

Cover Story The XQ Factor

Employers are turning to personality tests to fine-tune hiring practices. But will it make them fairer?

By Eliza Gray p. 40



JetBlue uses personality tests to sort prospective employees by the stoplight colors: green is a great fit; red is a do-not-hire

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A day in the life of the 649 million Internet users behind the Great Firewall of China

By Hannah Beech p. 48

How a couple of guys found the formula for making cell-phone games hyperaddictive

By Lev Grossman p. 52

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TIME (ISSN 0040-781X) is published weekly, except for two combined issues in January and one combined issue in February, April, July, August, September and November, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada addresses to: Postal Stn A, P.O. Box 4322, Toronto, Ont., M5W 3G9. GST #888381621RT0001 © 2015 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. **Subscribers:** If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Your bank may provide updates to the card information we have on file. You may opt out of this service at any time. **Postmaster:** Send address changes to P.O. Box 62120, Tampa, FL 33662-2120. **CUSTOMER SERVICE AND SUBSCRIPTIONS:** For 24/7 service, visit time.com/customerservice. You can also call 1-800-843-TIME or write to TIME, P.O. Box 62120, Tampa, FL 33662-2120. **Mailing list:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62120, Tampa, FL 33662-2120, or send us an email at privacy@time.com. Printed in the U.S. ♦♦♦