

FEEDBACK REPORT FOR PARTICIPANTS

**Examining the Psychometric Properties of LinkedIn as a Selection
Tool**

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Research Project conducted by:

Dr. Nicolas Roulin

&

Rhea Stronach

Department of Psychology

Saint Mary's University, 923 Robie Street, Halifax, NS B3H 3C3

Email: nicolas.roulin@smu.ca

What was this research about?

Organizations engage in “cyber-vetting” - looking at job applicants' social media profiles to check their qualifications. We examined how effective such a practice is, focusing on LinkedIn. We recruited 154 experienced North American workers, asked them to complete a series of tests/measures, and to give us access to their LinkedIn profiles. We then asked two groups of raters (200 hiring professionals and 6 graduate students) to review their profiles, assess their personality, cognitive ability, and the likelihood that they would be “good organizational citizens” (i.e., OCB), and provide hiring recommendations. Finally, we obtained automated assessments of personality from LinkedIn profiles using the language-based tool Receptiviti.

What did we find?

Human raters generally agreed in their assessments of personality traits, cognitive ability, OCB likelihood, and hiring recommendations. Such ratings were associated with limited adverse impact, based on race, gender, or age. Human raters' assessments were (somewhat) consistent with self-reports or test scores from our “applicants” only cognitive ability and honesty-humility (but not any other traits).

Interestingly, ratings of personality traits (especially extraversion and conscientiousness) were positively associated with the Receptiviti automated ratings. In other words, human raters who reviewed the LinkedIn profiles assessed those traits of “applicants” quite similarly to automated assessments performed on the textual content of the profiles.

What are the practical implications and next steps for research?

Organizations should be careful when relying on LinkedIn to perform assessments of applicants' qualifications, as validity evidence is limited. Only some elements, such as cognitive abilities, can be somewhat assessed from a LinkedIn profiles. However, our findings suggest that both types of raters and machines likely rely on the same profile elements to judge applicants' traits.

What are next steps for research?

More research is certainly needed before we can recommend organizations to rely on (or avoid) LinkedIn to assess job applicants. This would require larger studies in real selection contexts, other sources of self-assessments from applicants, or examination of predictive validity (e.g., are LinkedIn-based assessments associated with performance ratings by their organization or supervisors?).

Can I access the full article?

Yes! The article has been published in the International Journal of Selection and Assessment, and that published version can be found here: <https://doi.org/10.1111/ijsa.12396>

Or a (free) pre-print version can be accessed [here](#):