



## The Organizational Psychology Projects End-of-semester Recap

### Spring 2014 Studies

#### Social Media Use in Organizational Selection Systems

From smartphones to computers, technology has become a common occurrence in our daily lives. It is not just the public that is making use of it, however, as organizations are using technology to improve various aspects of the job. For instance, social media has become a tool used by organizations for recruitment, layoffs, selection, and employee monitoring purposes. This semester we continued to collect data for a study examining the validity of applicant evaluations based on one's Facebook page, as well as their relation to other traditional forms of applicant evaluation (e.g., interview, cognitive ability test).

#### Faking & Self-referencing Effects of Facebook

This semester data collection began for a study assessing individuals' ability to fake on a Facebook page. Namely, study participants are instructed to manipulate a Facebook profile to make it appear either more or less desirable for a job candidate. Preliminary results suggest that participants were able to distort the Facebook profile, and that distortion ability is related to conscientiousness and attention to detail, as well as IT skills and Facebook impression management skills. These results have important implications for employers, as findings suggest Facebook-provided applicant information could be inaccurate or misleading.

### Student Spotlight

- \* **Kara, Abby, & Rob** presented their FUSE grant projects at the 2014 APS conference
- \* **Ariele** presented her FUSE grant project at the 2014 SEPA & SIOP conferences
- \* **Tessa** presented at the 2014 SIOP conference
- \* 7 lab members presented at the 2014 REACH Week conference
  - \* **Cameron & Ariele** won their REACH week poster sessions
  - \* **Tessa** and **Kara** were invited to present to the WKU Board of Regents meeting
- \* **Tessa** was awarded a \$1,500 research grant
- \* **Lorena** was accepted into the WKU I/O Master's program
- \* **Tessa** successfully defended her Master's thesis
- \* **Abby** successfully defended her honors thesis

#### Organizational Social Media Use in the Court of Law

Whereas social networking evaluation is becoming increasingly common in employment settings, the legal implications of such practices are not yet well understood. As such, we are in the process of creating an exhaustive list of court cases in which the legality of organizational social networking use is in question. Cases are gathered from a variety of online databases. Each case will be coded based on various criteria (e.g., employment practice, outcome, social networking tool, etc.) in order to provide a better understanding of the role that social media has played in the organizational setting and the legal implications of its use.

## Communication in Faculty & Student Interactions

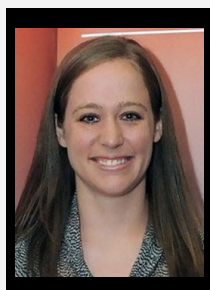
As organizational communication has been positively linked to job performance and employee satisfaction, the objective of this longitudinal study was to determine whether faculty communication plays a role in student outcomes. Data were collected at the beginning of the semester to examine expectations, preferences, and perceptions of communication among faculty and students. Actual communication and outcomes such as student GPA, course grade, course satisfaction, and justice perceptions were assessed at the end of the semester. Data analysis is in progress.

## Self-referencing Effects in Facebook Evaluations

Another ongoing study this semester is examining how various components of a social networking website (SNW), as well as rater characteristics can impact employee evaluations. Preliminary results highlighted that professionally-oriented Facebook profiles received higher ratings than unprofessional profiles, evaluations differed based on rater characteristics (e.g., personality), and raters varied in their perceptions of the relative value of SNW profiles (with a majority stating that SNW profiles were more influential than résumés). Data collection is ongoing.



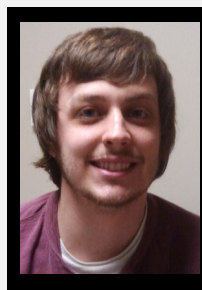
## Spring 2014 Lab Researchers



Assistant Professor  
Dr. Amber Schroeder



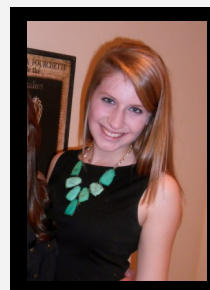
Graduate Student  
Tessa Seidler



Graduate Student  
Cameron Life



Undergraduate Senior  
Kara Lengeman



Undergraduate Senior  
Ariele Gatti



Undergraduate Senior  
Lorena Barnes



Undergraduate Senior  
Rob Day



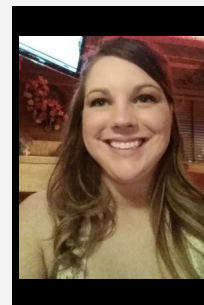
Undergraduate Senior  
Brittany Morrison



Undergraduate Junior  
Abby Lewis



Undergraduate Junior  
Zach Jones



Undergraduate Junior  
Emma Fleming



Undergraduate Junior  
Austin Bourland

If you're interested in joining this lab, please email Dr. Schroeder at [amber.schroeder@wku.edu](mailto:amber.schroeder@wku.edu)