EXPECTED JOB ATTRACTIVENESS AND SATISFACTION AS INFORMATION INTEGRATION

A Thesis Submitted
In Partial Fulfilment of the Requirements
for the Degree of
DOCTOR OF PHILOSOPHY

By
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to the

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INDIAN INSTITUTE OF TECHNOLOGY KANPUR
JUNE, 1978

CERTIFICATE

This is to certify that Mr. A.K. Dalal has satisfactorily completed all the course requirements in the Ph.D. program in Psychology. He took the following courses:

H-Psy	777	Elements of Statistical Analysis
H-Psy	778	Experimental Design
H-Psy	780	Psychology of Personality
H-Psy	781	Development of Personality
H-Psy	783	Advanced Experimental Social Psychology
H-Psy	784	Applied Social Psychology
H-Psy	786	Understanding Organizational Behavior
H-Psy	789	Learning, Memory, & Cognition
CS	610	Computing & Problem Solving

Mr. A.K. Dalal was admitted to the candidacy of the Ph.D. degree on 21st June, 1976 after he successfully completed the written and the oral qualifying examinations.

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This is to certify that the thesis "Expected Job Attractiveness and Satisfaction as Information Integration" submitted by Mr. Ajit Kumar Dalal to the Indian Institute of Technology, Kanpur in partial fulfillment of the requirements for the degree of Doctor of Philosophy is a record of bonafide research work carried out by him under my supervision and guidance for the last two years. The results embodied in the thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

Kanpur
June 10, 1978

Ramadhar Singh
Thesis Supervisor

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Synopsis

Over the years, considerable research has been published on the nature, antecedents, and consequences of job satisfaction. Job satisfaction has indeed been a favorite topic of the industrial and organizational psychologists. Locke (1976) estimated that 3,350 articles, including doctoral dissertations, had been written on this subject by the end of 1972. In all these writings, job satisfaction has been conceptualized as outcome already experienced by an individual worker on his job, and hence a "hedonism of the past" has received a lion's share of attention.

Our affective orientation toward anticipated outcomes from a job represents another important kind of job attitude. Vroom (1964) calls it job valence. However, Graen (1969) prefers to call it job attraction, for it refers to the expected satisfaction, a "hedonism of the future". As our outcome expectancies indicate the degree to which our behavior shows cross-situational consistency (Mischel, 1968, 1973), the present research analyzed the process of expected job attractiveness and satisfaction (Singh, 1975) in detail.

In Experiment 1, forty engineering students rated 9 hypothetical job descriptions according to (a) how much they

like to accept the job, and (b) how satisfied they would feel with that job. Job descriptions were constructed from a 3 x 3, Context x Content factorial design, with 0, .5, and 1 proportion of good to bad factors as levels of the two stimulus variables. Subjects also rated 6 single-cue jobs which had one of the three levels of either context or content factor. These single-cue, control job descriptions were used to discriminate adding from averaging in case of parallelism in the data of the main 2-cue design, and multiplying from differential-weight averaging in case of nonparallelism, i.e., linear fan shape.

Graphic plots of the profile of Context x Content effect on liking to accept the job and expected satisfaction showed a clear linear fan shape. This visual inspection was also supported by the statistical tests. The entire interaction effect concentrated in only the Linear x Linear trend; the tests of residual trends were all nonsignificant. The linear fan shape in the data was, however, not caused by a multiplying rule. The single-cue, control curve crossed over the middle row curve convincingly, suggesting that subjects followed differential-weight averaging rule in integrating information about context and content factors of the jobs.

Single subject analyses further disclosed that the linear fan shape characterized the data of only a few

subjects. Only 9 subjects obeyed linear fan shape for liking to accept the job. For expected satisfaction, 10 subjects had such a linear fan shape result. Most of the subjects followed parallelism prediction. These results indicate that the job evaluation task can be handled in both additive and nonadditive ways, and that both types of results can be accounted for by a weighted average principle of information integration (Anderson, 1974a).

That the data obeyed parallelism and nonparallelism predictions of information integration theory means that the context and content factors produced qualitatively similar effects on expected satisfaction, contrary to the implications of the two-factor theory. In fact, the type of nonlinear relationship postulated by the two-factor theorists (Graen, 1966) did not appear in case of even a single subject. Perhaps the two-factor classification of job characteristics is of a limited value in furthering our understanding of expected job attractiveness and satisfaction.

Experiment 2 (N = 16) was run as a reliability check on the findings of Experiment 1. In spite of the use of end anchors, Experiment 2 replicated most of the results of Experiment 1.

In Experiment 3 (N = 32), each job description consisted of 4 context (pay, security, physical environment, and interpersonal relations) or 4 content (recognition,

advancement, nature of task, and responsibility) factors. The chief point of interest was the rule that governs the integration of different job factors belonging to just one category. Results indicated that rule for coordination of factors from any one category was similar to the rule for coordination of factors from both context and content categories. Single subject analyses further revealed that both additive and nonadditive rules were applied in integration of information about factors belonging to just one category.

Considered together, the findings of the present series of three experiments conform rather well with the implications of a weighted average principle of information integration (Anderson, 1974a). Judgments of expected job attractiveness and satisfaction may, therefore, be considered as information integration. Implications of the results were discussed for model testing, for modeling task as well as people, and for vocational guidance and counseling. Suggestions for further research were also offered.