

Impact of Social Judgement on Recruiting

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Overview

Perceptions of warmth and competence influence individual's social judgments; in turn, these judgments effect their emotions and behaviors. This study investigates a combination of warm, competent, and neutral images and texts in an email campaign and how they influence a recipient's responses. It aims to identify which image and text combination will elicit a favorable response. Emails containing a combination of these stimuli will be sent to prospective students and open and click-through rates will be measured. The benefit of knowing how different images and texts can influence individual's decisions can allow organizations to generate a campaign that provokes the highest level of interest for the receiver.

Hypothesis

H1: Warmer images will have higher open and click-through rates than competent images

H2: Competent text will have higher open and click-through rates than warm text

Next Steps

A pilot study will be conducted to identify neutral, warm, and competent stimuli and the impact on actual response rates will be examined.

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Image and text stimuli

Neutral



Thank you for your interest in the University of Alabama in Huntsville. We have included a link for you to get more information in our programs and begin the application process. We look forward to working with you in the future! Apply today!

Warm



Thank you for your interest in the University of Alabama in Huntsville. Get connected at UAH. There are over 100 groups for UAH students to join. Whether you are interested in leadership, services, Greek Life, recreation activities or just hanging out with a group of new friends – UAH is the place to make that happen. Connecting with others is a major part of college and our goal is to help you make those lifelong friendships here. We have included a link for you to get more information in our programs and begin the application process. We look forward to working with you in the future! Apply today!

Competent



Thank you for your interest in the University of Alabama in Huntsville. Employers want the best and brightest graduates. Our goal is to help you develop the skills needed to reach that level of expertise. UAH has consistently been named the best return on investment among all Alabama schools. Our graduates earn a typical early career salary of \$52,000. Let us help you unlock your full potential by enrolling at UAH. We have included a link for you to get more information in our programs and begin the application process. We look forward to working with you in the future! Apply today!