

Attachment B.4.3 – Email subject lines for University of North Carolina

Please rank the following email sender/subject lines in order of your likelihood of opening the email where 1 = most likely.

Rank	Sender	Subject Line
___	Holden Thorp	Chancellor Thorp asks you to participate in NSF study
___	RTI International	! NSF Early Career Doctorates Study - IMPORTANT
___	Holden Thorp	Please help with National Science Foundation study
___	RTI International	DO NOT DELETE - National Science Foundation study
___	Holden Thorp	An appeal from the office of Holden Thorp
___	RTI International	Survey of early career doctorates
___	RTI International	NSF has selected you for Early Career Doctorate Study

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