

UC Merced

Proceedings of the Annual Meeting of the Cognitive Science Society

Title

The Effects of Video Interviews on Perceptions of Applicant Quality

Permalink

<https://escholarship.org/uc/item/158612ds>

Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 41(0)

Authors

Burns, Devin

Baker, Denise

Kueny, Clair

et al.

Publication Date

2019

Peer reviewed

The Effects of Video Interviews on Perceptions of Applicant Quality

Devin Burns

Missouri University of Science & Technology, Rolla, Missouri, United States

Denise Baker

Missouri University of Science & Technology, Rolla, Missouri, United States

Clair Kueny

Missouri University of Science & Technology, Rolla, Missouri, United States

Matthew Jordan

Missouri University of Science & Technology, Rolla, Missouri, United States

Abstract

Previous research has shown that job candidates are rated significantly higher if evaluators are allowed to listen to their pitches rather than just reading the transcript (Schroeder & Epley, 2015). That research did not find any additional benefit from seeing the candidate on video, but did not examine whether watching a video interview was different from watching an interview in-person. Our experiment had 50 participants watch a mock interview in-person while 50 other participants watched the same interviews ostensibly through a live video feed in another room. Those who watched through video rated the job applicant significantly lower on all measured dimensions including agency, hireability, and intellect. These findings indicate that job applicants who are interviewed through a video-conference service or whose interviews are recorded and watched later are at a significant disadvantage to those who can be observed live. Potential causes and ameliorations of these effects are discussed.