



Digital Humans Improve Job Recruiting Interviews

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Executive Summary

Our latest research study shows that using Digital Humans can make the job interview process feel more personal and engaging. The use of D-ID's interactive digital humans significantly reduced applicant stress compared to the traditional interview process, offering a more supportive environment for candidates to perform at their best. This approach enhanced candidates' satisfaction with the interview process and provided applicants with a greater opportunity to perform. It also increased the attractiveness of the hiring company, boosting applicants' intent to pursue job opportunities.

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01. Background

Asynchronous Video Interviews (AVIs)

Asynchronous video interviews (AVIs) have emerged as an increasingly popular tool and the first step in the hiring process, leveraging technology to facilitate more efficient and data-driven recruitment. Unlike traditional face-to-face or video interviews conducted in real time, AVIs enable candidates to record responses to predetermined questions on their own schedule. These responses are then reviewed by hiring managers or filtered using artificial intelligence (AI) systems. This flexibility and technological integration have made AVIs a preferred method for organizations seeking to streamline recruitment, reduce costs, and improve decision-making.

At their core, AVIs are designed to address some of the traditional hiring processes' logistical and financial challenges. Coordinating interviews between busy hiring teams and applicants can be time-intensive and costly, particularly when roles attract a large number of applicants or require geographically dispersed recruitment efforts. AVIs eliminate the need for complex scheduling, enabling employers to efficiently screen a high volume of applicants while reducing travel costs and time commitments.

One of the key benefits of AVIs is their potential to add consistency and mitigate any unconscious bias in hiring. By standardizing the interview process, AVIs offer each applicant an identical set of questions and an equal opportunity to present themselves. This approach can help ensure that hiring decisions are guided more by merit than by implicit biases. AVIs can provide deeper insights into a candidate's skills and personality. Unlike resumes or written applications, video responses showcase an applicant's communication style, confidence, and authenticity. These qualities are often crucial for roles that require public-facing interactions or collaborative teamwork.

02. Digital Humans in Recruiting

Problems with the current AVI approach

Despite these advantages, AVIs are not without their criticisms. A frequent concern is that the method can feel impersonal and detached, particularly for candidates accustomed to the interpersonal dynamics of live interviews. Some applicants may find it challenging to engage with a camera rather than a human, which can inhibit their ability to fully convey their personality or enthusiasm for the role. This detachment can be especially alienating for individuals from cultures that place high value on personal relationships in professional settings.

A second major concern with AVIs is that the applicant cannot ask questions of the hiring manager. The AVI is strictly one-directional, with the hiring firm collecting information from the applicant without the applicant being able to gather information about the job. This imbalance is the key reason why many applicants dislike AVIs.

Digital Human Interviews

To address these issues, an experienced team of independent international researchers created an interactive digital hiring agent using the photorealistic interactive digital humans provided by D-ID. These interactive 'HR digital people' aided and guided the interviewees through the process. As with an AVI, interviewees recorded their responses, but instead of talking to a video camera, they engaged in a conversation with a digital human interviewer powered by advanced AI Large Language Models (LLM) and spoke naturally when giving instructions or answering questions.

Unlike an AVI interview (where only the applicant answers questions), the digital human interview was structured more like a traditional interview with the applicant first answering questions and then being able to ask questions of the interviewer. The digital human interviewer answered about the job on offer using a domain specific Retrieval-Augmented Generation (RAG) system. RAG is designed to enhance the capabilities of LLMs by integrating specific external information into a generative conversational answer. This approach allows LLMs to generate accurate, contextually relevant, and up-to-date responses by pulling in real-time or context-specific information, rather than just answering general questions with non-specific content from the company or the Internet. Applicants could ask about salary, start times, hiring process, or any of the normal interview questions that might come up.

03. The Research Study

Nearly 140 people took part in the experimental study for one of two jobs, either a Store Manager at a clothing store or a Social Media Manager for the same chain of clothing companies. This experimental choice allowed applicants to pick the job that more closely matched their own skills. The approach modeled how interviews are commonly designed, with similar interview questions asked by both the AVI and the digital human. The study measured five key aspects:

Key Findings

Stress Reduction:

The Digital Human interviewer reduced applicant stress, creating a more relaxed and supportive interview environment.

Improved Performance Opportunity:

Applicants felt they were given a better chance to showcase their skills and qualifications by the Digital Human interviewer.

Fairness

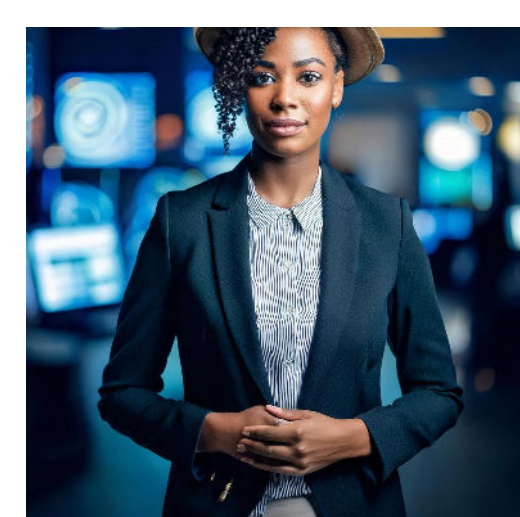
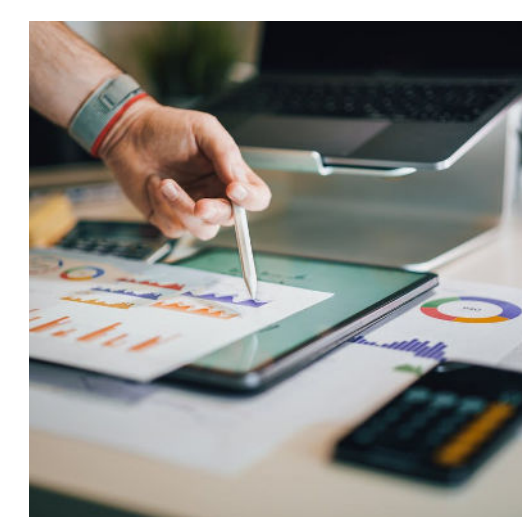
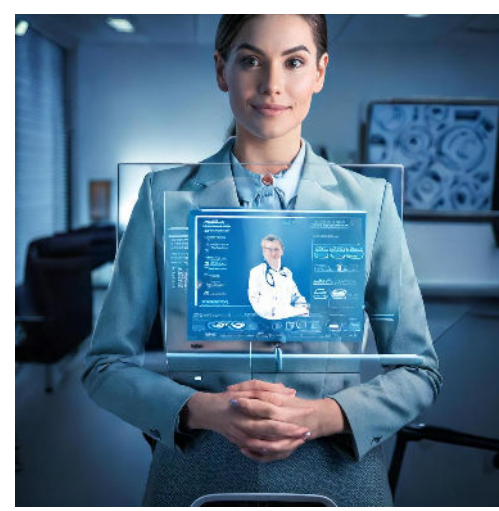
There was no difference in perceived fairness between the AVI & the Digital Human interviewer.

Increased Employer Attractiveness:

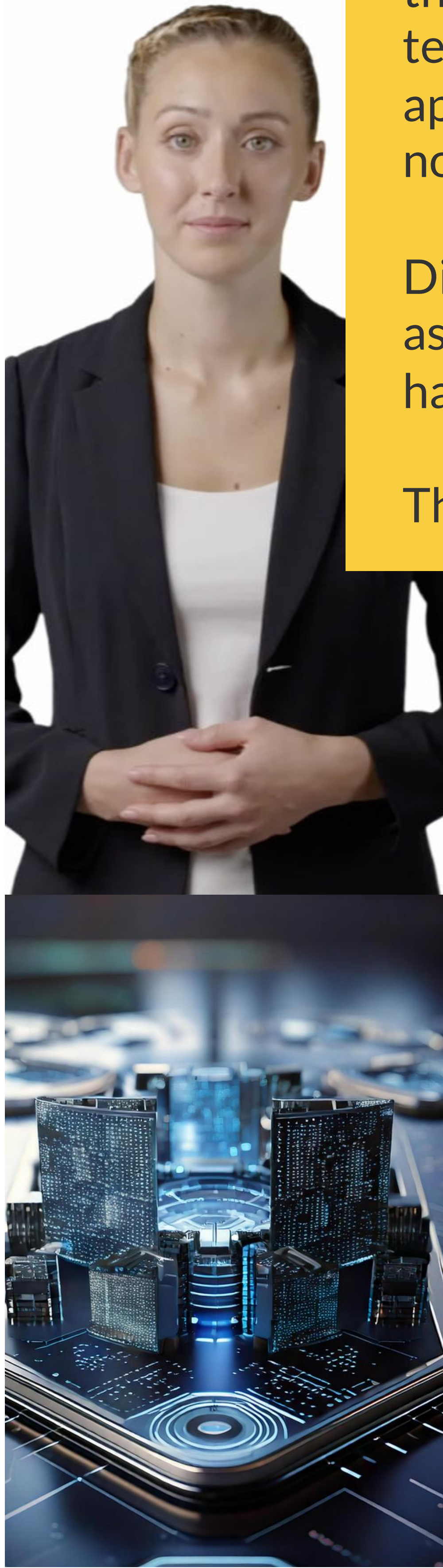
The hiring company was viewed as more appealing to applicants Digital Human interviewer.

Stronger Job Pursuit Intentions:

Candidates reported a significant increase in their intent to pursue a role with the company when using the Digital Human interviewer.



04. Take-Aways



Digital Human Impact

Most large organizations use Asynchronous Video Interviews (AVI) as the first step in the hiring process because they offer clear benefits in terms of efficiency, cost reduction, and scalability. However, job applicants often dislike AVIs because they are impersonal and do not permit applicants to ask questions.

Digital human interviews offer the same benefits to the organization as the AVI, and significantly reduce the two concerns that applicants have about AVI.

There are three key take-aways:

1. Adopt Digital Humans in Recruiting:

Companies should integrate Digital Humans into their recruitment processes to reduce applicant stress, provide a better candidate experience, and increase the likelihood of applicants choosing to pursue the job.

2. Promote an employee-centric process:

Highlight the use of Digital Humans in recruitment to attract top talent, as it positively influences perceptions of the company's innovativeness and employee-centric culture.

3. Tailor Interviews for Empathy:

Adding an empathetic face and voice to the interview process fosters engagement and authenticity in responses.

The study demonstrates that Digital Humans can be successfully implemented across a broader range of job roles to improve recruitment outcomes. By leveraging the proven advantages of Digital Humans, organizations can enhance their hiring process, strengthen their employer brand, and attract highly motivated job applicants.