Adding vs. Averaging: How Do Job Applicants Evaluate Job Attributes?

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**Gap in the Research**
- Employers that understand decision making rationale will attract higher quality talent.
- Previous research involves judgement and decision-making (JDM) theory: people compare choices based on perceived values (Berkowitsch, Scheibehenne & Rieskamp (2014)).
- This study investigates whether people employ the adding vs. averaging rule when comparing job options.

**Hypotheses**

**Hypothesis 1:** In a joint evaluation, an adding decision rule is used; jobs with 4 attributes have higher ratings.

**Hypothesis 2:** In a separate evaluation, an averaging decision rule is used; jobs with 3 attributes have higher ratings.

**Methods**

**Sample:**
The participants (300 graduating seniors) rate the desirability of two job options.

**Job Options**
- **Job A:** Two very attractive attributes (e.g., a high salary and a comprehensive health insurance)
- **Job B:** One moderately desirable attribute (e.g., two days paid-time off per year) in addition to the Job A attributes.

**Groups**
- **1st group:** (N=200) presented both options (A, 50 participants + B, 50 participants) then asked to rate desirability
- **2nd and 3rd groups:** (N=400) presented Job A or B (i.e., separate evaluation) and rate desirability

**Procedure**
A One-way ANOVA will measure the participants perceived attractiveness.

**Implications**
- Literature calls for more research on job choice predictors (Chapman, Uggerslev, Carroll, Piasentin, & Jones, 2005).
- Inform employers about how applicants make decisions when applying and what to offer.