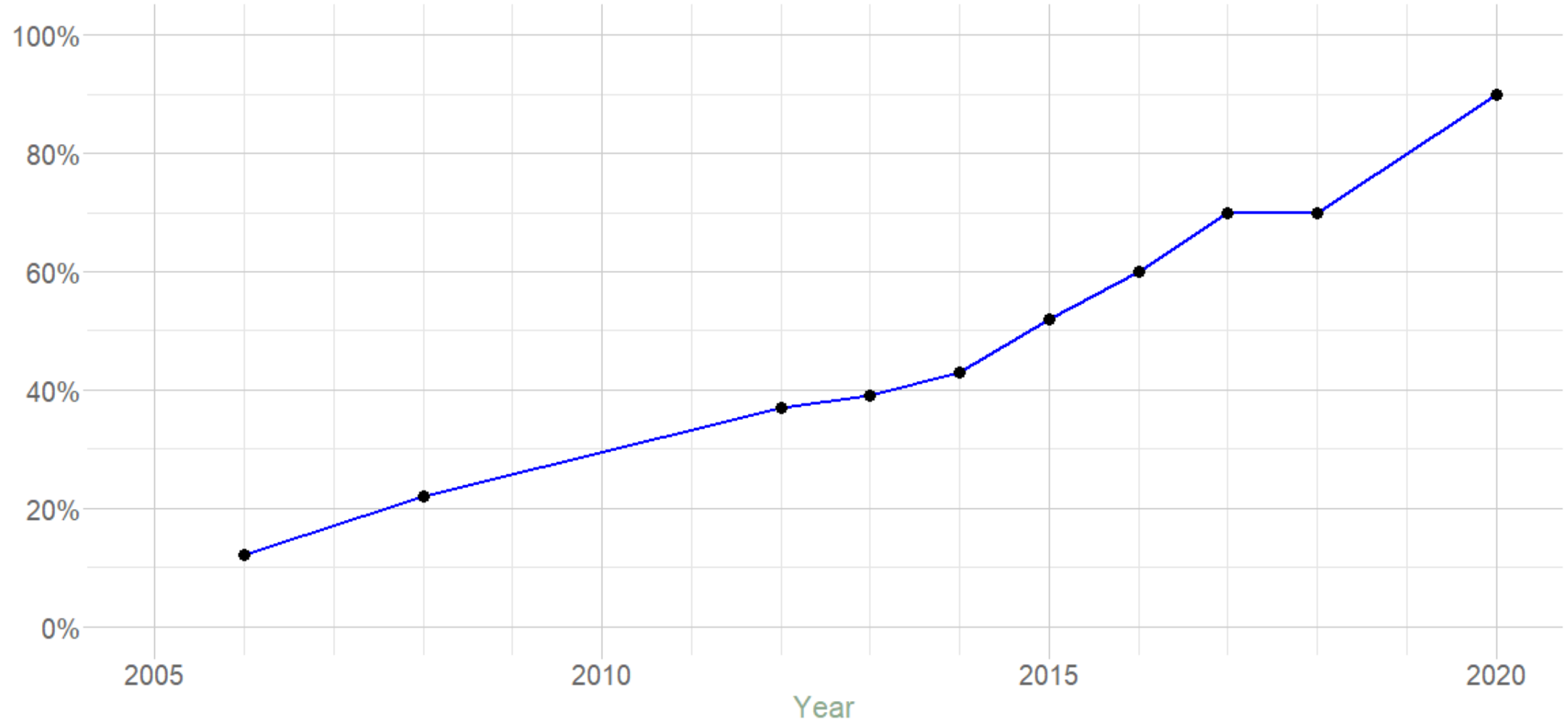


Social Media in Recruitment

Edmund Baker, Veronika Grimm, Yuval Ofek-Shanny

2022-09-01

Share of Employers using SM in Screening Applicants



(Source: Career Builder Survey of 1,012 hiring and human resource managers, 2018)

But

Although organizations use SM to assist in staffing decisions, such use is not well understood by researchers

Roth et al, 2016

Research Questions

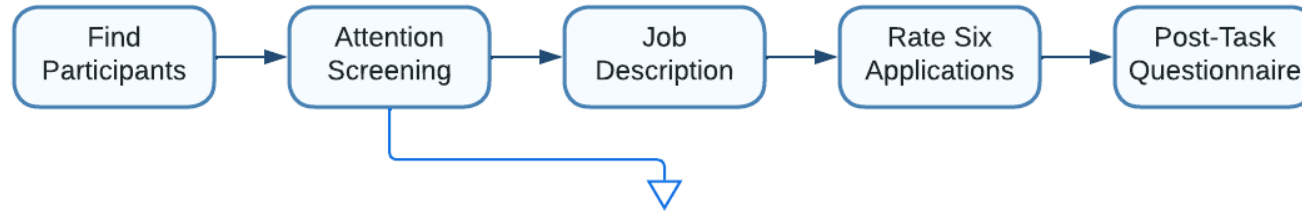
What is the effect of ...

1. ..social media on candidate rating?
2. ..absence of social media on candidate rating?
3. ..contradictory info in social media and CV?

Experimental Design



Experimental Design: Attention Screening



The second part is to read and give six job applications a score.

The third part is to answer a short questionnaire.

Please only take this HIT if you can speak **English**. In order to demonstrate to us that you can, could you **correct/reword the following email...**

Hi Emma,

We discussed about meeting next Friday, but now I have a doubt about this. Could we prepone it to tomorrow instead? So you either need to revert back to me and suggest me another time, or book the room for tomorrow. Kindly do the needful.

Experimental Design: Job Description



Job Description: Office Manager

The Office Manager will be responsible for the daily management of all administrative and office support operations. We are looking for an experienced manager with excellent customer service skills who will fit well into our team. Candidates should be hard-working, organized and reliable.



Duties Include:

- Overseeing office activities
- Dealing with guests in courteous and timely manner
- Coordinating and creating agenda for monthly staff meetings
- Promoting a friendly and welcoming environment for guests


Next

Experimental Design: Applications

Experimental Design: Questionnaire

Applications: The CV

Résumé



Profile

I am goal oriented, able to work in a fast paced environment and meet deadlines. I am reliable and experienced. I am currently in search of a full-time work opportunity in an environment where I can use my management skills.

Experience

November 2014 - Present
HOUSEKEEPING SUPERVISOR HOLIDAY INN
Keep area presentable for guests and clients.
Inspect rooms and correct mistakes.
Assignment and project coordination.
Ensure all issues resolved

August 2012 - November 2014
HOUSEKEEPING AMERICAS BEST VALUE INN
Daily housekeeping duties
Restock rooms
Make sure the surroundings of the property are presentable

Education

September 2011 - June 2012
GED BUCKS COUNTY COMM. COLLEGE NEWTOWN, PA

Skills

| | |
|----------------------|------------------|
| Administration | Customer Service |
| Interpersonal Skills | Problem Solving |

Interests

In my spare time I enjoy yoga and producing nature videos and I volunteer for a local charity "The food trust" helping them create media content for their website.

Applications: The SM

Résumé



Profile

I am goal oriented, able to work in a fast paced environment and meet deadlines. I am reliable and experienced. I am currently in search of a full-time work opportunity in an environment where I can use my management skills.

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Skills

Administration
Interpersonal Skills
Customer Service
Problem Solving

Interests

In my spare time I enjoy yoga and producing nature videos, and I volunteer for a local charity "The Food Trust" helping them create media content for their website.

Social Media Data

Gender



Female

Experience



- 2020 - 2022 : Seeking Employment
- 2014 - 2020 : Housekeeping Supervisor , Holiday Inn
- 2012 - 2014 : Housekeeping , Americas Best Value Inn

Selected Skills and Number of Endorsements from Other Users



- Teamwork: 30
- Time Management: 30
- Microsoft Office: 25
- Administration: 25
- Customer Service: 25

Most used Hashtags & Keywords



- #blessed
- #fitness
- #teamwork
- #Nature

Most Active Groups / Pages



- Walking and talking
- NowThis
- The Simpsons
- Rate My Plate Group
- Adele

Automatic Screening Report on SM Activity



- Social media language: generally positive
- Interactions: generally positive
- Spelling and grammar: very good

Treatment 1: Gap

Treatment 2: Gap + Lie















Treatment 3: Mental Health

Treatment 4: No Social Media

Treatment 5: 'Bad'

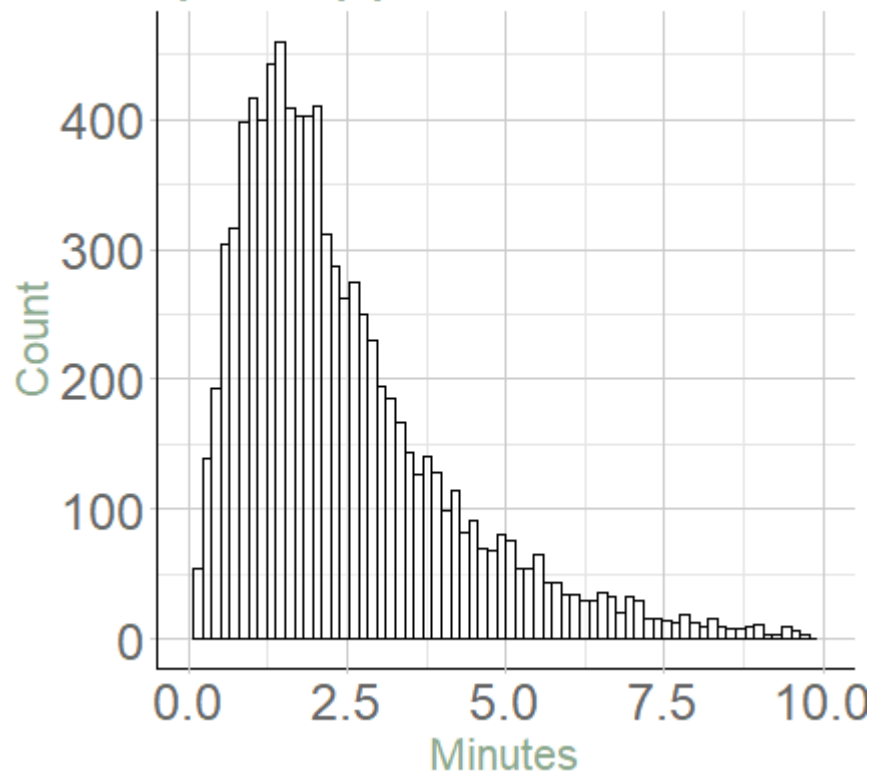
Treatment 5: 'Bad'

Social Media Data

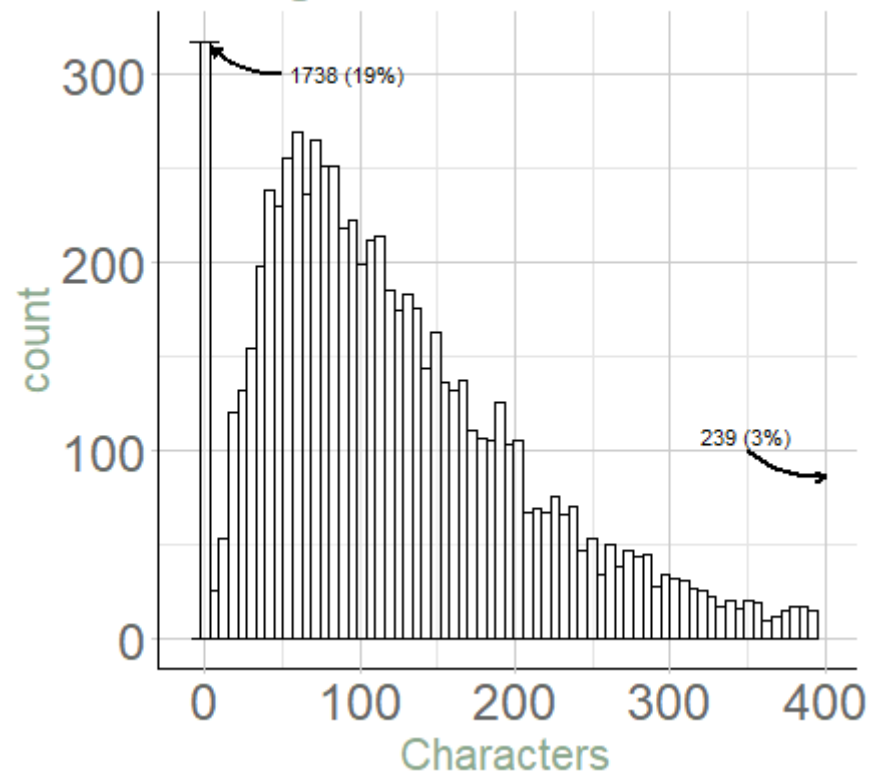
| | |
|---|---|
| Gender     | Female |
| Experience  | <ul style="list-style-type: none">• 2013 - 2022 : Office Manager , Dream Hotel Group• 2007 - 2013 : Office Assistant , Intercontinental Hotel |
| Selected Skills and Number of Endorsements from Other Users  | <ul style="list-style-type: none">• Teamwork: 3• Time Management: 8• Microsoft Office: 9• Administration: 2• Customer Service: 6 |
| Most used Hashtags & Keywords    | <ul style="list-style-type: none">• #nosleep• #tired• #xbox• #weekendvibes |
| Most Active Groups / Pages  | <ul style="list-style-type: none">• Borderlands• I Love/Hate My Job• grand theft auto V• Work Sucks Meme Factory |
| Automatic Screening Report on SM Activity     | <ul style="list-style-type: none">• Social media language: generally neutral• Interactions: sometimes negative, sometimes offensive language• Spelling and grammar: bad |

Results: Effort

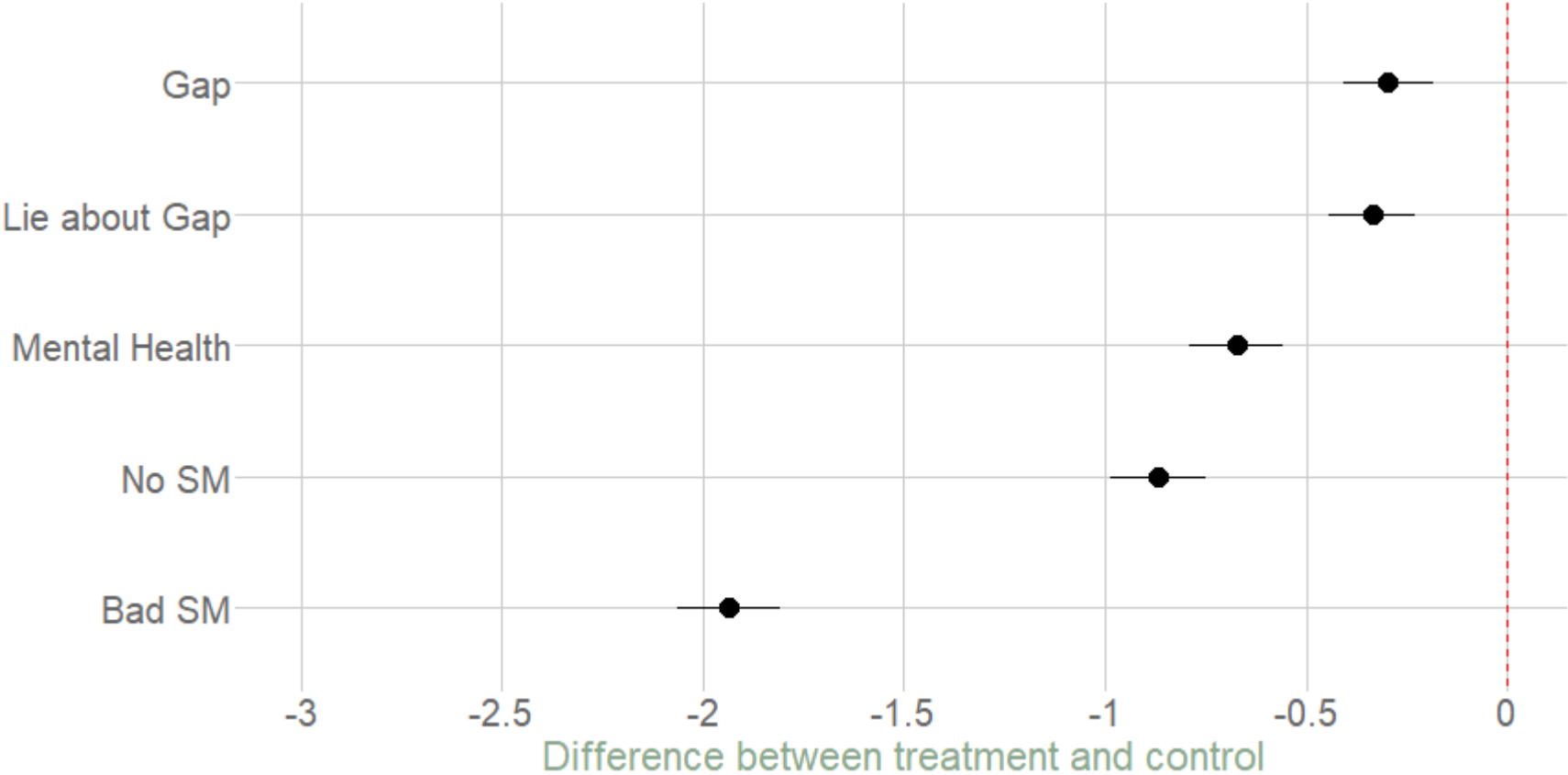
Time per Application



Note Length



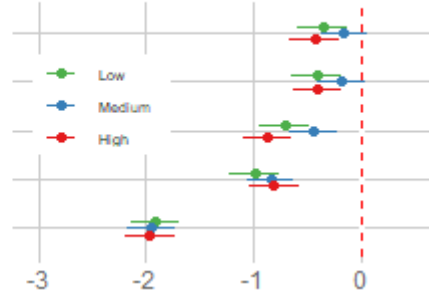
Results: Treatment Effects



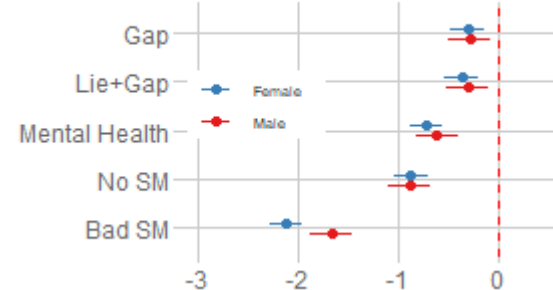
Work Experience



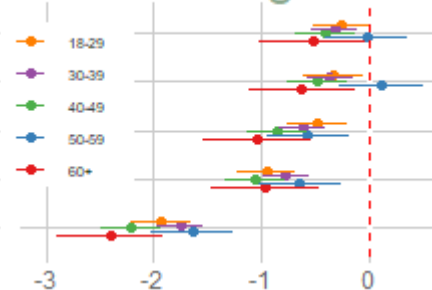
Education



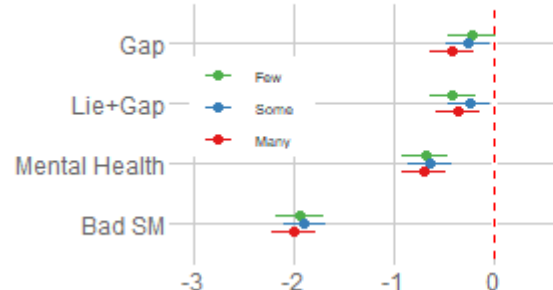
Evaluator Gender



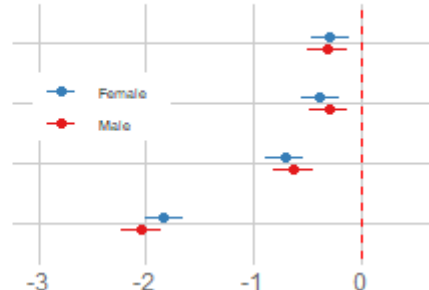
Evaluator Age



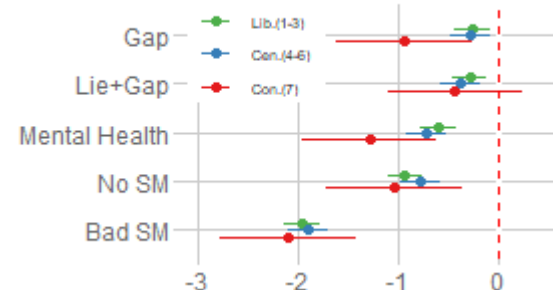
Endorsements



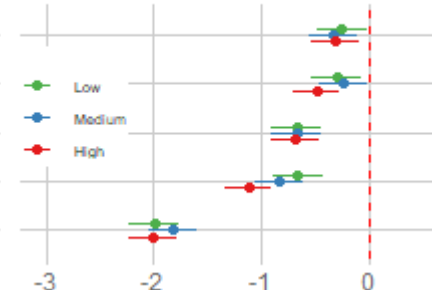
Candidate Gender



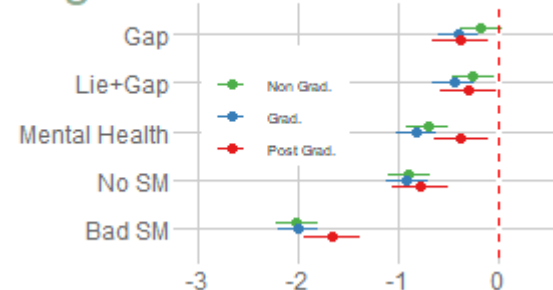
Political Orien.



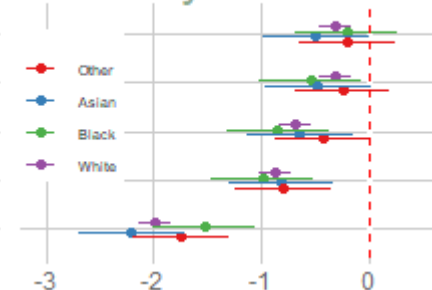
Active on SM



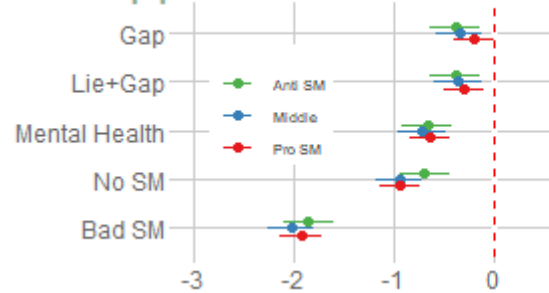
Highest Education



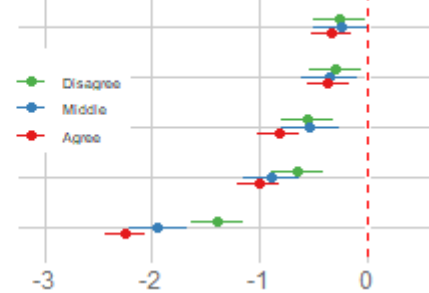
Ethnicity



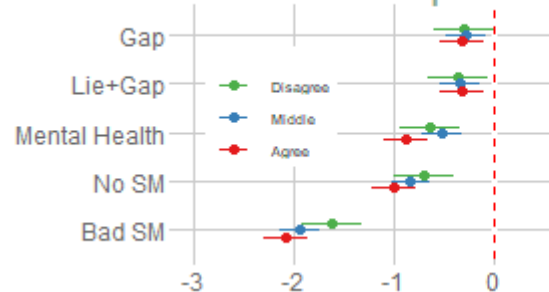
SM Approval



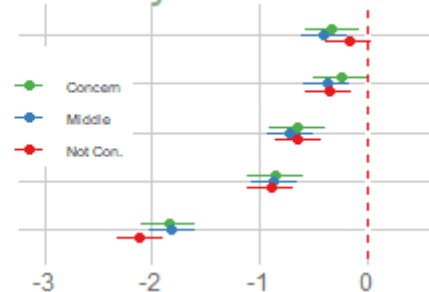
Employers should use SM



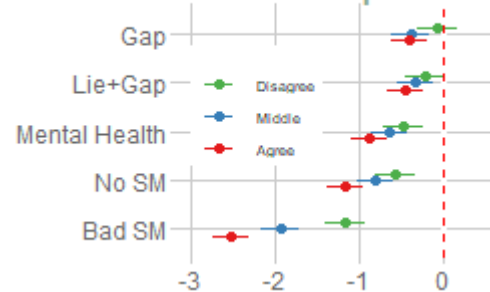
Professional SM Imp.



Privacy



SM Contents Imp.



Thank You!