



Effects of Employer Access to Social Media on Job Admission

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IMPORTANCE

- 22% Netizens increased 22% last year
- 37% Global penetration reaches 37%
- 2.8 The population of active social media users worldwide are 2.8 billion
- 49% 49% Millennial disagree employers proactively searching social media
- 54% 54% Millennial require work/personal life separation

DEFINITION & THEORY

Social Media: Web-based service that allow individuals, communications, and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated content that is easily accessible. (McCay-Peet & Quan-Haase, 2017: 17)

Privacy: The ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively. (Solove, 2008)

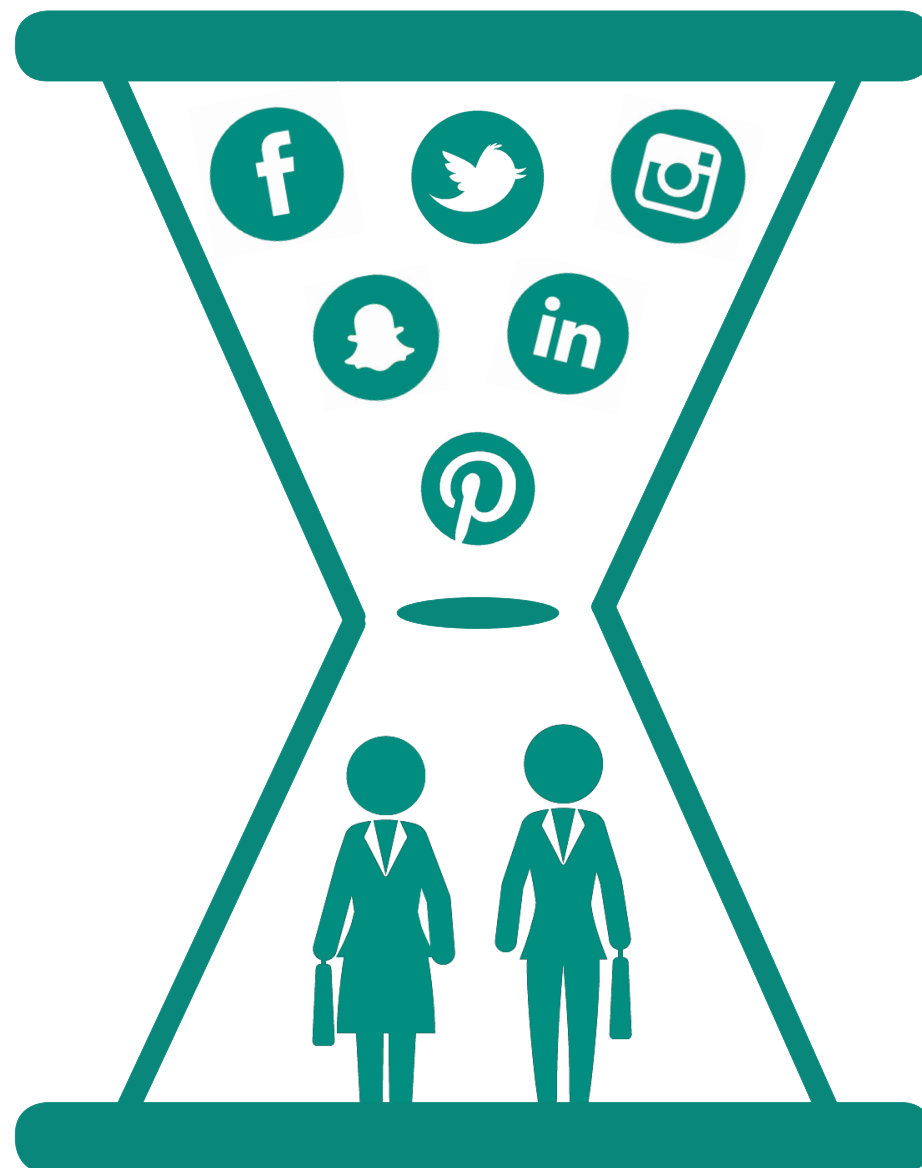
Surveillance: The monitoring of behavior, activities, or other changing information for the purpose of influencing, managing, directing, or protecting people. (Lyon, 2007)

Privacy Paradox Theory: Users value their privacy while perceiving helplessly that they have to share their personal information under strong social pressure. (Taddicken, 2013: 266)

Agenda-setting Theory: If a news item is covered frequently and prominently, the audience will regard the issue as more important. (McCombs & Reynolds, 2002)

METHODOLOGY

- Questionnaires
- Observation
- Field Studies
- Interview
- Psychophysiological Measurement



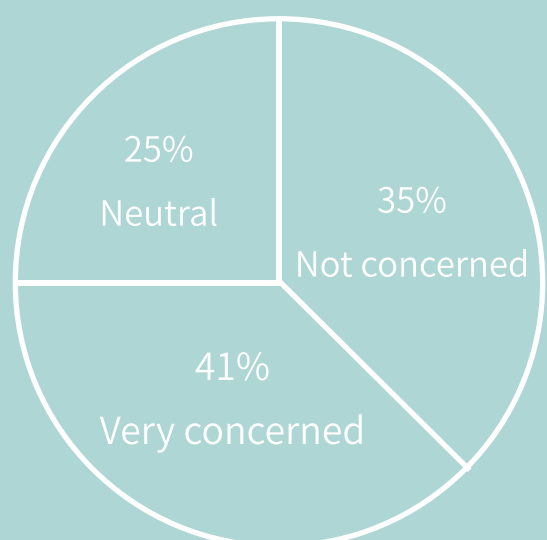
LIMITATION

- Mainly focus on social media privacy violation
- Few research discuss the influence on job admission
- Research methods are not diverse
- Few research consider the advantages of accessing to social media account

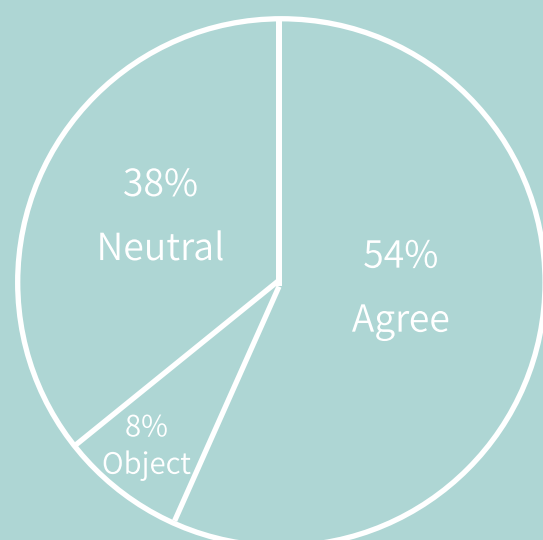
NEXT STEP

- Combine different research methods
- Correlate employer's access to social media with job admission rate
- Analyze positive and negative influence of employer's access to social media

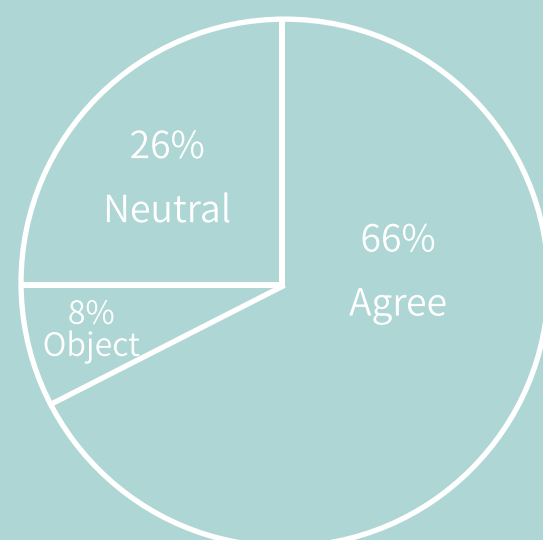
DATA



Attitude to employer access employees' social media information



Attitude to work and personal life separation



Attitude to social media background check

LAW & REGULATION

Employee and Student Online Privacy Protection Act (2016)

Restrict employer's access to employees' or prospective employees' social media accounts and educational institutions' access to students' or prospective students' social media accounts

WASHINGTON STATE LAW (2013)

An employer May not request, require, or otherwise coerce an employee or applicant to access his or her personal social networking account

TREND

During 2012 - 2014, 17 states in the U.S.A enacted varying legislation on social media privacy