

# HOW AN E-MAILSTORM HAPPENS

One person sends a message —that most recipients will consider spam—to many individuals and/or groups that can easily add up to 2,000 people.



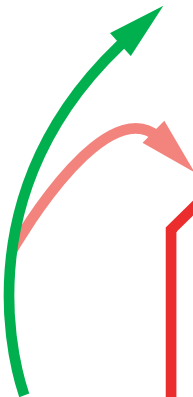
If only 1% of the 2,000 recipients “reply to all,” they generate 20 new messages which all 2,000 also receive.



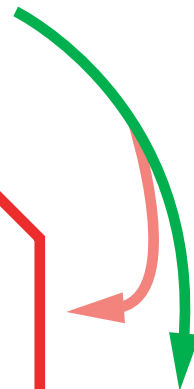
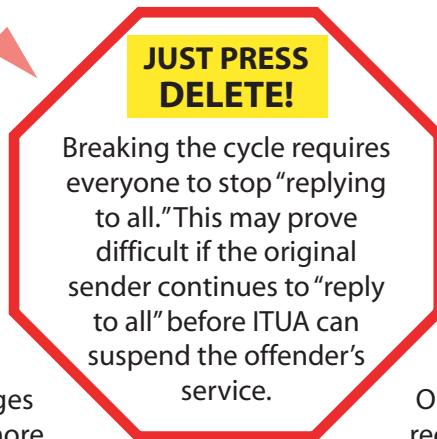
If 50 more recipients “reply to all” plus the original 1% send a second “reply to all,” all 2,000 recipients now receive an additional 70 messages. Get the idea?



As more messages clog e-mail inboxes, tempers begin to flare, prompting even more “reply to all” messages which now tend to become nasty.



As “reply to all” messages become threatening, more tempers flare and more nasty “reply to all” messages sent.



Original sender starts to receive massive amounts of e-mail, prompting more messages to all 2,000 recipients.

