Social Recruiting through the Lens: Facebook Profiles as a Reflection of Recruiting-Relevant Characteristics

Master Thesis

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Abstract

In recruiting decisions, the use of pre-screening applicants on personal social networking sites such as Facebook has increased rapidly in the last years. However, the benefits and disadvantages of the so-called "social recruiting" have not been empirically consolidated. For this quantitative study, Facebook profile indicators of recruiting-relevant characteristics were theoretically derived. Via quantitative profile analysis, Facebook profile cues were tested against users' self-ratings and Facebook profile ratings by recruiters, using Brunswik's lens model (1956). It was examined whether quantitative profile analysis can outperform unstandardized profile ratings by recruiters. Results emphasize the need to handle social recruiting carefully as no consensus between self-ratings and profile ratings by recruiters could be confirmed. Quantitative analysis of Facebook profile cues revealed significant correlations with self-ratings and outperformed ratings by recruiters. However, theoretically derived profile indicators were not confirmed within statistical analyses, emphasizing the need to re-evaluate the relationship between Facebook profile content and resulting profile impressions. Results encourage researchers to contribute subsequent scientific results concerning the scarce body of literature concerning social recruiting. Further, results raise awareness to practitioners to handle candidate screening on social networking sites with caution.

Keywords: Social recruiting, HR practices, social networking sites, Facebook, candidate screening

1. Introduction

Against the background of the fast-pacing and increasingly competitive global talent market (El Ouirdi et al., 2016), recent reports indicate a growing number of employers pre-screening job applicants on social networking sites (SNS) (e.g. Jobvite, 2014). The practice of "social recruiting" enables recruiters to use platforms such as LinkedIn, Facebook or Twitter to pre-screen applicants (El Ouirdi et al, 2016), alienating social media's original rather private purpose into a professional HR tool (Bohnert & Ross, 2010). According to a recent national survey in the United States, 52 percent of human resources managers admit to use SNS to research job candidates (Careerbuilder, 2015). In Germany, a study with over 15,000 human resources professionals reveals that 43 percent staffed an open position exclusively with the help of SNS (online-recruiting.net, 2015).

In contrast to common selection procedures such as interviews and work sample tests, information presented on public SNS profiles is easy to access and does not require applicants to be present (Van Iddekinge et al., 2013). Further, many hiring managers believe that social screening is helpful to predict an applicant's potential job performance (Van Iddekinge et al., 2013). However, this assumption remains yet unanswered: in comparison to existing practices, controlled scientific research on the role of SNS in employment decisions is scarce and results not explicit (Bohnert & Ross, 2010; Roth et al., 2013). Roth (2013) summarizes the dilemma of social recruiting as follows: "organizational practice has outpaced the scientific study of social media assessments in an area that has important consequences for individuals, organizations and society (Roth, 2013, p. 269)." The number of studies that examine the role of social recruiting remains small in comparison to the vast body of literature concerning the benefits or disadvantages of SNS in other business related fields (Roth et al., 2013). Literature reviews concerning social recruiting within candidate screening lack in depth- analyses of theoretical and practical implications (Roth et al., 2013). In addition, well-documented evidence for validity in systematic empirical research is missing (Brown & Vaughn, 2011). Without a validated empirical foundation, social screening remains an unstandardized practice, leading to highly subjective or even discriminatory judgements of applicants (Brown & Vaughn, 2011).

This study is motivated by three general and equally important problems. First, standard candidate screening faces new challenges and innovative tools are needed, thus practitioners turn to social recruiting without standards and scientific backgrounds. Second, within social recruiting, personal SNS provide recruiting professionals with large amounts of data and interpretation standards do not exist. Third, scientific results concerning the validity behind social recruiting are scarce and not explicit. To answer these problems, this study emphasizes two suggestions by Roth (2013) as a start to understand the mechanisms behind social recruiting: examining SNS profile assessments based on human judgements as well as using more automated profile content analyses. Therefore, results aim to add valuable scientific new ground by closely examining recruiters' profile judgements and comparing them to objective profile features via profile content analyses. Thus, this study offers (1) a validation of recruiters' profile impressions, as well as (2) an extensive examination of objective profile indicators to process and classify SNS profile information. These solutions are both bundled behind the specific research question: Do Facebook profiles serve as a reflection of recruiting-relevant characteristics within social recruiting? The next section illustrates the above-mentioned problems within recruiting and introduces the objectives of this paper in detail.

1.1 Study Objectives

1.1.1 The need for a feasible extension of recruiting practices

Recruiting as an organizational function relies on its tools and permanent improvements and additions are crucial. In general, scientific employment selection depends "on the existence of individual differences in abilities, aptitudes, attitudes or interests among individuals (Vinchur, 2007, p. 197). Therefore, recruiting tools are developed based on criteria that are relevant to job success and job performance (Bohnert & Ross, 2010). Common standard measurements to determine an applicant's abilities include the consideration of formal applications as well as self-reports, measuring personality and aptitudes. Other methods are assessment centers, structured and unstructured interviews.

Research emphasizes that common methods in recruiting face several problems and challenges. For CV screening, subjectivity, halo effects as well as lack of standardized criteria remains a problem (Kanning, 2004). Applicant interviews suffer from poor convergent and divergent validity, suggesting that interviews are rather assessing "interview performance" than underlying characteristics (Cook, 2009). Assessment centers require high personnel and economic costs. Further problems include a lack of objectivity in candidate evaluation. The use of self-reports within recruiting includes several benefits and risks. Benefits are high objectivity and reliability of self-reports. However, downfalls of personality testing as a recruiting tool are the often insufficient validity of tests and high costs (Kanning, 2004). In detail, test licences require high economic costs and time effort, leaving questions about the overall efficiency of this method. In general, companies have to face high costs when applying pre-hire testing in candidate screening.

In consideration of modern day recruiting challenges and the above-mentioned problems of common recruiting tools, practitioners and researchers argue the need for new innovative and improved methods (Roth, 2013; Van Iddekinge, 2013). With the digitization of society and the rise of social media platforms, the addition of new SNS recruiting tools is an inevitable step (Roth, 2013). As of today, no feasible SNS-based recruiting tool exists. Therefore, social recruiting is limited to subjective profile screening by practitioners and has been long time ignored by researchers (Roth, 2013). This study aims to build a feasible scientific ground for the development of additional SNS-based recruiting tools.

1.1.2 The need for a standard practice to process SNS profile information

A first step to create a scientific base for social recruiting is an understanding of how individuals process information on SNS. Starting with the rise of SNS in the last decade, a new form of communication emerged, offering a potential new way of gathering information about common users. Per definition, SNS as a "social networking site" allows users to (1) create public or semi-public profiles within a bounded system, (2) build lists of other users with whom they share connections and

(3) navigate these connections within the system (Boyd & Ellison, 2007). In general, SNS with two purposes exist. Platforms such as LinkedIn serve a professional purpose, while personal SNS such as Facebook or Twitter are designed for personal communication. In comparison to professional SNS, personal SNS reveal additional information about an applicant beyond a formal application. This stems from the fact that most users differentiate between communication as a professional persona that is mainly addressed to employers and one's communication towards friends and family (Van Dijck, 2013). Especially, content revealed on personal SNS offers unfiltered information that needs to be classified accurately. As users utilize Facebook to share their personal opinions, interests and personal content (Van Dijck, 2013), it is used to generate social capital, promote connectivity with friends and family, consume news and access content information (Syn & Oh, 2015). Wilson (2012) describes Facebook as "an ongoing database of social activity with information being added in real time (Wilson et al., 2012, p. 204). Therefore, huge amounts of behavioral data are offered, opening numerous ways to study human behavior (Wilson et al., 2012). Additional results show reasonable support that Facebook profiles represent a "fairly accurate representation of users' offline identity (Wilson et al., 2012, p. 210, Back et al., 2010)." It was further demonstrated that a prediction of personality traits of individual users based on their Facebook profiles is appropriate (Bachrach et al., 2012). Additional results indicate that people's personality can be successfully judged by others based on their Facebook profiles (Evans et al., 2008) and that Facebook profiles reflect the actual personality of its owners rather than an idealized projection of desirable traits (Back et al., 2010). This qualifies Facebook as an eligible tool for research (Wilson et al., 2012), especially in the field of social recruiting. Therefore this paper emphasizes Facebook as a suitable SNS platform for this examination.

In conclusion, within social recruiting, employers have access to detailed information that allow them to draw conclusions or make inferences about the applicant's character that are not as easily or economically obtained through traditional means. General findings concerning Facebook profile content and candidate screening show that additional information found on Facebook can influence recruiting decisions. Findings suggest that if a job candidate's Facebook profile emphasizes family values, the chances of the applicant being offered a job increases (Bohnert & Ross, 2010). In addition, inappropriate material, such as alcohol or drug abuse, decreases a candidate's prospects (Bohnert & Ross, 2010). If a candidate's profile emphasizes professionalism, it can enhance recruiters' impressions of a candidate (Bohnert & Ross, 2013). However, research suggests that SNS as a hiring tool can inhibit disadvantages (Jeske & Schultz, 2016). It is demonstrated that female applicants are judged to a higher extend than male applicants when inappropriate material is posted (Peluchette & Karl, 2008). Therefore, results indicate that different kinds of information on Facebook profiles have an influence on judgements by recruiters, however it remains unclear how profile information is best processed for candidate screening purposes (Roth, 2013). If SNS profile content is processed accurately, the recruiting field can benefit enormously (Roth, 2013). However, standardized ways of processing personal SNS profile information within recruiting are missing (Roth, 2013). As of today,

practitioners use subjective impressions to judge SNS profiles and clear scientific results concerning information processing on personal SNS have yet to be discovered. To promote social recruiting as a feasible option for recruiting practices, first steps towards a general classification of candidates and practical standards in processing SNS profile information need to be taken. Therefore, the aim of this study is extended. It is aimed to build a feasible scientific ground for the development of additional SNS-based recruiting tools by evaluating SNS profile information.

1.1.3 The need for scientific background to establish validity and standardization

Within social recruiting, recruiters do not only process SNS profile information, they automatically form impressions of the profile owner. The validity behind these impressions is another aspect that has received little attention by researchers (Roth, 2013). Within research concerning SNS profiles and data mining, results show that mining social interactions on SNS profiles does predict user personality (Ortigosa et al., 2013). In addition, results indicate that users with different characteristics have different behaviors on their SNS profiles (Stoughton et al., 2013). However, it is not clarified, whether recruiters judge these differences to the right extend based on profile impressions.

Specific literature concerning the validity of SNS profile assessments within recruiting remains scarce. Kluemper and Rosen (2009) examine whether SNS assessment can measure personality and general mental ability. However, they deploy students as raters and use a limited sample size of Facebook profiles (n=6). Results show a relationship between self-reported personality traits and ratings, with medium correlations. A subsequent study by Kluemper and colleagues (2012) relates Facebook profiles of employed students with supervisory job performance ratings. A hireability rating, based on the Facebook profile, indicates medium correlations with performance ratings. Research concerns arise due to the rather small sample size (n=56) and the subjective assessment of job performance. A further study by Van Iddekinge et al. (2013) associates Facebook profile ratings by recruiters with supervisory job performance, turnover intentions and actual turnover. Results do not present any relationship between profile ratings and examined criteria. Consequently, profile ratings do not contribute to the prediction of job performance beyond traditional predictors (e.g. cognitive ability, personality). This outcome indicates a low predictive power of Facebook profile ratings by recruiters. However, findings that Facebook profiles can reflect personality characteristics (Kluemper & Rosen, 2009, Back, 2010) suggest that this low predictive power might not be due to the platform, but due to the lack of standards and high subjectivity in screening candidates on Facebook.

In general, studies reveal an alarming lack of validity due to missing standardization in social recruiting practices. In addition, relevant constructs beyond personality have yet to be examined. Practice as well as research is in need for validated scientific examinations to establish social recruiting standards (Roth, 2013). Therefore, the aim of this study is further extended. Finally, this

paper aims to build feasible scientific ground for the development of additional recruiting tools by evaluating SNS profile information and resulting profile impressions by recruiters.

Summarizing the above derived objectives, this paper adds new scientific insight to build ground for the development of SNS-based recruiting tools, by evaluating both profile content and recruiters' profile impressions. This paper offers new solutions to the need of additional recruiting tools as well as the lack of standards in social recruiting and lack of scientific insight concerning this topic. The present approach fits appropriately to the research question: Do Facebook profiles serve as a reflection of recruiting-relevant characteristics?

2. Theoretical Framework & Hypotheses

2.1 *Research approach*

Summarizing the above mentioned problems, this paper aims to add scientific insight to clarify (1) the validity of profile ratings by recruiters and (2) to examine profile cues and their relationship with recruiting- relevant characteristics. This paper uses two approaches to answer these goals. First, a Brunswik lens model (1956) is modified and applied to examine the relationships between profile owners' recruiting-relevant characteristics, their profiles and recruiters' profile impressions. Second, Brunswik's idea of visible cues is used in more detail to explore specific relationships between profile features and profile owners' recruiting- relevant characteristics. For the second approach, Facebook profile indicators are developed theoretically. Three steps are important for the present study. (1) Profile owners' characteristics are assessed and profiles collected, (2) a content analysis via objective coding is executed to classify and code profile cues, and (3) recruiters are asked to rate the collected Facebook profiles. The lens model enables answering the research question: Do Facebook profiles serve as a reflection of recruiting-relevant characteristics within social recruiting? Therefore, (1) all elements of the lens model are considered and examined as well as (2) a closer look at profile cues and their individual relationships with profile owners' underlying characteristics is explored. The next section introduces the lens model, followed by a theoretical deduction of profile indicators. Finally, hypotheses are derived.

2.2 Theoretical framework

To exemplify the structure of this study and to accurately answer the research question, a Brunswik (1956) lens model analysis of user profiles is employed. The lens model (Brunswik, 1956) has proven to be a useful structure to explain observer impression based on visible cues (Gifford, 2006). It has

been used in studies of online communication and has also been applied to research concerning personal SNS (Hall & Pennington, 2013).

According to the lens model, elements observed in the environment can serve as lenses through which observers indirectly detect underlying constructs (Gosling et al., 2002). Therefore, the model documents behaviors that are associated with certain underlying characteristics (Gifford, 2006). Within the lens model, two actors are crucial. First, a target shows certain behaviors due to underlying characteristics. Second, observers witness these behaviors and draw conclusions about the target and its characteristics (Gosling et al., 2002). Therefore, individual underlying characteristics/constructs are of importance, as Brunswik (1956) assumes that every underlying characteristic has different manifest behaviors. Within this theory, three important assumptions need to be examined. According to Brunswik (1956), the relationship between a manifest behavior (cue) and the target's actual level of the underlying construct is referred to as *cue validity*. Further, *cue utilization* is exemplified by the link between observers' judgements and the observed cues. Finally, if both links are intact, observers' impressions should correspond with the underlying construct being observed, resulting in *functional achievement* or observer accuracy.

This study employs the lens model and translates it into a social recruiting setting. The underlying constructs are recruiting-relevant characteristics, namely the Big Five, intelligence (IQ), emotional intelligence and work motivation. Brunswik's original environmental cues (1956) are set to be observable Facebook profile cues. The overall principle of the model is depicted in Figure 1.

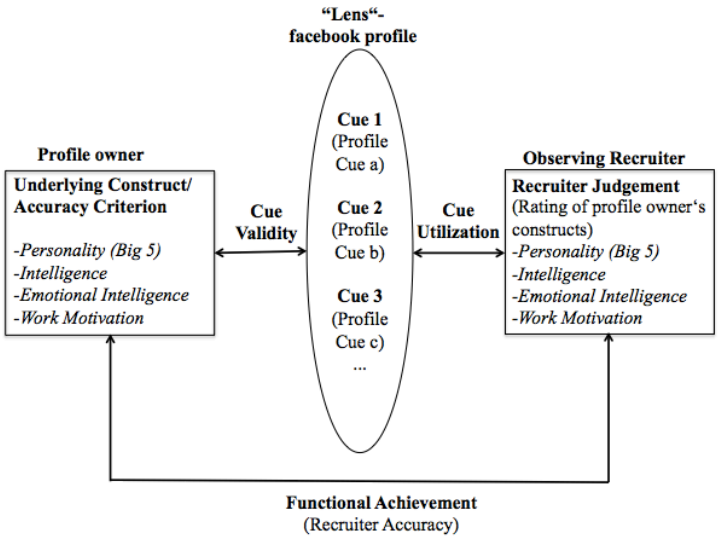

Figure 1. Brunswik's lens model (1956), adapted to the context of the present study

This modified model explores the relationship between profile owners, their profiles and recruiters' impressions of these profiles. Therefore, it allows (1) examining the validity of recruiters' impressions within social recruiting.

2.3 Development of Facebook profile indicators

After introducing the lens model as a comprehensive structure, this study emphasizes the profile "lenses" in more detail, (2) to study profile cues and their individual relationships with profile owners' underlying characteristics. Thus, the following chapter is dedicated to introduce each recruiting-relevant characteristic and its relation to job performance. Finally, for each characteristic, Facebook profile indicators are derived.

2.3.1 Personality

The use of personality in selection practices was justified by a series of meta-analyses in the early 1990s, proving that personality measures obtain a level of validity and predictability for recruitment (Rothstein & Goffin, 2006). In case of personality, it is useful to evaluate the Big Five personality model (Costa & McCrae, 1992) as it is confirmed by numerous empirical examinations and "has provided the most widely accepted structure of personality in our time (Judge & Ilies, 2002, p.798)". Based on this consensus, this paper focuses on the Big Five as valid predictors of personality. The model consists of five traits, namely extraversion, neuroticism, agreeableness, openness to experience and conscientiousness. All traits are explained in more detail in the following sections.

Concerning the relationship between personality and job performance, a longitudinal study by Judge and colleagues (1999) indicates that the Big Five personality traits, measured during childhood, predict adult occupational level and income. Particularly, conscientiousness, neuroticism and openness to experience show a high predictive power ranging for job performance from -.26 and -.34 for neuroticism up to .49 for conscientiousness. After re-examining the results, Schmidt & Hunter (2004) argue that only conscientiousness remains as a valid predictor for occupational level and income. However, additional meta analyses indicate that all traits are valid predictors of job performance for various occupational groups (Barrick, 2001). In addition, Rothman et al. (2003) show that the traits are related to task performance. Results from additional meta analyses show that conscientiousness is a valid predictor across performance measures as well as emotional stability (Barrick et al., 2001). Extraversion, openness and agreeableness do not predict overall work performance, however, they do predict success in specific occupations or relate to specific criteria (Barrick et al., 2001). In sum, even though mixed results exist concerning the predictive power of separate traits, the Big Five model still provides sufficient results concerning its relationship to job performance and personality traits. In the following sections, each trait is introduced and profile indicators are derived.

2.3.1.1 Extraversion

The dimension of extraversion relates to an individual's preference to seek and enjoy social interaction (Costa & McCrae, 1992). For young adults, a significant positive relationship between extraversion

and Facebook activity was found (Michikyan et al., 2014), with extraversion being the main predictor for SNS use (Correa et al., 2010). Results concerning the trait and Facebook behavior are, however, mixed (Seidman, 2013). While Bibby (2008) argues that extraverted users show more self-disclosure, Amichai-Hamburger and Vanitzky (2010) indicate that extraversion is positively related to less publishing of private information. Further, Amichai-Hamburger and Vinitzky (2010) argue that extraversion is related to the actual number of Facebook friends. This is supported by results from Moore and McElroy (2012), emphasizing a significant relationship between the number of friends and extraversion. Results from Wang et al. (2012) support this argument. Concerning the sharing behavior in contrary to their hypotheses, Moore and McElroy (2012) did not find a significant relationship between extraversion and the number of photos or the number of wall posts, however their examination was based on self-reports of Facebook usage. Recently, Shen and colleagues (2015) show that extraverts share more photos, longer videos and more status updates. As this examination was based on actual Facebook data from a larger sample size, this study emphasizes the more recent results by Shen (2015) and assumes that extraverted users share more photos and more updates. This is supported by other results, indicating that extraverts broadcast events and activities more frequently and have larger social networks on SNS (Bibby, 2008, Correa et al., 2010; Tong et al; 2008). Taking these results into consideration, the following profile indicators are determined:

Derived profile indicator: Extraversion is represented by a high number of friends.
Derived profile indicator: Extraversion is represented by a high number of updates.
Derived profile indicator: Extraversion is represented by a high number of posted photos.

2.3.1.2 Neuroticism

Neuroticism refers to the degree to which individuals express attributes such as anxiety, sadness, distrustfulness and difficulty managing stress (Moore & McElroy, 2012). The relationship between neuroticism and SNS usage was found to be positive, leading to the assumption that individuals scoring high on neuroticism spend high amounts of time online, trying to reflect themselves as attractive as possible (Wehrli, 2008; Moore & McElroy, 2012). Further, neurotic individuals are more sensitive to rejection, thus when deciding to present themselves online, they may seek recognition and acceptance through Facebook (Seidman, 2013). According to Ross et al. (2009), individuals scoring high on the trait of neuroticism prefer the Facebook wall as their favorite profile element (Ross et al., 2009). In contrary, results show that neuroticism is not significantly related to the number of wall posts (Moore & McElroy, 2012). Nevertheless, neurotic Facebook users are more successful in gaining social recognition as their posts get significantly more comments from friends (Shen at al., 2015). However, individuals who show high neuroticism scores are found to prefer posting pictures of themselves and are less inclined to post pictures with other content (Amichai-Hamburger & Vinitzky, 2010). Therefore, it is assumed that neurotic individuals are more likely to post pictures that center on themselves (selfies). This is logically supported by their recognition- and accepting seeking behavior

on Facebook (Seidman, 2013). In addition, neurotic individuals are more likely to vent negative emotions through their Facebook profile (Seidman, 2013). Shen & associates (2015) report findings that neurotic users tend to write longer posts, use more negative sentiment words and strongly subjective words (e.g., me, I, myself, my, mine). Therefore, it is assumed that neurotic users use subjective words in their updates more frequently. For this study, the following online indicators are assumed:

Derived profile indicator: Neuroticism is represented by a high number of selfies.
Derived profile indicator: Neuroticism is represented by a high number of strongly subjective words.

2.3.1.3 Openness to experience

Individuals who score high on the trait openness to experience are described as open minded, curious, original and imaginative (Moore & McElroy, 2012). While openness was found to be a significant predictor of general internet use, only a small body of research has been executed on the relationship between the trait and personal SNS behavior (Moore & McElroy, 2012). Openness to experience does not show any significant relationship to the time spent on facebook and the frequency of use (Moore & McElroy, 2012). Additional evidence shows that individuals who score high on the trait are more likely to explore and use the different features from the personal information section (Amichai-Hamburger & Vinitzky, 2010), assuming that these users are more expressive on their Facebook profiles (Amichai-Hamburger & Vinitzky, 2010). It is therefore argued that openness to experience can be best represented by the information section on Facebook and in detail, the actual number of specified biographic data (e.g., occupations, family members, schools). In addition, as open users show more expressive behavior, it is assumed that they express their interests by "liking" more public pages. Therefore it is argued that open users more frequently express their sympathy towards public pages (such as restaurants, institutions, public figures, actors etc.). Further, considering the trait's original definition, open individuals show curiosity and are open-minded, thus are prone to traveling and exploring (Costa & McCrae, 1992). This leads to the assumption that open users visit more locations. Based on the likelihood of expressing themselves (Amichai-Hamburger & Vinitzky, 2010), it is assumed that open users are more likely to share visited locations with others. Thus, open users use the function of publishing localized tags of public places more frequently. Within this approach, the following profile indicators are determined:

Derived profile indicator: Openness to experience is represented by a high number of biographic data.
Derived profile indicator: Openness to experience is represented by a high number of localized tags.
Derived profile indicator: Openness to experience is represented by a high number of likes.

2.3.1.4 Agreeableness

The trait agreeableness represents individuals that are kind, flexible, trusting, forgiving and mainly sympathetic (Moore & McElroy, 2012). Compared to extraversion and neuroticism, agreeableness was

rarely associated with specific SNS behaviors. Results indicate that individuals scoring high on agreeableness show a more consistent and authentic online self-presentation with a greater perceived control (Seidman, 2013). Overall, Wang and associates (2012) show that agreeableness is positively related to making comments on other users' walls. Moore and McElroy (2012) establish a connection between agreeableness and regret over posting inappropriate material, no additional relationship could be proven beyond this result. Seidman (2013) shows that individuals scoring high on agreeableness use Facebook as a tool for communication and maintaining a connection and caring about others. As a result of their offline and online caring behaviors (Seidman, 2013), it is assumed that agreeable are more frequently tagged in their friends' posts. Further, agreeable individuals are known to avoid conflict, thus, are less likely to reject an offer of friendship (Wehrli, 2008). Therefore it is argued that agreeable users have more friends.

Derived profile indicator: Agreeableness is represented by a high number of tags in friends' posts.
Derived profile indicator: Agreeableness is represented by a high number of friends.

2.3.1.5 Conscientiousness

Conscientious individuals are achievement striving, show self-discipline and are committed to their work (Costa & McCrae, 1992). According to Moore and McElroy (2012), individuals who score high on conscientiousness make significantly fewer wall postings with no difference in postings about themselves or others. Further, conscientious users tend to show higher regret when posting inappropriate material. Other results indicate that conscientiousness cannot be related to the number of friends as well as frequency of use, time spent on Facebook and the amount of posted photos (Moore & McElroy, 2012). Leary and Allen (2011) find that conscientious Facebook users present themselves online more consistent with group norms, congruent with their self-perceptions and are less likely to use distinct personas. In addition, users who score high on the trait demonstrate less use of the picture upload feature (Amichai-Hamburger & Vinitzky, 2010). Consequently, it is argued that conscientious users display a lower number of uploaded photos. Seidman (2013) indicates that conscientious profile owners are more likely to use acceptance seeking behaviors, namely posting to feel included and posting to make others feel closer to oneself. Therefore it is argued that conscientious users use the function of tagging befriended users in their own posts more frequently, to openly express their connections with friends.

Derived profile indicator: Conscientiousness is represented by a high number of tagged users in posts.
Derived profile indicator: Conscientiousness is represented by a low number of uploaded photos.

2.3.2 Intelligence

The concept of intelligence is a highly studied subject with numerous theories and definitions (Goldstein, 2015). To ensure a clear definition of intelligence and not to exceed the boundaries of this examination, this study emphasizes the work by Schmidt and Hunter (2011), who define general intelligence or general cognitive ability (GCA) as the general ability to reason correctly with abstractions (concepts) and solve problems. Within the concept of GCA developed by Schmidt and Hunter (1986), three aptitudes narrowing down GCA are often measured: verbal aptitude, spatial aptitude and numerical aptitude (Schmidt & Hunter, 2004). Specific aptitude tests measuring GCA show a very high correlation of .90, indicating that specific measurements of one of the three aptitudes are sufficient to estimate GCA (Hunter, 2004). This result is emphasized for this study, consequently selecting verbal intelligence as a valid indicator for GCA. To capture other forms of intelligence, the concept of emotional intelligence is later elaborated within this study as well.

Concerning GCA and job performance, a meta analysis conducted by Hunter (1986) shows that "GCA is the best basis for job selection for all jobs (…)" (Hunter, 1986, p. 359). The assumption that GCA is one of the strongest predictors of job performance is still relevant today as "cognitive tests predict job performance better than most other selection instruments (Klein et al., 2015, p.547)." In detail, GCA has been demonstrated to predict the later occupational level and performance within one's chosen occupation with a better explanatory power than any other trait (Schmidt & Hunter, 2004). GCA is further related to occupational level longitudinally as well as cross-sectional, therefore predictions are stable over time and are not dependent on one certain job type (Schmidt & Hunter, 2004).

No scientific results concerning GCA and specific SNS profile content could be identified. Therefore, general findings concerning intelligence and behavior are introduced. A consistent finding concerning GCA is that individuals tending to be more socially and economically liberal have higher IQ scores (Hodson & Busseri, 2012; Carl, 2014). In addition, less religious people tend to show higher intelligence scores as well (Zuckerman et al., 2012; Carl, 2014). However, this research is highly debated. Due to ethical concerns and ambiguity about the definition of liberalism and religiosity, this pillar of research is ignored as it is impossible to translate into objective profile indicators. Additionally, according to Greengross & Miller (2011), general and verbal intelligence both predict the ability to produce humor. Howrigan and MacDonald (2008), show that general intelligence predicts rater-judged humor, independent of the Big Five personality traits. As humor remains subjective, this indicator was ignored for an objective profile analysis. In accordance to verbal aptitudes, it is assumed that people scoring high on verbal intelligence show a more accurate handling with language (accurate use of spelling and grammar) than users scoring low in verbal intelligence. Therefore the following profile indicator is assumed:

Derived profile indicator: Verbal Intelligence is represented by a low number of spelling/grammatical errors.

2.3.3 Emotional Intelligence

Emotional intelligence (EI) is described as a set of abilities, referring to perceiving emotions in the self and in others, using emotions to facilitate performance, understanding emotions and regulating emotions in the self and in others (Cote & Miners, 2006). Cote and Miners (2006) expand the definition of general intelligence by Schmidt and Hunter (2004) to define EI as "the ability to grasp and reason correctly with emotional abstractions (emotional concepts) and solve emotional problems (Cote & Miners, 2006; p. 3). EI is probably the most provocative addition to the concept of intelligence, as it rather displays social skills than actual mental ability (Cote & Miners, 2006). GCA and EI should be positively associated, but remain separated constructs measuring the specialization of intelligence in separate content domains (Cote & Miners, 2006). Within an organizational context, members may outperform others due to higher EI. Even though results concerning EI and job performance are mixed, there is scientific evidence for a positive relationship. Research has demonstrated that EI is demonstrated as a significant predictor of job performance beyond the effect of GCA (Law et al., 2008). Results from Song et al. (2010) establish EI as an independent construct as their results support EI's power to predict academic performance of students and the quality of social interaction. In addition, findings show that EI in student teams predicts team performance at the initial stages of a project (Jordan et al., 2002).

In regard to EI and online behavior, Casale et al. (2013) report that self-reported EI is negatively related to the preference for online social interaction and communication. In general, EI is closely linked to the ability of regulating and understanding emotions (Ingram, 2013). Therefore, it is assumed that users with high levels of EI do not show an excessive posting behavior and do not openly express negative emotions. Thus, it is argued that users with high EI publish less profile posts. Further, individuals high on EI are sensitive towards emotions of others and have a high social orientation and are consequently more likely to belong to more groups than individuals scoring low on EI.

Derived profile indicator: Emotional Intelligence is represented by a high number of groups.
Derived profile indicator: Emotional Intelligence is represented by a low number of posts.

2.3.4 Work Motivation

Tremblay et al. (2009) define that work motivation is "manifested by attention, effort, and persistence (Tremblay et al., 2009, 213). Within the concept of work motivation, different constructs exist that are based in self-determination theory (SDT). In general, self-determination occurs in activities that people find challenging or aesthetically and psychologically pleasing (Deci & Ryan, 2000). Hence

SDT inhibits two concepts of motivation: intrinsic motivation (i.e., executing a task because one finds the activity challenging and satisfying) and extrinsic motivation (i.e., executing a task for an instrumental reason) (Tremblay et al., 2009). According to Tremblay et al. (2009), both forms of work motivation are useful for predicting employers' "optimal functioning" (Tremblay et al., 2009, p. 214). Optimal functioning refers to employee engagement, subject well- being and finally, job performance (Tremblay et al., 2009). According to SDT theory, intrinsic motivation leads to the most positive workplace consequences, while extrinsic motivation results in negative outcomes (e.g., counterproductive performance or employee withdrawal) (Tremblay et al., 2009). According to Kuvaas (2009), intrinsically motivated employees are more engaged and involved in their jobs and therefore use developmental opportunities to increase work effort and performance. Further, results show that intrinsically motivated employees are more self-driven and autonomy-oriented, thus do not hesitate to take responsibility in learning necessary levels of skills (Ryan & Deci, 2000b; Kuvaas, 2009). Other results indicate that high levels of intrinsic motivation lead to higher levels of job performance, job satisfaction and commitment to the organization (Karatepe & Tekinkus, 2006).

Similar with the constructs of GCA and EI, no study has focused on the representation of work motivation on SNS profiles so far. Therefore, general findings are translated into profile indicators. Extrinsic motivation is driven by the need to gain external incentives that is distinguished from the activity itself. These incentives can be monetary, deadlines, threats, competitive pressure, surveillance or job promotion (Kietzmann et al., 2012). Therefore, it is assumed that extrinsically motivated users hesitate to post unflattering content about themselves as they are sensitive towards surveillance and judgements of others. However, due to the subjectivity of classifying unflattering content, this assumed relationship will be ignored. Regradless, status and security are major incentives for extrinsic motivated employees (Kietzmann et al., 2012). It is argued that extrinsically motivated users post higher amounts of content related to status and being a "winner" in life. As work motivation can be described as a continuum with extrinsic motivation and intrinsic motivation on both ends (Tremblay et al, 2009), it is proposed that intrinsic motivation is displayed by cues embodying the exact opposite. The following profile cues are determined:

Derived profile indicator: Extrinsic motivation is represented by a high number of status related content.
Derived profile indicator: Intrinsic motivation is represented by a low number of status related content.

2.4 Hypotheses development

After introducing the lens model and modifying it to the purpose of this study, profile indicators for each recruiting-relevant characteristic were theoretically deducted. This section aims to summarize above introduced results and to form hypotheses for this paper. First, hypotheses concerning the relationships within the lens model are derived. Second, hypotheses regarding profile indicators and their performance and relationship with recruiting-relevant characteristics of profile owners are introduced.

2.4.1 Lens model

For the first step, relationships within the lens model are explored, thus examining *cue validity*, *cue utilization* as well as *functional achievement* in a social recruiting setting. *Cue validity* is examined by exploring the link between the underlying constructs and observed profile cues. As summarized in section 2.3, not all characteristics show explicit results with certain profile features. However, there is overall evidence that in general, profile features and personal characteristics show strong relationships. This is especially shown by studies concerning the Big Five (Amichai-Hamburger & Vinitzky, 2010; Moore & Mc Elroy, 2012). As other characteristics do not show results concerning their relationship to certain profile features, this study emphasizes existing results regarding the Big Five. Therefore, it is assumed that the overall link between all constructs (Big Five, intelligence, EI and work motivation) with Facebook profile cues is significant. This results in Hypothesis 1:

> H_1: Relationships between profile owners' self-assessed recruiting-relevant characteristics (Big Five, intelligence, EI and work motivation) and SNS profile cues are significant (cue validity).

Second, it is important to examine the relationship between profile cues and recruiters' observations, thus exploring *cue utilization*. Limited results concerning the relationship between Facebook profile content and profile ratings by recruiters exist. While there is evidence that collecting and classifying social interactions on Facebook do predict user personality in general (Ortigosa et al., 2013), the relationship between recruiter's impressions and certain profile features remains unclear. Further, studies concerning profile features and their relationships with recruiters' profile judgements beyond personality have yet to be conducted. Even though there are results that inappropriate content and professionalism on SNS profile has a certain influence on recruiters' impressions (Peluchette & Karl, 2008; Bohnert & Ross, 2010), there is no indication whether certain profile features have a direct influence on recruiters' judgements of recruiting-relevant characteristics. Therefore, no clear evidence for significant relationships between Facebook profile cues and recruiters' ratings of recruiting-relevant characteristics exits. With the background of subjectivity and lack of standards within social

recruiting, this study argues conservatively and assumes that no significant relationship between profile cues and recruiters' ratings of recruiting-relevant characteristics exist.

> H_2: Relationships between recruiters' SNS profile ratings of recruiting-relevant characteristics and SNS profile cues are not significant (cue utilization).

Third, the accuracy of recruiters' judgements are examined, thus evaluating *functional achievement*. Revisiting results by Van Iddekinge (2013), Facebook profile ratings by recruiters do not relate with supervisory job performance, turnover intentions and actual turnover. This suggests that recruiters' profile ratings do not conform with profile owners characteristics related to job performance. Previous results by Kluemper and Rosen (2012) indeed show a relationship between a hireability ranking based on Facebook profiles and performance ratings, however actual recruiters were not involved. Taken also the lack of standards within social recruiting into consideration as well as high subjectivity, a significant relationship between self-assessed construct ratings and recruiter-assessed profile ratings is of question. Therefore, this study assumes that no significant relationship exists.

> H_3: Relationships between profile owners' self-assessed recruiting-relevant characteristics and recruiters' SNS profile ratings of recruiting-relevant characteristics are not significant (functional achievement).

2.4.2 A closer examination of profile cues

The above derived hypotheses are formulated to detect general relationships between the three main parts of the modified lens model: the profile owners, their profiles and recruiters' impressions of these profiles. However, two important aspects to thoroughly answer the research question are missing. First, after establishing relationships between profile cues and recruiters' ratings with self-assessed recruiting-relevant constructs, the quality of these relationships needs to be emphasized. Thus, the overall comparison between profile ratings by recruiters and profile cues are a crucial subject. This is important to appropriately compare the methods of objective profile content analysis and subjective profile ratings by recruiters. This study emphasizes that individual profile cues inhibit differences in predicting recruiting-relevant characteristics and may outperform recruiters' ratings. Based on existing results (Van Iddekinge, 2013), the following hypothesis is assumed:

> H_4: SNS profile cues show an improved explanatory power to predict self-assessed recruiting relevant characteristics in comparison to SNS profile ratings by recruiters.

After discussing and assuming relationships between profile owners and recruiter's profile impressions based on certain profile cues, it is of interest to examine the nature of profile cues. This study uses theoretically derived profile cues to define profile indicators for each recruiting-relevant

characteristic. It is assumed that the theoretically derived profile indicators withstand statistical examination and are proven empirically. H_5 therefore states:

> *H_5*: Theoretically derived profile indicators are empirically proven as valid predictors of recruiting-relevant characteristics.

3. Methodology

3.1 Procedure

Fifty-seven participants completed an online questionnaire concerning their personality, emotional intelligence, and intelligence as well as work motivation. In addition, participants permitted access to their own Facebook profile. Two full time recruiters rated the profiles for the discussed constructs. Simultaneously, the researcher coded each profile quantitatively by different profile features cues on the derived profile indicators. Different categories were formed and all profile features classified. Statistical analyses compared recruiters' ratings and profile features against the self-reports of participants. All introduced steps in this overview will be explained in detail in the following sections.

3.2 Participants

The sample size of participants for this study was *n*=57. The participant pool was limited to Facebook profile owners currently enrolled in business studies or who completed their studies not more than five years ago. Furthermore, participants had to be working in a business-related occupation. Participants were recruited over Facebook groups (university groups) and were given the incentive of a detailed feedback concerning their own scoring and recruiters' profile impressions. All participants were asked to provide access to their Facebook profile and to complete psychometric tests for the recruiting-relevant characteristics as well as demographic data via an online questionnaire. Participating users were collected via a newly created profile. Of the 57 participants, 24 (42.1%) were men and 33 (57.9%) were women. More than two thirds of participants were between 25 and 30 years old (63.2 %), the majority of remaining participants

Table 1
Demographic characteristics of participants

	Frequency (N)	Percentage
Gender		
Male	24 (57)	42.1%
Female	33 (57)	57.9%
Age		
<20 years	1 (57)	1.8%
20-25 years	14(57)	24.6%
25-30 years	36(57)	63.2%
30-35 year	5(57)	8.8%
35-40 years	0(57)	0%
>40 years	1(57)	1.8%
Occupation		
Student	32(57)	56.1%
Employee	20(57)	35.1%
Self-employed	5(57)	8.8%
Highest Education		
Secondary School	3(57)	5.3%
High School Graduation	11(57)	19.3%
University Degree	43(57)	75.4%
Facebook Privacy settings		
profile completely private	37(57)	64.9%
profile parts are public	19(57)	33.3%
profile completely public	1	1.8%

was aged between 20 and 25 years (24.6%). Approximately half of participating Facebook users were currently students (56.1%) and over a third were employees (35.1%). Demographic characteristics of participants can be taken from Table 1. As this evaluation reaches completely new scientific grounds best to the knowledge of the author, privacy settings of profiles are being ignored for this study. For this sample, two thirds (64.9%) of participants reported a completely private profile. This result is an important concern for further studies regarding the accessibility of data but was ignored for the purpose of this examination.

3.3 Measurements of recruiting-relevant constructs

This study uses results by Huffcutt and colleagues (2001), showing that personality traits and social skills are the most assessed skills within candidate screening, followed by mental ability (Huffcutt et al., 2001). Therefore, this study examines personality and intelligence. Furthermore, social skills are displayed by the construct of EI and work motivation. For the purpose of this examination, participants' true scores for these characteristics needed to be determined. To appropriately measure participants' characteristics, self-reports were used as a gold standard. The use of this primary source of data is justified by numerous studies proving the validity and reliability of self-assessments for psychometric measurements and its high adoption rate in psychological studies (Meyer et al., 2002; Paulhus & Vazire, 2006). Consequently, this method appropriately suited the financial- and time restrictions of this evaluation. For each recruiting-relevant characteristic, an existing test with empirically evaluated items was selected. Measurements have proven reasonable validity and reliability scores to appropriately reflect users' "true selves" and fit for the context of the study. The reflections of recruiting-relevant characteristics are the scores of each self-rating test, which is then correlated with recruiters' ratings and the observable profile cues. In the following, the measurements for each construct are shortly introduced. All items of the resulting questionnaire assessing the Big Five, EI, intelligence and work motivation can be reviewed in the Appendix.

3.3.1 Personality measurements

As a measurement for the Big Five, the BFI-10 (Rammstedt et al., 2007) was applied, a 10 item version of the Big Five Inventory (BFI-44). The items of the BFI-10 show a clear five factor structure with retest reliabilities at .75 and convergent validity with the NEO-PI-R averaged for .67. Even though the test shows acceptable levels of validity and reliability, in comparison to the BFI-44, the BFI-10 should only be used in research settings with time and resource constraints. As the assessment of recruiting-relevant characteristics needed to be time feasible, the BFI-10 was considered as an appropriate measurement.

3.3.2 Intelligence & Verbal Intelligence measurements

Verbal Intelligence was tested via the WST developed by Schmidt and Metzler (Schmidt & Metzler, 1992). The test allows an economic evaluation of verbal intelligence, consisting of 40-items. Each item represents five imaginary words and one actual word that has to be identified. The test has sufficient reliability scores with an internal consistency (Cronbach's Alpha) of r=0.94 and a split-half reliability (Spearman-Brown) of r=0.95. Further, the WST scores can be transformed into IQ scores, based on an assessment with a representative standard sample (Schmidt & Metzler, 1992).

3.3.3 Emotional Intelligence measurements

The chosen measurement for EI was the developed scale for EI by Wong and Law (2002). The self-report test consists of 16 items and tests four different underlying concepts of emotional intelligence: self-emotion appraisal, others' emotion appraisal, use of emotion and regulation of emotion. The mean score represents the EI score across these four dimensions. The scale shows sufficient levels of reliability as well as validity (convergent validity) with reliability measures (coefficient alphas) ranging from .84 to .93 for the four dimensions.

3.3.4 Work motivation measurements

Work motivation was assessed via the Work Extrinsic and Intrinsic Motivation scale (WEIMS), developed by Tremblay and colleagues (2009). The scale consists of 18 items with six subscales and is grounded in self-determination theory by Deci and Ryan (2000). The WEIMS shows construct validity and its factorial structure is proven across different samples. Its internal consistency ranges from .64 to .83 indicating sufficient reliability. Further, the organizational context of the WEIMS suits the thematic focus of this thesis.

3.4 Profile Coding

To avoid subjective bias, the evaluation of Facebook profiles was executed purely quantitatively. The derived profile cues, such as friends or pictures, were counted for the duration of six months (01.01.2016-30.06.2016). This time period of assessment was set due to its proximity of recruiter evaluation. In addition, as coding was conducted manually, coding errors were avoided by using a shorter timeframe. Consequently, coding results were reviewed twice at random. To classify the quantity of each feature, categories were formed. Depending on the range of data, the information was classified either into five categories or dichotomously. In detail, classification depended on the coverage of data, thus not every observed cue resulted in a feasible variety of data. On example could be the cue of "spelling errors": One derived profile indicator was the number of spelling error on a user's profile. In sum, more than half of participants did not have a spelling error, with a highest

number of spelling errors being three. Therefore, a classification into five categories for this profile cue was not practicable and it was decided to classify dichotomously. This resulted in five profile cues being classified dichotomously (subj. words, localized tags, posts with tagged users, spelling errors, status related content). However, as no wide range of data was present for these constructs, coding dichotomously did not result in the loss of important data. A review of profile cues, their data ranges and classifications can be observed in the Appendix on Table 1.

3.5 Profile ratings by recruiters

To examine judgements by recruiters, this study used impressions of two full time recruiters, with a common workload of at least 80 percent recruiting-related practices. The used number of two recruiters was due to limited time- and financial resources. For the examination, all profiles were split randomly, with eight profiles overlapping to test for rater-reliability. This procedure was justified by assessing Cohen's Kappa to test for rater-reliability (Field, 2009). Resulting rater-reliability was sufficient with a Cohen's Kappa of κ =.440., resembling a moderate consensus (Field, 2009). Concerning the execution, profile ratings were conducted in one session lasting 4,5 hours. The given timespan per profile was 1,5 minutes and recruiters were free to assess the profile without any specific directions by the researcher. After examining each profile, recruiters completed the questionnaire with reworded measurements to refer to the profile owner (e.g., "To what extent do the following statements apply to this profile owner.."), except for the construct of intelligence. For this measurement, recruiters estimated profile owners' intelligence on a scale ranging from 1-5.

3.6 Statistical Execution

All statistical examinations were conducted with the statistical software SPSS, after collecting all data via Microsoft Excel. The first step to appropriately work with data was to test for a normal distribution (Bortz & Schuster, 2010). A Levene test as well as the Kolmogorov-Smirnoff test was identified as the best fitting method to test for normal distribution of data (Field, 2009). Both tests revealed that the collected data was not normal distributed and nonparametric methods had to be applied (Field, 2009; Bortz & Schuster, 2010).

As mentioned earlier, the examination was divided into two steps. Step one was dedicated to explore the relationship between profile users self-assessment, their Facebook profiles and profile ratings by recruiters. To test the **first hypothesis**, a Spearman Rank correlation, with a p level of p=.05, was applied to assess the relationship between the underlying constructs and derived profile cues. The Spearman Rank correlation r_s is appropriate if the data is not normally distributed, however it allows testing for relationships between two variables (Field, 2009). Every construct (personality, intelligence, EI, work motivation) was correlated with every profile cue to test for significant

relationships. A significant correlation suggests a relationship between two variables (Field, 2009). Along with H_1, significant correlations were expected between profile owners' constructs and profile features. To test the **second hypothesis** and to examine whether there is no relationship between the derived profile cues and construct ratings by recruiters, another Spearman Rank correlation (p=.05) was applied. Every profile cue was correlated with each recruiter-rated construct (personality, intelligence, EI, work motivation) to test for significant relationships between profile features and construct ratings. Finally, to test the **third hypothesis**, a third Spearman Rank correlation (p=.05) was used to examine the relationship between profile owners underlying constructs and construct ratings by recruiters. For this analysis, the correlations for the same constructs were of special interest: as for example the correlation between self-rated extraversion and recruiter-rated extraversion. As both profile owners and recruiters executed the same items, the correlation between the same, but differently rated, constructs remained most important to test for H_3.

Step two of the statistical execution was to focus on developed profile features and compare those to ratings by recruiters and theoretically derived profile indicators. To examine the **fourth hypothesis**, and to compare the influence of profile features to recruiters' profile judgements, multiple regression analyses were applied. This method is appropriate to examine influences of different constructs to explain one dependent variable (Field, 2009). This method fits H_4, as it is important to test whether the derived profile cues are better suited to predict one certain underlying construct than construct ratings by recruiters. The principle of a multiple regression analysis is to predict an outcome variable from several predictor variables, by statistically calculating a model that is used to predict values of the outcome variable (Field, 2009). This means that for every examined construct, a multiple regression model calculates the different influences of input variables. In detail, for every characteristic (personality, intelligence, EI, work motivation) multiple regression analyses were applied to identify important predictors that were crucial to predict the outcome variable (the underlying recruiting-relevant characteristic). In this case, all profile cues and recruiter-rated variables were considered as input variables to appropriately compare each influence. However, regression analyses are not improved by a higher number of variables and the number of input variables has to be considered carefully (Field, 2009). This research acknowledged the work of Miles and Shevlin (2001) who give useful guidelines of how many variables should be applied in relation to the sample size. Concerning these guidelines, for the given sample size (n=57), only large effects can be detected via a multiple regression analysis and an appropriate number of input variables should vary around six to ten. Inputting more variables does not result in a better estimation or in the detection of smaller effects. To ensure an appropriate number of input variables, the Spearman correlation matrix was used to detect variables that did not add estimation value to the regression equation, therefore all variables with a correlation under $<r_s=.1$ were cut off.

To evaluate, whether the addition of profile cues improves the prediction of the outcome variable, for every construct a hierarchical regression was applied first. The hierarchical regression results in two

models: (1) the first model shows the prediction of the outcome variable with only recruiter-rated constructs and (2) the second model shows the prediction of the outcome variable with the addition of profile cues within the regression. The comparison of both models then revealed an improvement or decline in prediction of the outcome variable. Further, to examine the explanatory power of input variables to predict the outcome recruiting-relevant characteristic, a stepwise backwards regression was executed. This regression analysis stepwise deleted all predictors that did not add sufficient value to the regression equation with a cut off value of F<.01. By using this method, the influence of each input variable could be detected and the strongest predictors for each construct could be identified and compared.

The final comparison between theoretically derived profile indicators and objectively counted profile features was the aim of the **fifth hypothesis**. To see whether the assumed profile indicators withstand statistical examination, their correlations with the self-assessed constructs and their influence in predicting self-assessed constructs were reviewed. Therefore, correlation and regression results were compared with the assumed relationships of constructs with Facebook profile behaviors.

4. Results

4.1 Overview of results

To examine whether Facebook profiles serve as a reflection of recruiting-relevant characteristics within social recruiting, five hypotheses were assumed for this paper. The first three hypotheses tested general relationships between profile owners' underlying recruiting- relevant characteristics, their profile content and profile ratings of recruiting- relevant characteristics by recruiters. It was hypothesized that relationships between self-assessed recruiting-relevant characteristics and profile cues is significant (H_1), relationships between profile cues and profile ratings by recruiters are not significant (H_2) and finally, relationships between the same self-assessed and recruiter-assessed characteristics is not significant (H_3). Results show that H_1 and H_3 could be accepted while H_2 had to be partially rejected. In addition, it was assumed that profile cues show an improved explanatory power to predict profile owners' recruiting-relevant characteristics in comparison to profile ratings by recruiters (H_4). This hypothesis could be partially accepted. Finally, theoretical derived profile indicators were tested in statistical analyses to examine whether their assumed relationships to profile owners' recruiting- relevant characteristics could be empirically proven (H_5). Results show that H_5 had to be rejected. After giving this short overview of results, detailed findings for each hypothesis are illustrated in the next section. Further, all means and standard deviations of the examined variables can be reviewed in the Appendix.

4.2 H_1: Cue Validity for SNS profile cues

H_1 predicted a positive correlation between the accuracy criteria and derived profile cues. To examine this hypothesis, Spearman rank correlations between all profile cues and self-evaluated constructs were conducted. All results can be reviewed in Table 2, column 2 (Facebook coding). The Spearman correlation matrix demonstrates that profile cues showed several significant relationships with recruiting-relevant characteristics. Self-evaluated extraversion correlated significantly with the number of friends (r_s=.302*, p<.05), use of subjective words (r_s=-.404**, p<.01), spelling errors (r_s=-.439**, p<.01) and friends' posts on the profile (r_s=-.29*, p<.05). Further, people reporting higher agreeableness showed a higher number of likes (r_s=-.297*, p<.05). For the constructs conscientiousness and intelligence, no significant correlations could be observed. However, correlations indicated small to medium effects for the profile indicators. Self-evaluated neuroticism showed significant correlations between the count of friends (r_s=-.288*, p<.05), use of subjective words (r_s=.305*, p<.05) and spelling errors (r_s=.269*, p<.05). Significant relationships between self-reported openness to experience could be observed for the number of updates (r_s=.262*, p<.05), use of subjective words (r_s=-.331*, p<.05) and spelling errors (r_s=-.306*, p<.05). People reporting higher EI scores showed significant less photos (r_s=.280*, p<.05), more localized tags (r_s=.263*, p<.05) and less visits (r_s=-.282*, p<.05). A higher count of friends (r_s=.274*, p<.05) and a lower count of photos (r_s=-.268*, p<.05) were related to people reporting higher intrinsic motivation. Whereas extrinsic motivation was significantly negatively related to the number of photos (r_s=-.317*, p<.05), the info section (r_s=-.342**, p<.01) and count of likes (r_s=-.353**, p<.01). Taking the amount of significant correlations into consideration, H_1 was accepted.

4.3 H_2: Cue utilization for SNS profile cues

H_2 hypothesized no significant relationship between Facebook profile cues and recruiters' ratings. To test for a relationship, profile cues were correlated with all recruiter-evaluated recruiting- relevant characteristics. The resulting Spearman-Rank correlation matrix, displayed in Table 3, shows partial support for H_2. A high number of correlations did not reach a small effect, as for example the correlation between the number of friends and recruiter-evaluated intrinsic motivation (r_s=.00, p=n.s) as well as the correlation between the number of groups and recruiter-evaluated conscientiousness (r_s=.009, p=n.s). However, the following significant correlations were detected. The number of tags in friends' posts correlated significantly with recruiter-evaluated extraversion (r_s=.454**, p<.01) as well as the number of friends' profile posts (r_s=-.309*, p<.05). Further, with less updates (r_s=-.443**, p<.01) and less photos (r_s=-.370**, p<.01), recruiters indicated higher agreeableness scores. The recruiter-evaluated trait agreeableness indicated most significant correlations in general, followed by extraversion, openness to experience and extrinsic motivation with at least two significant correlations.

Table 2

Spearman- Rank Correlation Matrix

		Self-Evaluation								
		1	2	3	4	5	6	7	8	9
Recruiter-Evaluation	1. Extraversion	**.16**	-.105	.095	.06	.016	-.281*	.047	-.041	.022
	2. Agreeableness	-.101	**.023**	.323*	.158	-.249	.095	.243	.214	-.188
	3. Conscientiousness	-.056	.002	**.182**	.037	-.198	-.115	.139	-.025	-.027
	4. Neuroticism	-.320*	-.266*	-.05	**.068**	.03	.127	.061	.225	.077
	5. Openness to experience	.175	.153	.07	-.256	**.172**	-.013	.04	-.116	-.018
	6. Emotional Intelligence	.087	.014	.171	-.074	-.147	**.004**	0.093	-.099	-.116
	7. Intrinsic Motivation	.079	-.088	.059	-.001	-.202	.009	**.225**	.108	-.099
	8. Extrinsic Motivation	-.157	-.062	-.013	-.04	-.420**	-.046	.054	**.131**	-.064
	9. IQ	-.038	-.032	.01	.003	-.129	0.6	.067	-.047	**.013**
Facebook Profile Coding	10. Count of friends	.302*	.141	.093	-.288*	.172	.016	.274*	-.096	.189
	11. Count of updates	.045	-.051	-.187	-.163	.262*	-.128	-.087	-.231	.169
	12. Count of photos	.146	.239	-.046	.148	.096	-.28*	-.268*	-.317*	.198
	13. Count of selfies	.208	.069	.029	.175	.161	-.102	-.029	-.009	-.032
	14. Feature of subjective words	-.404**	.042	-.156	.305*	-.331*	.042	-.259	-.004	-.183
	15. Count of info section	.059	.255	.098	-.091	.017	-.095	-.071	-.342**	.023
	16. Feature of localized tags	-.223	-.014	.072	-.012	.079	.263*	.144	.16	-.097
	17. Feature of tagging users	-.211	-.015	.041	.146	-.099	.102	.17	.166	-.121
	18. Feature of spelling errors	-.439**	0.005	.185	.269*	-.306*	.159	-.041	-.015	-.134
	19. Count of friends' profile posts	-.290*	.116	.031	.141	-.026	.040	.149	.063	-.006
	20. Feature of status related content	-.186	-.063	.087	-.017	.151	.148	.018	.081	-.066
	21. Count of groups	-.027	.150	-.12	-.026	.096	-.089	-.127	-.137	.134
	22. Count of tags in friends' posts	.244	.145	-.109	-.246	-.025	-.229	-.062	-.090	-.065
	23. Count of visits	.128	.071	-.030	-.01	.036	-.282*	-.028	-.236	.248
	24. Count of likes	.017	.297*	-.077	-.065	.117	-.081	.012	-.353**	0.045

* p<.05.

** p < .01.

Table 3

Spearman- Rank Correlation Matrix

		Recruiter-Evaluation								
		1	2	3	4	5	6	7	8	9
Facebook Profile Coding	10. Count of friends	0.082	-.003	.058	-.035	.273*	.101	.000	-.073	-.039
	11. Count of updates	-.007	-.443**	.153	.011	.192	.093	-.011	-.197	.158
	12. Count of photos	.041	-.370**	-.131	-.193	-.035	-.059	-.192	-.264*	-.095
	13. Count of selfies	.015	-.179	-.008	-.074	.019	-.171	-.162	-.085	-.133
	14. Feature of subjective words	-.110	.251	.123	.110	-.312*	.032	.087	.222	.043
	15. Count of info section	-.061	.020	.085	-.086	.051	.013	.039	.093	-.046
	16. Feature of localized tags	-.066	.253	.132	.037	.006	.156	.199	.066	.157
	17. Feature of tagging users	-.073	.285*	.188	.022	-.092	.159	.218	.033	.253
	18. Feature of spelling errors	-.116	.269*	.137	.223	-.305*	.131	.137	.405**	-.016
	19. Count of friends' profile posts	-.309*	.152	-.010	.216	-.041	-.060	.016	.062	-.037
	20. Feature of status related content	-.105	.115	.019	.057	.048	.168	.086	.065	.169
	21. Count of groups	.018	-.104	.009	-.126	-.057	.012	-.101	.022	.080
	22. Count of tags in friends' posts	.454**	-.105	.005	-.326*	.251	.124	.131	.098	.037
	23. Count of visits	.183	-.215	-.132	-.129	-.135	-.162	-.261*	-.116	-.265*
	24. Count of likes	.144	-.229	.025	-.217	.093	.069	-.095	-.045	-.153

* p<.05.

** p < .01.

Note. 1=Extraversion, 2= Agreeableness, 3= Conscientiousness, 4= Neuroticism, 5= Openness to experience, 6= Emotional Intelligence, 7=Intrinsic Motivation, 8= Extrinsic Motivation, 9= Intelligence

Recruiter-evaluated conscientiousness and EI did not show any significant correlations with Facebook profile cues. Thus, significant relationships between profile cues and recruiters' judgements were found. In sum, H_2 had to be partially rejected due to significant correlations, with four correlations being significant at a p level of $p<0.01$.

4.4 H_3: Functional Achievement

H_3 predicted no significant relationship between self-assessed recruiting- relevant characteristics and recruiters' profile assessment. To test this hypothesis, self-rated constructs were correlated with recruiter-evaluated constructs. Especially, correlations between the same characteristics were of special interest, displayed as bold figures in table 2 in the first column (Recruiter- Evaluation). The correlation matrix in Table 2, column 1, demonstrates that correlations between the same self-assessed and recruiter-assessed recruiting-relevant characteristic did not reach significance. Thus, no significant correlation between the same self-evaluated traits and recruiter-evaluated traits could be observed. The highest correlation exhibits the trait intrinsic motivation, with a correlation of r_s=.225, p=n.s., representing a medium effect (Cohen, 1988). The smallest correlation could be observed for emotional intelligence, participants' EI scores correlated with recruiters' EI judgements with an r_s of r_s=.004, p=n.s.. Further, no correlation between the same self-assessed and recruiter-assessed characteristic was negative for the same construct. Significant correlations could be observed within different traits. Hence, recruiter-evaluated extrinsic motivation showed a significant negative relationship with self-evaluated openness to experience with a correlation of r_s=-.420**, p<.01. Recruiter-evaluated agreeableness correlated positively with self-evaluated conscientiousness, with a significant correlation of r_s=-.323*, p<.05. As no significant correlations between identical traits could be observed, H_3 was accepted.

4.5 H_4: Overall predictive power

H_4 predicted that the overall influence of Facebook profile cues to predict self-evaluated recruiting-relevant characteristics is higher than the influence of recruiters' subjective ratings alone. To test this hypothesis, hierarchical multiple regression analysis as well as backwards stepwise multiple regression analysis was applied for every construct. As an example and to illustrate the statistical procedure, table 4 shows the results of multiple regression analyses for the self-evaluated trait extraversion. As mentioned above, only variables reaching a correlation with the self-evaluation of at least r_s=.1 were considered as input variables for multiple regression analysis. Further, to compare the output models, this research focused on the comparison of the adjusted R instead of only focusing on R^2.

Table 4

Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.338	.114	.098	.114
	Constant	4.708	.324	-	14.549	.000	-	-	-	-
Model 2[b]		-	-	-	-	-	.609	.371	.217	.257
	Constant	6.792	.794	-	8.549	.000	-	-	-	-
Model 3[c]		-	-	-	-	-	.545	.297	.257	-.050
	Constant	6.063	.469	-	12.934	.000	-	-	-	-
	1. neuroticism_rec	-.219	.120	-.222	-.1830	.073	-	-	-	-
	2. subj. Words	-.638	.202	-.366	-3.155	.003	-	-	-	-
	3. friends' posts	-.372	.187	-.240	-1.992	.052	-	-	-	-

Note. Dependent variable= extraversion_se,

a= hierarchical multiple regression analysis, included variables: extraversion_rec, neuroticism_rec, openness_rec

b=hierarchical multiple regression analysis, included variables: extraversion_rec, neuroticism_rec, openness_rec, friends, selfies, subj.words, localized tags, tagging users,spelling errors, friends' posts, statusrelated, tagsfromfriends, visits

c= stepwise, backwards multiple regression, included variables: friends' posts, subjective words, neuroticism_rec

As the adjusted R does not increase with the addition of more variables, it is a more reliable source of explaining variances (Field, 2009). Input variables for Model 1 (Table 4, first column) were the recruiter-assessed constructs extraversion, neuroticism and openness. Model 1, showed that recruiter-rated variables extraversion, neuroticism and openness explained 1% of variance (*F(1,55)=7.09, p<.05, R^2= .114, $R^2_{adj.}$*=.098) to predict self-assessed extraversion. After adding Facebook profile variables the model improved to explain 21 percent of variance (F(1,55)=2.412, p<.05, R^2= .371, R^2_{adj}=.217). After stepwise backwards regression analyses, input variables that did not add sufficient variance to predict extraversion were cut off for Model 3. It remained as the best fitting model with an explanation rate of 25% (F(3,53)=7.462, p<.05, R^2= .297, R^2_{adj}=.257). It was found that recruiter-evaluated neuroticism (β =-.222, *p*=n.s) as well as friends' posts (β =-.240, *p*=n.s) predicted self-evaluated extraversion. Further, subjective words significantly predicted self-reported extraversion (β =-.366, p<0.05). For each self-evaluated construct, this statistical procedure was applied; all resulting tables can be seen in the Appendix.

The following text describes the results for the remaining constructs agreeableness, neuroticism, openness, conscientiousness, EI, intrinsic and extrinsic motivation as well as intelligence. Hierarchical regression analyses revealed that when fitting a model with only recruiter-evaluated constructs, all models to predict discussed characteristics did not reach significance with the exception of openness, however displaying a weak R^2_{adj}. Non-significant models do not offer additional value to an intercept-only model (using only the means of the response variables), an indicator that input variables do not show a significant relationship with the outcome variable (Field, 2009). After adding profile cues to the analysis, all models displayed an improved R^2 and, with the exception of openness and intelligence, also showed an improved R^2_{adj}. However, except for the constructs neuroticism and intrinsic Motivation, all resulting models did not reach significance.

Step three of the analysis was the execution of stepwise backwards regression analysis to find the best fitting model to predict the outcome variable and to display the best predicting input variables. Results showed that resulting models display a lower R^2, however resulted in the highest values for R^2_{adj} for every construct. In addition, all models reached significance with the exception of intelligence. In contrast to hierarchical regression analysis, a stepwise backwards regression recalculates the equation multiple times and deletes input variables that do not add sufficient value. Using this method, input variables that predict the outcome variable best can be detected. This is of interest to see whether profile cues add more value than recruiter-evaluated construct in predicting the outcome variable.
For agreeableness, the number of information in the info section remained as a negative significant predictor (*β*=-.269, *p*<0.05) as well as recruiter-evaluated neuroticism (*β*=-.312, *p*<0.05). A third remaining variable was the amount of friends' post (*β* =-.231, *p*=n.s), however it did not reach significance. For self-evaluated conscientiousness, significant predictors were identified as recruiter-

evaluated agreeableness (β=.270, p<0.05) and spelling errors (β=.411, p<0.05). A negative relationship could be found for the use of subjective words (β=-.482, p<0.01). Self-evaluated neuroticism showed that the number of friends (β=-.293, p<0.05), photos (β=.372, p<0.05) and tags from friends (β=-.304, p<0.05) were identified as significant predictors. Recruiter-evaluated agreeableness (β=.344, p<0.01) remained as the only recruiter-evaluated variable. The remaining predictor variables for openness were recruiter-evaluated extrinsic motivation (β=-.343, p<0.01), subjective words (β=-.248, p=n.s) and status related content (β=.183, p=n.s), with only extrinsic motivation being significant. Self- evaluated EI was predicted by the number of localized tags (β=.388, p<0.05), with tagging users (β=-.247, p=n.s) and tags from friends (β=-.249, p=n.s) being not significant. The number of friends (β=.389, p<0.01), photos (β=-.277, p<0.05) and tagging users (β=.210, p=n.s), remained as predictors for self-evaluated intrinsic motivation. Self-evaluated extrinsic motivation was best predicted by recruiter-evaluated neuroticism (β=.309, p<0.05) and intrinsic motivation (β=.248, p<0.05), both significant. For self-evaluated extrinsic motivation, the number of information in the info section (β=-.330, p<0.01) reached significance, while the number of updates (β=-.221, p<0.01) remained a predictor but was not significant. As all resulting models for intelligence did not reach significance, the remaining predictors: the number of visits (β=.274, p<0.05) and subjective words (β=-.200, p=n.s) needed to be considered carefully.

Taking all results into consideration, H_4 was partially accepted as the addition of Facebook profile variables showed an improvement of predictive power for almost all examined constructs. Further, backwards multiple regressions revealed that for each self-rated characteristic, at least one profile variable was a significant predictor.

4.6 H_5: Revisiting Facebook profile indicators

As this study collected and summarized existing literature to form profile indicators, it is of special interest to revisit these literature-based profile indicators after statistical examination. This is to compare theoretically derived profile indicators and their revealed relationships with profile owners' self-rated recruiting- relevant characteristics. Table 5 summarizes the results of this analysis in regards to the developed profile indicators. In detail, for every recruiting-relevant characteristic (first column), the theoretically hypothesized relationships are stated in the second column. The third column "statistical analysis" refers to the results of the Spearman correlation matrix and reveals the variables that showed significant relationships. The fourth column depicts the results of backwards multiple regression analysis and exhibits profile features that remained as significant predictors for the evaluated construct. Therefore, this table summarizes and compares theoretically derived and empirically tested profile indicators for each self-evaluated construct. Further, this section recapitulates results from the above executed statistical analyses to derive a comparison between theoretically derived and empirically tested profile cues.

Table 5
Evaluation of theoretical derived profile indicators

Construct	Theoretical Derivation	Statistical Analysis$_a$ (Spearman-Rank correlation)	Resulting Predictors$_b$ (Regression analyses)
Extraversion	friends (+) posts (+) photos (+)	friends (+) subj. Words (-) spelling errors (-) friends' posts (-)	subj. Words (-)
Agreeableness	friends (+) tags from friends (+)	likes (+)	info section (-)
Conscientiousness	tagged users (+) photos (-)	-	subj. Words (-) spelling errors (+)
Neuroticism	selfies (+) subj. Words (+)	friends (-) subj. Words (+) spelling errors (+)	friends (-) photos (+) tags from friends (-)
Openness	info section (+) localized tags (+) likes (+)	updates (+) subj. Words (-) spelling errors (-)	-
Emotional Intelligence	groups (+) updates (-)	photos (-) localized tags (+) visits (-)	localized tags (+)
Intrinsic Motivation	status related (-)	friends (+) photos (-)	friends (+) photos (-)
Extrinsic Motivation	status related (+)	photos (-) info section (-) likes (-)	info section (-)
Intelligence	spelling errors (-)	-	visits (+)

Note. A=spearman rank correlation, $p<.05$; b= (stepwise backwards regression, $p<.05$)

The comparison, with the exception of extraversion and neuroticism, shows that no theoretically hypothesized profile indicator could be confirmed in the statistical analysis. For self-rated **extraversion**, only a high amount of friends showed a statistically proven relationship. In addition, the correlation matrix could confirm the relationship between the use of subjective words and self-rated **neuroticism**.

Both empirical profile cues for agreeableness were not assumed by the theoretical derivation of profile indicators: within correlation analysis, **agreeable** users showed more likes, while within regression analysis, less information in the info section remained as significant predictor for agreeableness. **Conscientiousness** and **intelligence** did not reveal any significant relationships by applying a Spearman-Rank correlation. By using regression analysis, less use of subjective words and the existence of spelling errors remained as significant predictor for self-assessed conscientiousness. For intelligence, more visits remained as a predictor within the regression analysis. A positive relationship between updates and users scoring high on **openness** was found by applying a Spearman-Rank correlation. Negative correlations occurred between openness and subjective words and spelling errors. No profile cue for openness could be confirmed within regression analysis. For **EI**, a more frequent use of localized tags could be confirmed as a profile indicator by both statistical analyses. Further, negative correlations were found for the number of photos and visits. Less photos and a higher number of friends did withstand both correlation and regression analyses as a profile indicator for **intrinsic motivation**, however were not theoretically assumed. For **extrinsic motivation**, less data

within the info section remained in both analyses as a profile indicator. Negative relationships between extrinsic motivation and the number of photos and the number of likes were found within the Spearman-Rank correlation. In general, no theoretically hypothesized relationship could be confirmed by both statistical analyses. Thus, the developed profile indicators did not withstand statistical examination. In conclusion, H_5 had to be rejected.

5. Discussion

5.1 Overview of discussion

This study is motivated by the alarming gap between the use of social recruiting in practice and scientific examinations concerning this topic (Roth, 2013). Roth argues, as the "gold rush" (Roth, 2013, p.291) of social recruiting is likely to continue, it is thus crucial to understand processes and results of social media assessments. This paper can be seen as a first step towards understanding the mechanisms behind social recruiting. The examination was lead by the specific research question, whether Facebook profiles can serve as a reflection of recruiting- relevant characteristics within social recruiting. Further, bundled behind this question were the two overall aims of this study, (1) a validation of recruiters' profile impressions, as well as (2) an extensive examination of objective profile indicators to process and classify SNS profile information. This chapter draws attention to the key results of this study and arranges them into existing literature. Subsequently, limitations of the examination are summarized and potential improvements are specified. In addition, the potential for future research as well as practical implications are discussed, followed by a final conclusion.

5.2 Validation of recruiters' profile impressions

In line with the acceptance of H_3, concerns for the validity of SNS profile judgements within social recruiting are fostered. The recruiter evaluation did not show significant relationships with identical self-evaluated constructs of profile owners. This raises awareness to the subjectivity of social recruiting. Even though profile owners and recruiters completed the same items for each recruiting-relevant characteristic, correlations for the same characteristics remain small and insignificant. Especially the low correlations within the Big Five are interesting as they stand in contrast to existing results stating that "average" people can detect the Big Five with Facebook profiles (Back, 2010). In addition, results by Kluemper and Rosen (2009) suggest that Facebook profiles and profile ratings of personality do relate. However, in comparison to Kluemper and Rosen (2009), this examination was executed by recruiters and offered a larger sample size. In general, results suggest that validity within

social recruiting does not exist. Further, results by Van Iddekinge (2013) indicate that Facebook profile judgements do not relate to supervisory job performance. This study provides additional results that Facebook profile assessments do not relate to recruiting- relevant characteristics that are important for job performance.

Another interesting result emerges when reviewing correlations of different recruiter-evaluated characteristics with self-assessed recruiting-relevant characteristics. Taking the negative, significant correlation between self-assessed neuroticism with recruiter-evaluated extraversion as an example. These significant inter-correlations indicate that recruiters' profile ratings and self-assessments do not show coherent relationships. This suggests that relationships between recruiters' assessments and profile owners' assessments rather occurred randomly within the statistical analysis. This is another argument for the downfalls of candidate screening on personal SNS.

However, there was partial evidence that a relationship between Facebook profile cues and profile ratings of recruiting-relevant characteristics by recruiters exists. This indicates that certain profile features leave certain impression with recruiters. Even though, a subjective, unstandardized profile screening was invalidated, this result shows that profile content can shape recruiters' impressions. Especially recruiter-evaluated Big Five traits, with the exception of conscientiousness, showed significant relationships with profile features. As an example, for profiles with less updates and less photos, recruiters estimated higher agreeableness scores of the profile owner. These results specify general findings concerning SNS profile content and resulting impressions. As Bohnert and Ross (2009) point out, SNS profiles emphasizing professionalism or family values can enhance a candidate's chances, this study offers detailed views on the impressions of profile features. However, in contrast to other results that focus on subjective content such as professionalism, inappropriate material or family values (Bohnert & Ross, 2009; Bohnert & Ross, 2013; Jeske & Schultz, 2016), this examination emphasized objective and countable profile features. This procedure can serve as a first step of data mining Facebook profile content and relating it to recruiters' impressions. Therefore, one could not only predict a user's personality from data mining (Ortigosa et al., 2013), but also predict recruiter's judgements of the profile. However, as mentioned in the beginning of this section, results of this study show that recruiters, when reviewing his/her Facebook profile alone do not detect a user's recruiting-relevant characteristics. In addition, regression analyses revealed that cooperation between subjective profile screening and profile content analysis better predicts recruiting-relevant characteristics of the profile owner. However, these findings remain general and the individual influences of profile cues and their relationship to profile owners' underlying recruiting-relevant characteristics need to be further discussed.

5.3 Extensive examination of objective profile indicators

After discussing results of this study in regard to recruiters' impressions, the second aim of this study is emphasized. To appropriately examine objective profile indicators and their relationship to profile owners' recruiting-relevant characteristics, results from the literature were summarized into profile indicators for each recruiting-relevant characteristic. Results showed that theoretically derived indicators did not prove to have statistical significance. Only a high number of friends could remain as an indicator for extraversion in the Spearman Rank Correlation. Also the use of subjective words remained as an indicator for neuroticism, but also did not remain in the regression analysis. Besides these exceptions, the majority of self-assessed recruiting-relevant characteristics showed statistically significant cues that did not appear in the literature or were hypothesized by the author. Therefore, theoretically derived profile indicators for this study need to be classified anew for future research.

However, this classification needs to be evaluated carefully for each construct. As an example, the positive relationship between conscientiousness and the existence of spelling errors on Facebook profiles seems not plausible in regard to the original definition of conscientiousness. Exemplarily, the results for conscientiousness and intelligence show that there might be no significant relationship between indicators and constructs, as both constructs do not show significant correlations and regression models do not show significance and a satisfying explanation of variance. This raises awareness to monitor results closely to exclude the assumption that resulting relationships might be the result of random correlations. In addition, profile cues rarely withstood both correlation and regression analysis. Further, as no theoretically derived profile indicator could be confirmed empirically, results for this study are not supported by previous scientific results. It is assumed that the different outcome of this study is the result of basing the examination on actual Facebook profiles and recruiters. This stands in contrast to previous studies using self-reports of Facebook usage (Moore & McElroy, 2012) and student raters (Kluemper & Rosen, 2012). Nevertheless, results concerning profile indicators need to be interpreted carefully.

Even though causal interpretation of results is not appropriate, the majority of relationships between empirically tested profile indicators and recruiting-relevant characteristics indicated sufficient logic. Especially neuroticism inhibited resulting indicators showing similarity with its definition. The results that neurotic users demonstrated less friends, more photos and less tags from friends stands in line the description of neurotic individuals. Also results that open users showed more updates fits into the definition, similar to the result that extraverted users have more friends. However, results that users scoring higher on extrinsic motivation show fewer photos, less information in the info section and less likes are another questionable result. Taking all results into consideration, statistical confirmed profile indicators can be used as a starting point to develop advanced objective coding schemes for social recruiting. Therefore, this study is a useful contribution to the scarce body of literature concerning

social recruiting. However, results showed high ambiguity and the use of the theoretically derived profile indicators should be postponed until statistical clarity can be defined.

5.4 Potential Limitations

While being an important first step to examine the practice of social recruiting, this study has been subject to various limitations. The illustration of limitations is divided into (1) limitations coming from theoretical assumptions as well as (2) limitations coming from empirical execution within this study.

(1) To execute this study, several theoretical assumptions were made. First, it was assumed that within candidate screening, recruiters search exactly for the selected recruiting-relevant characteristics of this study. However, this was not practically tested and verified. Second, the structure of this study was based on the assumption that examined characteristics of profile owners are all valid predictors of successful job performance. Indeed, job performance was not evaluated for the examination, due to resource constraints. Another limitation regarding the choice of recruiting-relevant characteristics was the selection of characteristics beyond the Big Five. While the Big Five have been subject to numerous studies and have been discussed within Facebook profile screening as well (Kluemper & Rosen, 2012, Van Iddekinge, 2013), the constructs of EI and work motivation are new concepts within studies concerning social recruiting. Further, even though Van Iddekinge (2013) measured cognitive ability with self-reports within social recruiting (Van Iddekinge, 2013), this study entered new grounds by assessing the GCA of participants. However, the three additional recruiting-relevant concepts (Intelligence, EI and work motivation) are highly discussed and inhibit broad theoretical concepts (Cote & Miners, 2006; Goldstein, 2015; Tremblay et al., 2015,). Capturing these theories within this examination in an economically- and time- effective manner entailed the risk of receiving insufficient data. Especially the choice of examining intelligence involved concerns: within the concept of intelligence, numerous theories and measurements exists (Goldstein, 2015). Verbal intelligence as an appropriate indicator for GCA was selected as a practicable approach because of two major reasons. First, the theory developed by Schmidt & Hundert (1986) exhibits satisfying correlations between verbal intelligence and GCA (Schmidt & Hunter, 198). In addition, analyses concerning the applied test of verbal intelligence (WST) permit verbal intelligence scores of the WST as a valid indicator for GCA (Schmidt & Metzler, 1992). Second, it is assumed that concerning the three aptitudes of intelligences, verbal aptitude, spatial aptitude and numerical aptitude (Schmidt & Hunter, 2004), a Facebook profile best represents verbal aptitude. Therefore the choice of examining verbal intelligence was justified. However, it is yet unanswered whether different theories of intelligence might have resulted in different outcomes.

Additionally, it was assumed that this study was a fundamental examination, as limited results concerning this topic exist. Therefore, practical conditions, such as privacy settings of Facebook profiles had to be ignored.

(2) The procedure of this examination was also subject of various limitations. First, limitations included the use of an online questionnaire, as users did not have specific timeframes and biases had to be considered. Especially the intelligence test was subject of question, as no supervision took place and answers could have been checked online. The recruiter evaluation inhibited limitations as well, as the rating took place in one session. This was due to time constraints and recruiters' tight working schedule and the session caused exhaustion and fatigue between both recruiters. Further, the number of recruiters is another limitation. Because of limited resources and time constraints, recruiters needed to participate without incentives and only two recruiters agreed to participate. The selection of tests inhibited downfalls as well. Selection depended not entirely on the quality of items, as tests used in this study had to be short and cost-efficient. With longer and more extensive tests, the sample size would have been inappropriate. By using time-efficient tests and giving valuable incentives for participants (an extensive feedback of their results and recruiters' impressions of their profile), a sufficient sample size was reached (n=57).

However, results of this study show important directions, but need to be interpreted carefully as data shows no normal distribution. Consequently, results of regression analyses often show small explanation of variances and models did often not reach significance. Even though a correlational cut off value was used to control the number of input variables, in certain cases too much variables resulted in ambiguous results and non- significant regression models. The procedure of calculating a regression with both recruiter variables and Facebook profile variables made it possible to compare predictor influences, however, the recruiter examination and profile features were not calculated individually within regression analyses. Further, due to the sample size, only large effects could be detected by applying regression analysis (Miles & Shevlin, 2001), therefore smaller but still interesting relationships could not be detected in this statistical analysis.

5.5 Future research & Practical Implications

This study reached new grounds by comparing both recruiters' impressions within social recruiting and objective Facebook profile cues. Results of this study reveal important implications for both researchers and practitioners.

Concerning subsequent research, results can be interpreted as a base for future research concerning two major directions. First, further studies regarding the validity behind social recruiting are necessary. Even though results of this study highly indicate that validity within social recruiting does not exist, subsequent research needs to confirm these results. Especially studies with advanced settings, such as bigger sample sizes and more raters, need to be executed. In addition, it is also of interest to re-examine recruiting-relevant characteristics of this study and to extend evaluated concepts and add other constructs such as leadership skills or skills related to specific occupations. Revisiting

the Lens Model as a helpful theoretical structure for studies concerning social recruiting is also beneficial. Simultaneously, it is of importance to include practical conditions, such as privacy settings. Furthermore, it is also of interest to examine legal issues concerning social recruiting, as it is highly discussed (Roth, 2013).

The second direction is the development of an objective SNS tool to collect and interpret data from SNS profiles reasonably. In general, it is crucial to examine whether SNS profiles serve better as an additional tool within candidate screening or can inhibit the power of an independent screening tool.

Even though the use of tools to collect data from SNS profiles is highly discussed due to privacy issues (Roth, 2013), the results of this study showed that once subjectivity within social recruiting is eliminated, practitioners might be able to use SNS information usefully. However, advanced studies with bigger samples sizes and sophisticated coding schemes are necessary to develop a tool that does not harm participants but adds valuable information to the recruiting process. Especially the approach of data mining profile indicators of recruiting-relevant characteristics is promising as it eliminates subjectivity and is time-effective. These results show the feasibility of social recruiting as a promising subject of examination for researchers.

In practice, results of this study illustrate that social recruiting needs to be reviewed carefully. Practical implications of the results show that current practices are in need of more standards and objectivity. Results encourage recruiters and HR professionals to evaluate their own SNS screening behavior of candidates to create awareness that information retrieved from personal SNS has its automatic consequences. Consequently, candidate impressions based on SNS profiles need to be evaluated sensitively. Until complete clarity about the usefulness of candidate information from personal SNS profiles for recruiting purposes is reached, results from this study strengthen previous concerns about social recruiting (Van Iddekinge, 2013).

5.6 Conclusion

This study was inspired by the lack of literature concerning the practice of social recruiting. Especially the validity of SNS profile assessments did not reach sufficient attentions by researchers. Existing studies suffered from small sample sizes (Kluemper & Rosen, 2009) and not ideal study conditions such as using students as raters. This study adds additional value to the few existing studies by indicating that subjective and unstandardized candidate screening on personal SNS profiles is not a useful approach in modern HR practices. Results showed that (1) validity of recruiters' profile impressions within social recruiting has not been established yet. Further (2) examinations of objective profile indicators revealed that existing scientific results concerning the relationship between certain profile features and recruiting-relevant characteristics need to be revisited. However, a general relationship between profile cues and recruiting-relevant characteristics could be detected, building a first base for the development of objective, SNS-based recruiting tools. These results help to answer

and revisit the specific research question of this study: Do Facebook profiles serve as a reflection of recruiting-relevant characteristics within social recruiting? A simple answer has yet to be established. However, results show that in case of recruiters using subjective candidate screening on Facebook alone, Facebook profiles do not serve as a feasible reflection of recruiting-relevant characteristics. Taken the results of this study regarding the empirically tested profile indicators into consideration, Facebook profiles certainly serve as a reflection of recruiting-relevant characteristics. However, the exact relationships between specific profile content and examined constructs have not been clearly established yet. Nevertheless, results of this study indicate that after more advanced research, the use of additional SNS-based recruiting tools within candidate screening is a feasible option for future HR practices.

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Appendices

Appendix 1: Profile cues, their explanation and classification

Table 1
Facebook profile indicators, collected quantitavely

indicator name	Meaning	Scale	Data Range	Classification
friends	the number of friends	1-5	Max.=1335 Min.=200	1=200-427 2=428-654 3=655-881 4=882-1108 5=1109-1335
updates	the number of posted updates	1-5	Max.=100 Min.=0	1=0-20 2=21-40 3=41-60 4=61-80 5=81-100
photos	the number of posted photos	1-5	Max.=>920 Min.=0	1=0-184 2=185-368 3=369-552 4=553-763 5=737->920
selfies	the number of selfies (self-centered, up-front pictures of the user)	1-5	Max.=>50 Min.=0	1=0-10 2=11-20 3=21-30 4=31-40 5=41-50
info section	the amount of stated information in the information section	1-5	Max.=25 Min.=0	1=0-5 2=6-10 3=11-15 4=16-20 5=21-25
friends' posts	the number of friends' posts on the profile	1-5	Max.=15 Min.=0	1=0-3 2=4-6 3=7-9 4=10-12 5=13-15
groups	the number of groups	1-5	Max.=15 Min.=0	1=0-3 2=4-6 3=7-9 4=10-12 5=13-15
tags in friends' posts	the number of tags in posts from friends (displayed in the profile)	1-5	Max.=40 Min.=0	1=0-8 2=9-16 3=17-24 4=25-32 5=33-40
visits	the number of visits	1-5	Max.=245 Min.=0	1=0-49 2=50-98 3=99-147 4=148-196 5=197-245
likes	the number of likes	1-5	Max.=>1260 Min.=0	1=0-252 2=253-504 3=505-756 4=757-1008 5=1009->1260
subj. Words	the use of subjective words (me, myself, my, mine)	1-2	yes=>1 no=0	
localized tags	the use of localized tags	1-2	yes=>1 no=0	
posts with tagges users	the use of tagging users in posts	1-2	yes=>1 no=0	
spelling errors	the existence of spelling errors	1-2	yes=>1 no=0	
status related content	the existence of posts referred to status (monetary, luxury)	1-2	yes=>1 no=0	

Appendix 2: Means and standard deviations of the examined variables

Table 2
Means and Standard Deviations of the examined variables

	Self- Evaluation		Recruiter-Evaluation	
	M	SD	M	SD
1. Extraversion	3.88	.774	3.34	.941
2. Agreeableness	3.25	.733	3.09	.676
3. Conscientiousness	3.53	.868	3.15	.551
4. Neuroticism	2.73	.986	2.46	.784
5. Openness to experience	3.89	.917	3.04	.94
6. Emotional Intelligence	5.32	.582	4.44	.734
7. Intrinsic Motivation	5.33	.99	4.55	.842
8. Extrinsic Motivation	3.74	.734	4.5	.685
9. IQ	3.42	.625	3.3	.963
	Quantitative Count			
	M	SD		
10. Count of friends	1.91	1.169		
11. Count of updates	1.35	.916		
12. Count of photos	1.56	1.087		
13. Count of selfies	1.33	.74		
14. Feature of subjective words	1.74	.444		
15. Count of info section	2.37	1.063		
16. Feature of localized tags	1.65	.481		
17. Feature of tagging users	1.58	.498		
18. Feature of spelling errors	1.74	.444		
19. Count of friends' profile posts	1.42	.498		
20. Feature of status related content	1.77	.423		
21. Count of groups	1.69	1.167		
22. Count of tags in friends' posts	1.28	.7		
23. Count of visits	1.63	.993		
24. Count of likes	1.42	.823		

Appendix 3: Multiple Regression analysis for self-assessed agreeableness

Table 3
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.243	.059	.006	.059
	Constant	3.659	.732	-	4.995	.000	-		-	-
Model 2[b]		-	-	-	-	-	.452	.204	.031	.145
	Constant	2.875	.862	-	3.337	.000	-	-	-	-
Model 3[c]		-	-	-	-		.417	.174	.127	-.03
	Constant	3.066	.406	-	7.549	.000	-	-	-	-
	1. neuroticism_rec	-.291	.122	-.312	-2.388	.021	-	-	-	-
	2. info section	.179	.086	-.260	2.079	.042	-	-	-	-
	3. friends' posts	.339	.192	-.231	1.768	.083	-	-	-	-

Note. Dependent variable= agreeableness_se,

a= hierarchical multiple regression analysis, included variables: agreeableness_rec, neuroticism_rec, openness_rec

b=hierarchical multiple regression analysis, included variables: agreeableness_rec, neuroticism_rec, openness_rec, friends, photos, info section, friends' posts, groups, tags from friends, likes

c= stepwise, backwards multiple regression, included variables: friends' posts, friends, spelling errors

Appendix 4: Multiple Regression analysis for self-assessed conscientiousness

Table 4
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.300	.09	.039	.09
	Constant	2.052	.807	-	2.542	.014	-	-	-	-
Model 2[b]		-	-	-	-	-	.496	.246	.120	.156
	Constant	2.363	.930	-	2.541	.014	-	-	-	-
Model 3[c]		-	-	-	-	-	.483	.234	.190	-.012
	Constant	2.697	.594	-	4.541	.000	-	-	-	-
	1. agreeableness_rec	.347	.161	.270	2.153	.036	-	-	-	-
	2. subj. Words	-.942	.305	-.482	-3.087	.003	-	-	-	-
	3.spelling errors	.802	.312	.411	2.569	.013	-	-	-	-

Note. Dependent variable= conscientousness_se,
a= hierarchical multiple regression analysis, included variables: conscientousness_rec, agreeableness_rec, emotional intelligence_rec
b=hierarchical multiple regression analysis, included variables:conscientousness_rec, agreeableness_rec, groups, tags from friends, subj. Words updates, spelling errors
c= stepwise, backwards multiple regression, included variables:subj. Words, agreeableness_rec, spelling errors

Appendix 5: Multiple Regression analysis for self-assessed neuroticism

Table 5
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.320	.102	.052	.102
	Constant	3.080	.964	-	3.196	.002	-	-	-	-
Model 2[b]		-	-		-	-	.592	.350	.173	.248
	Constant	1.323	1.307	-	1.012	.317	-	-	-	-
Model 3[c]		-	-	-	-	-	.558	.311	.243	-.034
	Constant	1.220	.690	-	1.768	.083	-	-	-	-
	1. agreeableness_rec	.502	.184	.344	2.737	.009	-	-	-	-
	2. friends	-.247	.099	-.293	-2.499	.016	-	-	-	-
	3. photos	.338	.132	.372	2.551	.014	-	-	-	-
	4. selfies	.347	.202	.260	1.719	.092	-	-	-	-
	5. tags from friends	-.428	.197	-.304	-2.177	.034	-	-	-	-

Note. Dependent variable= neuroticism_se,
a= hierarchical multiple regression analysis, included variables: openness_rec, agreeableness_rec, neuroticism_rec
b=hierarchical multiple regression analysis, included variables:openness_rec,neuroticism_rec, agreeableness_rec,friends, updates, photos, selfies, subj. Words tagging users, spelling errors, friends' posts, tags from friends
c= stepwise, backwards multiple regression, included variables:agreeableness_rec, friends, photos, selfies, tags from friends

Appendix 6: Multiple Regression analysis for self-assessed openness

Table 6
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.449	.202	.124	.202
	Constant	6.024	.914	-	6.593	.000	-	-	-	
Model 2[b]		-		-	-	-	.526	.277	.100	.075
	Constant	5.237	1.231	-	4.254	.000	-	-	-	-
Model 3[c]		-	-	-	-	-	.473	.223	.179	-.054
	Constant	6.090	.866	-	7.030	.000	-	-	-	-
	1. extrinsic_m_rec	-.460	.166	-.343	-2.768	.008	-	-	-	-
	2. subj. Words	-.513	.264	-.248	-1.942	.057	-	-	-	-
	3. status related	.397	.271	.183	1.466	.149	-	-	-	-

Note. Dependent variable= openness_se,
a= hierarchical multiple regression analysis, included variables: conscientousness_rec, agreeableness_rec, openness_rec, intrinsic_m_rec, extrinsic_m_rec
b=hierarchical multiple regression analysis, included variables: conscientousness_rec, agreeableness_rec, openness_rec, intrinsic_m_rec, extrinsic_m_rec status related, friends, selfies, updates, subj. Words, spelling errors
c= stepwise, backwards multiple regression, included variables:subj. Words, agreeableness_rec, spelling errors

Appendix 7: Multiple Regression analysis for self-assessed EI

Table 7
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.240	.058	.004	.058
	Constant	5.985	.676	-	8.859	.000	-	-	-	
Model 2[b]		-		-	-	-	.458	.210	.017	.152
	Constant	6.041	.863	-	7.002	.000	-	-	-	-
Model 3[c]		-	-	-	-	-	.385	.148	.100	-.062
	Constant	5.265	.347	-	15.170	.000	-	-	-	-
	1. localized tags	.469	.219	.388	2.141	.037	-	-	-	-
	2. tagging users	-.289	.214	-.247	-1.350	.183	-	-	-	-
	3. tags from friends	-.207	.110	-.249	-1.887	.065	-	-	-	-

Note. Dependent variable= emotional intelligence_se,
a= hierarchical multiple regression analysis, included variables: conscientousness_rec, extraversion_rec, neuroticism_rec
b=hierarchical multiple regression analysis, included variables: conscientousness_rec, extraversion_rec, neuroticism_rec, updates, selfies, localized tags, tagging users, spelling errors, status related,tags from friends, visits
c= stepwise, backwards multiple regression, included variables:localized tags, tagging users, tags from friends

Appendix 8: Multiple Regression analysis for self-assessed intrinsic motivation

Table 8
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.257	.066	.013	.066
	Constant	3.906	.877	-	4.454	.000	-	-	-	
Model 2[b]		-		-	-	-	.569	.324	.177	.258
	Constant	3.843	1.079	-	3.561	.001	-	-	-	-
Model 3[c]		-	-	-	-	-	.497	.247	.205	-.077
	Constant	4.434	.546	-	8.117	.000	-	-	-	-
	1. friends	.329	.103	.389	3.180	.002	-	-	-	-
	2. photos	-.252	.112	-.277	-2.251	.029	-	-	-	-
	3. tagging users	.417	.249	.210	1.673	.100	-	-	-	-

Note. Dependent variable= intrinsic_m_se,
a= hierarchical multiple regression analysis, included variables: conscientousness_rec,agreeableness_rec, intrinsic_m_rec
b=hierarchical multiple regression analysis, included variables: conscientousness_rec,agreeableness_rec, intrinsic_m_rec, friends, photos, subj. Words tagging users, friends' post, groups, likes
c= stepwise, backwards multiple regression, included variables:friends, phozos, tagging users

Appendix 9: Multiple Regression analysis for self-assessed extrinsic motivation

Table 9
Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.381	.145	.062	.145
	Constant	2.278	.840	-	2.713	.009	-	-	-	
Model 2[b]		-		-	-	-	.558	.311	.123	.166
	Constant	2.605	1.039	-	2.508	.016	-	-	-	-
Model 3[c]		-	-	-	-	-	.536	.287	.233	-.024
	Constant	2.821	.619	-	4.557	.000	-	-	-	-
	1. neuroticism_rec	.290	.112	.309	2.586	.013	-	-	-	-
	2. intrinsic_m_rec	.216	.105	.248	2060	.044	-	-	-	-
	3. updates	-.177	.096	-.221	-1847	.070	-	-	-	-
	4. info section	-.228	.083	-.330	-2762	.008				

Note. Dependent variable= extrinsic_m_se,
a= hierarchical multiple regression analysis, included variables: neuroticism_rec,agreeableness_rec, openness_rec, intrinsic_m_rec, extrinsic_m_rec
b=hierarchical multiple regression analysis, included variables: neuroticism_rec,agreeableness_rec, openness_rec, intrinsic_m_rec, extrinsic_m_rec, updates photos, info section, tagging users, groups, visits, likes
c= stepwise, backwards multiple regression, included variables:info section, updates, neuroticism_rec, intrinsic_m_rec

Appendix 10: Multiple Regression analysis for self-assessed intelligence

Table 10

Multiple Regression analyses

Regresion		B	SE	β	t	p	R	R^2	R^2_{adj}	R^2 change
Model 1[a]		-	-	-	-	-	.197	.039	-.016	.039
	Constant	3.912	.568	-	6.891	.000	-	-	-	
Model 2[b]		-		-	-	-	.447	.199	.004	.161
	Constant	3.533	.775	-	4.556	.000	-	-	-	-
Model 3[c]		-	-	-	-	-	.323	.104	.071	-.095
	Constant	3.628	.340	-	10.664	.000	-	-	-	-
	1. visits	.173	.081	.274	2.118	.039	-	-	-	-
	2. subj. Words	-.281	.182	-.200	-1.545	.128	-	-	-	-

Note. Dependent variable= intelligence_se,

a= hierarchical multiple regression analysis, included variables: agreeableness_rec, intrinsic_m_rec, emotional intelligence_rec

b=hierarchical multiple regression analysis, included variables: agreeableness_rec, intrinsic_m_rec, emotional intelligence_rec, friends, updates, photos, subj. Words. Localized tags, spelling errors, groups, visits

c= stepwise, backwards multiple regression, included variables:visits, subj. Words

Appendix 11: The questionnaire for the present study

Construct	**Instructions**	**Items**	**Answering Format**
Big Five	I see myself as someone who...	is reserved	5-point likert scale
	(I see this person as someone who..)	is generally trusting	
		tends to be lazy	
		is relaxed, handles stress well	
		has few artistic interest	
		is outgoing sociable	
		tens to find fault with others	
		does a thorough job	
		get nervous easily	
		has an active imagination	
		is considerate and kind to almost everyone.	
Emotional Intelligence	Please indicate to what extent the following statements correspond to you.	I have a good sense of why I have certain feelings most of the time.	7-point likert scale
	(Please indicate to what extent the following statements correspond to the profile owner)	I have good understanding of my own emotions.	
		I really understand what I feel.	
		I always know whether or not I am happy.	
		I always know my friends' emotions from their behavior.	
		I am a good observer of	

		others' emotions.	
		I am sensitive to the feelings and emotions of others.	
		I have good understanding of the emotions of people around me.	
		I always set goals for myself and then try my best to achieve them.	
		I always tell myself I am a competent person.	
		I would always encourage myself to try my best.	
		I am able to control my temper and handle difficulties rationally.	
		I am quite capable of controlling my own emotions.	
		I can always calm down quickly when I am very angry.	
		I have good control of my own emotions.	
Work Motivation	Using the scale below, please indicate to what extent each of the following items corresponds to the reasons why you are presently involved in your work	Because this is the type of work I chose to do to attain a certain lifestyle.	7 point likert scale
	Using the scale below, please indicate to what extent each of the following items corresponds to the reasons why you assume the profile owner is presently involved in his/her work	For the income it provides me.	
		I ask myself this question, I don't seem to be able to manage the important tasks related to this work.	
		Because I derive much pleasure from learning new things.	
		Because it has become a fundamental part of who I am.	
		Because I want to succeed at this job, if not I would be very ashamed of myself.	
		Because I chose this type of work to attain my career goals.	

		For the satisfaction I experience from taking on interesting challenges.	
		Because it allows me to earn money.	
		Because it is part of the way in which I have chosen to live my life.	
		Because I want to be very good at this work, otherwise I would be very disappointed.	
		I don't know why, we are provided with unrealistic working conditions.	
		Because I want to be a "winner" in life.	
		Because it is the type of work I have chosen to attain certain important objectives.	
		For the satisfaction I experience when I am successful at doing difficult tasks.	
		Because this type of work provides me with security.	
		I don't know, too much is expected of us.	
		Because this job is a part of my life.	
Privacy settings		My profile is only visible for my friends	One statement
		Parts of my profile are public	
		My profile is completely public	
Demographics		Gender	
		Age	
		Highest Education	
		Graduation grade	
		Education (Trainee, Field of studies)	
		Current Occupation	