

Exploring Job Seeker's Experience with AI Interview in Campus Recruitment

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Abstract: AI technology has been applied to human resource selection and interviewing, especially in campus recruitment in industries with greater employment demand, such as consumer goods manufacturing, sales and finance. Currently, research has been carried out on the experience of individual AI services, but there is insufficient study of the experiences of candidates who have actually participated in AI interviewing on campus. Using the rooted theory of the research path, interviewed 9 candidates involved in AI interviews in the course of campus, the result found that the candidates are not satisfied with the experience, the respondents have a poor overall sense of experience, and a lower willingness to continue to participate in an AI interview. Based on the above, the study proposes AI experience perception model for candidates recruited on campus. By understanding job seeker experiences, we can improve the effectiveness and fairness of AI interviews in campus recruitment.

Keywords: AI interview; AI interview experience; Rooted theory

1. Introduction

1.1 Introduction

Artificial intelligence and big data technology has greatly changed the traditional way of HR practitioners' work, improved the efficiency and user' experience, provided effective recommendations for business managers to make decisions. Nowadays, the trend of "AI+HR" has begun to explore and practice in many areas of HRM.

When facing AI interview, most job applicants feel cold, mechanical and doubtful for it. Because of disappointing experience, most of them don't have willingness to participate in AI interviews. Companies and platforms also notice the weaknesses and shortcomings.

This study aims at exploring job seekers' experience and finding the reasons why they have bad experience when they participate in AI interviews. Based on the study and analysis, we will provide specific recommendations through the process of an AI interview.

By studying the experiences, feelings and evaluation of job seekers in AI interview in campus recruitment, we propose recommendations from 3 parties involved to improve the effectiveness of AI interviews, which is of great significance to the improvement of employee recruitment efficiency in all kinds of enterprises. In addition, it is significant for job seekers to make preparation and improve adaptability. At the same time, schools can also take measures to improve graduates' employment competitiveness.

1.2 Definition of terms

1.2.1 AI interview

AI interview, a type of job interview, which uses artificial intelligence (AI) to assess candidates. This can involve pre-recorded video questions, voice analysis or chatbots that ask questions and evaluate responses.

1.2.2 Job seekers' experience

Job seekers' experience, the candidate's perspective on the job application process, from initial contact to the final decision. This can include factors like ease of use, communication and overall satisfaction.

2. Literature Review

2.1 Theory/models related to the study

This study explores job seeker experience in AI interviews in campus recruitment through the rooted theory and the technology acceptance model (TAM).

Rooted Theory is a qualitative research method, which allows us to develop a deeper understanding of the phenomenon based on the experiences and perspectives of job seekers themselves. Technology Acceptance Model (TAM) helps us understand how job seekers perceive

and adopt new technologies like AI interviews.

2.2 Relevant past studies to the current study

This section will explore how past research has addressed in AI interviews and candidate experience, specifically within the context of campus recruitment.

Researches on AI interviews, AI algorithms can analyze resumes and job descriptions to identify the best-fit candidates based on keywords, skills and experience(Firdausa Nuzula et al., 2023). Machine learning algorithms can also be employed to predict candidate performance and retention, aiding in more effective candidate selection(Elia et al., 2019).

Job seeker experience refers to the candidate's perspective on the entire job application process, from initial contact to the final decision. Job seekers' pre-process expectations and perceptions regarding such novel technologies used in recruiting and selection are a factor to consider for organizations that want job seekers to decide to apply for advertised jobs(Howardson et al., 2014). Furthermore, research on post-process applicant reactions shows that applicants indeed perceive AI-based, automated selection procedures as less fair compared to selection procedures with human decision-making(Acikgoz et al., 2020).

Above all, different studies have been done from characteristics and procedures of AI interview rather than focusing on the experience of candidates during the process of AI interviews. The existing research indicates a need for further exploration of in-depth student perceptions and experiences during entire process of AI interviews in campus recruitment Thereby, this study will provide implementation suggestions to improve student experience.

3. Research Methodology

3.1 Participant and setting

This study chooses a qualitative methods to collect data. According to the theoretical sample principle, a survey of the graduates of the Bachelor of Human Resources Management specialty of the Heilongjiang International University was conducted. We found job applicants who had participated in the campus AI interview, eventually invited 9 respondents to conduct online in-depth interview.(The information on respondents is in Table 1)

Table 1 The information on respondents

Number	Gender	Industry	AI Interview Familiarity	AI Interview Outcomes
A1	Male	Service industry	Strangeness	Failure
A2	Male	FMCG manufacturing	Strangeness	Failure
A3	Male	Automotive manufacturer	Strangeness	Failure
A4	Female	Education and training	Strangeness	Failure
A5	Female	FMCG manufacturing	Strangeness	Failure
A6	Female	Education and training	Strangeness	Success
A7	Female	Hospitality industry	Strangeness	Failure
A8	Female	Finance	Strangeness	Failure
A9	Female	New materials	Strangeness	Failure

3.2 Data collection and analysis

The interview thesis focuses on the following aspects: the overall perception of the applicant on the AI interview, the job applicant's description of the process of AI Interview, the candidate's comparison of AI interviews with traditional interviews (procedures, interactive aspects), the candidates' identity with the AI results, the willingness to participate in AI interview in the future.

Before the interview, the respondents are told about the purpose of the interview and the principle of anonymity and confidentiality.

Based on the constructive grounded theory, we conducted two steps, including initial coding and cluster coding on the interview data from the early WeChat interviews, and analyze the job seekers' experience of AI interviews in campus recruitment. We try to code the data with expressions that can reflect the data, and finally obtain 21 initial codes(The information of initial code is in Table 2).

In the cluster coding process, the initial coding is classified into three categories, including the pre-AI interview experience, the AI interview experience (procedural and interactive) and the results of an AI interview(The information of cluster code is in Table 3).

Finally, with regard to the willingness to participate in AI interviews in the future, 2 respondents said they would like to be involved in an AI interview, 6 respondents expressed their desire to learn more about the points of the AI interview and 1 respondent said they were unwilling to be part of an AI interview. For pleasant jobs, all respondents are less willing to participate in AI interviews and prefer traditional interviews.

Table 2 The information of initial code

Initial Code	Representative Original Text
Novelty	First interview with AI, I felt very new, very looking forward, very excited!
AI interviewer is weird.	Hearing the voice of the AI interviewer was a bit scared, it was a robot, and I was not interested in it at all.
Time Settings	The first time I participated in an AI interview, I didn't know the clock on the screen was counting back, and I was asked five questions, but I realized I had run out of the time until the third question. So I only answered 3 questions.
interactivity	At first I didn't expect anything from the AI interviewer, and then entered the interview, I was surprised by the response of the AI interviewer to my answer, but soon I discovered that the response was repeated, so I lost interest in the interview.
The interview question is not related to the position that I applied for	I was applying for the HR job, and I was asked by an AI interviewer questions about new technology applications and other aspects, which I didn't think were relevant to my profession.
AI Interview Process	The most impressive is that the AI interview can be resumed, each question has three chances to answer, you can choose any of the three videos uploaded, feeling that I was not answering the questions but in conjunction with the AI performance.
Unprepared	On the day of the interview, I thought I could enter the website to know about it, so I just in the bedroom without washing the face and shaving the hair, but I surprisingly I could not withdraw. In the following time, I was regretful and facing roommates' expressions full of doubts. In this way, I ended the first AI interview.
The phone keeps shaking.	During the AI interview, I forgot to turn off the phone, during the short interview, the phone continued to shake, and I didn't want to answer questions, I just wanted to finish the interview quickly.
Location of the interview	I participated in AI interview in the tea-water room of an internship units. I felt strange when seeing myself on the screen. There were somebody comes back and forth walking. I thought the recording effect was not ideal.
Interview Response	In the AI interview, I could not see the real people and get an effective response in communication, my enthusiasm dissipated little by little, the overall feeling of recruitment enterprise is an enterprise without emotions.
The time of being informed interview results	After the AI interview, less than about 5 minutes, I saw the results of my interview, I didn't know on what basis I was evaluated by AI, and I was eliminated.
Evaluation of interviews	The interview evaluation table was like a psychological test feedback table, in fact, I only seriously answered the first question that needed to make a self-introduction, after that, my brain was empty, nothing answered. To my surprise, AI could evaluate me in that case.
AI Interview Officer Image	AI interviewer is a female image, its voice sounded nice, but it was hard to concentrate in the interview.
Worries	The AI interview was a video recording. Although I was told before the interview started, but the performance was too poor, and there was a bit of a fear that video resources would be leaked later.
Interview outcome	I feel that an AI interview was a jerk, and I didn't agree with the results of the interview, and most people who have participated in it had the same thought as me.

Table 3 The information of cluster code

Cluster codes	Initial codes
	AI interviews are a useful exploration, and I'm happy to experience it, but I have doubts about the effect.
	AI interviews are fashionable for enterprises, and job seekers are forced to accept them.
	Mechanization of time settings
	Professional relevance of the interview question to the position that candidates applied for
	Repetitiveness of the interview question
	Inadequate preparation for the interview
	Legality of interview records
	Interference in the interview process
The sense of experience during an AI interview (Interactive aspects)	AI Interview Officer Image
	No respond from AI interviewer
	AI interviewer can't answer job seekers' questions
	No real experience.
	Lack of interview atmosphere
	Opaque decision-making criteria
	Unclear filtering criteria
	Unfounded interview results
Lack of persuasive excuses of eliminating	

4. Findings and discussion

4.1 Findings

Based on feedback from respondents, the study has studied the AI interview experiences of job seekers in campus recruitment, including the acceptance of pre-AI interview, the sense of experience during an AI interview (process, interaction) and the identification of results of an AI interview. According to the study, a theoretical model of AI interview experience for job seekers in campus recruitment was developed (The model is illustrated in Figure 1).

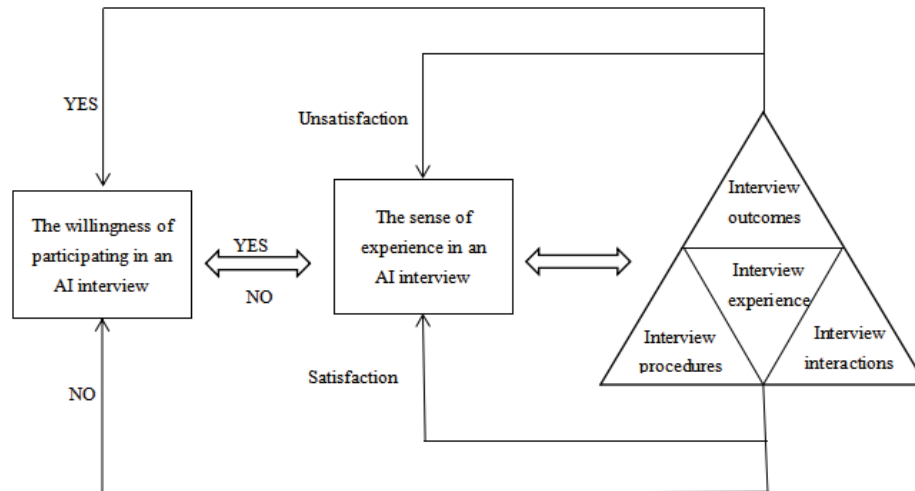


Figure 1 AI interview sense of experience for job seekers in campus recruitment

4.2 Discussion

This study considers the entire process of job seekers participating in AI interviews, including before AI interview, during AI interview and after AI interview. In campus recruitment, 3 parties are involved, including job seekers, enterprises and schools.

5. Recommendation

5.1 Recommendations for job seekers

For job seekers, before the AI interview, learn about AI concepts like machine learning, deep learning, natural language processing, and computer vision, and have a positive attitude towards new technology applied in life. In addition, job seekers can find sample AI interview questions online and practice delivering thoughtful responses in the appropriate format. Being familiar with the process is a good choice before an AI interview. When AI interview begins, be clear, concise, and articulate in your responses. Even in an AI interview, strong communication skills are important. And they must ensure all responses are submitted properly. After an AI interview, they should take some time to reflect on their performance. Practicing AI interview skills is necessary. They can get information about AI interview skills from the Internet and improve their ability.

5.2 Recommendations for recruitment companies

For recruitment companies, the companies should make sure to choose an AI interview platform that is easy to use and navigate for students. Besides, companies should clearly communicate with students when an AI interview is part of the campus recruitment process. Designing an attractive image for AI interview officers should be done. During an AI interview, companies can provide sample AI interview questions to help students understand the types of prompts they might encounter at the beginning of an AI interview. After an AI interview, recruitment companies had better consider providing feedback to candidates. For doubtful candidates, companies have duty to explain the results and evaluation. If necessary, they can arrange traditional interviews to supplement AI interviews.

5.3 Recommendations for schools

For schools, they can offer related classes or training to educate students about AI interviews and what to expect during the process. Schools' career centers can collaborate with faculty to integrate AI interview preparation into relevant courses or workshops. Schools organize mock AI interview sessions for students. After an AI interview, schools can offer a debrief session for students who participated in the AI interview process. They can also organize field trips or guest speaker sessions from AI companies to give students insights into the field. In the meanwhile, schools are supposed to review the effectiveness of the interview materials and resources provided to students and update them as needed for future interviews.

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