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Characteristics Indicative of the Likelihood of Leaving Open-Ended Comments on an Organizational Survey

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PRESENT STUDY

➤Evaluating 6 hypotheses that are indicative of who is most likely to leave open ended comments in a company's hiring process

➤Hypothesis 1: Applicants who are more attracted to the company will be more likely to leave open ended comments.

➤Hypothesis 2: Applicants with a higher intent to accept a job offer are more likely to leave open ended comments.

➤Hypothesis 3: The higher the intent of applicants to accept an interview with another company, the less likely they are to leave open ended comments.

➤Hypothesis 4: The more likely the applicants are willing to recommend the company to others, the more likely they will be to leave open ended comments.

➤Hypothesis 5: The farther along the applicants are in the hiring process, the more likely they will be to leave open ended comments.

➤Hypothesis 6: Applicants who have a different preference other than the company they applied to are less likely to leave ended comments

PARTICIPANTS

➤ 563 participants

➤Mean age 37.9

➤71% were men

➤ 29% woman

➤used preliminary (applied to the company) and post-interview (had received an interview) applicants

➤recruited from an online job recruitment website for a specific company

➤The jobs in which these applicants were applying for ranged from upper management, to hourly jobs, to engineering positions

➤ The study began on May 2011 and lasted until April 2012

➤ Study with data and analysis lasted until Summer 2012

METHOD

1. The preliminary applicants were prompted with a survey invitation after they applied to the company
The post-interview applicants were sent an invitation-via email- to participate in the survey
The survey was about: company attributes, the applicants' standing in the application process, and to assess applicant reactions to the hiring process
2. The survey was offered online with no time constraint
3. The incentive offered was to potentially win 10 dollars

MEASURES

1. Attraction to the company: 5 items on a 5-point scale
Coefficient Alpha of .834
- 2.Intent to accept a job offer: 3 items on a 5-point scale
Coefficient Alpha of .715
3. Intent to accept a job interview: 3 items on a 5-point scale
Coefficient Alpha of .957
- 4.Willingness to recommend the company: 3 items on a 5-point scale
Coefficient Alpha of .715
- 5.Applicant standing in the process: based on which version of the survey they completed -preliminary/post-interview
6. Different company preference: Participants were asked to name the company that, aside from the company they were currently applying to, they would prefer the most
➤dummy-coded variable was created (1=Yes, 0=No) to indicate whether or not individuals left open-ended comments

RESULTS

Logistic Regression Results

People higher on:	More/less likely to Answer Open-Ended Comments
1.Company attraction	$b = -.062, R^2 = .001, p = .580$
2.Intent to Accept a Job Offer	$b = .018, R^2 = .000, p = .917$
3.Intent to Interview Elsewhere	$b = .054, R^2 = .001, p = .580$
4.Willingness to recommend the company	$b = -.497, R^2 = .037, p = .003$

Chi Square Results

5.Farther Along in the Application Process	$\chi^2(2) = 3.80, p = .501$
6.Having a different company preference	$\chi^2(1) = 3.80, p = .433.$

No significant results to support the hypotheses

ABSTRACT

It has been suggested that individuals who take surveys solely answer questions to obtain the incentive offered. However, people who answer surveys also tend to do so because they want to give their genuine feedback. Previous studies have postulated that survey completion is dependent on what individuals want to make known. It is thought that people who feel strongly about certain aspects are more likely to answer surveys. The present study focuses on identifying factors that indicate who is more likely to answer open ended comments. It is hypothesized that, A-the attraction that the applicant has towards the company, B-the applicant's intent to accept a job offer with the company, C-the intent to accept an interview with a different company, D-the applicant's willingness to recommend the company to others, E-how far the applicant is in the hiring process and finally, F-having a different preference other than the company they applied to.-are all factors that characterize what type of individual is more likely to leave or not leave open ended comments. The participants recruited were preliminary and post-interview applicants from a large manufacturing company website (n=563). Ultimately, the results of Chi-Square and Logistic Regression did not support the hypotheses.

INTRODUCTION

➤Industrial Organizational Psychology (I-O) psychology aims to understand behavior in the workplace

➤ I-O psychology uses surveys to obtain company data

➤ Surveys aim to find a range of characteristics about their company (Rogelberg, Church, Waclawski, & Stanton, 2002)

-weaknesses that the company has through the eyes of the employees (Campbell, 2002)
-areas of improvement in certain departments
-concerns for the company
-even salary dissatisfaction

One unanswered question in organizational surveying research is open ended comment completion

Knowing the answer to this question will help:

➤identify demographics, educational levels and cultural information about the applicants

➤ help identify what type of applicants are more likely to answer open ended comments in surveys

DISCUSSION

➤Failed to reject null hypotheses

-The statistical findings were not significant enough to suggest that the hypotheses were valid. We found no relationship between variables

➤Optional survey could have limited the sample size. The results could have been affected due to this because it narrowed down potential participants of the survey. Thus, the sample was undersized which could have affected the overall results of study.

➤ Company surveys should be required to be completed in hiring processes

FUTURE DIRECTIONS

➤ Gender differences in company survey feedback.

-are men more likely to answer open ended comments? Or are women more likely to answer survey comments?

➤ Potential new hypotheses:

-how long the applicants have been actively searching for a job
-the age of the applicants
-how important it is for the applicants to attain a job with the company
- fairness perception of the overall application experience

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