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Using artificial intelligence to study the impact of jobseekers' Facebook profile pictures on recruiters' interview decision

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ABSTRACT

Previous research has shown that jobseekers' information on Facebook influences recruiters' decision-making. This study extends previous research by using artificial intelligence to study the impact of jobseekers' Facebook profile pictures sharing on recruiters' decision-making during the pandemics.

For most people, Facebook is an integral part of everyday life. Facebook allows its jobseekers to interact with passive and active jobseekers in a low-cost and relatively easy way. Facebook is a useful business tool for companies and individuals to promote their brands, personal image and personality types. Jobseekers are one of the largest groups of Facebook jobseekers. Smart business recruiters and recruiters are using many tools and strategies to find the best Jobseekers on Facebook. Jobseekers' Facebook profile pictures sharing has been a topic of interest to searchers in recent years.

This study collected data from 500 Jobseekers' Facebook profile pictures and recruited 50 recruiters. The results show that the jobseekers' Facebook profile pictures are positively correlated with recruiters' interview decisions during the pandemic. This study uses artificial intelligence to judge the personality traits of jobseekers based on Facebook profile pictures and examines the impact of jobseekers' Facebook profile pictures and recruiters' interview decisions.

Keywords: Facebook profile picture, interview decision, personality trait, artificial intelligence.

INTRODUCTION

Past researchers have found that people with high work conscientiousness always try their best to do their best and have a serious and responsible work attitude. The higher the conscientiousness, the better the work performance. (Barrick & Mount, 1991), and this study extends the validation of the previous study, which means that when recruiters judge jobseekers, they will perform well when they are considered to be highly conscientious. In this study, the recruiters are expected to perceive that the jobseekers' good performance in the future will lead to more interview opportunities, and even obtain the recruiters' decision-making for employment. Therefore, this study uses artificial intelligence to study the big five personality traits of jobseekers' Facebook profile pictures and the impact of jobseekers' Facebook profile pictures and recruiters' decision-making of interviews during the pandemics.

The University of Pennsylvania study concluded that open or neurotic Facebook jobseekers tend to post fewer pictures of people, and they tend not to express positive emotions when people are present, although the aesthetic quality of the pictures is higher for openness and for neuroticism lower. Conscientious, easy-going, outgoing Facebook jobseekers prefer pictures with at least one face, often showing positive emotions through facial expressions, but conscientious jobseekers seem to be following the rules and posting the general definition of a profile picture: a picture of a face expressing all the most positive emotion among big five personality traits.

Another study from York University in Toronto found that people were more likely to be friends with people whose Facebook profile pictures showed wide eyes, oval faces, smiles and brown hair, The Washington Post reported. Also, pictures on Facebook who wear sweaters are seen as more approachable - perhaps it reminds them of Mister Rogers. People were less likely to like pictures on Facebook with neutral or negative facial expressions, black or short hair, and hats or sunglasses, variables that apply to introversion, neuroticism, and unhappiness.

Jobseekers are one of the largest groups of Facebook jobseekers. Smart business recruiters and recruiters are using many tools and strategies to find the best Jobseekers on Facebook. Smart business recruiters and recruiters are using many tools and strategies to find the best Jobseekers on Facebook. Facebook profile pictures shared by jobseekers has been a topic of interest to searchers in recent years. Based on the above motivations, this study uses artificial intelligence to examine the impact of Jobseeker personality traits on Facebook Jobseeker photo sharing and interviewer decision-making during the pandemic. Therefore, by collecting the relevant literature of previous scholars and using the field method to conduct an empirical study on

the Facebook profile pictures of Jobseekers in the real workplace, it is hoped that the hypothesis put forward by the research can be supported.

The rest of this paper is arranged as follows. Section 2 reviews previous articles and theories on the big five personality traits and presents a research scenario of interviewer decision-making during the pandemic by pictures shared by Jobseekers on Facebook. Section 3 describes research methods that explore the impact of jobseekers' Facebook photo sharing on interviewer decision-making during the pandemic. Section 4 presents the results of running the research model, and Section 5 discusses the results. Section 6 summarizes all the work of the study.

LITERATURE REVIEW

Social networking platforms like Facebook are venues for self-presentation, and uploaded pictures are one of the main self-presentations (Buffardi & Campbell, 2008). Facebook is now an important communication and relationship platform. Individuals use Facebook for entertainment, communication, relationship maintenance, and self-expression (Park & Lee, 2014). Facebook jobseekers can show others their self-images by posting pictures, describing interests and comments. These portrayed self-images remain a good indicator of their underlying personality (Shen, Brdiczka, & Liu, 2015). Despite the variety of self-images posted on Facebook, many of its jobseekers seem to be trying to project a socially needed self (Zhao, Grasmuck, & Martin, 2008).

Facebook users can present themselves with explicit statements, such as their interests, but they seem to rely more on implicit information in posted pictures (Tifferet & Vilnai-Yavetz, 2014; Zhao et al., 2008). Other similar studies can be found in the literature. Higher narcissistic impression ratings correlate with more attractive, sexy, and self-promoting pictures in owner Facebook (Buffardi & Campbell, 2008); observers are extroverted when photographing targets with restricted poses and facial expressions. Sexual judgments are accurate (Naumann, Vazire, Rentfrow, & Gosling, 2009); for example, judgments based on Facebook profile pictures are highly correlated with ratings of personality traits based on full information pages (Ivcevic & Ambady, 2012); Kuo and Tang (2014) asserted that the number of pictures was positively correlated with extraversion and negatively correlated with agreeableness and emotional stability. Gosling and colleagues (2011) argue that extroverted Facebook users are more likely to upload more pictures than introverted jobseekers, which seems to extend their offline personalities to the realm of online social networking sites.

Researchers agree that most personality trait measures can be categorized according to the big five model of personality traits (Barrick & Mount, 1991; Tett & Burnett, 2003; Flaherty & Moss, 2009; O'Connell & Sheikh, 2011). Personality trait inference using Facebook is now one of the hot topics in the literature. There are studies looking at Facebook usage habits based on user personality traits. In psychology, the five main characteristics that define human personality traits are known as the big five (Goldberg 1992). These five personality traits are Agreeableness, Conscientiousness, Extraversion, Neuroticism, and Openness. In the literature, studies have used linguistic features extracted from written or spoken texts to predict big five personality traits. Personality trait prediction on Facebook is a very popular and recent topic. Jobseekers on Facebook tell recruiters their personality traits as the content of their profile pictures they share. In this study, these five personality traits of jobseekers' Facebook profile pictures can be assessed by artificial intelligence. These five personality traits are explained in detail below.

Agreeableness is a personality trait associated with social harmony and cooperation. Agreeable people choose pastel, messy, and less aesthetically pleasing pictures, although they do display positive emotions, such as happiness. Agreeableness tends to be cooperative, helpful, and interpersonal success (Barrick & Mount, 1991), and is positively correlated with posting on Facebook to communicate and connect with others. Their use of Facebook to communicate may inspire them to update their social activities and important relationships more frequently. Agreeable people are most often tagged in other people's pictures. A 2012 study titled "Personality and Patterns of Facebook Use" found that the higher a person ranks on personality agreeableness, the more likely that person is to be tagged in Facebook profile pictures posted by others. Since agreeable people tend to be warm and friendly and less competitive, it's no surprise that their friends like to take lighthearted pictures with them and share them on Facebook.

Conscientiousness is a personality trait associated with order, planned behavior, and self-discipline. Conscientious people choose colorful, natural, bright images where they smile, and generally look happy. Tends to be organized and dependable, displays self-discipline, is conscientious, aims for achievement, and prefers planned rather than spontaneous behavior. A high degree of conscientiousness is often seen as stubborn and obsessive. Conscientious people are more likely to have children, or the mere experience of having children increases one's sense of responsibility (Barrick & Mount, 1991).. If that's the case, conscientious people may post more about their children simply because they're more likely to have children. A conscientious person will carefully organize the pictures. They are self-disciplined hard workers who spend the least amount of time on Facebook. A 2014 study published in *Computers in Human Behavior* reported that when conscientious people use Facebook, they do so in a very methodical manner. For example, they might create neat folders to help methodically share their pictures with friends and family.

Extraversion is a personality trait associated with high energy, positive emotions, self-confidence, social and propensity to seek stimulation in the company of others, and talkativeness (Moore and McElroy 2012). Highly extroverted people are often seen as attention-seeking and bossy. According to a 2014 study called "Facebook Personality Traits and Self-Representation,"

extroverts are more socially active on social media. Research has found that extroverts use the like button more frequently, upload more pictures and update their status more frequently than introverts. Extroverts typically opt for a clear, colorful avatar featuring multiple young-looking people, often without glasses (this is associated with introverts). Extroverts are more likely to post about social activities and everyday life, mainly due to their desire to use Facebook as a tool to communicate and socialize with others on Facebook. People who use Facebook frequently and have more Facebook friends.

Neuroticism is a personality trait associated with negative emotions and emotionally unstable experiences, so neurotic people often display simple, colorless images with negatively colored emotions (John et al.2008; Smith et al. 2014). Facial expressions often lack openness, including glasses, although neurotic people often choose profile images without visible faces. Neurotic people tend to have the most pictures per album. The researchers believe this stems from their desire to actively present themselves. They may use the photo to try to appear happier and to show that they are able to keep up with their friends. However, the behavior of highly neurotic people tends to change over time. They may mimic their friends' behavior on Facebook to seek acceptance and reduce loneliness. Neurotic people mostly post pictures. A 2014 study titled "Capturing Personality from Facebook profile pictures and Photo-Related Activity" found that highly neurotic people, those most prone to stress and anxiety, seek acceptance by posting pictures. Because neurotic people have difficulties with communication and social skills, researchers believe they use Facebook profile pictures as a way of expressing themselves. Also, Facebook profile pictures are less controversial than comments - which can cause them a lot of anxiety while waiting for other people to respond.

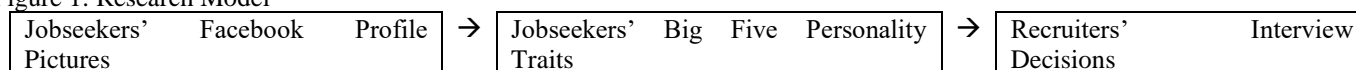
Openness is a personality trait associated with sub-traits divided into "Intelligence" and "Experience Openness". Open-minded people tend to choose less colorful but appealing pictures with less contrast, sharpness, saturation, and blur. Additionally, open people tend to show a wider range of emotions in their profile pictures. A high degree of openness can be seen as unpredictable or lacking focus. In addition, people with high openness are said to pursue self-actualization by seeking intense, euphoric experiences, such as skydiving, living abroad, gambling (Barrick & Mount, 1991). Openness is positively correlated with Facebook usage and tends to be creative, knowledgeable, and curious on Facebook. A 2010 study called "Social Network Use and Personality" found that people who are open - described as artistic, imaginative, and creative - use the most features on Facebook and are most likely to complete the personal information section. When communicating with specific friends, they tend to post more "wall messages". Those who are highly open are more likely to post updates about their intellectual interests and use Facebook to find information, and this information-seeking motivation explains their tendency to post on such topics.

RESEARCH MODEL AND HYPOTHESIS

Research Model

Through the above literature, this study’s research framework shown below, we introduced jobseekers’ big 5 personality traits as a mediator and show how it affects the relationship between the independent variable (jobseekers’ Facebook profile pictures) and the dependent variable (recruiters’ interview decisions). Here is our research framework where there is a mediator was introduced:

Figure 1: Research Model



Hypotheses

Through the above literature reviews and research framework, this research’s hypotheses have summarized in Table 3-1. This study proposes the following hypothesis:

Table 1: Hypothesis

| Hypothesis | Description |
|--------------|--|
| Hypothesis 1 | Jobseeker’s agreeableness personality trait mediates the relationship between Jobseeker’s Facebook profile pictures and recruiter’s interview decision |
| Hypothesis 2 | Jobseeker’s conscientiousness personality trait mediates the relationship between Jobseeker’s Facebook profile pictures and recruiter’s interview decision |
| Hypothesis 3 | Jobseeker’s extraversion personality trait mediates the relationship between jobseeker’s Facebook profile pictures and recruiter’s interview decision. |
| Hypothesis 4 | Jobseeker’s neuroticism personality trait mediates the relationship between jobseeker’s Facebook profile pictures and recruiter’s interview decision |
| Hypothesis 5 | Jobseeker’s openness personality trait mediates the relationship between jobseeker’s Facebook profile pictures and recruiter’s interview decision |

Source: This study.

Research Sample and Survey Process

The study recruited 500 jobseekers between the ages of 21 and 55 and used artificial intelligence to judge 500 jobseekers’ big five personal traits based on their Facebook profile pictures. The artificial intelligence for this study uses a short-form inventory of 10 for big five personality traits (BFSI-10). View jobseekers’ Facebook profile pictures as someone:

- (1) is outgoing, sociable
- (2) tends to find fault with others
- (3) does a thorough job
- (4) gets nervous easily
- (5) has an active imagination
- (6) is enthusiastic
- (7) is critical
- (8) is self-disciplined
- (9) is easily upset
- (10) is open to new experiences

This study conducted interviews with 50 recruiters to understand the importance of a jobseeker's Facebook photo in interview decisions. After recruiters agreed to participate in the study, we asked recruiters to study the personality traits of 500 jobseekers to decide whether to interview. Participants in this research consisted of 50 recruiters who have solid experiences in interviewing and Facebook profile pictures screening, each of 50 recruiters will be led into a meeting room and received an information packet that included a series of 10 jobseekers Facebook profile pictures and one corresponding questionnaire about each jobseeker's big five personality traits are listed. Each recruiter was invited to randomly review 10 jobseekers' Facebook profile pictures and will fill out a survey of interview decisions for each jobseeker. Of those participants, 50 recruiters completed 500 survey questionnaires. We used Higgins and Judge (2004)'s "Overall, I would/positively evaluate these applicants" item to measure recruiters' interview decisions for each jobseeker whose personality traits based on their Facebook profile pictures are analyzed by this study of artificial intelligence. Recruiters were asked to rate their interview decisions about jobseekers using a 5-point Likert scale (1=strongly disagree, 2=disagree, 3=neither agree, 4=agree, 5=strongly agree).

RESULTS

The total numbers of Facebook jobseekers were 500. Of the sample, 64% of the respondents were males and 36% were females. As for age, 10% of the sample below 25 years old, 31% of the sample fell between the ages of 26 and 30, 23% between 31 and 35, 17% between 36 and 40, 10% between 41 and 45, 10% between 41 and 45, 5% between 46 and 50, and 4% between 51 and 55.

Table 2: Jobseekers information.

| Item | Description | Number | Percentage |
|--------|-------------|--------|------------|
| Gender | 1. Male | 318 | 64% |
| | 2. Female | 182 | 36% |
| Age | 1. 21-25 | 49 | 10% |
| | 2. 26-30 | 155 | 31% |
| | 3. 31-35 | 113 | 23% |
| | 4. 36-40 | 84 | 17% |
| | 5. 41-45 | 51 | 10% |
| | 6. 46-50 | 27 | 5% |
| | 7. 51-55 | 21 | 4% |

Source: This study.

The means, standard deviations and intercorrelations of all variables list in TABLE 4-2. TABLE 4-2 lists the average value, variables, standard deviation and correlation coefficient of the research. The diagonal value in the matrix is the reliability coefficient (Cronbach's α), and the value outside the diagonal is the correlation coefficient between the variables. The two-tail verification in the correlation analysis using Pearson (Pearson) has significantly affected the correlation between variables, and the larger the coefficient, the greater the correlation between the variables.

Table 3: The Means, Standard Deviations and Intercorrelations of All Variables

| Variable | M | SD | Profile Pictures |
|--------------------|------|------|------------------|
| Profile pictures | 4.58 | .68 | — |
| Agreeableness | 4.16 | 1.18 | .60** |
| Conscientiousness | 3.71 | 1.09 | .49** |
| Extraversion | 3.79 | 1.26 | .52** |
| Neuroticism | 2.02 | 1.10 | -.41** |
| Openness | 4.01 | 1.18 | .60** |
| Interview decision | 3.78 | 1.12 | .57** |

Source: This study.

Notes: aValues on the diagonal are Cronbach's alpha *p < .05. **p < .01

Table 4: Presents the research results of this study.

| Hypothesis | Description |
|--------------|---|
| Hypothesis 1 | Jobseeker's agreeableness personality trait mediates the relationship between Jobseeker's Facebook profile pictures and recruiter's interview decision Result: Partially Supported |
| Hypothesis 2 | Jobseeker's conscientiousness personality trait mediates the relationship between Jobseeker's Facebook profile pictures and recruiter's interview decision Result: Partially Supported |
| Hypothesis 3 | Jobseeker's extraversion personality trait mediates the relationship between jobseeker's Facebook profile pictures and recruiter's interview decision. Result: Partially Supported |
| Hypothesis 4 | Jobseeker's neuroticism personality trait mediates the relationship between jobseeker's Facebook profile pictures and recruiter's interview decision Result: Partially Supported |
| Hypothesis 5 | Jobseeker's openness personality trait mediates the relationship between jobseeker's Facebook profile pictures and recruiter's interview decision Result: Partially Supported |

Source: This study.

All hypotheses are listed above, and results of all hypotheses are partially supported.

Agreeableness is characterized by social harmony and cooperation. Agreeable jobseekers choose soft, cluttered, less aesthetically pleasing images of their pictures sharing than their counterparts, though they do display positive emotions, like joy. Agreeableness tends to be cooperative, helpful, and interpersonal success (Barrick & Mount, 1991), and is positively associated with posting on Facebook to communicate and connect with others. Their use of Facebook to communicate may inspire their frequent updates on contacts, social events, affairs, deals, associations, and important relationships. It was found that the higher a person ranks on the Agreeableness Personality Scale (Bachrach 2012), the more likely that person is to be tagged in Facebook profile pictures posted by others. The results of this study showed agreeable jobseekers are most often tagged in other people's pictures. Since agreeable jobseekers tend to be warm, friendly, and less aggressive, it's no surprise that their friends like to take lighthearted pictures with them and share them on Facebook.

Conscientiousness is a personality trait associated with order, planned behavior, and self-discipline. Conscientious job seekers choose colorful, natural, bright images of pictures to share where they are smiling and generally looking happy. Jobseekers with a highly conscientious personality trait are hardworking and highly motivated to succeed in their chosen field. They care about the impact of their actions on others, enjoy working as planned, and fulfilling personal and professional responsibilities. Low levels of conscientiousness generally reflect a lighter attitude to life, less organization, and more spontaneous behavior. The researchers initially hypothesized that conscientious Facebook jobseekers were more likely to post pictures of status updates discussing safety topics, non-controversial topics that don't cause disagreements with friends. However, the results of this study do not reflect this theory. Instead, the results showed a link between conscientiousness and job seekers posting more status-update pictures related to their children. This study offers a possible explanation for pictures posting. Conscientious jobseekers may update pictures of their children's status for purposes other than communicating with friends.

Extraversion is a trait marked by engagement with the outside world. Extraverted job seekers often select sharp, colorful profile images of pictures that contain multiple, young-looking people, generally not wearing glasses (which is associated with introverts). Extraversion is one of the most discussed and researched personality traits, and is one of the big five factors. The trait also features in other theories of personality. Extraverted jobseekers are sociable and outgoing, often talkative and confident when meeting new people. Extraverted job seekers often feel most comfortable when surrounded by others. This study offers a possible explanation for jobseekers with a low level of this trait - introverts - enjoy their own company, and thrive in smaller groups of close friends.

Neuroticism is associated with the experience of negative emotions and emotional instability, and thus neurotic jobseekers generally display simple, un-colorful images of pictures with negative color emotions. Facial expressions often lack openness, and include glasses, though neurotic people often choose profile images without visible faces. His study found that jobseekers with high levels of reported neuroticism tended to use Facebook as a means of obtaining validation. Such job seekers may post statuses on the social network as a way of receiving support from friends for their feelings and opinions when they are feeling isolated in their views. Narcissistic job seekers tend to show more interest in themselves compared to those around them. Jobseekers are more concerned about their self-presentation and worry what others may think of them. As a result, narcissists may be considered to be vain or selfish by their peers. Similarly, to jobseekers with high levels of neuroticism, narcissists were found to use Facebook as a tool for obtaining validation and assurance from others. Narcissists tended to post more status updates relating to their personal achievements in life. They shared details of their diets and fitness routines more regularly than other jobseekers. This study found that narcissists reported receiving more likes and comments from friends in response to

their posts. The researchers suggest that this may be due to the topics that narcissists discuss in their posts being more popular than those that others share.

Openness is separated into the sub-traits 'Intellect' and 'Openness to Experience'. Open people tend to choose appealing though less colorful images of pictures, with increased contrast, sharpness, saturation and less blur. Additionally, open people tend to display a wider range of emotions in their profile pictures. Openness is associated with an enjoyment of new and unfamiliar experiences. Jobseekers with a high openness score will often like to travel and embark on adventures. Jobseekers are more open to unconventional ideas and will often have a keen interest in the arts. The study found that jobseekers with an open personality trait post more status updates relating to intellectual topics. Jobseekers use Facebook more as a source of information -news, ideas and opinions, rather than as a way of connecting socially with other jobseekers. "People high in openness may write updates about current events, research, or their political views for the purpose of sharing impersonal information rather than for socializing," the authors found.

DISCUSSION

This study's findings were about the way jobseekers' Facebook profile pictures were used to assess personality traits. In a previous study (Ivcevic & Ambady, 2012), judges were asked to base on an examination of Facebook profile pictures to rate Facebook jobseekers' personality traits. If judges are not well trained, they will not be able to obtain accurate personality assessments. Rather than using judges' subjective evaluations, this study uses artificial intelligence to judge jobseekers' personality traits based on their Facebook profile pictures and investigate the relationship between jobseekers' Facebook profile pictures and recruiters' interview decisions.

The results of this study showed that each of the big five personality traits was a good predictor of certain photo categories, as shown below:

Agreeable Jobseekers who are cooperative and get along well with others. There are few people who don't like the amiable Jobseeker, and the agreeable jobseeker is the last person to make a fuss on Facebook. This can be seen in jobseekers' profile pictures, which are bright and vibrant, perhaps with a beaming buddy or with quirky filters. Agreeable jobseekers may have some blurry pictures, but everyone is likely to be smiling in their pictures.

Jobseekers who have a conscientious personality love taking selfies. Jobseekers with conscientious personality traits are more self-disciplined and like to adapt to society's expectations and go with the flow. Conscientious jobseekers only show their face in their profile photo, and they may look slightly older than they appear in the profile photo.

Jobseekers with extrovert personality traits, their pictures are bumping with their friends. Extrovert jobseekers will have the most colorful and compelling profile pictures, reflecting their open and confident personalities. Extrovert jobseekers love to go out and feel your best when everyone is looking at you, talking about you, or both. Extroverted Jobseekers often choose an avatar that makes them look younger, and may use a photo of a lot of other people.

Neurotic jobseekers are likely to be negative, unstable, and easily overwhelmed. When something goes wrong, neurotic jobseekers can be the first one to get stuck and screw things up disproportionately. This is reflected in neurotic jobseekers' profile pictures with darker colors and negative facial expressions.

Open Jobseekers' profile pictures are more vibrant and colorful, and the jobseekers with an open personality trait will probably be smiling in their snap. Jobseekers with an open personality are keen on new experiences, not keen on saying no to things, and have some strong beliefs. Open Jobseekers are always trying to make each day fulfilling. This can be seen in darker profile pictures that don't necessarily focus on faces, and instead, public jobseekers' profile pictures may reflect their rebellious personality traits.

Unlike previous studies, this study focuses on jobseekers' Facebook profile pictures categories, rather than Facebook usage and behavior, and finds that jobseekers' Facebook profile pictures can well reflect jobseekers' personality traits. This study's findings also expand literature into new areas that explore the underlying tendencies of Facebook jobseekers.

IMPLICATION

Previous studies (Harold, McFarland, and Weekly, 2006) have not explored the relationship between jobseekers' Facebook profile pictures and influencing recruiters' interview decisions. This study helps to automate judgment through artificial intelligence, examining jobseekers' Facebook avatars and the relationship between recruiters' interview decisions and recruiters' perceptions of jobseekers' personality traits (easy-going, conscientious, extroverted, neurotic, open-minded) relation.

This study further explores the impact of jobseekers' Facebook profile pictures on interview decisions. There is little relationship between officials agreeing to interview or not. Most past research has shown that past behavior is a predictor of future behavior. Recruiters can predict future behavior, such as work experience, activities, based on past behavior on a jobseeker's Facebook profile. The results of this study are consistent with this statement. Past Facebook related research has mostly employed an experimental approach; this study uses actual Facebook in real, large companies for an on-the-spot

approach. The results of the study found that recruiters perceived jobseekers as easygoing, outgoing personality traits when their Facebook profile pictures included more Facebook friends. When Jobseekers report more friends on Facebook, recruiters see jobseekers as conscientious personality traits. Correspondingly, interview decisions by recruiters have increased.

In previous studies, in terms of personality traits, recruiters used Facebook avatars to judge the personality traits of jobseekers, mainly discussing diligence and caution (Cole et al., 2003, 2004), but this study is different from the research focus of previous studies, this study used AI to auto judge jobseekers' personality traits basing on their Facebook profile pictures and found that the relationship between recruiters' perceptions of jobseekers' personality traits and recruiters' interview decisions has received attention (Dunn et al., 1995; Caldwell & Burger, 1998). Therefore, this study explores the relationship between the independent variable (jobseekers' Facebook profile pictures) and the dependent variable (recruiters interview decisions) influenced by a mediating factor (jobseekers' big five personality traits).

LIMITATION AND FUTURE RESEARCH

Limitations of this study, while we would like to take the Facebook shortcut, many Jobseekers have Facebook profiles and profile pictures limited to those accessible to the public. And some jobseekers are reluctant to share their Facebook information and profile pictures with recruiters and hiring companies.

This study found that the big five personality traits of jobseekers play a mediating role between jobseekers' Facebook profile pictures and recruiters' interview decisions, and future research can study the role of jobseekers' big five personality traits in Jobseekers' Facebook profiles and final hiring decisions. The future research could continue to contact the hiring manager to see when the company has ended the screening process and ask the hiring manager after a period of time if they have finally made a decision to hire the jobseekers and then see if the jobseekers agree to join. company or not.

Facebook is the leader in social media, focusing on social networking and massagers, recently Facebook usage among teens dropped from 71% to 51%, and it's interesting to see how Facebook user demographics have changed. Many companies have regularly used LinkedIn to create company pages, post job openings, attract talent, initiate and nurture conversations with customers and prospects, generate leads, and promote other social media. The Future research may extend jobseekers information to LinkedIn and Instagram.

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