

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



Looking for a job?

Job Summary:

Utilize your skillset to advance your career!

Benefits and Compensation:

- Competitive salary: \$50,000 per year
- Health Insurance, Dental and Vision
- 14 paid vacation days per year
- \$50 Relocation Stipend

Apply:

- Email resume
- Fill out application
- Provide at least two references

*Equal Opportunity Employer

Compare the Options

Great Job Opportunity!	Great Job Opportunity!
Benefits and Compensation: <ul style="list-style-type: none">• \$60,000 per year• Matched 401K• 2 paid vacation days Apply: <ul style="list-style-type: none">• Email resume• Fill out application• Provide at least two references *Equal Opportunity Employer	Benefits and Compensation: <ul style="list-style-type: none">• \$60,000 per year• Matched 401K Apply: <ul style="list-style-type: none">• Email resume• Fill out application• Provide at least two references *Equal Opportunity Employer

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**) i.e., *joint evaluation*, two items at the same time) 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

