Examining the relationship between individual differences of job applicants as a potential predictor of deceptive impression management on LinkedIn profiles; the moderating role of job desirability

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Abstract

This empirical research investigated the relationship between individual differences and deceptive impression management using LinkedIn as a selection tool. Additionally, it seeks to establish the moderating function of job desirability in the connection. This survey was done with 370 Pakistani job seekers who used LinkedIn to hunt for employment. The findings indicate that job candidates with dark triad personality characteristics engage in deceptive impression management. Among other traits, Narcissist job applicants engage in less deceptive impression management. In addition, the influence of job desirability as a moderator has been shown, indicating that it strengthens the relationship. Moreover, the study has also shown some additional patterns in terms in data, for instance males job applicant are found to be involved more in deceptive impression management as compare to females' job applicant. Also, applicant with experience in job hunting has shown considerable involvement to apply deceptive impression management technique, when applying for job through LinkedIn.

Key words: Deceptive impression management, job desirability, LinkedIn, cyber vetting, and Job applicants

Chapter 1

1.0. Introduction

1.1. Background of the study

1.1.1. Deceptive Impression Management

Recruiters are responsible for screening out job applicants to find out the best job fit. With the advancement in technology, recruiters have adopted new method to screen out prospective employees: cyber vetting. It is how the hiring manager retrieved applicant information by stalking them on social media (Berkelaar, 2014). However, none of the advancements in technology came without challenges. One of the profound challenges resulting from "cyber vetting" is Deceptive impression management.

Deceptive Impression management (DIM) is defined as "The transmission of information that an actor has modified to generate an erroneous and favorably biased perception of the target on the part of a connected target (Carlson et al., 2011, p. 1; Paliszkiewicz & Madra-Sawicka, 2016, p. 3). People still do this nowadays, however it is done via the use of computers, mostly through social media. (Zhao, Grasmuck, & Martin, 2008). Current literature on candidate selection has significant findings depicting that job applicants are involved in deceptive impression management, no matter whether the selection instrument is being used by the recruiter. For instance, in employment interview questions (Levashina, Hartwell, Morgeson, & Campion, 2013; Roulin, 2014) while completing personality tests (Griffith & McDaniel (2006)) in testing faking desirable responses (Griffith & Peterson, 2008; Levashina et al., 2013), biodata inventories and assessment centers (Griffith & Peterson, 2008). However, the form of IM adopted by job applicants depends upon the selection instrument (McFarland, Ryan, & Kriska, 2003).

In the selection instrument, where Face to face interaction is involved, such as assessment center and employment interview, they used powerful tactics that are intentionally oriented towards them, i.e. highlighting job-related skills (honest IM) or inventing or exaggerating relating experience. Research has shown that job candidates use the same tactics but in a different way while using social media platforms, i.e., LinkedIn. Social media is an ideal medium for DIM since it enables

individuals to modify and control content (McFarland et al., 2003). Social media users may use visual or multimedia material, such as text, images, or concepts. For example, uploading only good photographs is a typical online IM strategy for gaining social reputation (i.e., likes from others). However, people likely use IM differently (or to a different degree) on other social networking platforms. Indeed, social media may be placed on a continuum with mostly personal platforms (e.g., Facebook, Instagram, Google, Tumblr, and Snapchat) at one end and primarily professional platforms (e.g., LinkedIn, Twitter, and YouTube) at the other (e.g., LinkedIn GtHub ResearchGate at the other).

This study intends to study deceptive impression management done on professional social media, i.e., LinkedIn. Information about talents, abilities, and work experiences relevant to a job search can be found on professional social networking sites. In the case of LinkedIn, job applicants tend to exaggerate their skills and competencies (Roulin, 2014). For instance, they post specific interests or hobbies oriented toward recruiter hobbies to be favorable for the job (paliszkiewicz & m ̨adra-sawicka, 2016). However, not every job applicant indulges in deceptive impression management. In selection literature, individual differences have been examined to filter those candidates who use deceptive impression management to get a desirable job. For instance, Individuals with high levels of Neuroticism, Extroversion, and Narcissism and low levels of Conscientiousness or self-esteem are more likely than others to engage in online IM methods (Fox & Rooney, 2015). Research has been far behind in discovering the individual differences based on different forms of IM, specifically deceptive IM in social media.

Furthermore, previous models of deceptive impression management have identified that motivational factors play an important role in driving impression management, depending on the selection instrument. One of the decisive drivers of deceptive impression management has been suggested is "job desirability" (Levashina & Campion, 2006). It is "when job applicant distorts their responses (in case of an interview) or profile (in case of social media) in job desirable ways" (Roulin & Levashina, 2016). Job desirability has motivated the job applicant to attempt deceptive impression management in job interviews and assessment centers (Levashina & Campion, 2006a, 2007). We argue that the LinkedIn interface is destined for self-promotion; it could provide novel opportunities for job candidates to self-present by modifying and tweaking their profile deceptively to appear the ideal candidate to get a desirable job.

1.1.2. Narcissism

Narcissism is characterized by a grandiose and inflated sense of self, a sense of self-importance, a sense of entitlement and the expectation of special treatment, a need for attention and praise, and a desire to be the center of attention (Holtzman & Strube, 2010). Narcissists are more likely to spend a lot of time on social media, snap and post a lot of self-portraits, and use photo-editing software. Therefore, extroverts are more inclined to share images of themselves online that stand out for their inventiveness or uniqueness, according to studies. Recent studies provide credence to the theory that narcissists are unable to resist the allure of social media because it provides them with the perfect opportunity to bask in the reflected glory of their admirers and further solidify their own inflated sense of self-importance. In psychology research, narcissism is being studied as personality disorder too, but here we are taking it as a personality traits. Therefore, it is essential to determine the extent to which narcissistic candidates engage in deceptive impression management

1.1.3. Machiavellianism

People with high levels of Machiavellianism (Christie and Geis, 2007) use flattery and lies to get what they want from other people. They also have aloof, cynical, and traditionally immoral views that they use to further their own goals or interests (Bereczkei et al., 2010). (*Machiavellianism and Schadenfreude in Women's Friendships - Loren Abell, Gayle Brewer, 2018*) says that Machiavellianism is linked to strategic, dishonest self-disclosure online in the context of social media. Rosenberg & Egbert, (2011) found that Machiavellians use many ways to present themselves online, such as self-promotion, to show themselves in a favourable ways These results show that high Machiavellians may use charming personas to gain social capital in order to take advantage of other people.

1.1.4. Psychopathy

Interpersonal manipulation, antisocial behavior, severe impulsivity, and thrill-seeking are all characteristics of psychopathy. They often have the ability to make a good first impression by being affable and engaging in conversation. A liking for violent, explicit, or otherwise antisocial media is linked to psychopathy (Nathanson, Paulhus, and Williams, 2006b; Jonson, Li, Webster,

& Schmitt, 2009), as does the employment of exploitative, short-term mating techniques (Williams, McAndrew, Learn, Harms, & Paulhus, 2001). Studies to date have shown that psychopaths may demonstrate an excessive self-promotion online, such as frequent Facebook status updates. According to research, as many as three million workers and employers may be considered to be exhibiting full-blown psychopathy in their place of employment (Babiak & Hare, 2006; Babiak, Neumann, & Hare, 2010). Cyber violence, online trolling, and cyber aggression have been found to be committed by pychophants. Pychopathic people have also been shown to engage in a variety of social media habits, including posting images, taking selfies, and engaging in photo editing (Fox & Rooney, 2015).

1.2. Problem statement

Recruiters "stalk candidates " to determine whether they are a good or bad fit for the organization (Lawrence, 2015). They use LinkedIn to learn more about someone's education and employment history, but they also use it to understand more about their personality traits (Bohnert and Ross, 2010). Employers are on the lookout for candidates with personalities that mesh well with both the job description and the business culture they're interviewing for (Barrick and Mount, 2005). (Kristof-Brown, 2002). It's also significant since early insight into personality characteristics may assist choose the best individuals for the business and the vacancy in the early phases of the recruiting process.

Recruiters want to access information about candidates through social media profiles that they would not have otherwise. For instance, skills, personality (Kluemper, Rosen, & Mossholder, 2012), best fit (Terekhina & Trottier, 2016), knowing what the employee is, verification or cross-check of the employee information, and access to additional information (Carr & Walther, 2014), this act of recruiters called cyber-vetting. In response to cyber vetting, there is ample evidence that applicants are engaged in deceptive impression management, which threatens outcome and instrument validity (Roulin & Levashina, 2016). For instance, applicants use deceptive IM in online discussion groups by hiding age, marital status, or gender (Caspi & Gorsky, 2006).

As well as, there is ample evidence of deception regarding educational background, work experience, hobbies, and interests. For instance, Veterans participating in the mission disclosed on

social media NBC anchor Brian Williams' entirely manufactured experience in the Iraq war in 2003 (i.e., he claimed to be in a chopper struck by a missile (Levashina & Campion, 2006a). Consequently, it impacts evaluation (Levashina, Hartwell, Morgeson, & Campion, 2014), scores (Levashina, Weekley, Roulin, & Hauck, 2014), ranking (Stewart, Darnold, Zimmerman, Parks, & Dustin, 2010), reliability of selection instrument (MacCann, 2013), hiring less qualified employees ended up with low performance (Roulin, 2014), and work habits that are detrimental to productivity (O'Neill et al., 2013). The outcomes resulting in deceptive online IM, as aforementioned, are little promising and a barrier to what a cyber-vetting could yield to recruiters. Therefore, a need arises to investigate the root factor of deceptive online IM. Perhaps the possible factor is individual differences. Research has shown that not all applicants are engaged in this activity, and selection research is in the infancy stage to specifically depict individual differences associated with deceptive online IM (Roulin & Levashina, 2016).

1.3. Research Questions

RQ1: what is the relationship between Narcissism and deceptive online impression management among job applicants in Pakistan?

RQ2: What is the relationship between Machiavellianism and deceptive online impression management among job applicants in Pakistan?

RQ3: What is the relationship between Psychopathy and deceptive online impression management among job applicants in Pakistan?

RQ4: Does job desirability moderate the relationship between Narcissism, Machiavellianism, Psychopathy, and deceptive online impression management?

1.4. Research Objectives

RO1: To determine the relationship between Narcissism and deceptive online impression management among job applicants in Pakistan.

RO2: To determine the relationship between Machiavellianism and deceptive online impression management among job applicants in Pakistan.

RO3: To determine the relationship between Psychopathy and deceptive online impression management among job applicants in Pakistan.

RO3: To determine the moderating effect of job desirability on the relationship between Narcissism, Machiavellianism, Psychopathy, and deceptive IM among job applicants in Pakistan.

1.5. Research gap

Though ideally expected, job seekers indulge in deceptive impression management in the selection process, whether online or non-online mechanisms (Roulin, 2016; Roulin & Bourdage, 2017a). Whether all individuals are doing it or some specific traits lead to it, it still needs to be addressed in the case of online (LinkedIn) selection context (Roulin & Levashina, 2016a, 2019a). Secondly, we intend to determine the motive of individuals behind deceptive impression management on LinkedIn, i.e., job desirability (Bolino et al., 2018; Levashina & Campion, 2019).

1.6. Hypothesis

H1: There is a significant relationship between Narcissism and deceptive IM among Pakistani job applicants on LinkedIn profiles.

H2: There is a significant relationship between Machiavellianism and deceptive IM among Pakistani job applicants on LinkedIn profiles.

H3: There is a significant relationship between Psychopathy and deceptive IM among Pakistani job applicants on LinkedIn profiles.

H4: Job desirability moderates the relationship between Narcissism and deceptive IM among Pakistani job applicants on LinkedIn profiles.

H5: Job desirability moderates the relationship between Machiavellianism and deceptive IM among Pakistani job applicants on LinkedIn profiles.

H6: Job desirability moderates the relationship between Psychopathy and deceptive IM among Pakistani job applicants on LinkedIn profiles.

1.7. Significance of the study

This study has had a significant benefit at the organizational level. It can assist the organization in understanding the individual difference related to online deceptive impression management. Before making hiring choices based on social media evaluations, companies should carefully examine the benefits and drawbacks. (R. Brown & Vaughn, 2011; Roulin & Levashina, 2016).

Relationships between employees and their employers have a significant impact on job satisfaction and desire to leave (Kristof, 2009; O'Reilly et al., 2013). This means that businesses aren't just looking for qualified candidates; they want to find people whose personalities will mesh well with their own. Social networking platforms like Facebook and LinkedIn may be used to make reliable personality predictions. There may be clues about a person's character in their profile picture and the number of groups to which they belong (Stopfer et al., 2014; Gosling et al., 2011). One's genuine character may be predicted with more precision by these online personality tests than one's ideal personality (a self-rating of how the profile owner would ideally want to score on a given trait; Back et al., 2010). Therefore, profiles might provide others a more accurate portrayal of an individual's genuine character than any attempt at image management could.

A successful prediction of personality through the LinkedIn profile and understanding the cues by a recruiter can reduce their turnover rate due to the wrong choice. This study attempts to predict how individuals with dark triad personality traits are involved in deceptive impression management on LinkedIn, which facilitates the recruiter to understand the behavior of these individuals when applying for the job. Secondly, recruiters will know whether job desirability is the motive behind deceptive impression management or not.

1.8. Scope of the study

This prospective study specifically concerns active LinkedIn users looking for jobs in Pakistan. Attention is paid to the relationship between narcissism, Machiavellianism, Psychopathy, and

deceptive impression management among job applicants. This study intends to cover only professional social media accounts, i.e., LinkedIn.

1.9. Thesis Structure

This research is divided into six chapters. The introduction, study background, problem statement, research questions, research goals, scope and importance of the study, and definition of essential words are all covered in Chapter 1.

Chapter 2 presents the literature relevant to deceptive impression management, dark traid personality traits, and LinkedIn; relationships. Additionally, underpinning theory is discussed in this chapter.

Chapter 3 is all about the research methodology of the study. It provides details about the population and sample size of the study, the process of data collection procedure, research instruments used, and statistical tools used to analyze the data.

Chapter 4 describes the data's statistical analysis, including data screening, reliability, and validity tests. Furthermore, it also presents the results and analysis from regression and moderation analysis.

Chapter 5 provides a thorough analysis and discussion of the results presented in chapter 4 in light of previously established research.

Chapter 6 consists of the Research contribution and limitations of the study. Also, it provides brief areas to explore for further study. At last, the chapters present the conclusion of the study.

Chapter 2

2.0. Literature Review

2.1. Introduction

This chapter synthesizes the available literature on deceptive impression management and individual differences. The literature on job desirability as the moderator is also discussed. The chapter concludes by presenting hypothesis development and the research framework used for the study.

2.2. Deceptive impression management on LinkedIn

A desire to make people think in a certain way might be defined as impression management "IM." (Leary & Kowalski, 1990). Candidates engage in these acts to affect the result of selection processes in evaluative environments. The ultimate goal of each job seeker is to get employed for a position for which they are qualified. It is possible for candidates to reach this goal by participating in IM throughout the selection process. According to the research findings, candidates may utilize a variety of impression management techniques in multiple selection circumstances, including interviews, personality exams, biodata inventories, assessment centers, and social media.(Barrick et al., 2009b; Griffith & Peterson, 2008; Levashina & Campion, 2009; Roulin et al., 2014).

However, applicants' kind of IM varies depending on the selection tool (McFarland & Ryan, 2006). Candidates may use various IM strategies when interpersonal interactions are required, such as during job interviews and assessment center activities. Accurately presenting job-related talents or achievements (i.e., self-promotion; (Whitaker, 2020)) may be used as well as fraudulently embellishing or creating such credentials or experiences (Whitaker, 2020) in order to establish oneself (i.e., image creation) (Levashina & Campion, 2009). In recent years, social networking websites have become more popular for integrating the profiles of friends, acquaintances, and coworkers. Professionally focused sites like LinkedIn, where users may post online resumes and interact with coworkers and acquaintances, are among these services. As virtual self-presentations

that are not physically tied to the self, social networking profiles provide new potential for deception, which is not achievable in Face-to-Face (FtF) contexts (Guillory & Hancock, 2012).

As aforementioned, in recent years, social networking sites such as Facebook and LinkedIn have increased dramatically. 90% of US corporations utilize social networking sites to pre-screen applicants for recruiting reasons (Jobvite, 2012). Recruiters use social networking sites to learn about a candidate's education and employment history, but they also learn about a candidate's personality traits (Bohnert and Ross, 2010). For those who want to show themselves uniquely, LinkedIn provides several options to choose from for their online profile. Spaces for uploading photos (portrait), creating your bio, and listing your hobbies, abilities, and certifications are included in these sections. There are many ways to learn about a possible candidate, but it is here that the inauthentic presentations of self might be discovered. Misinformation may be spread via various means, some more effective than others.

Performances of self-online are "...detached from the offline self, mediated and controlled," as defined by Pearson, which means they are "...disembodied, mediated and controllable." This is particularly the case with LinkedIn accounts, meticulously produced and thoroughly thought out (Pearson, 2009). In order to further one's professional development, get a job, or improve one's existing position, it is in the best interest of LinkedIn users to present themselves as their most professional selves to the public (Guillory & Hancock, 2012). To do this, you must consider – and create your profile based on – the viewpoints of others (Guillory & Hancock, 2012; Paliszkiewicz & Madra-Sawicka, 2016; Pearson, 2009). On the other hand, according to Guillory and Hancock (2012), face-to-face encounters do not provide the same opportunity for dishonesty as LinkedIn does. According to research by Guillory and Hancock (2012), individuals are just as likely to fabricate their resumes on LinkedIn as they are on a traditional paper resume. More evidence of identity-based deception in computer-mediated communication (LinkedIn) than in face-to-face encounters is provided by Guillory and Hancock (2012). (Job interviews).LinkedIn allows for deceit in the most cutting-edge manner conceivable. On the other hand, self-presentational goals are a common and important reason why people lie, no matter what medium they use.

Online, these goals are just as varied as face-to-face, and they often involve making a good impression. When people lie on their social networking profiles, they are trying to improve their looks. This is especially true for LinkedIn profiles, which show that a person is qualified for a job

(Roulin et al., 2014). Deceptive impression management (i.e., image building) on social media is more common than other selection techniques like interviews or exams (Whitaker, 2020). One of the essential reasons candidates indulge in deceptive activities on LinkedIn is to depict that they are competent enough to perform the desired job. The most compelling argument, Research, reveals that deception is motivated by the desire to look competent. Professionals use social networking platforms like LinkedIn for more professional IM, such as creating an online portfolio of achievements and accomplishments from previous jobs (Van Dijck, 2013). Attempts to look competent are motivated by the desire to impress an audience, such as a prospective employer, in order to depict competency and eligibility job applicant attempt to lie about educational background, experience, hobbies and interests (Hart et al., 2019). Alternatively, candidates are prone to deceit about hobbies and interests more because its not objectively verifiable (Sylva et al., 2018). Which shows that, candidates use LinkedIn as a self-presentation tool very strategically, because verifiable information i.e. education and experience, can pose significant risk if made public and may classified as lie (Krings et al., 2020). Similarly, the research conducted by LendEdu, found that 34% of LinkedIn users lie about their job experience as compared to skill, which has a highest percentage of 55% (van Dijck, 2013).

Because it allows candidates to regulate and change the information or material they provide easily, LinkedIn is a perfect medium for deceptive impression management (Krämer & Winter, 2008; Siibak, 2009). It is because it provides more time to choose, adjust, and display data in a way that will make the intended impact (Al-Shatti & Ohana, 2021). When posting photographs on social media, some candidates choose to upload only positive images in the hopes of garnering likes from their followers (Dorethy, Fiebert, & Warren, 2014). IM tactics also involve how users present themselves on their profile's main page or their posts' types of updates or comments (Mehdizadeh, 2010).

Furthermore, people may lie about their actual age, gender, or marital status in online group chats (Caspi & Gorsky, 2006). According to N. Roulin and J. Levashina, 231 online respondents, just 29 percent admitted utilizing deceit. The same holds for physical qualities (e.g., height, weight, and age) that some individuals exaggerate (or conceal) on dating services (Toma, Hancock, & Ellison, 2008). Moreover, individuals may deceive into "looking better" on social media. On personal websites like Facebook, users engage in deceptive IM to positively portray some

personality traits (e.g., being more outgoing than they genuinely are; Toma & Carlson, 2015). Even the most severe varieties of deceptive IM have their place in specific contexts. According to a recent study, individuals have used fake accounts to contact and obtain information from victims of farcing assaults (Vishwanath, 2014).

Additionally, LinkedIn is considered an ideal platform for deceptive self-promotion, which involves image creation, embellishing, exaggerating, or inventing such qualities or accomplishments to create a falsified image of an ideal applicant for the desirable job (Levashina & Campion, 2007). Social media users may publish selectively about themselves to gain a following (Fox & Rooney, 2015). Improving one's self-worth, or highlighting one's finest qualities, is a common IM self-promotion approach (Bolino et al., 2008). Employers and potential employers alike may benefit from job applicants proactively posting information, remarks, or images highlighting personal characteristics such as conscientiousness and emotional stability that many firms universally desire (e.g., extroversion for a job involving interpersonal interactions). Using their personal and professional achievements as examples of their knowledge, skills, and talents, they might demonstrate their expertise in the field (e.g., degrees earned, work experience, volunteering activities). Despite the fact that they use deceit to better their talents (e.g., language, software), they are more likely to exaggerate their enthusiasm and engagement in a work or other activity, which is more difficult to verify. A study conducted on Canadian business students (Roulin, 2016), revealed that, recent graduates saw LinkedIn as part of their social media strategy so they could better understand how they view the platform as a tool for achieving certain IM goals. Despite the fact that many students said they used the same method across all social media sites, others said they used various strategies based on the medium they were using. Here is an example of this from study:

I am aware of the practice when it comes to social media background checks. "According to the writer, "For me, LinkedIn serves as a means of establishing my credentials, while Twitter is a window into my hobbies and personality. Those are the only three areas where my public-accessible Instagram, Facebook, and Snapchat postings are visible. The purpose of having a professional social media presence, on the other hand, is to serve as an online résumé to aid in one's career advancement (Griffith & Peterson, 2008).

To increase their social attractiveness, social media users might construct a vast network of contacts, preferably with a profession that fits the image they wish to project (Utz, 2010). In the IM literature, such self-promotion strategies might be equated with bragging about one's beneficial ties with others (Bolino et al., 2008). Job seekers may strive to build contacts to look amiable and outgoing or demonstrate social or interpersonal abilities more broadly. Similarly, they might seek favorable remarks or recommendations from their contacts for activities or areas of expertise to promote information, skills, or talents that are likely to be needed for future positions. Curtis (Curtis, 2020).

2.3. Individual Differences

Job candidates are indulged in deceptive impression management on LinkedIn, and they have been doing it in every selection context (Tang et al., 2022)However, Not all social media users participate in IM to the same level. The issue of who is involved in the conduct and to what degree is determined by the antecedent of misleading impression management. Numerous theoretical models and frameworks have examined possible precursors of applicant IM, particularly its misleading form (e.g., Levashina & Campion, 2006; Marcus, 2009; McFarland & Ryan, 2006; Roulin, Krings, & Binggeli, in press). Most models agree that candidates participate in IM if they have the desire, skill, and opportunity. The degree to which candidates are motivated, competent, and perceive the potential to utilize IM is determined by individual differences (e.g., personality traits), the kind or structure of selection tools employed by businesses, or the level of competition for positions.

Research on individual differences connected with deceptive impression management on social media is still in its infancy. However, there is ample evidence in selection literature that individuals with different personality traits commit deceptive impression management to a different extent as per selection instrument, i.e., interview, personality test, or social media. Studies have depicted the personalities involved in a different types of IM. Individuals with high neuroticism, extroversion, Narcissism, and low conscientiousness or self-esteem, for example, are more likely to utilize deceitful methods (Fox & Rooney, 2015; Krämer & Winter, 2008; Mehdizadeh, 2010; Seidman, 2013). According to research, users with greater Narcissism spend more time on social media, post

more selfies, and engage in more picture editing (Roulin & Bourdage, 2017a)Extroverted social media users are more likely to upload photos of themselves innovatively or creatively. Users with a higher neuroticism score participate in more IM on their profile, including misleading IM. Surprisingly, most of these personality characteristics are identical to those linked with candidate IM in the context of selection.

Some of these precursors have also been experimentally investigated. Job applicants who are low in conscientiousness, agreeableness, or honesty and high in extraversion, neuroticism, narcissism, or Machiavellianism, for example, are described as being more likely to be motivated to engage in deceptive IM (e.g., Hogue, Levashina, & Hang, 2013; Kristof-Brown, Barrick, & Franke, 2002; Levashina & Campion, Furthermore, they imply that extroverted candidates would be more inclined to participate in faking during an interview and maybe other selection instruments since they are more comfortable in social interactions and so have more opportunity to influence others and lie.

Furthermore, Machiavellianism (the desire to be deceptive and manipulative in order to achieve one's own goals) has been frequently postulated to be related to deception (e.g., Schlenker, 1980; Snell et al., 2002), and some evidence for this association has been discovered (Cunningham, Wong, & Barbee, 2010). People who score high on Machiavellianism may be anticipated to change their social media presence to attain the desired purpose. Organizational delinquency, or a proclivity to violate regulations, has also been linked to deceit (Snell et al., 2002). Deception behavior has also been connected to self-monitoring. The definition of self-monitoring is "self-observation and self-control led by situational indicators to social acceptability" (Snyder, 1974, p. 526). Individuals who participate in self-monitoring, in other words, are particularly adept at interpreting situational clues, adjusting their conduct to match the context, and watching the consequence of their activity to ensure it has the intended impact. Although evidence for a relationship between self-monitoring and faking behavior is equivocal, some study suggests that effective fakers are more likely to be high self-monitors (McFarland & Ryan, 2002; Paulhus, 2013; Schlenker, 1980).

Emotional stability and conscientiousness may also be associated with deceitful behavior. For example, McFarland and Ryan (2002) discovered that conscientiousness and emotional stability were adversely connected with faking behavior. One reason for this result might be because Conscientiousness and Emotional Stability are associated with integrity (Murphy & Lee, 2010;

Ones, 1993), and a lack of integrity is assumed to be related to faking, but evidence for this notion has been mixed (c.f. Cunningham, et al., 2010; Lilienfeld, 1993; McFarland & Ryan, 2002). Furthermore, Conscientiousness and Emotional Stability show the most considerable connections with job desirability among the Big Five Factors (Barrick & Mount, 2009)

2.4. Individual differences and Deceptive Impression management on LinkedIn

Roulin et al. (2016) argue in their model describing the antecedents of deceptive IM usage that candidates are more motivated to participate in such methods if they view the competition for the job to be severe and have favorable attitudes regarding fake. Furthermore, they contend that individual variations are the primary motivators of such views and attitudes. According to Roulin et al. (2016) perceived competition is substantially determined by applicants' Competitive Worldviews or their consistent beliefs that the world is a competitive jungle in which people compete for finite resources (Duckitt et al., 2002). Furthermore, attitudes toward faking are more favorable in candidates with "darker" personality profiles (e.g., firm in Machiavellianism or Narcissism; Jonason and Webster, 2010) but more negative in applicants who value honesty and integrity. The model developed by Levashina and Campion (2006) provides a complementary viewpoint by emphasizing the possible significance of self-monitoring and the Big-Five personality characteristics in candidates' usage of IM. They argue that those with excellent self-monitoring abilities, who can better change their actions and manage their expressions, should be more inclined to participate in misleading IM during an interview.

Social media users are not all the same regarding their usage of deceptive impression management (IM). It has been shown that those who utilize online IM methods are more likely to have higher levels of neuroticism, extroversion, and narcissism, as well as lower levels of conscientiousness or self-esteem (Fox and Rooney, 2015); Krämer and Winter (2008); Mehdizadeh (2010); and Seidman (2013). Narcissistic users are more likely to spend more time on social media, take and share many more self-portraits, and utilize picture-altering software. Social media users with a more outgoing personality are more likely to publish images of themselves that are more creative or unique. Deceptive IM is more common among users who are more neurotic than others. It is interesting to note that many of these personality qualities are identical to those connected with candidate IM in the selection process.

When it comes to dispositional variables, research shows that Narcissism is a member of a distinct group of people known as the "Dark Triad" that includes Machiavellianism and psychopathy, all of which are characterized by antisocial actions and callousness (Paulhus & Williams, 2002). While the traits of Machiavellianism and psychopathy are both marked by a lack of empathy and a desire for personal gain via manipulation and deception, the characteristics of Machiavellianism may be distinguished from those of psychopathy (Paulhus & Williams, 2002). Machiavellianism is linked to dishonest self-promotion, self-monitoring (Abell & Brewer, 2014), and, coupled with psychopathy, social media surveillance of others (Stiff, 2019) and social media trolling, reflecting their dark inclinations (Buckels et al., 2014, Kircaburun et al., 2018, Kircaburun et al., 2019; Lee, 2019, Bourdage et al.,2020).

2.4.1. Narcissism and Deceptive Impression Management

Exhibitionism, an overinflated sense of importance, and a craving for attention and praise are all characteristics of narcissistic personality traits (Campbell, & Miller,2011; Morf, & Rhodewalt, 2001; Raskin, & Terry, 1988). Self-promotion on social media may be an effective tool for narcissistic people (Buffardi 2011; Campbell 2002; Morf & Rhodewalt 2001); therefore, they will be motivated to satisfy these needs. Consider narcissism, for example, as a means of enhancing or controlling one's own sense of self-worth. In order to maintain their inflated self-esteem, narcissists rely on interpersonal strategies to elicit confirming feedback from others around them.

Similar to Campbell, Brunell, and Finkel (2006), Campbell and Foster (2007) define narcissism as a self-sustaining set of traits that reinforces itself, abilities and behaviours with no end goal. There are favourable social media conditions that activate and encourage narcissism, according to this idea, resulting in narcissistic behaviour. For narcissistic persons, social media will be "sticky" because it provides a conducive environment for gaining respect and esteem and cementing one's narcissistic identity. Essentially, social media encourages narcissistic traits and abilities to thrive in vast but superficial social networks. As an example, narcissists tend to prefer shallow social relationships and to associate themselves with high-status individuals (Campbell, 2002). In the beginning, they are more appealing (Back, Schmukle, & Egloff, 2010; Paulhus, 1998) (Holtzman & Strube, 2010; Vazire, Naumann, Rentfrow, & Gosling, 2008). Similarly, narcissists are more likely to maintain positions of authority in their social networks because they value social influence (Clifton, Turkheimer, & Oltmanns, 2009). Narcissism is regularly linked to having a large number

of friends on social networking platforms, as seen by the fact that having more beautiful Facebook friends makes observers more optimistic (Tong, Van Der Heide, Langwell, & Walther, 2008; Garcia & Sikström 2014).

Extroverted people, on the other hand, are more likely to seek out new connections and post more content on social media. However, low levels of agreeableness and neuroticism are associated with vulnerable narcissism, indicating that social media use is more likely to result in anxiety or discomfort. Similar patterns emerge when it comes to motivation. According to Campbell et al. (2006) and Foster & Trimm (2008) narcissists are significantly more sensitive and driven by the possibility of reward than the possibility of punishment. People with high levels of narcissism tend to produce more content, particularly self-promotional content (Buffardi & Campbell, 2008; Mehdizadeh, 2010; Poon & Leung, 2011), with little concern for personal privacy (Smith, Mendez, & Leung, 2011). This could explain why people with high levels of narcissism produce more content, particularly self-promotional content. The opposite is true for those who are narcissistic, who have high levels of approach and avoidance motivations (Foster & Trimm, 2008) and are therefore more careful about receiving praise, more concerned about their privacy (Ahn Kwolek & Bowman, 2015), and more concerned about their public image (McCain et al., 2016). Narcissism and deceitful impression management, we anticipate, the following relationship.

H1: Narcissism has a significant positive relationship with deceptive impression management.

2.4.2. Machiavellianism and Deceptive Impression Management

The ethical theory of Niccol Machiavelli, known as Machiavellianism, is characterised by a number of characteristics, including self-interest, instrumentality, cynicism, and pragmatic ethics (Christie, & Geis, 2007; Jones & Paulhus, 2009). People who are capable of manipulating others and are willing to manufacture their own opinions of themselves are referred to as having a "high Mach," and the word describes such people (Christie & Geis, 2007; Leary, 2009). Machiavellianism is frequently linked to the practise of self-promotion on social media platforms like Facebook (e.g., Buffardi, & Campbell, 2008; Mehdizadeh, 2011; Rosenberg, & Egbert, 2011). According to the findings, Machiavellians are driven by egotism and self-interest, which leads them to participate in dishonest online self-promotion in order to promote themselves.

Machiavellianism predicted not just honesty and accuracy, but also offline self-disclosure, purpose, and the level of disclosed information (Brewer, Abell, & Lyons, 2014). According to these findings, Machiavellians may regard self-disclosure in FtF sessions as a kind of interpersonal manipulation (O'Connor, & Simms, 1990).

In addition to this, those who score highly on the Machiavellian personality test are more likely to deceive others or cheat in order to accomplish what they set out to do. Machiavellians have a tendency to believe that there are no universal moral principles; as a result, they may adopt sophisticated techniques to take advantage of events and individuals for their own profit (Parkes & Wellman, 2015; Van Iddekinge, McFarland, & Raymark, 2007) (Parkes & Wellman, 2015; Van Iddekinge, McFarland, & Raymark, 2007). (Roulin & Levashina, 2016). According to O'Connor and Simms, those who have a high level of Machiavellianism are less honest and more strategic when it comes to their self-disclosure on the internet (1990). Their self-promotion on the internet could also be more planned, deliberate, and intentional, in addition to being far less frequent. Machiavellians, based on research done by Jenny Rosenberg and Nichole Egbert (2011) on the relationship between impression management and personality types it appears that Facebook users utilise numerous self-presentation methods (including self-promotion) to show oneself in a favorable way online.   There is some evidence to suggest that people with high Mach scores may employ appealing personalities to obtain social capital, which they may then use to take advantage of others. There is some evidence to show that people with high Mach scores may use charming personas to earn social capital, which they can then use to take advantage of others.In view of existing literature, we expect following relationship between machiavellianism and dececptive impression management.

H2: Machiavellianism has a significant positive relationship with deceptive impression management.

2.4.3. Pychopathy and Deceptive Impression Management

In his book "The Mask of Sanity," which came out in 1941, Harvey Cleckley wrote about what he thought about psychopathy. He said that psychopaths were normal-seeming people who, when looked at more closely, had traits that made them hurt other people. Some of these behaviours were an inability to form strong relationships and emotional bonds, a lack of care or concern for

others, early delinquent and antisocial behaviours like acting on impulse, and a superficial charm. Cleckley went into more detail and listed 16 traits that are linked to psychopathy. He put these traits into three categories: interpersonal (grandiose, manipulative, and dominant), affective (shallow emotions, inability to make and keep relationships, callous), and behavioural (impulsivity, risk taking, distractible). As a result of their emotional coldness and inclination to self-promote, people who have a high psychopath score may have a more difficult time strategically shaping their impression by restricting the amount of self-disclosure they make (Paulhus, & Williams, 2002). Psychopaths and narcissists, but not Machiavellians, engage in spontaneous, undeliberate self-disclosure in online communication, such as frequent Facebook status updates, according to Danilo Garcia and Sverker Sikström (2014).

However, there are studies demonstrating that psychopathic people engage in goal-directed deception, which is reflected in several of the disorder's core characteristics, such as manipulativeness, glibness, and superficial charm, as an alternative to the idea that psychopaths are impulsive and therefore do not manage their social media presence strategically (Gillard & Rogers, 2015). Psychopathy and deceit appear to have a strong connection, with the latter word being regarded a major trait of psychopathy's archetypal form. When it comes to "untruthfulness and insincerity" as a basic component of psychopathy, Cleckley's (2016) model has it, whereas Hare's (2018) has "pathological lying." Deceptive tactics, such as superficial charm, manipulativeness, and shallowness, can be included in definitions of psychopathy that do not explicitly mention deceit. Since psychopathic persons are typically described as exploitative of others, deception and lying are indicated in this description as well. In addition, the effective conduct of most crimes necessitates the use of different sorts of deceit in order to escape detection. Psychopaths typically employ conscious distortions and manipulations in a wide range of areas of their lives, leaving no interpersonal interaction untouched by their actions (Cleckley, 2016).

Despite the fact that psychopaths may deceive more frequently than nonpsychopaths, research shows that they are no more successful at it, however they attempt to do it frequently (Clark, 2014). Cogburn (2014) discovered that psychopaths were more involved and less successful than nonpsychopaths in convincing interviewers that they had engaged in socially acceptable or undesirable actions in at least one experimental circumstance. Even if they were telling the truth, they were viewed as less credible than if they were lying. Cogburn's findings were broadly

validated by Klaver, Lee, Spidel, and Hart (2009), who also found that psychopathic criminals had superior deception abilities when assessed by non-specialists. Therefore we predict following relationship between psychopathy and deceptive impression management:

H3: Psychopathy has a significant positive relationship with deceptive impression management.

2.5. The moderating role of Job desirability

Various labels and terminologies have been employed in the selection literature to characterize candidate IM, and IM has occasionally been amalgamated with other notions. For example, in the testing literature, IM has often been classified as fake or socially acceptable responses and tested using social desirability measures (Griffith & Peterson, 2008; Levashina & Campion, 2006). As a result, it becomes critical to grasp the similarities and differences between those components before delving more into the applicant's usage of IM. First, the scope of IM and social desirability differs. Social desirability includes both voluntary and involuntary response distortion, while IM only captures a voluntary, job- or organization-specific response strategy (Barrick & Mount, 2009; Burns & Christiansen, 2011).

Furthermore, faking is a fraudulent method employed by candidates to affect the result of the selection process, while IM includes both honest and deceitful kinds of influence strategies. In other words, applicant faking has been regarded as a deceitful type of IM (Leary & Kowalski, 1990; Levashina & Campion, 2006). In conclusion, IM should be seen as a voluntary aspect of social desirability that may take both honest and fraudulent forms. As a result, if faking is not entirely motivated by social desirability, another kind of response distortion may explain the variation in faking. When Ones et al. (2009) addressed the potential of a response distortion bias toward the individual applicant scenario, they referred to this idea. This is referred to as "work-specific bias" or "job desirability" by Kluger and Colella (1993). They characterized this as an individual's proclivity to portray oneself as possessing attributes regarded desirable for the particular job they are seeking.

In the era of online accounts, where people create virtual representations of themselves, questions about what motivates or dissuades dishonesty have resurfaced. Preliminary evidence for this claim

comes from several pieces of research on individual variances. The self-concept is skewed positively, the role needs are met, and the traits of the prototypical or ideal group member are shown when individuals are driven to create a "good impression," according to Leary and Kowalski (1990). As evidence, studies on personality tests differentiate between role faking, which involves responding falsely following a particular social position and pretending to be one's ideal self, which involves expressing positive attributes while rejecting negative ones (Furnham, 1990; Ironson & Davis, 1979; Kroger, 1967; Kroger & Turnbull, 1975; Mahar, Cologon, & Duck, 1995; Match & Wiggins, 1974).

Another area of concern recently has been the interaction between individual variations and social media motivations regarding impression management—people's motivations for using social media to offer themselves as a candidate for a job on LinkedIn. According to research on the subject, many variables influence the level of deceit or faking individuals participate throughout the job-hunting process. Deception results from the respondent's capacity to fake, their ability to deceive, and their motivation to pretend. Numerous studies show that people with the dark triad personality type are more likely to mislead when given a chance or when the odds appear to be in their favor. There are several advantages to using social networking sites like LinkedIn, including developing desired profiles, getting references, and receiving recommendations. Guillory and Hancock (2012) and Guillory (2011) discovered that impression management is a powerful tool for job seekers. Candidates may also utilize IM more often when specialized selection instruments or formats are used. Impression management (IM) is used more often in unstructured vs. organized interviews or when the interviewer asks situational rather than historical inquiries (Levashina & Campion, 2007; Levashina, Hartwell, et al., 2014). Similarly, social media users use a variety of deceptive impression management techniques to portray themselves in a positive light. "Behaviors used to control perceptions to attain predictable short-term interpersonal aims or goals" is a good description of self-presentation strategies (Lee et al. 2002, 702).

Using a role-faking technique, rather than a ideal-self strategy (Levashina & Campion, 2006), we propose that job candidates distort their profiles in job-desirable ways by using LinkedIn as a selection tool, as they do in employment interviews, to evaluate the influence of job desirability (Levashina & Campion, 2006). It would seem that the eligibility of prospective candidates for a position may be evaluated by comparing their LinkedIn profile to that of individuals already in the

position they are applying for. For those seeking a specific career but don't think they have the required attributes, faking a position is adequate. In other words, we anticipate job seekers with dark triad personality characteristics to alter their LinkedIn comments in ways that are favorable to the employer. They may use LinkedIn as a tool to demonstrate their job-person match, and as a result, they may make changes to their profile to reflect this perspective. Therefore, we hypothesis:

H4: Job desirability moderates the relationship between Narcissism and deceptive impression management.

H5: Job desirability moderates the relationship between Machiavellianism and deceptive impression management.

H6: Job desirability moderates the relationship between Psychopathy and deceptive impression management.

2.6. LinkedIn - As Selection instrument

Our social life has grown more dependent on social media and online community participation (Burkell et al., 2014). Social media provides a new avenue for businesses to connect with their customers, employees, and other stakeholders, such as potential job prospects (Madera 2012; Bohnert and Ross 2010). In order to impress potential employers, job seekers are focusing on how they promote themselves online (Dekay 2009). The art of social media image management is becoming more crucial. Some researchers have begun investigating how job applicants' self-presentation tactics influence their actions (van der Heide, D'Angelo, and Schumaker 2012). Employers and headhunters are using LinkedIn to assess prospects and encourage job seekers to develop professional identities, which will help them make a good impression on others. (Guillory and Hancock 2012, Davison, Maraist, and Bing 2011) (Caers and Castelyns 2011). Recruiters and job seekers use LinkedIn to their advantage (Adams 2013). It facilitates the formation of broad professional networks and the dissemination of job prospects (Thew 2008). One of the objectives of this research is to explain the notion of impression management and define the LinkedIn approach for self-presentation.

2.7. Theoretical Framework
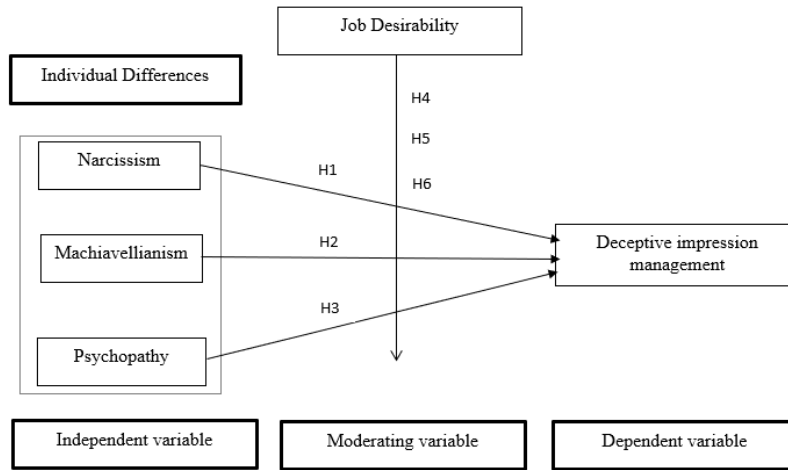
Figure 1.1: Theoretical framework

2.8. Underpinning theory

Theory of impression management by Daniel Goffman, has been widely used in selection literature (Ellis et al., 2003; Marcus, 2009; Paliszkiewicz & Madra-Sawicka, 2016 ; Hart et al., 2019; Krings et al., 2020) to study applicants faking behavior. It refers to the deliberate or conscious effort to affect others' impressions of a person, object, or event via the regulation and control of information in social interaction (Nichols, 2020). People engage in impression management because achieving certain objectives depends on projecting a certain image to the public, and this known as self-presentation.

Chapter 3
3.0. Research Methodology

3.1. Introduction

This chapter describes the research design proposed for conducting this study. Moreover, measurements of the variables have been elaborated. The chapter then discusses the study population and sampling procedures used for collecting the data. The confirmatory factor analysis was conducted to ensure model fitness and validity. Finally, the chapter elaborates on the statistical techniques used for conducting the data analysis to fulfill this study's objectives.

3.2. Research Approach

We formulated a hypothesis based on existing theory and then designed research strategy to test the hypothesis, this is known as the deductive approach. According to Wilson, J. (2010), the deductive method explains the causal link between variables, quantification of ideas, and generalization of results to a certain degree.

3.3. Research design

The study's nature dictates the method to research design. A conclusive (causal) research design was used in this investigation. We used a conclusive research strategy to get to the bottom of the study topic and come up with results that may be put to good use in making decisions. Conclusive research is a beneficial technique when establishing a relationship between two factors. (Saunders et al., 2019).

3.3.1. Research method

A survey was used in this study's methodology. A survey approach is assumed when a research aims to collect primary data from respondents in order to examine their thoughts, feelings, and

views about a certain scenario (Zikmund, Babin, Carr, & Griffin, 2012). Quantitative data may be collected and analyzed with descriptive and inferential statistics through the use of surveys.

3.3.2. Research Philosophy

The positivist ontology research philosophy was used to conduct this research. Which means we were objective and independent while interpreting the reality, extract from empirical data. Ontology is the view that objects have an existence independent of the knower (Cohen et al., 2007, p. 7).

3.3.3. Unit of analysis

The unit of analysis is the one over which the study is being conducted, defining the potential respondent. Our Unit of analysis is Pakistani job applicants on LinkedIn, applying for jobs.

3.3.4. Time Horizon

The study's time frame guides the researcher regarding the completion of the work (Quinlan et al., 2015). Data from respondents were gathered at one point in time; that is why this study is cross-sectional.

3.4. Population, Sample, and Sampling process

This section explains the population, sampling technique, and sample size for this study.

3.4.1. Population

The population of this study is the Pakistani job candidates who are applying for a job through LinkedIn. According to the global wild index, GSMA intelligence, and NapoleanCat (see figure 8, p 70), there were more than 7 million LinkedIn users in Pakistan in April 2021 (*LinkedIn Users in Pakistan - April 2021*; GWI, 2021).

3.4.2. Sampling size

This study used Krejcie and Morgan's (2007) sampling table for the finite population to determine the sample size, elaborated in Table 17 at page 79. Based on the sampling size determination in this study required a total of 380 responses (Zikmund et al., 2012).

3.4.3. The sampling technique

The sample was selected from the LinkedIn users of Pakistan, using non-probability convenience and Purposive sampling techniques. Convenience sampling is selecting participants because they are often readily and easily available. Typically, convenience sampling tends to be a favored sampling technique among students as it is inexpensive and an easy option compared to other sampling techniques (Ackoff, 1953). We chose purposive sampling because we deliberately selected the job seeker using LinkedIn to seek out jobs. Purposive or judgmental sampling is a strategy in which particular settings, persons, or events are selected deliberately to provide important information that cannot be obtained from other choices (Maxwell, 2009).

3.5. Research Instruments

3.5.1. Deceptive impression management

We measure deceptive impression management using the ten items "impression management" scale by Bolno & Turnle (2002). The reliability coefficient was in the acceptable range of 0.904. Example items include: "I try to adjust my comments to the interviewer's values and beliefs." Moreover, "I try to agree on LinkedIn outwardly even when I disagree inwardly." Responses were indicated on a 5-point frequency Likert scale from1 (Not all extent) to 5 (to a great extent).

3.5.2. Individual differences

We measured the individual differences through the dark triad of personality using the 12-item "Dirty Dozen" scale by Jonason and Webster (2010). Reliability coefficients were suitable for all three traits: (alphas = 0.75–0.83). Example items included "I tend to manipulate others to get my way" (Machiavellianism), "I tend to want others to admire me" (Narcissism), or "I tend to want others to admire me." (Psychopathy). Responses were indicated on a 5-point rating scale, from 1 (strongly disagree) to 5 (strongly agree)

3.5.3. Job desirability

To measure job desirability, we used 8 items scale by Collins & stevens (2002). Reliability coefficients were in the acceptable range of 0.857. Example items included "I look for a job with career advancement" and "I look for a job where I can work independently." Responses were indicated on a 5-point rating scale, from 1 (strongly disagree) to 5 (strongly agree).

3.6. Preliminary Test

3.6.1. Reliability test

There are several ways of testing the reliability of a research instrument. But researchers prefer to measure inter-item consistency and reliability using Cronbach's alpha coefficient (Sekaran & Bougie, 2010). It shows how consistent respondents' replies are across the instrument's questions. All of the measures were confirmed to have adequate reliability criteria ranging from 0.79 to 0.90 after performing a reliability test using SPSS v20. (refer to Table 1). The threshold value of 0.60 for Cronbach's alpha is considered of average reliability, and a value of greater than 0.7 indicates a high reliability of the instrument (Hair, Black, Babin, & Anderson, 2010; Sekaran & Bougie, 2010). Using Cronbach's alpha, the dependability of the instrument is shown in Table 1 at page 28.

Variables	Number of items	Reliability
Deceptive impression management	10	.904
Narcissism	4	.869
Machiavellianism	4	.889
Psychopathy	4	.798
Job desirability	5	.857

Table 1: Reliability Test

3.7. Data collection

3.7.1. Data collection method

Data was collected through self-administrated questionnaires (SAQ) for this study. The survey method for data collection has the possibility of social desirability biases which suggests that the respondent may report the inclination to present themselves in a way viewed favorably by others (Podsakoff, MacKenzie, & Podsakoff, 2012). This indicates that individuals are tempted to give socially desirable responses rather than describing what they believe, think, or do. To overcome this problem, the survey instrument instructions emphasize the importance of honesty on the self-administrated survey questionnaire (Chen et al., 1998). The researcher also explained the purpose of the study and the importance of honest opinions to the students to overcome social desirability bias.

Furthermore, the cross-sectional method provides the data, consisting of various opinions, attitudes, and trends in the quantitative description of the population through the study of the sample. The survey is also helpful in examining the causal relationships between variables (Leedy & Ormrod, 2015). It is not necessary to have a visual or objective sense of the information that is

being sought in order to use the survey approach. (Cohen, Manion, & Morrison, 2011), which is the core strength of the survey method.

3.7.2. Data collection procedure

After calculating the sample size, we decided to gather 500 responses. We designed a questionnaire on google derive, and the link (https://bit.ly/38LF2Cv or also attached in appendices) was shared with respondents through LinkedIn. It was also posted on the LinkedIn feed for better outreach.

The researcher personally administered the questionnaires. The researcher administered data collection. The study's purpose, importance, and possible benefits were highlighted in the cover letter attached with each questionnaire to avoid social desirability bias (Podsakoff et al., 2012).. The confidentiality of the information provided by the students was ensured at the time of data collection.

3.7.3. Non-response – bias

Non-response bias may be defined as "the differences in the answers between non-respondents and respondents" (Lambert & Harrington, 1990). A time-trend extrapolation approach is suggested to estimate the possibility of non-response bias, which compares the set of early respondents and late respondents (i.e., non-respondents) (Armstrong & Overton, 1977) since this study used self-administered questionnaires where all the responses were collected at the same time, hence avoiding the possibility of non-response bias.

3.8. Data analysis technique

This study employed several techniques for data analysis. We started with data screening in order to deal with any missing value. Then we generated descriptive data, such as frequency distributions and percentages regarding demographics. Furthermore, a reliability test was conducted to minimize the measurement errors.

Additionally, to check out the research model's validity and fitness, we conducted a confirmatory factor analysis (CFA). There is ample evidence that studies related to management sciences and psychological assessment use CFA for construct validation and model fitness (DiStefano & Hess, 2005). Correlation analysis was also conducted on the collected data. Correlation analysis is a bi-variate measure of the strength or degree of the linear relationship between the variables under discussion (Berry & Feldman, 1985). In this study, Pearson Correlation was employed to find any association between independent and dependent variables. Moreover, we conducted a regression analysis to determine the relationship between independent and dependent variables. To check out the moderation effect, we opted to pursue Haye's Conditional process analysis, which is used when one's research goal is to describe the conditional nature of the mechanism or mechanisms by which a variable transmits its effect on another and test hypotheses about such contingent effects (Hayes et al., 2017).

Chapter 4

4.0. Results and Findings

The data analysis findings in SPSS and AMOS are presented in this chapter. The process of gathering data and the response rate is the first steps. The demographic profile of the responders is next presented. Then it moves on to the following preliminary analysis stage, Confirmatory factor analysis (CFA), for research model fitness. The relationships between variables are then reported using SPSS by conducting regression analysis and moderation analysis by Process macro extension.

4.1. Survey Response

We created a questionnaire on google drive and spread it out through social media such as LinkedIn, Facebook, and what sap to conduct this study. We obtained the requisite number of samples in the first cycle; hence, follow-up was not required (Silva, Smith, & Bammer, 2002; Traina, MacLean, Park, & Kahn, 2005). Henceforth, the outcome of the attempts yielded 400 responses. Our main target was to reach out to 500 respondents; we got to achieve 400 responses. Based on Jobber's (2003) definition of response rate, we get a response rate of 80%. More than one in three of the 400 replies were either empty or reported incorrectly. Consequently, 30 of the responses were not useable. The data from the remaining 370 surveys was subsequently analysed. Thus, according to Sekaran and Bougie (2010), a legitimate response rate of 74% could be accounted for in this study. Based on the sampling size determination proposed by Krejcie and Morgan (2007), the current study required a total of 370 responses (see table 16) with a 95% confidence level and 5% margin of error, as the population is 7 Million (*LinkedIn Users in Pakistan - April 2021*; GWI, 2021, Zikmund et al., 2012).

Response	Frequency rate	Percentage
Response target	500	
Response achieve	400	80%
Response rate	80%	
Usable questionnaires	370	74%
Valid response rate	74%	

Table 2: Response Rate

4.2. Demographic profile

In this section, the sample's demographics are discussed. Gender, age, employment position, and profile strength are some of the demographic parameters explored in this study.

	Frequency	Percentage
Gender		
Male	169	45.7
Female	201	54.3
Age		
20 – 29	154	41.6
30 – 39	135	36.5
40 – 49	48	13.0
50 – 59	25	6.8
69 - above	8	2.2
Employment status		
Employed, looking for work	169	44.3
Not Employed, looking for work	192	51.9
Retired	14	3.8
Work Experience		
Fresh Graduates	171	46.2
0 – 6 months	165	44.6
1 – 5 years	28	7.6
6 – 10 years	6	1.6
Profile strength		
Beginner	106	28.6
Intermediate	145	39.2
Advanced	53	14.3
Experts	35	9.5
All stars	31	8.4

Table 3: Demographic Profile

4.3. Descriptive Analysis of constructs

In this part, we offer descriptive statistics for the variables that were examined. In this regard, the latent variables' mean and standard deviation were calculated. Five-point Likert scale was used to measure variables in this study ranging from completely disagree (1) to completely agree (5). For

a better understanding of descriptive statistics, it is suggested to view the mean values compared to the mean range (Baba, 1997). Table 4 provides the range of the values to understand the mean scores better.

Mean Range	Interpretations
1.00 – 2.00	Low level
2.01 – 3.00	Moderately low level
3.01 – 4.00	Moderately high level
4.01 – 5.00	High level

Table 4: Mean Value Interpretations

Constructs	Number of items	Mean	Standard Deviation
Deceptive impression management	10	4.8	.10
Narcissism	4	4.02	.55
Machiavellianism	4	3.82	.71
Psychopathy	4	3.7	.56
Job desirability	5	4.5	.36

Table 5: Descriptive of Constructs

Table 5 presents the descriptive statistics that may be interpreted using the key presented in Table 4, as Baba (1997) suggested. Table 5 presents the constructs' mean score, which ranged between 3.7 and 4.02. In particular, the mean for deceptive impression management was 4.8, with a standard deviation of 0.10, suggesting that the respondents reported themselves as highly deceptive on LinkedIn.

4.4.Evaluating the fitness of measurement model: CFA

AMOS was used to do confirmatory factor analysis to test the fitness of the study model. The CFA technique can determine the validity and reliability of a latent concept. Confirmatory factor analysis (CFA) is a popular tool for investigating concept validity (DiStefano & Hess, 2011). CFA is a method that an author may use to decrease the total number of observable variables into latent components based on data similarities. Before modeling the inter-relationships of all latent constructs in the research, the author must do CFA on all of them. Any item that does not match the measurement model owing to poor factor loading should be deleted from the model when using CFA. Certain Fitness Indexes reflect the fitness of a measurement model. However, the deletion of items should not exceed 20% of the total number of elements in a model (Awang, 2016; Memon et al., 2017). Otherwise, the specific construct is ruled invalid since it failed the "confirmatory" test.

Numerous Fitness Indexes indicate how well the model fits the data. However, researchers cannot agree on which fitness indices to employ. Sarstedt et al. (2017) and Tarumaraja et al. (2015) advocate using at least one fitness metric from each model fit category. The three model-appropriate categories are absolute Fit, Incremental Fit, and Parsimonious Fit. The choice of the index to report from each category is determined by the literature to which reference is made. Tables 14 and 15, offer information on the model fit category, their degree of approval, and remarks.

The tables below provide an overview of the theoretical model based on the CFA. The model fit was determined by comparing the fit indices derived from the CFAs to the generally mentioned cutoff values in the literature for the CFI, RMSEA, and SRMR indices (Awang, 2016). P-values and normalized regression weights were used to investigate the importance of a structural model. Several studies indicated that the normal values for the various components of model fitness, such as RMESA, be more than 0.08, and the values of CFI, IFI, and TLI be greater than 0.90 for the model to be significant. The CFA baseline model provided the best fit, with RMSEA =0.054; CFI =0.94; TLI=0.93; IFI=0.943; and p=.000, as shown below:

Model	DF	P	CMIN/DF	IFI	TLI	CFI	RMESA
CFA (1st Order Initial)	395	.000	3.042	.822	.802	.821	.091
CFA (1st Order Final)	314	.000	1.768	.939	.931	.939	.056
CFA (2nd Order)	316	.000	1.719	.943	.936	.942	.054

CMIN: Chi square equivalent in confirmatory factor analysis
DF: Degree of freedom
P: Significance level
IFI: Incremental factor index
TLI: Tucker Lewis Index
CFI: Comparative Fit Index
RMESA: Root means squared error of approximation

Table 6: Model fit Indices

Comparative Fit Indices (CFI), the Tucker Lewis Index (TLI), CMIN/DF, and Root Mean Square Error of Approximation (RMESA) were used to check model fitness. A good model fit must have TLI, CFI values greater than 0.90, and RMESA scores should be below 0.08. As the above tale shows, all the concerned values meet the minimum threshold for fit. Although the first-order CFA (Initial) was in the range of some items (JD:1 I would choose a job with above-average pay., JD2: I prefer a job opportunity at a desirable location. & JD3: I desire to do the type of job that I want.) were loaded below a minimum threshold (0.5), these three items were deleted, and once again CFA was conducted and to check model fitness and model fit indices were in range as per the criteria. The final model has 27 items of the desired criteria for the construct validity, as shown in table 7.

Measure/Variable	Scale/item	Factor Loading	Cronbach's α
Deceptive impression management		.519	.904
	DIM2 I try to agree on LinkedIn outwardly even when I disagree inwardly.	.706	
	DIM3 I try to find out interviewer's views and incorporate them in my comments as my own.	.714	
	DIM4 I try to express the same opinions and attitude as the interviewer.	.729	
	DIM5 I try to appear similar to the organization on LinkedIn in terms of values and beliefs.	.698	
	DIM6 I try to express interest in anything the interviewer appeared to like even if I did not like it.	.650	
	DIM7 I did not express my opinions when they contradicted the interviewer's opinions on LinkedIn.	.695	
	DIM8 I try to show that I shared the interviewer's views and ideas even if I did not.	.736	
	DIM9 I exaggerate my positive comments about the organization.	.679	
	DIM10 I compliment the organization on something, however insignificant it may actually be to me.	.750	
Individual differences			
Narcissism	Nar1 I tend to manipulate others to get my way.	.751	.869
	Nar2 I have lied to get my way.	.744	
	Nar3 I have use flattery to get my way.	.747	
	Nar4 I tend to exploit others towards my end.	.759	
Machiavellianism	Mach 1 I tend to want others to admire me.	.655	.798
	Mach 2 I tend to want others to pay attention to me.	.665	
	Mach 3 I tend to seek status.	.721	
	Mach 4 I tend to expect special favors from others.	.653	
Psychopathy	Psych 1 I tend to lack remorse.	.686	.889

	Psych 2 I tend to be unconcerned with the morality of my actions.	.710	
	Psych 3 I tend to be insensitive.	.559	
	Psych 4 I tend to be cynical.	.532	
Job desirability	JD1 I would choose a job with above-average pay.	.093	.857
	JD2 I prefer a job opportunity at a desirable location.	.046	
	JD3 I desire to do the type of job that I want.	.044	
	JD4 I look for a job with career advancement.	.834	
	JD5 I look for a job where I can work independently.	.886	
	JD6 I seek a job with interesting assignments and responsibilities.	.842	
	JD7 I appreciate a job that provides me above-average benefits.	.872	
	JD8 I enjoy a job with good prospects for work-life balance.	.797	

Table 7: Standardize Factor loading

4.5. Reliability and Correlation analysis

Different researchers use various forms of dependability testing. However, Cronbach's alpha value is the most often used approach by academics to measure inter-item consistency and reliability (Sekaran & Bougie, 2010). Consistency of responses over the whole instrument is captured by this metric. The internal consistency of items assessing a construct was estimated using Cronbach's alpha. Cronbach's alpha values higher than 0.7 (see table 18) were deemed acceptable by Sekaran and Bougie (2010) and Zikmund et al. (2012).

Furthermore, Pearson correlation was run to determine the relationship between variables. There was a strong positive correlation between Narcissism and deceptive impression management (*r=.893).* Similarly, the relationship between Psychopathy and deceptive impression management is also strongly positively correlated (*r=.917).* Lastly, Machiavellianism is also strongly positively correlated to deceptive impression management (*r=.753).*

	Cronbach's	DIM	Nar	Psych	Mach	JD
		Correlation				
DIM	.904	1				
Nar	.869	.893*	1			
Psych	.889	.917*	.782*	1		
Mach	.798	.753*	.601*	.624*	1	
JD	.857	.837*	.678*	.746*	.396*	1

Notes:
DIM: Deceptive impression management
Nar: Narcissism
Psych: Psychopathy
Mach: Machiavellianism
JD: Job desirability
*: Correlation is significant at 0.05 level (1 tailed)

Table 8: Reliability and Correlation analysis

4.6.Testing initial relationships

H1: There is a significant relationship between Narcissism and deceptive impression management.
H2: There is a significant relationship between Machiavellianism and deceptive impression management.
H3: There is a significant relationship between Psychopathy and deceptive impression management.

To test the hypothesis, simple linear regression was carried out with the help of SPSS, as shown in the table given below. The first hypothesis related to the significant relationship between Narcissism and deceptive impression management was supported (β=0.459, $p<0.05$). The second hypothesis regarding the significant relationship between Machiavellianism and deceptive impression management was supported (β=0.76, $p<0.05$). Likewise, the third hypothesis (β=.526,

p=0.05) for psychopathy and deceptive impression management was significantly related. The R2 value was 0.926 or 92%, the table given below, of the variation in deceptive impression management can be explained by a model containing individual differences (Narcissism, Machiavellianism, and psychopathy). A regression coefficient (B) describes the size and direction of the relationship between a predictor and the response variable. The Predictors of Narcissism, Machiavellianism, and Psychopathy have p-values less than the significance level of 0.05. For example, the coefficient for Narcissism (N) estimates that the deceptive impression management increases by 0.182 units for each one-unit increase in Narcissism, while the other terms in the model are held constant.

Variables	B	SE B	β	P
Narcissism	.128	.206	.459	.000
Machiavellianism	.532	.111	.076	.000
Psychopathy	.927	.227	.526	.000
R^2			.926	

Notes:
  a. Dependent Variable: Deceptive impression management: DIM
  b. P: Significance value < 0.05
  c. CI: Confidence interval 95%
  d. B: Regression coefficient
  e. SE: Standard error coefficient
  f. β: Standardize coefficient
  g. R^2 : Total variation in the dependent variable due to independent variables

Table 9: Summary of simple regression analysis

4.7. Testing moderating effects

We used SPSS Process Macro to determine moderating effect to carry out moderated multiple regression analysis. PROCESS is a computational tool — a "macro"—available for SPSS and SAS that simplifies the implementation of mediation, moderation, and conditional process analysis with observed (i.e., "manifest") variables. Arguments are provided to the macro about what variables are serving which roles in the model (i.e., independent variable, dependent variable, mediator, moderator, covariate), and PROCESS estimates all the path coefficients, standard errors, *t*- and *p*-values, confidence intervals, and various other statistics (Hayes et al., 2017).

4.7.1. Hypothesis 4

H4 Job desirability moderates the relationship between Narcissism and deceptive impression management.

The table below shows that with the interaction effect of job desirability in the relationship between Narcissism and deceptive impression management, the R^2 change has reported as 0.045 i.e 4.5% incease in the variation explained by the addition of the interactional term. Finally, the p-value of 0.000 for the interaction effect shows that the moderating effect of job desirability on the linkage between Narcissism and deceptive impression management is not rejected because the value is less than the significance level of the study, i.e., 0.05. The moderating effect of job desirability on the relationship between Narcissism and deceptive impression management is depicted in figure 2, indicating a strong positive relationship between Narcissism and deceptive impression management for high job desirability than it is for low job desirability.

Variable	B	SE B	β	P
Narcissism	.313	.444	.551	.000
Job desirability	.345	.110	.794	.000
Narcissism × Job desirability	.601	.026	.756	.000
$R^{2\,(a)}$			.891	
Adj. R^2			.897	
$R^{2\,(b)}$			.936	
R^2 Change			.045	

a. Notes:
b. Predictors: (Constant), JD, Nar
c. Predictors: (Constant), JD, Nar, Nar_JD
d. Dependent Variable: IM
e. P: Significance value < 0.05
f. CI: Confidence interval 95%
g. B: Regression coefficient
h. SE: Standard error coefficient
i. β: Standardize coefficient
j. R^2 : Total variation in the dependent variable due to independent variables
k. Adj. R^2 : After removing the errors the software also presents the adjusted R square.

Table 10: Moderation effect of job desirability, on the relationship between Narcissism and Deceptive impression management
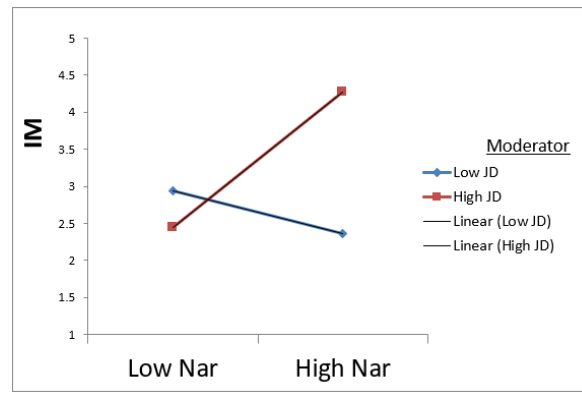
Figure 2: Interaction effect of job desirability in the relationship between Narcissism and deceptive impression management

4.7.2. Hypothesis 6

H5 Job desirability moderates the relationship between Machiavellianism and deceptive impression management.

Below, the table shows that with the inclusion of the interaction effect of job desirability in the relationship between Machiavellianism and deceptive impression management, the R^2 change has reported as .035 i.e 3.5% incease in the variation explained by the addition of the interactional term. i.e. in deceptive impression management is represented by Machiavellianism wherein job desirability work as a moderator. Finally, the p-value of 0.000 for the interaction effect shows that the hypothesis of having the moderating effect of job desirability on the linkage between Machiavellianism and deceptive impression management is not rejected because the value is less than the significance level of the study, i.e., 0.05.

The moderating effect of job desirability on the relationship between Machiavellianism and deceptive impression management is depicted in figure 3, indicating a strong positive relationship between Machiavellianism and deceptive impression management for high job desirability than it is for low job desirability.

Variable	B	SE B	β	P
Machiavellianism	.023	.132	1.47	.000
Job desirability	.015	.733	1.12	.000
Machiavellianism × Job desirability	.118	.035	1.43	.000
$R^{2\,(a)}$			.811	
Adj. R^2			.773	
$R^{2\,(b)}$			.846	
R^2 Change			.035	

Notes:
a. *Predictors: (Constant), Mac, JD*
b. *Predictors: (Constant), Mac, JD, Mac_JD*
c. *Dependent Variable: IM*
d. *P: Significance value < 0.05*
e. *CI: Confidence interval 95%*
f. *B: Regression coefficient*
g. *SE: Standard error coefficient*
h. *β: Standardize coefficient*
i. *R2 : Total variation in the dependent variable due to independent variables*
j. *Adj. R2 : After removing the errors the software also presents the adjusted R square.*

Table 11: Moderation effect of job desirability, on the relationship between Machiavellianism and Deceptive impression management
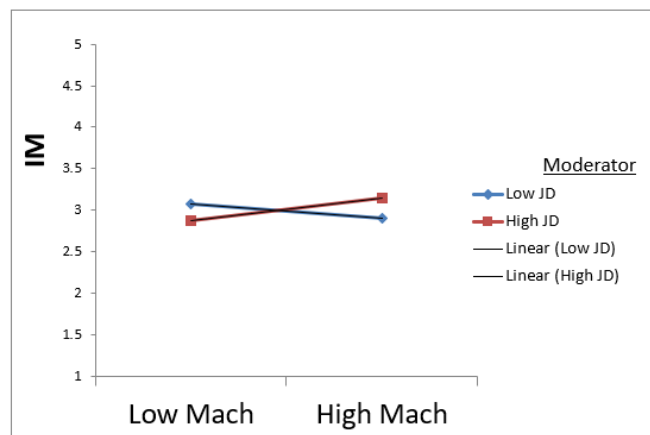

Figure 3: Interaction effect of job desirability in the relationship between Machiavellianism and deceptive impression management

4.7.3. Hypothesis 7

H5 Job desirability moderates the relationship between Psychopathy and deceptive impression management.

Below, the table shows that with the inclusion of the interaction effect of job desirability in the relationship between Psychopathy and deceptive impression management, the R^2 change has reported as 0.68 i.e. 6.8% increase in the variation explained by the addition of the interactional term. Finally, the p-value of 0.000 for the interaction effect shows that the hypothesis of having the moderating effect of job desirability on the linkage between Psychopathy and deceptive impression management is not rejected because the value is less than the significance level of the study, i.e., 0.05. The moderating effect of job desirability on the relationship between Psychopathy and deceptive impression management is depicted in figure 4, indicating a strong positive relationship between Psychopathy and deceptive impression management for high job desirability than it is for low job desirability.

Variable	B	SE B	β	P
Psychopathy	.910	.117	.923	.000
Job desirability	.180	.436	1.03	.000
Psychopathy × Job desirability	.840	.026	.904	.000
$R^{2\,(a)}$			.878	
Adj. R^2			.894	
$R^{2\,(b)}$			.946	
R^2 Change			.068	

Notes:
a. Predictors: (Constant), Psych, JD
b. Predictors: (Constant), Psych, JD, Psych_JD
c. Dependent Variable: IM
d. P: Significance value < 0.05
e. CI: Confidence interval 95%
f. B: Regression coefficient
g. SE: Standard error coefficient
h. β: Standardize coefficient
i. R2 : Total variation in the dependent variable due to independent variables
j. Adj. R2 : After removing the errors the software also presents the adjusted R square.
k. R^2 Change: Shows the increase in variation explained by interactional term

Table 10: Moderation effect of job desirability, on the relationship between Psychopathy and Deceptive impression management
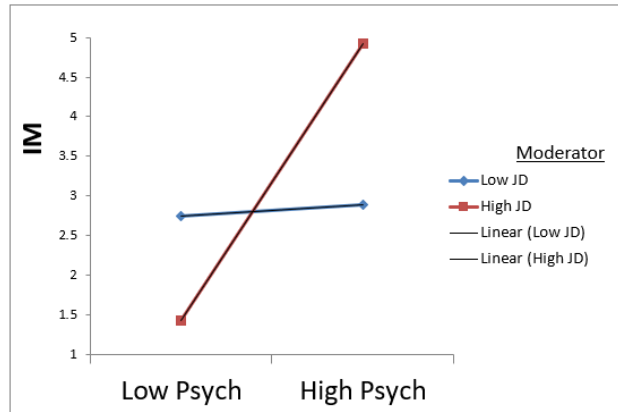
Figure 4: Interaction effect of job desirability in the relationship between Psychopathy and deceptive impression management

Summary of Hypothesis testing:

Hypothesis	Relation	B	SE	p	Findings
H1	There is a significant relationship positive between Narcissism and deceptive impression management.	.128	.206	.000	Supported
H2	There is a significant positive relationship between Machiavellianism and deceptive impression management.	.532	.111	.000	Supported
H3	There is a significant positive relationship between Psychopathy and deceptive impression management.	.927	.227	.000	Supported
H4	Job desirability moderates the relationship between Narcissism and deceptive impression management.	.601	.026	.000	Supported
H5	Job desirability moderates the relationship between Machiavellianism and deceptive impression management.	.118	.035	.000	Supported
H6	Job desirability moderates the relationship between Psychopathy and deceptive impression management.	.840	.026	.000	Supported

Table 12: Summary of hypothesis testing

Additional patterns in data

	Deceptive impression management		
		Mean	Standard deviation
Gender	Male	4.79	.75
	Female	3.75	.69

Table 13: Gender differences in terms of Deceptive Impression Management

This tells us that, on average, male candidates are more deceptive on LinkedIn than female candidates. The spread of scores (as shown by the standard deviation) is a little higher for men than, it is for women, suggesting that men are more variable in deceptive impression management habits than are women. Men are more likely than women to depict themselves as having achieved personal achievement on social media, while women are more likely than men to misrepresent themselves as being physically desirable (Kolesnyk et al., 2021). In other words, males may be more vulnerable to deceptive self-presentation in the arena of personal success, but women may be more vulnerable in the field of physical attractiveness.

	Deceptive impression management		
		Mean	Standard deviation
Employment status	Employed, looking for work	4.79	.75
	Not employed, looking for work	3.75	.69

Table 14: Employment differences in terms of Deceptive Impression Management

This tells us that, on average, employed candidates are more deceptive on LinkedIn than female candidates. The spread of scores (as shown by the standard deviation) is a little higher for employed than, it is for not employed, suggesting that passive candidates are more variable in

deceptive impression management habits than active candidates. It could be for the reason that, job search behavior of employed candidate is more mature and experience than the one who is unemployed. Research has depicted that, employed candidates are about four times efficient then the unemployed in job search (Wanberg et al., 2020).

In conclusion, all of our hypothesis supported and relationships between dark triads and deceptive impression management has been proved. Furthermore, a considerable moderation effect have been observed in the relationship of individual differences and deceptive impression management. Interestingly, narcissism has shown weak relationship with deceptive impression management, as compared to other two traits i.e. Machiavellianism and Psychopathy. Additional patterns has also been observe, for instance males are found to be more involved in deception on LinkedIn as compared to females.

Chapter 5

5.0. Analysis and Discussion

5.1. Discussion

In light of ideas and prior research findings, the results of this investigation are discussed in this section. The following subsections are organized to answer the four research questions set earlier with the research objectives.

5.1.1. The relationship between Narcissism, Machiavellianism, and Psychopathy with deceptive impression management

This study originated with the rising concern in selection literature regarding the tendency of job applicants to do deceptive impression management on LinkedIn (Picone, 2015), Which is in line with the job applicant's tendency to adopt IM in interviews and personality tests too (Barrick et al., 2009a; Hogue et al., 2013). Consequently, this had a negative impact on the reliability of the selection instrument, which led to the recruiter hiring less qualified candidates. These candidates might turn out to be poor performers, and once hired, they might engage in behaviors that are counterproductive. (Peck & Levashina, 2017).

Our results suggest that, job applicants, while looking for a job, holding dark triad personality, tend to involve in deceptive impression management on LinkedIn. Such findings are in line with Previous studies (Rauthmann & Kolar, 2012; Roulin & Bourdage, 2017b; Roulin & Levashina, 2016b) and provide the additional evidence and the claims that deceptive IM could be detrimental to the recruitment process and organization (Grapsas et al., 2020; Hogue et al., 2013; Roulin & Levashina, 2019b). As per the fact that, that the personality an individual possesses has a set of developed traits which made them engage in online deceptive communication behavior in specific possible way, also the liberty of self-presentation given by LinkedIn algorithm and interface plays a vital role in doing so (van Dijck, 2013).

Deceptive, honest, and defensive image management are all part of the dark triad's manifestation in computer-mediated communication (CMC), and they allow users to accomplish their intended outcomes, such as attracting Facebook friends, interviewers, organizations, or groups on LinkedIn (Petit & Carcioppolo, 2020; Sanecka, 2017a). Because people who are very Machiavellian,

psychopathic, or narcissistic may utilize different self-presentation strategies in the social media environment to obtain popularity and social capital. They may manipulate and exploit others more extensively (Fox & Rooney, 2015).

However, it is crucial to comprehend the function that these personality characteristics play in interpersonal interactions. These innate tendencies assist the manipulation and exploitation of others or targeted individuals on social media to achieve desired ends (Jonason et al., 2012). For instance, in offline, face-to-face (FtF) social interactions, Machiavellianism is associated with protective self-monitoring, narcissism with acquisitive self-monitoring, and psychopathy. In addition, previous research indicates that Machiavellianism and narcissism are positively associated with self-promotion on Facebook (e.g. (Le & Wk, 2008; Mehdizadeh, 2010; The Handbook of Narcissism and Narcissistic Personality Disorder, 2020.). As shown by the data, people with high degrees of Machiavellianism and narcissism participate in self-promotional actions online owing to their egoistic, self-serving motivations. However, minimal empirical data focuses on the individual distinctions among the three Dark Triad types' self-presentation strategies on social networking sites such as LinkedIn (Le & Wk, 2008; Vander Molen et al., 2018).

To put it more simply, Narcissist people are considered involved in maladaptive behaviors such as violating social norms. They are hypersensitive to rewards by cheating and breaking laws (McCain & Campbell, 2018). In addition, they tend to exaggerate their achievement, block criticism, refuse to compromise, and seek out professional behaviors with admiring individuals (Grapsas et al., 2020). The tendency of narcist people to appear favorite makes them involved in such acts as exaggerating accomplishments and lying about failures, leading to deceptive self-promotion on Facebook and LinkedIn (Tang et al., 2022). In fact, in the interview context, they are found to be involved in such heinous acts to appear desirable, i.e., fake to meet the requirement of interview questions, inventing information, and adding or subtracting information from perceived truth (Roulin & Levashina, 2016b). This behavior results in low workplace integrity, poor performance, unsatisfactory job satisfaction, toxic leadership, and many other negative work attitudes and outcomes (O'Boyle et al., 2012).

In contrast, individuals with Machiavellianism traits appear to be manipulative, protective, unethical, and low on emotional intelligence (Kircaburun et al., 2019). Furthermore, they are more likely to lie, cheat and betray others in their interpersonal relationships (Abell & Brewer, 2014;

Jonason et al., 2012). It has been reported that, these individuals may accomplish their intended outcomes, such as getting an interview or securing a job, when they engage using computer-mediated platforms like LinkedIn. Machiavellianism is linked to strategic, dishonest self-disclosure in the social media arena. (Abell & Brewer, 2014) These findings show that those who score highly on Machiavellianism may use charming personas to earn social capital, which they may use to take advantage of others.

Additionally, job seekers with Machiavellian tendencies may do the same on LinkedIn by selectively posting photos and biographical information about themselves (Fox & Rooney, 2015). In the IM literature, Deception refers to making one's most outstanding qualities more prominent to prospective targets by using self-promotional strategies such as self-enhancement or self-promotion (Bolino et al., 2008). As a result, Organizations and potential employers alike can use information posted by job candidates to gauge a candidate's emotional stability, conscientiousness, and other personal qualities (e.g., extroversion for jobs requiring interpersonal interactions) (Roulin & Levashina, 2019b). A person's prior professional and personal achievements (such as academic degrees, employment experience, and volunteer work) may also be used to demonstrate their level of expertise (Guillory & Hancock, 2012b). Information that is less generally known to network users and consequently less verifiable may be targeted by misleading IM. Students utilized an average of 2.87 misleading IM strategies when prompted to construct a LinkedIn profile to present themselves as candidates for a desirable job. Although they use deceit to better their talents (e.g., language, software), they are more likely to exaggerate their enthusiasm and engagement in work or other activities, which is more difficult to show (Guillory & Hancock, 2012).

A lack of care for others and social norms and a lack of guilt or regret when their actions injure others characterizes psychopathy, the third personality feature of the DT (Hart et al., 2019). Personality-wise, they are usually affable people who excel at making an excellent first impression. For example, academic dishonesty has been linked to psychopathy and the usage of exploitative, short-term romantic relationships (Nathanson, Paulhus, and Williams, 2006b), and an affinity for violent or otherwise antisocial media (Jonason & Webster, 2010). (Williams, McAndrew, Learn, Harms, & Paulhus, 2002). There is some evidence suggesting that persons with a high level of psychopathy (Jones & Paulhus, 2011), emotional coldness, and the inclination to promote

themselves on social media sites like LinkedIn or Facebook may be better at managing their public image. Self-disclosure on social media, such as Facebook and LinkedIn status updates, was more common among sociopaths and sociopaths but not among Machiavellians, according to a study by Vander Molen et al. (2018). Self-disclosure on social networking sites may be used to alter one's self-perception and interpersonal relationships by those with a high level of the Dark Triad personality characteristics. A cheater approach online utilizes the internet communication environment for self-promotion (Fox, & Rooney, 2015).

Interestingly, our findings have depicted that narcissistic people are less indulged in deceptive impression management than the other two traits. This finding is in line with previous studies, for instance (Doris, 2019.; McCain & Campbell, 2018; Tang et al., 2022), and corresponds to the notion that narcissism is less correlated to aggression and distrust as compared to Machiavellianism and psychopath (Jonason & Webster, 2010). Exhibitionism and the need for attention and appreciation are all characteristics of someone narcissistic, as are an exaggerated feeling of self-importance, an attitude of entitlement, and a high sense of self-worth (Campbell, & Miller,2011; Morf, & Rhodewalt, 2001; Raskin, & Terry, 1988). A more positive aspect of the Dark Triad than Machiavellianism and Psychopathy is sometimes referred to as the "Malicious Two" because of their association with more malice (Rauthmann, & Kolar, 2012). Another research found that narcissism had a weaker link to violent behavior than did psychopathy or Machiavellianism (Jonason & Webster, 2010). It is only by soft approaches such as convincing the target that engaging in the recommended action is in their best interest that narcissism may be connected (Jonason, Koenig, & Tost, 2010).

The issue is how job seekers with the dark triads can engage in misleading image management on a public, professional network like LinkedIn, where there is a more significant probability of being discovered (Guillory & Hancock, 2012b). In research, it has been shown that LinkedIn publicizes self-presentations and links persons (e.g., coworkers and supervisors) who can check whether profile representations are misleading or not. That is why public settings raise the potential that employers could uncover deceit. There is a greater chance that you may be found out if your LinkedIn profile is publicly accessible. On the other hand, our findings show that this is not the case for two reasons. First, LinkedIn is meant to convey an impression to an audience, although profile publicness does not ensure that relevant audiences would examine profiles (e.g.,rectuiters);

secondly, LinkedIn presents new options for deceit, which are not available face to face (FTF) situations. We suggest that computer-mediated communication diminishes nonverbal clues, which are stereotypically employed to identify lying. The absence of these ques aids deceit; enhance deceptive self-promotion.

5.1.2. The moderating effect of job desirability on the relationship between dark tirade (Narcissism, Machiavellianism, psychopathy) and deceptive impression management.

Findings point to the possibility; Job desirability seems to significantly impact the association between dark triads and misleading impression management on LinkedIn. This finding corresponds with other studies conducted on an interview as a selection tool (Levashina & Campion, 2006; Tristan, 2018). A possible explanation of the current results may have to deal with the specific nature of personality traits and the LinkedIn interface facilitating job candidates to present and modify their profiles as per job requirements every time self-importance, a feeling of entitlement, and a need for attention and praise are hallmarks of the narcissistic personality, which is also characterized by a high degree of self-consciousness (Campbell, & Miller,2011; Morf, & Rhodewalt, 2001; Raskin, & Terry, 1988).(Fox & Rooney, 2015). In the context of the interview, it has been observed in multiple studies that candidates with narcist traits tend to customize their answers to appear desirable as per job requirements (Sanecka, 2017). Similarly, they tend to fake personality profiles that may reflect their stereotypes of the member of the target proposition (Chua & Chang, 2016)—for instance, exaggerating skills or competencies in a skilled field or embellishing past academic or professional performance to appear more desirable as per ideal job requirement.

When it comes to candidates that exhibit Machiavellian-like tendencies, such as cold, strategic manipulation, and dishonesty in interpersonal relationships, selfishness, instrumentality, and pragmatic morality are all reflected in their character qualities (Christie, 2007; Jones & Paulhus, 2009). In our research, job desirability was shown to have a positive but mild moderating influence on the connection between Machiavellianism and false image management. These results are in line with an empirical study conducted in Canada that revealed that individuals with personality

traits of Machiavellianism have a propensity to manipulate and deceive in required desirable ways to get favorable results during interviews (Furnham et al., 2013). These individuals tailored their public image to perceive values and preferences of the importance of others. Make an impression of similarity, for example, by interacting with workers at companies where you want to apply or joining professional groups to make oneself more visible to potential employers at which they are planning to apply for work. The same goes for overstating one's commitment to a cause or issue that an employer will see, like, or comment on a post from an organization to which one intends to apply.

Psychopathic traits include an absence of empathy, anxiety, impulsiveness, and thrill-seeking (Rauthmann & Kolar, 2012; Reale et al., 2020). Similarly, job desirability has a sizeable moderating influence here, and it has to do with personality traits and how LinkedIn features are aiding misleading impression management in job-desirable ways. It has been shown in studies on social networking sites that people with high levels of psychopathy (Jonason et al., 2012) and emotional coldness and lack of self-expression (Paulhus & Williams, 2002) can strategically shape their LinkedIn image by intentionally controlling the amount of information they disclose about themselves. (Paulhus & Williams, 2002) To avoid tarnishing a user's professional image, this site's UI deliberately prohibits users from expressing themselves or forming emotional connections with others. They may use LinkedIn to exhibit their job–person fit (Sylva et al., 2018; Werbel & Johnson, 2001) and self-promote based on their stereotype or "understanding" of the ideal applicant for this position. In order to increase their chances of getting hired, job hopefuls will try to portray themselves as holding the attributes they believe are necessary for the position and, for instance, presenting themselves as volunteering for social cause to show empathy and kindness. In addition, according to some, one's LinkedIn page may be seen as an imprint of acceptable professional conduct since it serves as a showcase for one's talents to both anonymous coworkers and peers. LinkedIn is often referred to as "Facebook in a suit" because of how individuals dress for job interviews.

LinkedIn is a business-oriented social media site where you want other users to be curious about your background. While the site was first designed to let professionals interact with one another, the site's fundamental idea is to provide recruiting and advertising services to businesses and

organizations. LinkedIn asks users to provide complete detail about their professional self, i.e., skill, honors, past professional and academic competence, certificate recommendations, and much more (Roulin & Levashina, 2019b; van Dijck, 2013). In another way, its design and interface allow users or job applicants to present themselves in the most desirable job way possible. A job candidate can constantly update their profile. They are allowed to add any skill set or remove any unwanted accomplishment that they think can hurt their self-promotion on LinkedIn. And then here comes deceptive impression management. The job candidate removes or adds any desirable aspect to appear the best candidate for the position he wants to apply for. Will everyone do it the same way, with the same intensity or same quantity? No, as our study suggests that individuals with dark triad are doing to the extent their personality allows to, as Narcissist are doing it to less extent, our study suggests.

Chapter 6

6.0. Research Contribution, Research Limitations, Ethical Considerations, Future research directions, and Conclusion

6.1. Research Contribution

This study provides empirical evidence for the theoretical relationship hypothesized in the research framework. Furthermore, it highlights the moderating role of job desirability on the relationship between individual differences (Narcissism, Machiavellianism, and Psychopathy) and deceptive impression management on LinkedIn as a selection instrument. This study furnished six hypotheses, and all of them are empirically supported. Moreover, theoretically, the research has contributed to recruitment and selection and advances the conceptualization and measurement of individual differences contributed to self-promotion on LinkedIn deceptively. As well as the most probable motivator of deception, i.e., job desirability.

The findings indicate that job applicants with dark triad personality characteristics engage in deceptive impression management, although to varying degrees. This contributes to treating the dark triad as a whole set of negative personality traits, and we need to focus on the degree to which they vary when acting on social media. Moreover, we argued that candidates are motivated to attempt this act in job desirable ways. They adopt a *role-faking strategy on LinkedIn rather than an ideal self*. For this reason, LinkedIn is a professional platform that allows candidates to promote as per ideal candidate for the job positions they want to apply for. These propositions and findings give a new angle to explore and rethink when taking personality as an antecedes of any kind of impression management and exploring further job desirability as a motivator.

Practically, it welcomes recruiters to rethink the use of LinkedIn for hiring. Because of its low cost and the potential wealth of information, it contains about future employees and is an invaluable screening tool. Findings imply that recruiters should examine the possible influence on recruiting costs and instrument validity of candidate misleading impression management.

6.2. Research Limitations

The data collected, analyzed, presented, and discussed in this work include several caveats. These limitations are named with the expectation that they may inspire the development of new prospects and research agendas for the future.

The first limitation lies in the research demographics. It was out of the study's objective to take demographic as a control variable. We have seen many patterns in data as aforementioned, which indicates that the story would have been very different in terms of gender, age, or employment status. For instance, the behavior of people from different age brackets may differ when attempting to apply deceptive impression management techniques due to the personality trait they hold. On the other hand, it may have completed the study and widened the scope, which was not achievable due to time constraints.

Furthermore, in order to have a narrow scope and keeping in mind the handling of variables, this study only caters dark triads as an individual difference to study the behavior when applying deceptive impression management technique on LinkedIn, for the reason that they have a consistent relationship in every selection instrument studied previously i.e. interviews, personality assessments or, and assessment centers. There could be other personality traits such as extraversion, neuroticism and agreeableness, has also shown positive relationships with deceptive impression management, depending upon the selection instrument. This makes this study one side of story by depicting that only dark trait personalities are involved in such a heinous act.

Moreover, research on LinkedIn as a selection instrument is still in its infancy, and Various surveys indicate that many hiring managers use LinkedIn as a screening and selection tool. However, despite its popularity, quite little is known about whether LinkedIn satisfies recognized selection criteria such as reliability, validity, and legality (i.e., no adverse impact). Alternatively, there is also a notion that it is designed to "market and self-present" your ideal self. So, the early stages and lack of research on the selection instrument set time restrictions on this study's results.

Additionally, the cross-sectional study only determines the candidate's behavior at the initial screening stage. Therefore, it lacks IM variability at different stages of selection.

Lastly, the scope and depth of discussion and analysis may get compromised due to the early stage of a career in academia compared to the work of many experienced scholars. For instance, the dark triads have been discussed since their inception. Their evolution can only be understood and presented better by someone who has a keen eye over this area and studies it frequently.

6.3. Ethical Considerations

6.3.1. Confidentiality

Confidentiality implies that you are aware of the participants' identities but remove any identifying information from the report (Saunders et al., 2019). The URL to the Google form was shared with participants, who were not asked for their identities. However, a person must have a mailing address and a web-based identity to fill out a Google form. After receiving the data, we downloaded it in an Excel sheet and discontinued the URL.

6.3.2. Objectivity in Discussion

According to Berger (2013), researchers must be impartial, limit their preferences and biases, and objectively and objectively rather than normatively evaluate the data. At this point, the question no longer pertains to objectivity but to professional and academic ethics. This will open the way for actual contributions to the particular subject of study.

6.3.3. Voluntary Participation

It implies that all study participants are allowed to decline participation without compulsion or pressure (Bryman & Bell, 2007). In this study, we made sure that every participant we reached out is willing to participate by sending short introductory messages about self, institution, and purpose of contact. We also informed all possible participants that their participation is entirely voluntary and that they may leave the research at any moment without negative consequences. After answering their queries, the URL of the google form was sent.

6.3.4. Informed Consent

It states that all prospective participants get and understand all the necessary information to participate (Saunders et al., 2019). A brief description of the study includes 1) what the study is all about, 2) How much time it will take to complete the questionnaire, 3) a short introduction about self and institution, and 4) the Contact information of the researcher. We also informed them that their information would be kept secret and that they may stop participating in the survey at any time and for any reason.

6.4. Future research directions

This study's findings provide several opportunities for future research. First, there must be a study to determine the consequences of deceptive impression management recruiters face, as they do in an interview context. In addition, research might distinguish between simple and misleading IM techniques or compare IM use on other social networking platforms (e.g., personal vs. professional sites). In particular, the research might experimentally analyze the results of applicants' use of deceptive IM on LinkedIn.

IM approaches may be favored or hindered by some social networks. Examine if IM impacts recruiters' decisions and boosts the odds of passing the initial selection barrier. Whether assertive or defensive, communication on social media can have varying results. Organizations may want to look at the impact of candidates' use of honest and dishonest IM in the hiring process. However, even though a Facebook page may be used to describe a person's personality precisely, such evaluations appear small (Van Iddekinge et al., in press).

Furthermore, as this study showed, the extent to which job candidates differ in using deceptive impression management could also depend on gender and employment status differences. For example, it has been observed that men are more prone to deception when applying for a job on LinkedIn by tweaking their profile as per job requirements. The same is the case with the employees who are already employed but looking for a job because of their job-seeking experience. These results invite further exploration in the realm.

6.5. Conclusion

The profiles on job-related social networking websites (such as LinkedIn) are often utilized in the hiring process since they provide essential information, such as education level, hobbies, interests, personality fit, and work experience. This research aimed to evaluate the individual characteristics and motivations behind deceptive impression management behavior on LinkedIn. The findings suggest that job seekers with dark personality triads engage in deceptive behavior on LinkedIn, to varying degrees. In addition, the function of job desirability as a powerful motivator in the link between individual differences and deceptive impression management has been shown. This is significant since social networks relating to employment are predominantly used in the recruiting process. Therefore, they provide more pertinent information, are more accessible to recruiters, and are more ethical when used.

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Questionnaire coding

Section A

The following information is concerned about your personal information, employment status, and LinkedIn profile status.

1. Gender

   ☐ Male (1)   ☐ Female (2)

2. Age

   ☐ 20 – 29 (1)   ☐ 30-39 (2)   ☐ 40-49(3)   ☐ 50-59 (4) ☐ 60 & above (5)

3. Employment status

   ☐ Employed (1) ☐ Not employed, looking for work (2)   ☐ Retired (3)

4. Overall work experience

   ☐ Fresh graduate (1) ☐ 0 to 6 months (2)   ☐ 1-5 years (3)   ☐ 6 – 10 years (4) ☐ 11-15 years

   (5) ☐ 16-20 years (6) ☐ 21 & above years (7)

5. What is your profile strength on LinkedIn?

   ☐ Beginner (1) ☐ Intermediate (2) ☐ Advanced (3) ☐ Expert (4) ☐ All-star (5)

Section B

The following statements are about your level of impression management on LinkedIn as a job seeker.
Please indicate to level of extent with each statement by circling a number from 1 to 5.

S.NO	STATEMENTS	Not at all (1)	To a small extent (2)	To some extent (3)	To a moderate extent (4)	To a great extent (5)
DIM1	I try to adjust my comments to the interviewer's values and beliefs.					
DIM2	I try to agree on LinkedIn outwardly even when I disagree inwardly.					
DIM3	I try to find out interviewer's views and incorporate them in my comments as my own.					
DIM4	I try to express the same opinions and attitude as the interviewer.					

DIM 5	I try to appear similar to the organization on LinkedIn in terms of values and beliefs.					
DIM 6	I try to express interest in anything the interviewer appeared to like even if I did not like it.					
DIM 7	I did not express my opinions when they contradicted the interviewer's opinions on LinkedIn.					
DIM 8	I try to show that I shared the interviewer's views and ideas even if I did not.					
DIM 9	I exaggerate my positive comments about the organization.					
DIM 10	I compliment the organization on something, however insignificant it may actually be to me.					

Section C

The following statements are about your uniqueness as an individual. Please indicate the extent of your agreement and disagreement with each statement by circling a number from 1 to 5.

S.NO	STATEMENTS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Nar1	I tend to manipulate others to get my way.					
Nar2	I have lied to get my way.					
Nar3	I have use flattery to get my way.					
Nar4	I tend to exploit others towards my end.					
Mach 1	I tend to want others to admire me.					
Mach 2	I tend to want others to pay attention to me.					
Mach 3	I tend to seek status.					
Mach 4	I tend to expect special favors from others.					
Psych 1	I tend to lack remorse.					
Psych 2	I tend to be unconcerned with the morality of my actions.					
Psych 3	I tend to be insensitive.					
Psych 4	I tend to be cynical					

Section D

The following statements assess your tendency to choose a job having characteristics deemed desirable for you. Please indicate the extent of your agreement and disagreement with each statement by circling a number from 1 to 5.

S.NO	STATEMENTS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
JD1	I would choose a job with above-average pay.					
JD 2	I prefer a job opportunity at a desirable location.					
JD 3	I desire to do the type of job that I want.					
JD 4	I look for a job with career advancement.					
JD 5	I look for a job where I can work independently.					
JD 6	I seek a job with interesting assignments and responsibilities.					
JD 7	I appreciate a job that provides me above-average benefits.					
JD 8	I enjoy a job with good prospects for work-life balance.					

Name of Category	Name of Index	Level of acceptance
1. Absolute fit	Chi-Square	$P\text{-value} > 0.05$
	RMESA	$RMSEA < 0.08$
2. Incremental fit	CFI	$CFI > 0.90$
	TLI	$TLI > 0.90$
	IFI	$IFI > 0.90$
3. Parsimonious fit	Chisq/df	$NFI > 0.90$

Table 15: The three categories of model fit and their level of acceptance

The acceptable cut-off values reported by researchers may vary depending on literatures support they are referring. However, the following table presents the literature support for the widely employed fitness indexes:

Name of Category	Name of Index	Index full name	Literaure
1. Absolute fit	Chi-Square	Discrepancy Chi Square	Wheaton et al. (1977)
	RMESA	Root Mean Square of Error Approximation	Browne and Cudeck (1993)
2. Incremental fit	CFI	Root Mean Square of Error Approximation	Bentler and Bonett (1980)
	TLI	Tucker-Lewis Index	Bentler and Bonett (1980)
	IFI	Incremental factor index	Bollen (2003b)
3. Parsimonious fit	Chisq/df	Chi square equivalent in confirmatory factor analysis	Marsh and Hocevar (1985)

Table 16: The literature support for the respective fitness index

Table 17: Required Sample size

Cronbach's Alpha	Internal Consistency
Above 0.9	Excellent
0.8-0.9	Good
0.7-0.8	Acceptable
0.6-0.7	Questionable
0.5-0.6	Poor

Table 18: Cronbach Alpha

Correlation	Status
0	No correlation
-0.2 to 0 /0 to 0.2	very weak negative/ positive correlation
-0.4 to -0.2/0.2 to 0.4	weak negative/positive correlation
-0.6 to -0.4/0.4 to 0.6	moderate negative/positive correlation
-0.8 to -0.6/0.6 to 0.8	strong negative/positive correlation
-1 to -0.8/0.8 to 1	very strong negative/positive correlation
-1/1	perfectly negative/positive correlation

Table 19: Correlation analysis
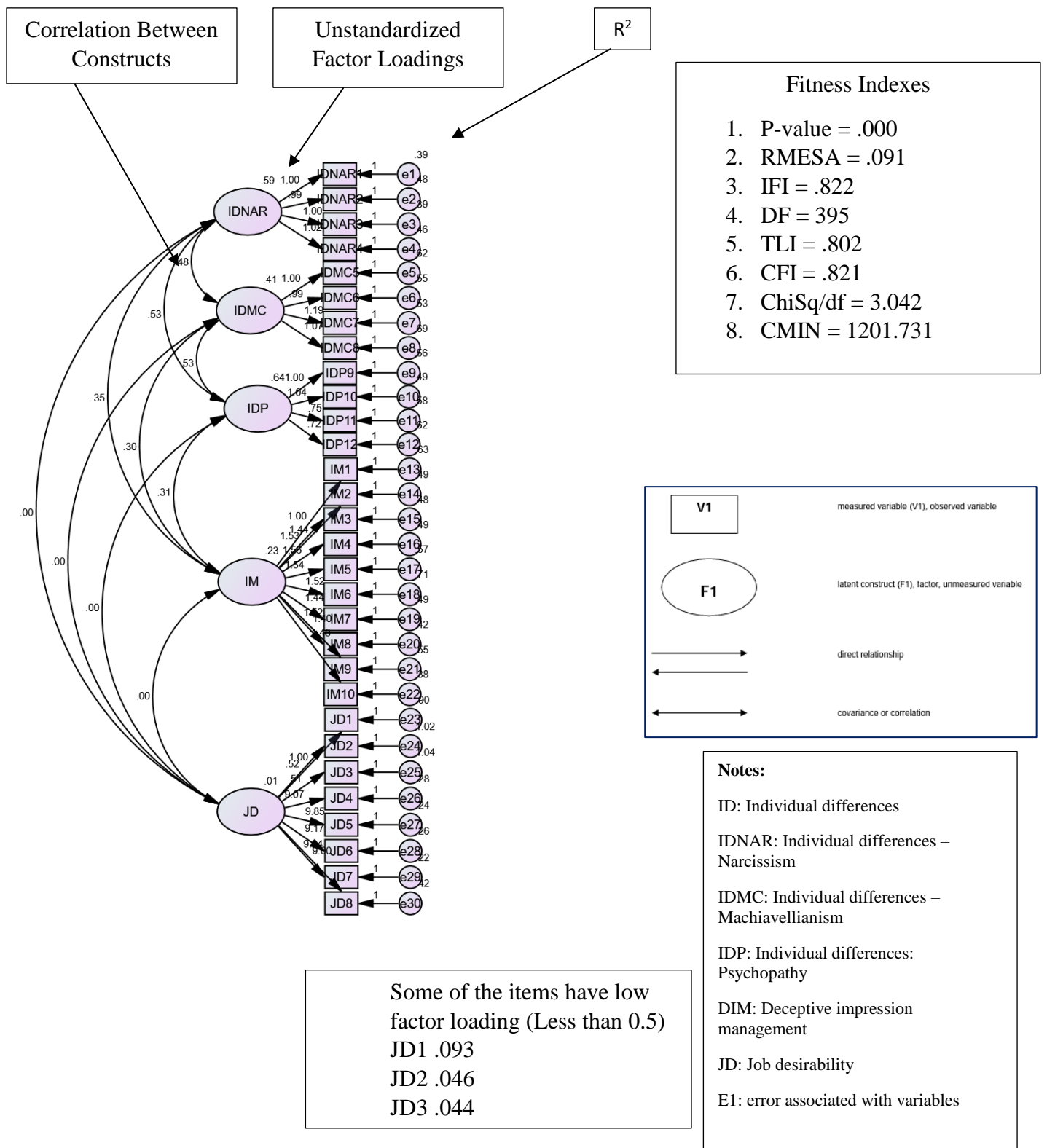
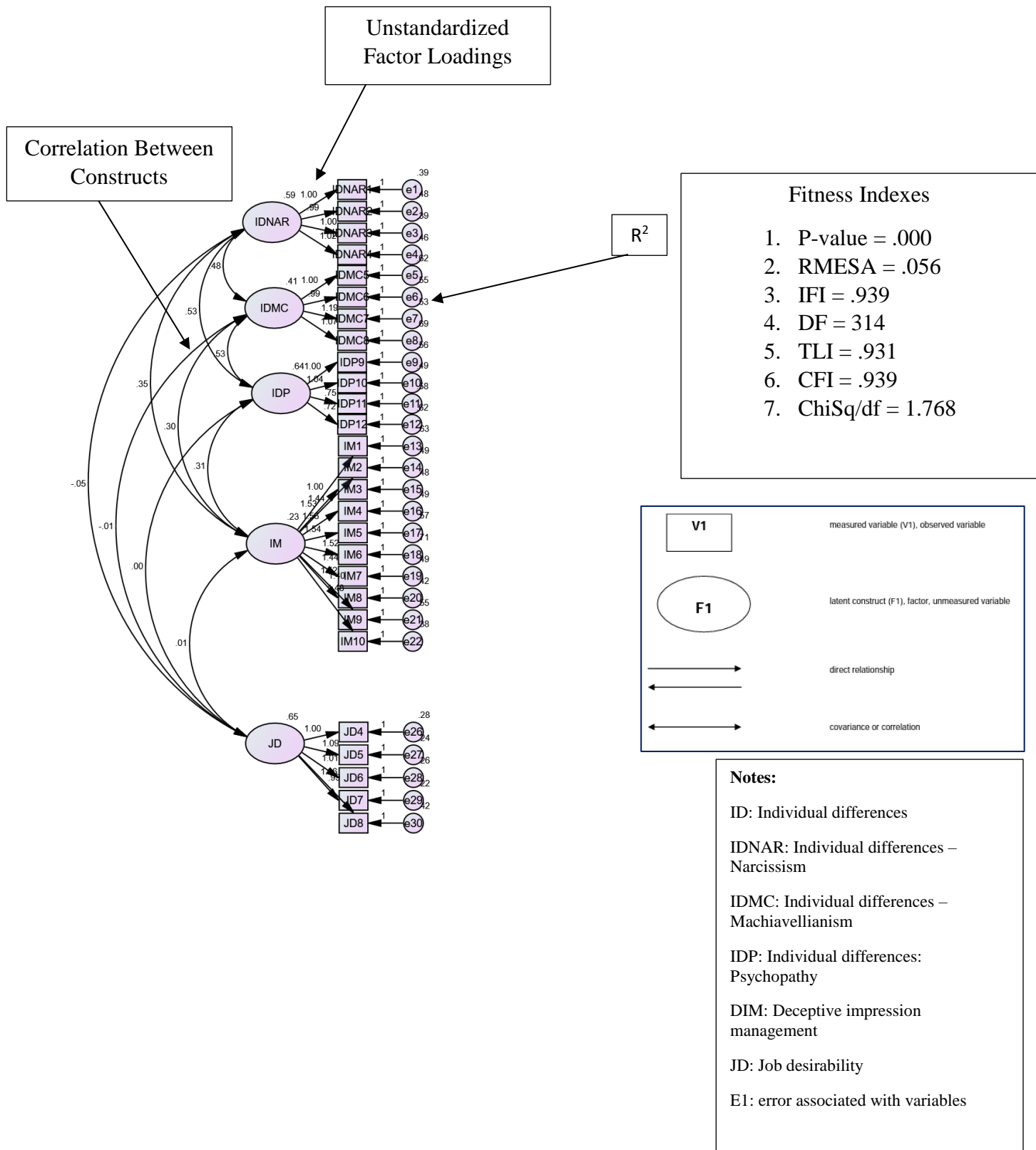Figure 5: The factor loading of all items of the respective construct

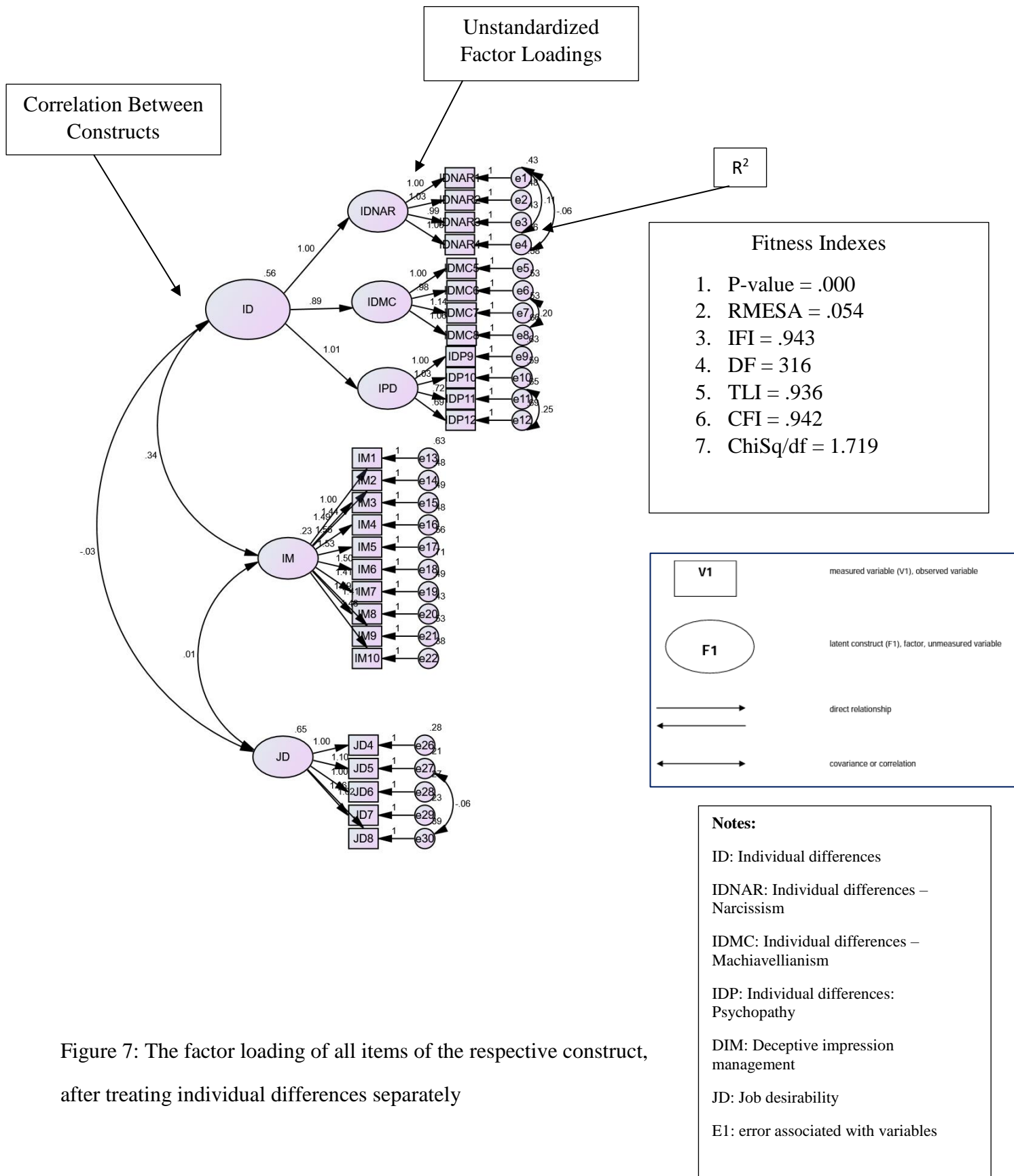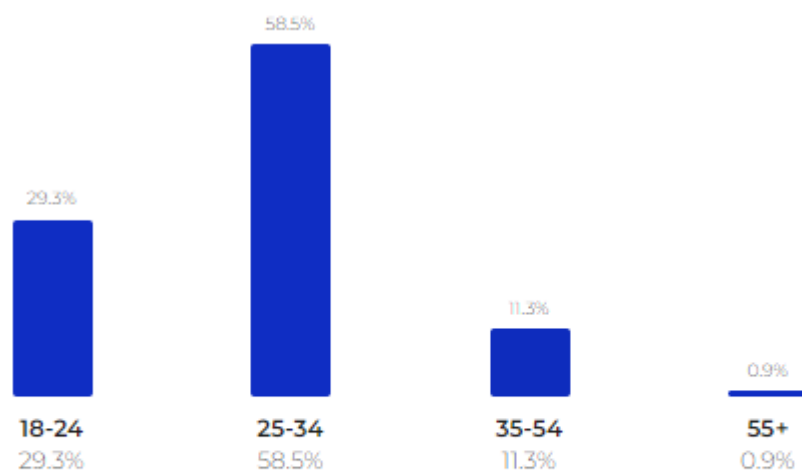Figure 6:The new factor loading and fitness indexes after the three items (JD1, JD2, JD3) are deleted

Figure 7: The factor loading of all items of the respective construct, after treating individual differences separately

Figure 8: LinkedIn population