Distinguished Speaker Series

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Friday, October 21, 2016

Research Presentation: 9:30-11:00 AM, LIN 608  
Social Media and New Employee Selection: How Does New Technology Change an Old Game?

Roundtable Discussion: 2:00-3:00 PM, LIN 608  
Visibility and Mentorship: A Discussion of Pitfalls and Windfalls for Mentors and Protégés

Jason Thatcher is a professor of Information Systems in the Department of Management at Clemson University. He holds B.A.s in History (Cum Laude) and Political Science (Cum Laude) from the University of Utah as well as a M.P.A. from the Askew School of Public Administration and Policy and a Ph.D. in Business Administration from the College of Business at Florida State University. He is President of the Association for Information Systems. He serves as a Senior Editor at MIS Quarterly, Decision Sciences, AIS Transaction on Human Computer Interaction, and other refereed outlets. His work appears in MIS Quarterly, Journal of the AIS, Business Strategic Alignment Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, Journal of Management Information Systems, European Journal of Information Systems, and IEEE Transactions on Engineering Management. Jason lives in Greenville, South Carolina, where he tends to his gardenias, enjoys an occasional low country boil, and watches his dogwood bloom.

Social Media and New Employee Selection: How Does New Technology Change an Old Game?

Abstract:
A variety of sources indicate decision makers use social media, such as Facebook and LinkedIn, to make decisions regarding potential employees. Unfortunately, there is scant academic research on the implications of this practice. To shed light on the relationship between social media and selection, we investigate whether applicants' political attitudes and individuating information (i.e., job-related information) found on social media impact decision makers' evaluations of job candidates' likeability, similarity, and "hireability". To evaluate these relationships, we conducted an experiment, which manipulated presentation of political attitudes and individuating information on two social media platforms. Our results indicated perceived similarity influenced liking and in turn, hireability, for all of our political conditions, regardless of the social media platform information was viewed on. Further, we found such effects in spite of individuating information. The study has many implications for practice, including indicating that political information on social media may influence hiring decisions; suggesting a need for future research on how to craft appropriate hiring policies.