

Since time immemorial, communication has been one of the most significant factors in our lives. Effective, easy and fast communication is the wish and desire of everybody across the world. Due to an increased need and desire of easy and fast communication, people all over the world have been inventing and implementing many different communication devices, machines in addition to many others so as to ease and facilitate the rate at which communication takes place across the world. Electronic mail, also referred to as e-mail, is therefore one of the systems and means of communication that have been invented so as to facilitate and improve the rate at which we communicate. Email services are online social networking services, messaging information or sites that centers on developing of social associations among people that share likes and behaviors. Most of the services are based on web and give a means for clients to interrelate over the internet and share activities, thoughts, interests, dealings and incidents within their personal networks.

The E-mail services however have various impacts both positive and negative on the lives of people as they use the services. Some of the positive impacts include a social impact which enables people to hook up and share interests and events across economic, geographical and political borders. Through the services, online societies are generated where a reward economy and mutual unselfishness are supported through teamwork. The information is mainly matched gift economy since information is a non-competitor good and can be gifted at practically no charge (Bougie, 2002).

The services are more and more becoming the articles of academic investigations and research whereby many scholars in various fields have started to explore and study the force of email networking examining how sites may participate in matters of individualism, distinctiveness, societal capital, education and youth ethnicity (Marsh, 2004). The services grant a means for linking otherwise disjointed industries and small companies without the assets to achieve a wider audience with interested users. The E-mail services enable its users to communicate digitally. The societies of hypertexts agree to the information and idea sharing on old perception located in digital surroundings.

Miller & Slater (2000) assert that the services have also influenced people with companies whereby they use the services as a social set of connections between their businesses to construct their brand images. They also use the services as an online personality running tool, to discover about new skills and opponents, as a guide to cut off possible prospects, to form brand awareness and for recruitment and employment. Through the services, the firms are capable of motivating traffic to their own online sites as they persuade their customers to have to talk about how to advance or change services and goods. Many firms have also been influenced to use E-mail services and sites to exchange scientific information and knowledge. Through sharing the scientific knowledge with each other, it is possible for them to increase their learning and adjustment in manners that would be impossible within their independent hierarchical union. Email services let scientific groups to develop their knowledge foundation and share suggestions otherwise they could be inappropriate and cut off.

According to Taberner et al. (2008), teachers and students are also influenced by Email services whereby they use them as a means to communicate. Teachers and professors have started to familiarize themselves with the services for their benefits since most of the students are already using a large variety of the email networking sites. They are the whole thing from forming chat-room meetings and groups to enlarge classroom conversation to posting assignments, examination and questions to helping with assignments when out of the classroom locations. E-mail services have an impact of promoting the communication between parents and teachers. They enhance more suitable means for parents to inquire on various issues without necessarily meeting face to face with

teachers. Email service is also a raising common and expanding instrument which is being used in communicating with more possible library users and enlarging the services offered by private libraries. College students are also being influenced by the email services network with experts for internship and employment opportunities. Most of studies have been done on the efficiency of networking online in college locations.

According to Singh (2009), the campaigners are also influenced to use the service as an approach of economical grassroots managing. For instance, wide use of a collection of email sites made it possible for 2009 National Equality March Organizers to assemble a predictable two hundred thousand participants to protest on Washington with a cost saving of up to eighty five percent per contributor over previous techniques.

However, despite having positive impacts on the lives of people, E-mail services also have negative impacts on the users. For example, the comparative lack of restrictions afforded by social networking services has caused worry concerning the possibility of its wrong use by individual customers. An example in this case was in the year 2006 when a forged MySpace profile formed in the name of Evans Josh by Drew Janine resulted into the suicide of Meier Megan. This incident provoked worldwide anxiety concerning the use of email services for harassment reasons. As if that was not enough, in 2008 Grant Raphael was demanded to pay a twenty two thousand dollars with allegations of violate of privacy. This is because he had positioned a false page on face book asserting to be the one of a former friend from school Mathew Firsh with whom had fallen out in the year 200. Raphael had falsely stated that Mathew was gay and that he was untruthful (Rosenberg, 2004).

E-mail services also have dangers regarding child safety. Governments and residents have been worried about the misusing of the services by children and youngsters mainly in regards to online sexual predators. The governments have employed a definite number of measures in order to identify with the problem and discover some way out. According to research, scientific fixes like age confirmation and examination are comparatively unsuccessful means of catching online predators. A child Pornography with a lot of affiliates was dismantled by law enforcement in May 2020. It was considered the biggest offense against children case conveyed anywhere by any person.

Another negative impact of E-mail services like Face book on the lives of people is that it is infrequently a means of abusing persons. Such events are frequently called trolling. It is usual for arguments in the actual world to be interpreted online. It can happen in many various categories and is not the same as cyber bullying (Kelley, 1998).

Emotional trauma is another negative impact on the users of Email services. This is as a result of online or cyber bullying which is a reasonably frequent incidence. Some networking sites such as MySpace have fewer restrictions on what persons can place when online. They are allowed authority to place insulting and abusive comments or images that could possibly result into a huge quantity of emotional hurt to another person.

As majority of people have turned to Email networking services as a method of communication, interpersonal communication which is a socializing power has been replaced. Email service sites have also become fashionable sites for youth traditions to discover themselves, relationships and exchange cultural artifacts (Silverstone, 1993). Many of the youth and other users may be damaging their interpersonal communication by using sites like Face book and MySpace.

Spitulnik (1996) states that email services also function under a self-governing business form in which the service members provide double responsibilities as both the consumers and providers or suppliers of content. It is in difference to a traditional business form in which producers and consumers are discrete mediators. Income is naturally increased in the independent business model through advertisements but subscription supported revenue is potential when membership and content points are adequately above.

People using email services have given out too much private information and the threat of sexual predators. They however need to know about data theft or viruses as big services like MySpace and Net log frequently work with rule enforcement to attempt to avoid such occurrences. There is also an apparent risk of privacy in regards to putting a lot of private information in the hands of big companies or governmental bodies, permitting a profile to be created on personal manners on which choices, harmful to a person may be taken. There is also data control threat whereby any messages or information that was eliminated or changed by the user may be kept and conceded to a third party. The risk was emphasized when the contentious social networking site Quechup produced e-mail addresses from users' email accounts for use in a spamming procedure (Silverstone & Haddon, 1996).

The E-mail services have a lot of impacts on the life of people among the mentioned. However, basing on strategies by the UK government to observe traffic on social network systems, related E-mail jamming have been recommended for networks like Twitter and Face book. They will include finding and following great numbers of accidental persons to prevent attempts at network assessment.

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