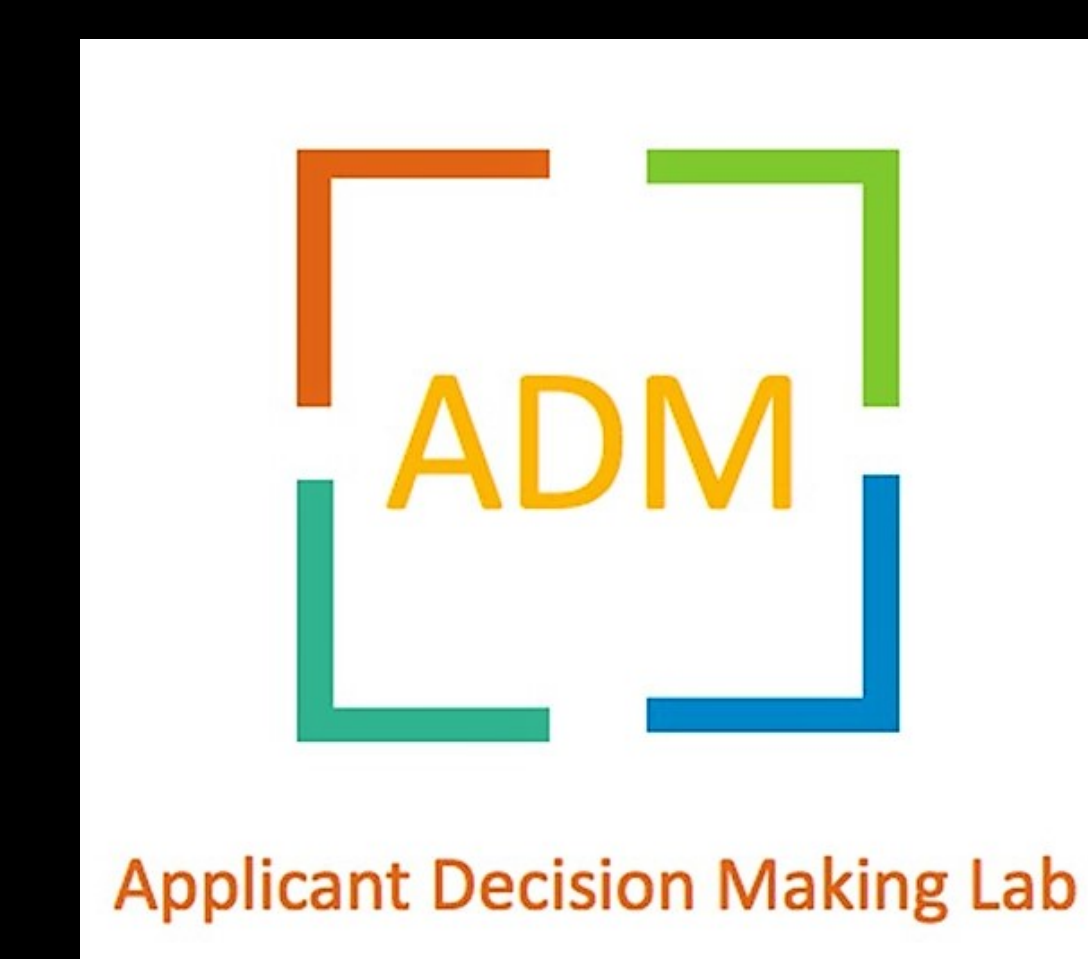




Social Media Screening and Cross-Cultural Applicant Reactions (US and Turkey)

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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

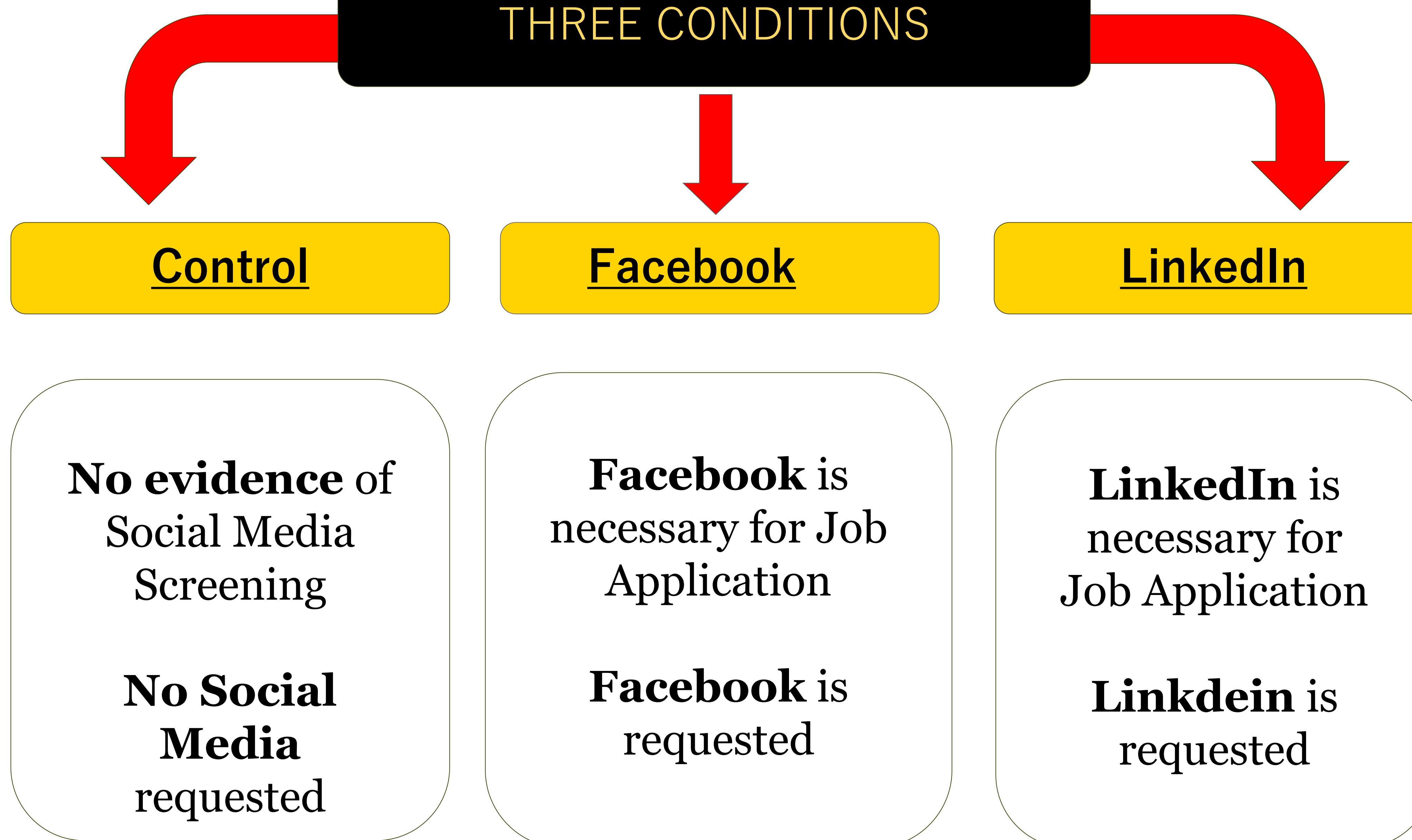
- U.S and Turkish Univeristy Students

PROCEDURES

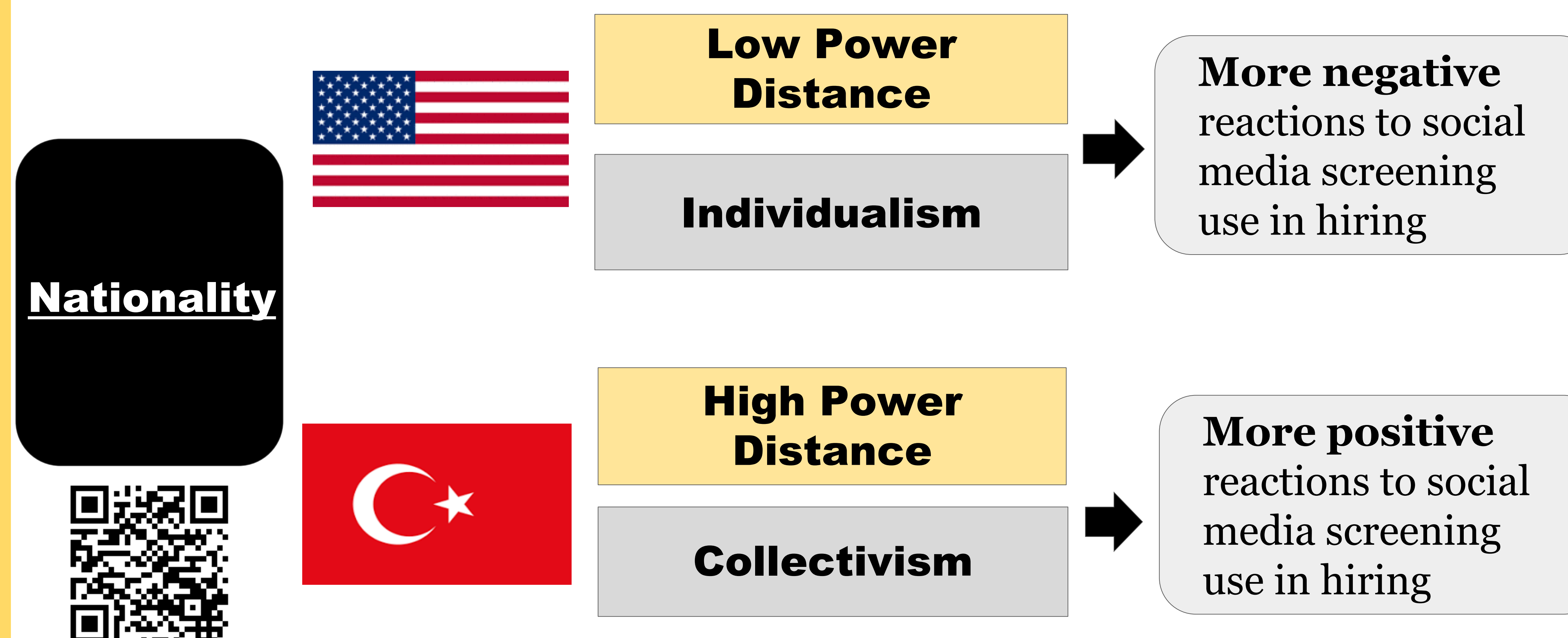
- 1) Survey: Socio-Cultural Factors
- 2) Participants review company
- 3) Survey: organizational attractiveness
- 4) One of three conditions
- 5) Survey: organizational attractiveness
- 6) Compare scores of U.S. and Turkey

Mock Job Posting

THREE CONDITIONS



MODEL FOR SOCIO-CULTURAL FACTORS



HYPOTHESIS

Individualism/Low power distance:

- Likely perceive SM Screening as **more invasive to privacy**
- **Less positive** reactions

Collectivism /High power distance:

- Likely percive SM Screening as **less invasive of privacy**
- **More positive** reactions

More perceived invasion of privacy
=
More negative reactions

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