

impression management tactics yielded higher interview ratings and action recommendations than either of the two tactics in isolation (Proost et al., 2010). Perhaps with applicant questions, a favorably perceived question, when paired with a negatively perceived question, could ameliorate some of the negative consequences of the negatively perceived question. Or, two questions that have positive effects in isolation may have additive effects when combined, resulting in even more positive attributions/ratings. The nature of the combined effect largely depends on the characteristics of the questions, including question content.

Another moderator to consider is the point of the interview at which the question is asked; questions asked early in the interview may have different impacts than questions asked later. For example, initial impressions formed of the applicant during rapport building (i.e., small talk at the beginning of the interview often used to build trust and relax the applicant) have been found to relate to interview ratings and employment decisions (Barrick, Swider, & Stewart, 2010). If simply engaging the applicant in small talk about non-job-related information contributes to initial impressions of the applicant, it is likely, perhaps even more than likely, that initial impressions would also form if the applicant asked presumably job-related questions at the beginning of the interview. However, the larger issue is whether questions asked during the middle or at the end of the interview have the same impact on impression formations that early impressions do.

A final potential question-based moderator is whether or not the questions were solicited. As mentioned previously, some CEO's like Penelope Trunk recommend that applicants ask questions throughout the interview as they arise, because asking questions before prompting from the interviewer shows initiative (Fiegerman, 2011). She is not