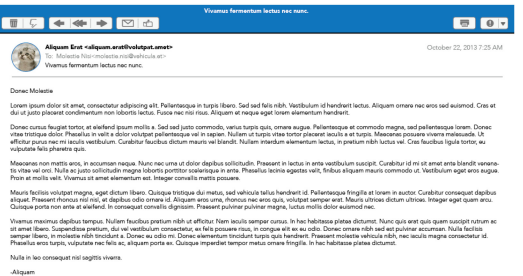


(A1.8) Signature | Phn

Fig. A1. Control and Signature variations.



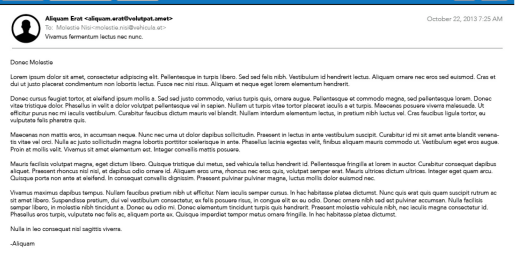
(a) Profile Avatar | Cmc



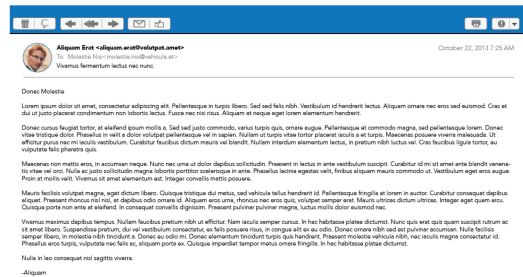
(b) Profile Avatar | Cat



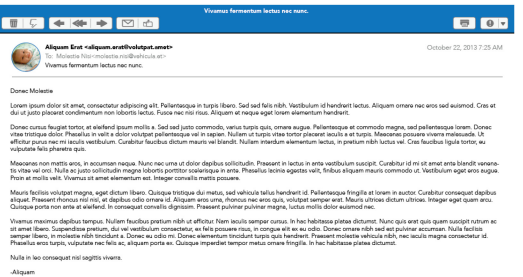
(c) Profile Avatar | Whm



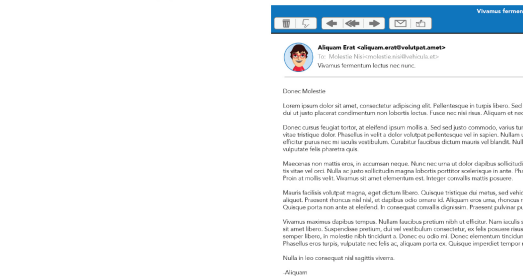
(d) Profile Avatar | Ukn



(e) Profile Avatar | Hmn



(f) Profile Avatar | Bby



(g) Profile Avatar | Car

Fig. A2. Profile Avatar variations.

Table B1. Ordered Ranking of **Agreeableness** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Cmc		3.80(0.92)	Rlg		3.80(0.86)
CTR		3.53(0.81)	CTR		3.53(0.81)
Cat		3.19(0.86)	Lgo		3.26(0.75)
Whi		3.19(0.80)	Trd		3.25(0.86)
Car		3.13(0.77)	Sgn		3.25(0.84)
Ukn		3.12(0.84)	Scm		3.17(0.83)
Hm		3.09(0.90)	Tre		3.15(0.83)
Bby		3.06(0.91)	Phn		3.14(0.65)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B2. Ordered Ranking of **Extraversion** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
CTR		3.89(0.64)	CTR		3.89(0.64)
Whi		3.60(0.61)	Sgn		3.61(0.67)
Car		3.57(0.68)	Scm		3.57(0.61)
Bby		3.52(0.66)	Trd		3.52(0.62)
Hm		3.48(0.57)	Lgo		3.48(0.57)
Cmc		3.48(0.59)	Phn		3.48(0.58)
Cat		3.46(0.54)	Tre		3.44(0.53)
Ukn		3.45(0.55)	Rlg		3.44(0.66)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B3. Ordered Ranking of **Conscientiousness**
Measure: Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Whi		4.39(0.72)	Scm		4.34(0.64)
Hm		4.38(0.68)	Trd		4.32(0.66)
Cmc		4.32(0.79)	Rlg		4.29(0.73)
CTR		4.03(0.78)	Lgo		4.27(0.72)
Ukn		4.03(0.83)	Tre		4.26(0.69)
Bby		3.70(0.69)	Sgn		4.24(0.82)
Car		3.60(0.81)	CTR		4.03(0.78)
Cat		3.60(0.80)	Phn		3.51(0.91)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B4. Ordered Ranking of **Neuroticism** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Bby		2.78(0.84)	Phn		2.79(0.82)
Car		2.72(0.81)	Tre		2.67(0.79)
Ukn		2.71(0.78)	Sgn		2.66(0.89)
Hmr		2.69(0.83)	Trd		2.64(0.86)
Cat		2.67(0.83)	Rlg		2.61(0.72)
Cmc		2.59(0.88)	Scm		2.61(0.68)
CTR		2.40(0.81)	Lgo		2.58(0.82)
Whr		2.23(0.75)	CTR		2.40(0.81)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B5. Ordered Ranking of **Openness** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Whi		3.71(0.55)	Lgo		3.61(0.54)
Car		3.67(0.65)	CTR		3.35(0.64)
Cmc		3.59(0.72)	Scm		3.10(0.55)
CTR		3.35(0.64)	Rlg		3.08(0.62)
Hm		3.10(0.55)	Trd		3.05(0.48)
Cat		3.04(0.57)	Sgn		3.04(0.57)
Bby		3.01(0.53)	Phn		3.03(0.53)
Ukn		2.98(0.56)	Tre		2.96(0.57)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B6. Ordered Ranking of **Hard to Read** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Car		3.20(1.57)	Tre		2.81(1.51)
Ukn		2.81(1.50)	Trd		2.78(1.47)
Cat		2.79(1.51)	Phn		2.76(1.53)
Bby		2.78(1.50)	CTR		2.57(1.41)
CTR		2.57(1.41)	Sgn		2.30(1.33)
Whr		2.32(1.30)	Scm		2.28(1.30)
Hmr		2.14(1.22)	Rlg		2.21(1.30)
Cmc		1.97(1.15)	Lgo		2.16(1.27)
Smallest			Smallest		
(a) Profile Avatar			(b) Signature		

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B7. Ordered Ranking of **Professional** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Hmr		4.33(0.97)	Scm		4.34(0.94)
Cmc		4.25(0.98)	Trd		4.27(1.00)
Ukn		4.12(1.07)	Sgn		4.13(1.14)
Whr		4.10(1.21)	Tre		4.12(0.98)
CTR		3.95(1.14)	CTR		3.95(1.14)
Car		3.60(1.12)	Lgo		3.62(1.16)
Bby		3.55(1.07)	Rlg		3.55(1.02)
Cat		3.42(1.19)	Phn		3.54(1.23)
Smallest			Smallest		
(a) Profile Avatar			(b) Signature		

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B8. Ordered Ranking of **Well Formatted** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Hmr		4.33(0.97)	Scm		4.34(0.94)
Cmc		4.25(0.98)	Trd		4.27(1.00)
Ukn		4.12(1.07)	Sgn		4.13(1.14)
Whr		4.10(1.21)	Tre		4.12(0.98)
CTR		3.95(1.14)	CTR		3.95(1.14)
Car		3.60(1.12)	Lgo		3.62(1.16)
Bby		3.55(1.07)	Rlg		3.55(1.02)
Cat		3.42(1.19)	Phn		3.54(1.23)
Smallest			Smallest		
(a) Profile Avatar			(b) Signature		

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.

Table B9. Ordered Ranking of **Well Written** Measure:
Sparkline of Mean and Standard Deviation Bars

Largest			Largest		
Whr		4.12(1.19)	Rlg		4.20(1.11)
Cmc		4.00(1.31)	Scm		4.08(1.10)
CTR		3.83(1.24)	Trd		3.99(1.27)
Hmr		3.55(1.20)	CTR		3.83(1.24)
Cat		3.51(1.27)	Sgn		3.53(1.19)
Bby		3.42(1.14)	Tre		3.52(1.15)
Ukn		3.41(1.09)	Lgo		3.50(1.17)
Car		3.31(1.19)	Phn		3.35(1.30)
Smallest			Smallest		

(a) Profile Avatar

(b) Signature

Note: Statistically significant pairwise comparisons of conditions vs. control are highlighted in bold and sparkline dots in red.