**BACKGROUND**
- 37% applicants' SNS screened by employers
- Companies are moving towards more global job markets
- New demand for workers in developing countries
- Socio cultural factors considered:
  - Individualism vs collectivism
  - Power distance
  - Nationality

**METHODOLOGY**

**PARTICIPANTS**
University students: United States and Turkey.

**PROCEDURES**
- Participants review company
- Survey: organizational attractiveness
- One of five conditions
- Gauge organizational attractiveness
- U.S. vs Turkey

**MODEL FOR SOCIO-CULTURAL FACTORS**

**HYPOTHESES**
- Individualism/low power distance:
  - Less + reactions
  - Perceive more invasion of privacy to SNS screening
- Collectivism/higher power distance:
  - More + reactions
  - Perceive less invasion of privacy to screening
- Perceived invasion of privacy: positive relationship with negative reactions

**IMPLICATIONS**
- Pros and cons of SNS in screening
- A basis to help businesses develop more flexible recruitment tactics
- Give insight to overall organizational attraction in hiring and recruiting
- Allow businesses to create hiring processes fit to target populations