Online Gaming Platforms to Apply for Jobs – Proposing a Research Model to Investigate Job Seekers' Behaviour

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Abstract. Virtual worlds and serious online gaming simulations are expected to become more and more important in business contexts [27]. Our research evaluates the possible use of online games in the recruitment process by presenting two case studies of companies who implemented an online game to provide realistic job previews for potential applicants going with the opportunity to test and match their individual skill-set with a specific job profile they're interested in. Based on these results and the expectation by companies how job seekers might react when confronted with online games in a business environment we developed a research model for empirical evaluation hypothesising that the intention to use these online games are mainly driven by perceived usefulness, perceived ease of use, perceived selection fairness, perceived data security and perceived enjoyment.

Keywords: E-Recruiting, Serious Gaming, E-Assessment, Self-Assessment, TAM

1   Introduction

Since the beginning of the digital age computer games are a popular application for users of information technology. In June 2009 one of the most popular games – Tetris – celebrated its 25th birthday. While the technical quality of information technology has significantly improved for leisure games since 1984 education and economy still struggle to transfer this quality to the development of serious games [30]. For the last two decades computer games were beside business applications another important part of the IT industry. However, gaming and serious applications were two distinguished parts. Nevertheless in the last years these two streams started to merge. In 2006 the SIM[3] Advanced Practice Council (APC) discussed the possibilities of "*serious gaming, which applies 3-D computer-simulated environments in business environments*" [27]. Being initial scepticism the 25 participating CIOs brainstormed a range of potential

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[3] Society for Information Management

business applications. Those identified included *"conferencing, collaboration, new employee orientation, training, facilities management, safety, brand development, customer feedback, product trials, and recruitment"* [27].

With the increasing diffusion of the internet and its related internet-based services the way corporations design and conduct their business processes has fundamentally changed especially driven by the increasing number of internet users. Especially as noted above virtual worlds, social network platforms (such as facebook.com) and serious gaming are expected as particular drivers for this development in corporations. For example e-commerce platforms (as magentocommerce.com) support the sales/marketing function in advertising and selling companies products on the Internet [21], trading platforms (as tradestation.com) help the finance department to deal in shares and even an IT averse department as HR gets increasingly supported by the use of such platforms especially for functions as staff recruitment [22]. Virtual worlds (as secondlife.com) or social network platforms (as linkedin.com) offer new options to get in touch and to attract potential candidates [32] or online game simulation help to efficiently select adequate candidates. In general IT has been identified as an important driver for cost and time reductions in the recruiting process [23, 33, 44].

The particular reason for this development lies in the increasing number of internet users over the past years as the internet becomes part of everyday life [38]. In 2008 more than 1.23 billion people worldwide used the internet [8]. In particular people do not solely use the internet for leisure and information seeking but also for other important aspects of their life [4] such as applying for jobs [28]. In the last ten years the way people apply for jobs changed from simply looking at job ads in printed media, sending an paper-based application, being interviewed and finally hopefully employed by the company to looking for job ads in the internet (on job boards such as monster.com or platforms such as linkedin.com) and sending an IT based application (e-mail or online application form [10]. In the course of this progress companies started to test candidates' suitability for specific job profiles using IT based methods over the last years [12, 35].

These basic ideas of e-assessment use online simulated business environments to test for the appropriateness of candidates within a serious game. Caligiuri especially discusses the possibility of realistic job previews using the concept of self-assessment in terms of question-answer procedures, where candidates can test themselves if they are appropriate for a job or not [12]. As first approaches have successfully shown adoption and usage on corporate side hardly anything is known about jobseeker's use and usage behaviour regarding online gaming simulations [31]. So we address the following research question:

What influences jobseekers' use of serious online games in the recruiting context?

We will answer this question by providing a two-step approach. First, we will discuss the possibilities of online games for realistic job previews by presenting the results of two case studies conducted with two companies who implemented already an online game for a realistic job preview (section 3). Based on these results and the general research background (section 2) we develop (section 4) a research model. A description of the research design for the empirical validation of the proposed model (section 5) and a general discussion (section 6) will conclude our paper.

2 Research Background

As the objective of our research is to discuss the applicant`s perspective of online games in recruitment we establish our research in the general research of serious online gaming and e-recruiting which are explained in the following sub-sections.

2.1 Serious Gaming

Serious games are those which are built on the one side to entertain users and on the other side to educate them in a particular topic [43, 46]. They especially "*adapt computer-gaming technology for business use*" [27]. However, those games are not easy to develop and building them is a challenge for game designers, researchers and practitioners [30]: "*Managing the development of a serious game requires the skills of many disciplines and sometimes painful processes that force team members to learn from their specialized colleagues*". People play not because they are personally interested in solving an instance of a particular problem but because they wish to be entertained [1]. For example, Chatham discusses the possibility to use online games for training [16] or Mayo for science and engineering education [39]. These early experiments of serious games (i.e. built in virtual worlds) can be categorized in three dimensions:

- using social presence capabilities,

- using visualization capabilities,

- using simulation capabilities [27].

The combination of an individual's social presence in a visualized simulated environment together with other models of categorization, selection and classification will provide rich insights for both researches on performance diagnostics and assessment. Although the current degree of serious gaming use in large scale corporations is still capable of development [18] and potential regarding recruiting performance determinants as time-to-hire and costs-per-hire is largely in the future, the technologies' development is fast and their maturing process rapidly. But as the potential of these serious online game simulations for corporations is very high corporations cannot ignore it. Within the next decade virtual worlds and serious online gaming environments are expected to be major platforms for business applications and opportunities especially for secondary business processes as HR Financial service institutions as ABN Amro or temporary employment agencies as Manpower, and Kelly Services, as well as the country of Luxembourg, have already used these platforms as successful recruiting channels [27].

As the objective of this paper is to discover online games in the domain of recruiting the next sub-section presents research related to e-recruiting.

2.2 E-Recruiting

2.2.1 Recruiting and applicant selection

During the last decades there has been a lot of research dealing with the recruitment process and the applicant selection procedure of companies [2, 33, 42]. Especially the greater competition for employees has led executives to think about how various components of the recruitment process might influence the attractiveness of the organization [45] and with the diffusion of the Internet the process of recruitment

changed dramatically [2, 13, 29]. Therefore the interest of researchers and practitioners in recruitment related topics increased. For example an analysis of the employer and job-seeker behaviour on the IT labour market showed that job ads are mainly posted on the internet, job-seekers apply for jobs predominately using online application forms or e-mail and job seekers more and more introduce themselves to companies by storing their resumes in databases of both social networking platforms (as linkedin.com) and online job boards (as monster.com) where employers can search in [28, 53].

Lee (2007) suggest a holistic e-recruiting system architecture to visualize companies the potential information systems and especially the internet offers to perform the recruitment tasks both more effectively and efficiently [36]. A first step towards an e-recruiting success model was proposed by [23] who showed that companies using IT in recruitment improved their recruitment process in terms of cost, time and applicant's data and overall quality. In general, research of e-recruitment shows that the way staff recruitment is conducted changed from a paper-based world to a mainly IT supported one. Especially the recruiting process step of candidate attraction and workflow management information systems are an important supporting function [33].

According to [34-35] the next step of IT support in recruitment is the selection sub-process. These "internet-supported processes for the evaluation and prediction of relevant biographical and psychological variables in order to assess the suitability of a candidate for a particular job" (p. 263) are defined as e-assessment [35].

The basic goal of e-assessment is to generate a limited shortlist of suitable candidates by means of the skills and abilities of the applicants with the requirements of the job profile [11]. The instruments used to diagnose suitability can be classified in terms of their methodology: attribute approach, simulation and biographical approach. The attribute approach can be used to assess personal characteristics regarded as relatively stable. The simulation approach is intended to capture the behaviour of an individual in situations of a kind that might be expected in the work environment and the individual's biographical approach is simply collecting data using for example an online application form [35]. E-Assessment can furthermore distinguish on the one side offering recruiters the possibility to select candidates and on the other side offering a self-selection to candidates (self-assessment [34].

Self-Assessment is based on the idea that a question and answer procedure can be devised that will help a person appraise and develop his/her knowledge about a particular topic" [52] (p.110). The primary motivation of self-assessment is not for an individual to satisfy his joy; rather, it is for the participant to appraise and develop him/herself. Caliguri and Phillips (2003) discussed the possibility of self-assessment procedures as method to provide a realistic job preview to applicants [12].

A realistic job preview is the provision of both favourable and unfavourable job-related information to job candidates [40]. Communicating a complete picture of the requirements of the jobs better allows a candidate to self-assess their likely fit with the position enabling candidates to make a better informed decision about applying for the position or not. The way in which these aspects are communicated can vary greatly. For instance, realistic job previews consist of verbal (e.g. discussions with current employees or recruiters), audiovisual (e.g. video clips of what the job will entail) and written materials (e.g. pamphlets, orientation books) [12]. Another possibility is the usage of online games to enable candidates in a playful environment to discover the

attitudes of a job they are interested in [34]. Therefore the next subsection describes the concept of online games in recruitment.

2.2.2 Online Gaming and Recruiting

Computer games offer many options for communicating complex concepts. Already in 1988 Webster discussed how computer tasks can be made more playful [51]. As discussed in the sub-sections before in case of recruitment practitioner see the possibility for serious online games [27] and some pioneers already implement them [34]. Online games are used especially in the simulation approach to capture the behaviour of an individual in situations of a kind that might be expected in the work environment. The simulations of the work environment can be used on the one side to provide a realistic job preview to job seekers and on the other side as a tool to diagnose the suitability of applicants and to select the most appropriate ones [11, 35]. Our research presented in this paper will focus on the job preview part of online games in recruitment.

3 Case Studies of Self-Assessment

We use a case study approach with two companies to introduce the concept of self-assessment within the recruitment context. We designed the case study following the guidelines by Yin [56] and Eisenhardt [24]. We conducted a two-stage interview with process-owners in each company to discover the context variables using a semi-structured interview and a fully structured one after one month. Context variables were based on general information systems acceptance literature [48-50] as well as recruiting selection acceptance literature [2, 5-6]. We considered these variables as the basis for our research model. We conducted the interviews to validate with the experience of HR managers which variables influences an individual's decision to use self-assessment systems. To support our results we have added further documents provided by the companies as meeting records and project descriptions. The resulting case study report was released by the companies. Based on these results we developed our research model discussing the results with the relevant literature in section 4.

3.1 Companies Background

The first company chosen for the case study is one of the largest global publishing houses with more than 14.000 employees in 24 countries. Despite the size of the enterprise difficulties concerning its employer brand were identified. The main reason for this situation is the weak awareness of the company's name compared with a wide range of very well-known products. Furthermore the observed company searches for new employees in the commercial area, but people do not expect a publishing house being an employer for commercial occupation. Addressing these challenges the company decided to implement a system for self-selection by candidates within its recruitment process.

The second company is one of the largest chemistry distributers in Europe. The main focus of the company is international trading with synthetics, specialty chemicals and chemical agents. In 2008 the company employed 650 people and had a turnover of 1 billion euro. The main focus in recruiting is on candidates for the apprenticeship programs due to the shortage of candidates available on the job market for professionals in the fields of chemical distribution and engineering. The apprenticeship program is designed for a combined business and chemical engineering education and is conducted

together with a university of applied science. Due to the specific job profile the company is challenged to find suitable candidates which do fit with the requirements of the apprenticeship program in the background of an unrenownedness of the company in general. Therefore the company decided to implement a system on the corporate career website to improve on the one side its attractiveness and on the other side to enable candidates to decide themselves if they will fit with the requirements of the apprenticeship program.

The next section discusses the expectation of the both companies how they suppose that candidates will accept the system, how candidates reacts after using the system and which challenges are important while considering to implement a self-assessment system for candidates.

3.2   Self-Assessment systems

Both companies implemented a self-assessment platform to address the described challenges which are designed in an online gaming environment in a virtual world. The platforms are built as online games where candidates can act as avatars in a simulated business environment and are confronted with typical tasks of the job they are interested in. The virtual environment is built similar to the real world of the company headquarters and real employees are included as simulated avatars. The systems are part of the websites of the companies and therefore accessible to everyone on the internet. Having performed a task, the participant gets a feedback about her/his abilities and fit with the requirements tested. Furthermore the candidate gets an idea of how the job and job environment looks like and therefore he/she is provided with a realistic job preview. Playing these online games the candidates assess their appropriateness and propensity to start a career or apprenticeship at the companies and decide after completing the tasks whether to apply for the job or not. The results of these self-assessments can only be seen by the candidates and are not stored for further use for the companies. As an ideal result of the self-assessment appropriate candidates who did not consider the companies as an employer before would now apply for a job realizing the interesting challenges the companies offer. On the other side candidates who intended to apply for a job in the past would now forbear from doing so, if they expected a different kind of work. Both scenarios would lead to better appropriateness of applicants as well as to a better personnel selection.

3.3   Candidates' reaction

Both projects were implemented in 2007 and designed to achieve a high user satisfaction. For the project managers it was important that the system offers candidates both a fun driven and enjoyable atmosphere while using the system. Therefore the system was implemented as an online game because the managers expected that the system will be easy to use for candidates if it is implemented as an online game.

Furthermore it is important that the candidates perceive that the selection process is fair and transparent as well as that the data collected is secure and not used otherwise as provided the HR managers of both companies explained their objectives for the platform design. For example as the HR manager of company 2 explained "*one candidate reported in the job interview that he applied for the job due to the self-assessment system because he enjoyed it and he got a good impression of the job and his appropriateness for it. Most of the candidates reported that they perceived the online game really innovative and cool.*"

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The HR manager of company 1 pointed out that "*in job interviews the candidates reported that they enjoyed playing the game and they felt well during the job interview because they know me and the environment by playing the game. Most candidates where surprised that I had no idea of their game results as they expected that we would use the data in the job interview. Some candidates explicitly stated that the only concern they perceived while playing the game was what happens with the data the game is collecting.*"

Furthermore the manager of company 1 continued that "*the received applications are now more focused and most of the applicants have a clear expectation of us as an employer. The candidates who were employed reported after a while that they were surprised how good the feedback and job preview of the system is as they can realize now how the jobs really are and that they are not very different from the expectation they perceived after playing the self-assessment game*".

4 Research Model

Based on these case study results and the theoretical background of our research we will develop a research model explaining online gaming usage behaviour of self-assessments in a more general way. In the case study interviews we identified five reasons why a candidate might use a self-assessment system. First of all, the TAM constructs Perceived Ease of Use and Perceived Usefulness were identified to influence the Intention to Use a self-assessment system. Therefore the basic underlying model for our research model is Davis's TAM. Furthermore we identified Perceived Enjoyment, Perceived Selection Fairness and Perceived Data Security to have an influence on the intention to use a self-assessment system. In the following subsection we will discuss the hypotheses of our research model as we have identified them in the case study interviews and which are summarized in Figure 1.

4.1 Technology Acceptance Model

Technology acceptance research is one of the most important research streams in the information system discipline. The research stream has its root in Davis's technology acceptance model (TAM) [18-19], which hypothesize that user acceptance can be explained by two beliefs: perceived ease of use ("*the degree to which a person believes that using a system would enhance his/her job performance*", [18], p. 320) and perceived usefulness ("*the degree to which a person believes that using a system would be free of effort*", [18], p. 320). Based on TAM Davis et al. (1992) [20] discussed the extrinsic and intrinsic motivation to use computers in the workplace and added "*an important addendum to the model [TAM]*" ([47], p. 695) called Perceived Enjoyment ("*the extend to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences*", [20], p. 1113). Since 1989 technology acceptance research has lead to various extensions, refinements, replication and unification of technology acceptance models [55]. We will use the technology acceptance model to explain the usage behaviour of applicants regarded to self-assessment applications

As we identified perceived usefulness and perceived ease of use as important antecedents for the intention to use self-assessment systems we hypothesis following the proposition of Davis (1989) [18-19] that

H1: The Intention to Use (INT) a system has a direct, positive effect on the actual system usage (BEV).

H2: Perceived Ease of Use (PEOU) has a direct, positive effect on the intention to use.

H3: Perceived Ease of Use (PEOU) has a direct, positive effect on Perceived Usefulness.

H4: Perceives Usefulness (PU) has a direct, positive effect on the intention to use.

4.2 Perceived Enjoyment

Beside the two extrinsic variables PEOU and PU technology acceptance especially in the case of hedonic information systems [47] is driven by intrinsic motivational factors [20]. An intrinsically motivated user is driven by benefits derived from the interaction with the system per se [9]. According to our case study results users of self-assessment system are driven by the perceived enjoyment of the system as well. Therefore following the propositions by van der Heijden [47] we hypothesize that:

H5: Perceived Enjoyment (PE) has a direct, positive effect on the Intention to Use (INT).

H6: Perceived Ease of Use (PEOU) has a direct, positive effect in Perceived Enjoyment (PE).

4.3 Perceived Selection Fairness

Ryan and Ployhart (2000) summarized the research of perceived fairness of selection procedures of applicants [42] and Bauer [5] developed an selection procedural justice scale to evaluated the perceived selection fairness of instruments used by companies during the recruitment process.

Furthermore other research discussed in detail different aspects of applicants' views on the fairness of selection procedures. For example [40] evaluated rule violations and time of measurement as effects on applicants' reaction. Elkins and Phillips [25] discussed the perceived selection fairness of applicants in term of job context, selection decision and the expected decision outcome. In addition [26] discussed the perceived selection fairness form an organizational perspective.

First approaches of perceived selection fairness of applications related to IT based selection instrument can be found by [54]. They argue that applicants are more indented to use IT based measures if the offering company can ensure the selection fairness of the systems.

Therefore, according to Gilliland (1993) [26], we hypothesize for the perceived selection fairness of applicants while using a self-assessment system that it will affect on the one side the self perceptions such as perceived usefulness and on the other side the direct reaction of the application during the recruitment process. Hence our hypothesise are:

H7: Perceived Selection Fairness (PSF) has a direct, positive effect on Perceived Usefulness (PU).

H8: Perceived Selection Fairness (PSF) has a direct, positive effect on the Intention to Use (INT).

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4.4 Perceived Security Risk

Known from research on e-commerce another important antecedent of intention to enter data on websites is the perceived risk that the entered data might be misused by companies or others [37]. While conducting self-assessments companies are technically able to collect data although most time they do not so applicants are concerned that their data is spread inside the company across different departments [34]. Therefore we assume that the perceived data security while using a self-assessment application has a direct effect on the intention to use it. Hence, our final hypothesis according to [37] is:

> *H9: Perceived Data Security (PSR) has a direct, positive effect on the Intention to Use (INT).*

Our research model to explain the usage behaviour of self-assessment platforms by job seekers containing the nine hypotheses developed by theory and case study research is illustrated in Figure 1.
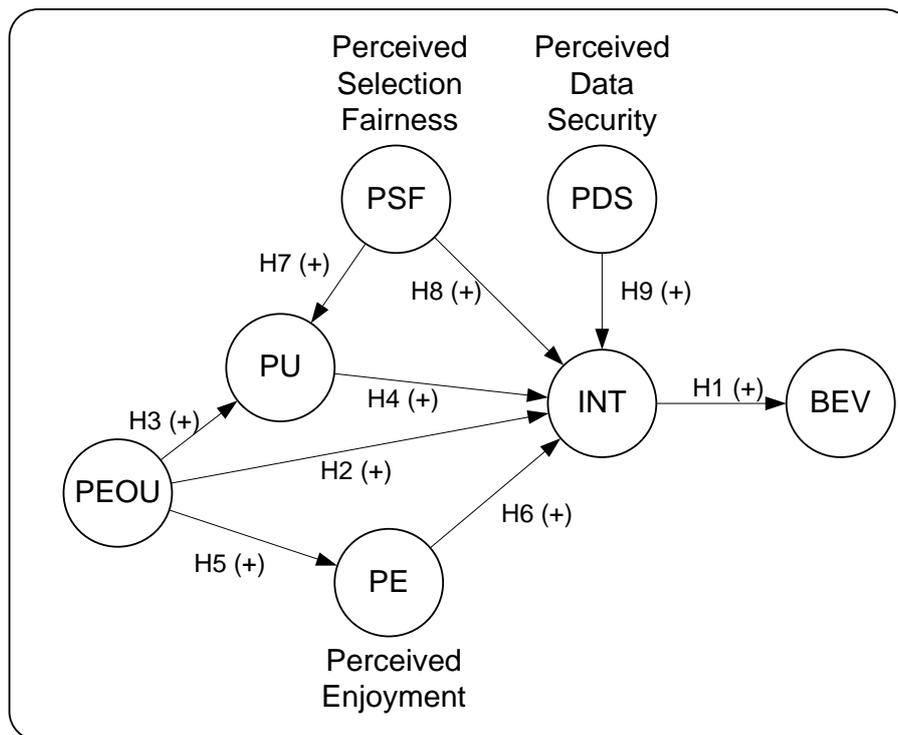

Figure 1: Research Model

How we intend to validate the proposed research model will be described in the following section.

5 Research Design

We will use an online questionnaire to empirically validate our hypotheses. Our research model will be operationalized and transferred into a structural equation model which will be analyzed using the Partial Least Squares (PLS) approach [3, 17]. Each construct is represented by a set of reflective indicators which are summarized in Table 1. The indicators were adopted from the relevant literature as discussed in section 4.

Perceived Ease of Use and Perceived Usefulness are based on Davis [18], Intention and Behaviour on Venkatesh et al. [49], Perceived Enjoyment on van der Heijden [47], Perceived Selection Fairness on Bauer [5], and Perceived Data Security on Lwin [37].

BEV-1	How often do you use self-assessment?
INT-1	I intend to use self-assessment in the future.
INT-1	I plan to use self-assessment in the future.
INT-2	I will use self-assessment in the future.
PDS-1	I think that my results of a self-assessment will be treated confidential.
PDS-2	I think that my results of a self-assessment will not be shared with other people.
PDS-3	I think that no other people have access to my results of a self-assessment.
PE-1	I think using self-assessment is without stress.
PE-2	I think using self-assessment is appealing.
PE-3	I think using self-assessment is enjoyable.
PEOU-1	Self-Assessment will increase my efficancy.
PEOU-2	Using self-assessments is easy to learn.
PEOU-3	Self-Assessments are easy to use.
PEOU-4	Self-Assessments are easy to operate.
PSF-1	Self-Assessments give good feedback of my appropriateness.
PSF-2	I trust the results of a self-assessment.
PSF-3	The results of a self-assessment are usable to draw a conclusion of my appropriateness.
PSF-4	Self-Assessments discover all important parts to provide good feedback.
PU-1	Self-Assessment will simplify my decision to apply for a particular job.
PU-2	Self-Assessments will improve my applications.
PU-3	Self-Assessments will improve the effectiveness of my applications.
PU-4	Self-Assessments will improve the quality of my applications.
PU-5	Self-Assessments will increase my chance to get hired.
Note: Bev will be measured on a 5-point Likert scale from very often to never, all other items from strongly agree to strongly disagree	

Table 1: Operationalization of constructs

The research participants will be invited using an e-mail broadcast. Therefore those job seekers who are registered on general platform for recruiting and business context will be contacted. We will include in our empirical analyse the data of those participants who indicate that they have already used an self assessment system or are used to the basic idea of these systems but did not used them already. The data is used to validate the measurement model of the constructs used and the power of the structural model.

Due to our methodology our proposed research might have limitations as every empirical field study. It only might represent a single example of jobseekers who already used self-assessments with a specific economy, country or cultural region. There might be differences for the intention to use with different settings. The results might differ for different age groups or career status. In addition, as we will collect data from participants at the same time using the same survey our results may be affected by common method variance [41]. Therefore we will apply methods to avoid common method variance as proposed for example by [41]. A limitation of our research as

presented is that we have only collected indirect data. These data are from the people who designed the self-assessment system and not from user itself. However, the HR managers reported the results of job interviews they have conducted.

6 Discussion

Virtual worlds, online communities and serious gaming are expected to change the way business is conducted in the next ten years [27]. Based on these expectations the objective of this research is, to extend the knowledge of gaming in business contexts by discussing the possibility to use online games in simulated business environments to enable jobseekers to evaluate themselves if they are appropriate for a particular job or not. The case studies with two corporations from Germany showed that self-assessments can be used as a tool for a realistic job preview. These job previews – implemented as an online games in a virtual world simulating real business scenarios – help jobseekers to decide themselves if they will apply for a job or not based on the information received by playing the online game. Furthermore the case studies showed that HR executives have different expectations of how candidates might react when confronted with online games in the recruitment context. The developed research model hypothesise that jobseekers are mainly influenced by their perceived usefulness and perceived ease of use of the system as well as perceived selection fairness, perceived enjoyment and perceived data security.

In terms of perceived usefulness jobseekers expect that using self-assessment will support them to apply with improved applications, simplify their decision whether to apply for job or not and improve the chance to get hired. Using these systems is in addition easy to learn and to execute. Therefore the classical TAM hypotheses are once more an important part to explain an individual's intention to use an information system.

In addition to TAM jobseekers are more intended to use self-assessments if the companies offering this option can communicate that there is no risk of misusing the data collected by the games. As the construct perceived data security shows it is important for candidates that they think that their data cannot be accessed by other persons and is treated confidential.

Perceived selection fairness is another important antecedent of the perceived usefulness of the self-assessments as derived from literature and additionally the case study results. Discussing perceived selection fairness related to an IT-based selection instrument in the recruitment process will enable research to provide some results how the reaction of candidates is different according to IT-based and non-IT-based solutions as the construct perceived selection fairness was only used for non-IT-based methods so far. The case studies of our approach showed that also for IT-based solutions perceived selection fairness is an important antecedent for the intention to accept an IT-based selection method.

Perceived enjoyment was hypothesized following [47] as a mediator for perceived ease of use and its effect on intention. According to our case studies and the related literature it seems to be that enjoyment as an intrinsic motivational factor is as important as the extrinsic ones in the context of online gaming to apply for jobs. The proposed research model might be useful to investigate if jobseekers particular intention to use e-assessment is more driven by the aim to find an adequate profession and less by the aim of individual enjoyment. Is it for jobseekers in general more important that companies

ensure data security, selection fairness, ease of use and usefulness of the system instead of offering really enjoyable systems?

In general the results might contribute to the technology acceptance literature by evaluating perceived selection fairness as an antecedent of perceived usefulness. Following the concepts of [7, 14-15, 31] future research might evaluate if perceived selection fairness is an inhibitor or enabler of the intention to use an information system and if the effect of perceived selection fairness is different for the group of adopters and non-adopters. Furthermore future research might contribute to the selection literature by applying a selection procedural justice scale to an IT based selection instrument and showed that perceived selection fairness is a driver of perceived usefulness.

Finally as mentioned in the introduction prior research approaches concerning the use and success of online gaming simulations were solely limited to the corporate side. With our model we provide a new view focusing on users' side by combining new constructs as perceived selection fairness or perceived data security and classic technology acceptance components as perceived usefulness and perceived ease of use. The results might influence the design of these systems regarding the importance for each of the factors discussed as evaluated with the applicants' data.

7 Conclusion

Self-Assessments built as online games in virtual worlds help jobseekers to make a decision on their own to apply for a job or not. Our research provides a research model that introduces these factors influencing an individual's self-assessment usage. As the results show an individual is particularly influenced by the perceived selection fairness, perceived data security, perceived enjoyment and the classic TAM constructs perceived usefulness and perceived ease of use.

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