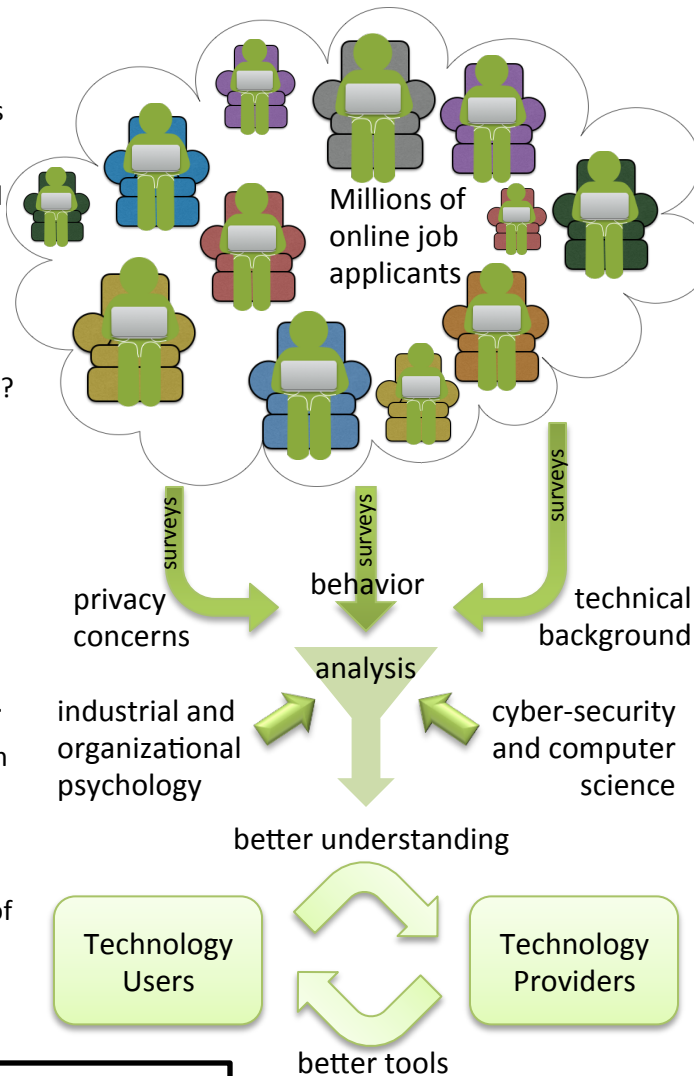


# Exploring Job Applicant Privacy Concerns

## Challenge:

- How do privacy issues affect the attitudes and behavior of online job applicants?
- How can privacy issues be communicated and understood in this setting?
- What insights should guide the development and deployment of online systems that protect both the privacy of applicants and the interests of employers?



## Scientific Impact:

- Novel applications of organizational justice theory and applicant perceptions to previously unexamined antecedents and outcomes of privacy concerns for both individuals and employers.
- Potential for generalizable results: Job applicants are strongly motivated to find employment but required to share sensitive information with employers. They represent a broad, nontechnical population that must confront serious privacy concerns on an ongoing basis.

## Solution:

- Leverage dataset of 70,000+ online job applicants from a previous study to identify privacy concerns and correlates.
- Develop measures of privacy issues from the applicants' perspective.
- Conduct online job application simulations/experiments to identify strategies for effective communication of privacy and security and that affect applicant attitudes and behavior.

## Broader Impact:

- Millions of people apply for jobs online every year and will benefit from insights that enable the development and deployment of more secure systems.
- Improved communication of security concerns, eliminating ineffective privacy policies or expectations of deep technical knowledge, will benefit both applicants and employers.
- Improved understanding of privacy perceptions, beliefs, and behaviors will benefit an expanding range of applications where security is critical.

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