**BACKGROUND**
- 7 in 10 US employers use Social Media to screen job candidates (Careerbuilder, 2018)
- Companies expand into global job markets (Globalization)
- Knowing how Culture affects Screening reactions are key for employee retention
- Relevant Socio-cultural factors:
  - Individualism vs Collectivism
  - Power distance
  - Nationality

**METHODOLOGY**

**PARTICIPANTS**
- U.S and Turkish University Students

**PROCEDURES**
1) Survey: Socio-Cultural Factors
2) Participants review company
3) Survey: organizational attractiveness
4) One of three conditions
5) Survey: organizational attractiveness
6) Compare scores of U.S. and Turkey

**IMPLICATIONS**
- Pros and cons of SNS in screening
- Help businesses develop more flexible recruitment tactics
- Insight to overall organizational attraction in hiring and recruiting
- Hiring processes that fit target populations

**HYPOTHESIS**

**Individualism/Low power distance:**
- Likely perceive SM Screening as **more invasive to privacy**
- Less positive reactions

**Collectivism /High power distance:**
- Likely perceive SM Screening as **less invasive of privacy**
- More positive reactions

More perceived invasion of privacy

**MODEL FOR SOCIO-CULTURAL FACTORS**

**Mock Job Posting**

**THREE CONDITIONS**
- Control
  - No evidence of Social Media Screening
  - No Social Media requested
- Facebook
  - Facebook is necessary for Job Application
  - Facebook is requested
- LinkedIn
  - LinkedIn is necessary for Job Application
  - LinkedIn is requested

**Nationality**
- Low Power Distance
  - More negative reactions to social media screening use in hiring
- Individualism
- High Power Distance
- Collectivism
- More positive reactions to social media screening use in hiring