**Cross-Cultural Applicant Reactions**

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**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**

**Mock Job Posting**

**FIVE CONDITIONS**

- Control
- Facebook
- LinkedIn

- Mock Job Posting
  - Facebook
  - Only Facebook is requested
  - No Social Media requested
  - Explanation for Screening Social Media
  - No Social Media Screening

**PARTICIPANTS**

University students: United States and Turkey.

**PROCEDURES**

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

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**MODEL FOR SOCIO-CULTURAL FACTORS**

- Nationality
  - Low Power Distance
  - Individualism
  - More negative reactions to social media screening in hiring

- High Power Distance
  - Collectivism
  - Less negative reactions to social media screening in hiring

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**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

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**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