

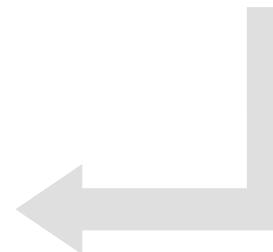
NC STATE

A Strategic Guide to Succeeding in AI-Assisted Recruiting and Screening

Yeqing Kong, Jet Wang, Chenxing Xie, Hunter Jones, Kelia Ray
Advisor: Dr. Huiling Ding

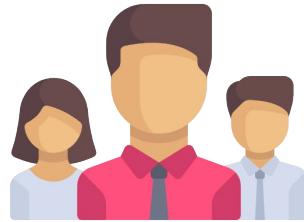


Human resume screening



Job interview

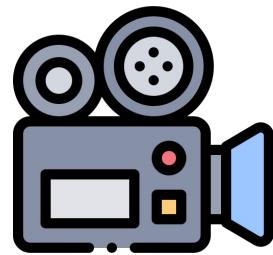
Traditional Hiring



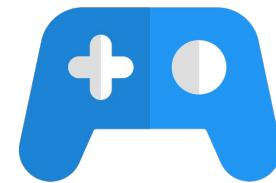
Social
profiling



LinkedIn
optimization



Video
interview



Neuroscience
games

Automated Hiring

A Strategic Guide to Cultivating Professional Social Profiles

Yeqing Kong |  @YeqingKong

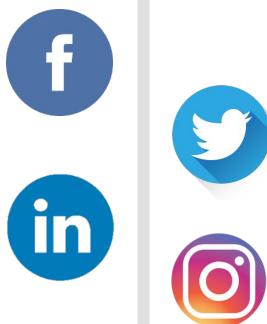
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What is Social Profiling?

PROFILING



**SOCIAL
PROFILING**

“

the use of technology and algorithms to generate an individual's profile that can be utilized in *making recommendations* and *decision making* (Kanoje et al., 2016)

”

“

the process of modeling user profiles using publicly shared data on *online social networks* (Bilal et al., 2019)

”

Social Profiling in Recruiting

70%

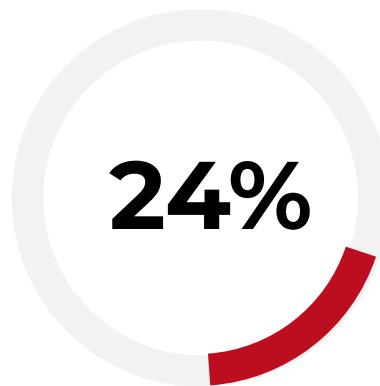
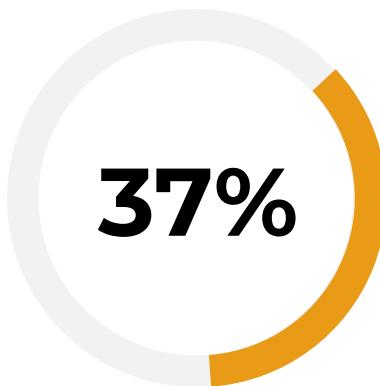
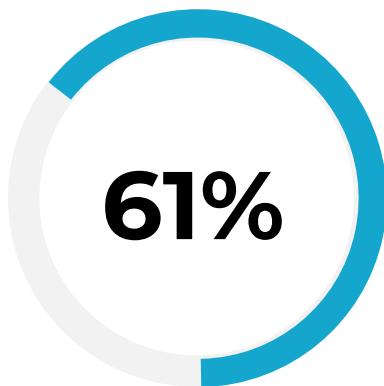
Employers

use social media to screen
candidates before hiring



Source: CareerBuilder national survey in 2018

What are employers looking for?



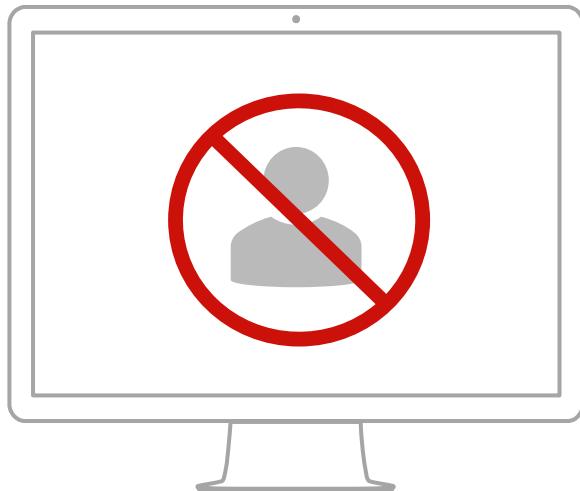
Information that supports their qualifications for the job

If the candidate has a professional online persona

What other people are posting about the candidates.

For any reason at all not to hire a candidate

Top reasons not to hire a candidate

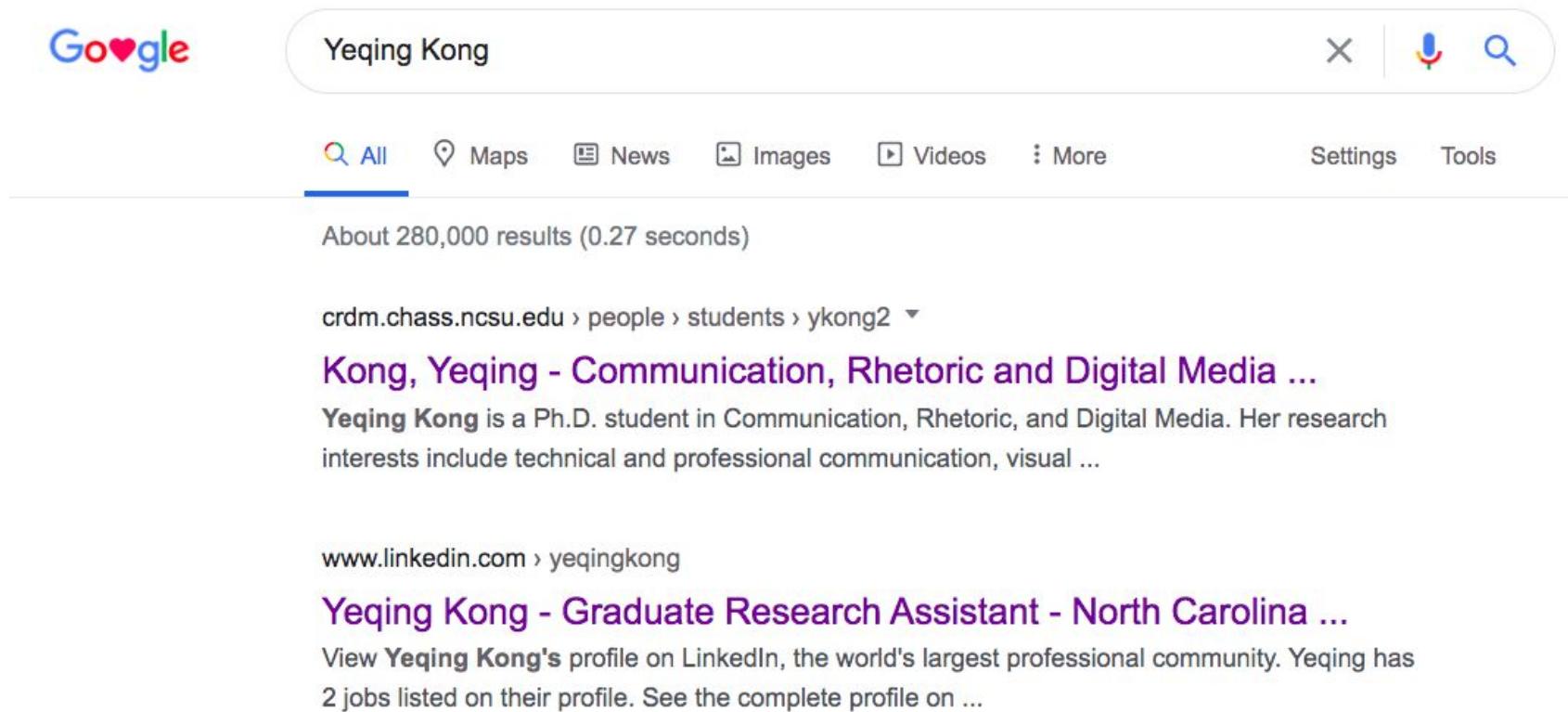


57%

Employers have found content
on social media that caused
them **NOT** to hire a candidate.

- 40%** inappropriate content
- 36%** drinking or using drugs
- 31%** discriminatory comments
- 27%** lied about qualifications
- 27%** poor communication skills
- 25%** bad-mouth previous employer

Tip 1: Google yourself



A screenshot of a Google search results page. The search query "Yeqing Kong" is entered into the search bar. Below the search bar, there are tabs for All, Maps, News, Images, Videos, and More. The "All" tab is selected. It shows approximately 280,000 results found in 0.27 seconds. The top result is a link to a university website: "crdm.chass.ncsu.edu › people › students › ykong2". The page title is "Kong, Yeqing - Communication, Rhetoric and Digital Media ...". The snippet describes Yeqing Kong as a Ph.D. student in Communication, Rhetoric, and Digital Media, with research interests in technical and professional communication, visual ... Below this, another result is shown for "www.linkedin.com › yeqingkong". The page title is "Yeqing Kong - Graduate Research Assistant - North Carolina ...". The snippet says, "View Yeqing Kong's profile on LinkedIn, the world's largest professional community. Yeqing has 2 jobs listed on their profile. See the complete profile on ...".

No Facebook, Instagram, or Pinterest accounts at top of search results!

Tip 2: Set up a professional photo



Don't use offensive photos (nudity, alcohol, racial slurs, offensive language/signs)

Tip 3: Check privacy settings

Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts? Review all your posts and things you're tagged in Limit the audience for posts you've shared with friends of friends or Public?	Use the Activity Log to review your past history and delete any offensive photos or posts. Edit Use Activity Log Limit Past Posts
Who can contact me?	Who can send you friend requests? Whose messages do I want filtered in?	Be sure to set your profile limit to " Limit Past Posts " as an extra precaution. Edit Edit
Who can look me up?	Who can look you up using the email address you provided?	Friends Everyone Edit
	Other privacy options limit how public your profile is, from "Everyone" to "Only Me". Timeline?	Using the phone number you Search engines to link to your No Edit

Tip 4: Build a solid network



- Not just self-promotion
- Be a cheerleader
- Interact and respond to people in your networks

Tip 5: Create a one-stop space about yourself

- Research & find strong examples from your field
- Choose a tool: *Google Sites, Wix, Weebly, Wordpress, Squarespace*
- If desired, purchase a customized domain name
- Sketch out structure of your site (e.g. pages, content, documents)

Less content consistently maintained > Massive content dump that's out of date

LinkedIn Optimization in the Age of Artificial Intelligence

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LinkedIn Profile as a New Genre

From Resume to LinkedIn Profile

- Resume:
 - Paper or electronic-based
 - Presents a person's background, skills, and accomplishments
- LinkedIn profile^[I]
 - Online profile
 - Presents a general history of your professional experiences and achievements
 - Adds a personal touch that a typical resume or CV may not reflect



The Niche in LinkedIn Optimization in the Era of Artificial Intelligence

The wide use of LinkedIn Profile in job seeking

- LinkedIn is the leading global social networking site for professionals, with more than 259 million users in more than 200 countries and territories^[1]
- As 94% of recruiters use LinkedIn to search for potential candidates^[2], creating an effective LinkedIn profile becomes a critical task for job seekers

Research gap in LinkedIn optimization

- Many scholars have already conducted research on traditional strategies for LinkedIn optimization^[3,4]
 - Verbal and visual content
 - Search Engine Optimization (SEO)
- There exists a scarcity of research in AI-based LinkedIn optimization

[1] <https://www.linkedin.com/help/linkedin/answer/15493/your-linkedin-profile-overview?lang=en>

[2] Rangel, L. (2014). Writing a LinkedIn profile to get found by recruiters. *Career Plann Adult Dev J*, 30(2).

[3] Berk, R. A. (2013). LINKEDIN TRILOGY: Part 2. Creating an Eye-Popping Profile to Be Found and Network with LinkedIn Optimization. *The Journal of Faculty Development*, 27(3), 63.

[4] Cooper, J. M. (2014). HUMANIZING the LINKEDIN PROFILE Why Resume Content Isn't Enough. *Career Planning and Adult Development Journal*, 30(2), 117.

Features of AI-based LinkedIn System

Talent Search System (LinkedIn advanced recruiting system)^[1]

- Intelligent query understanding
- Mutual interest matches between recruiters and candidates
- Intelligent professional network



[1] <https://engineering.linkedin.com/blog/2019/04/ai-behind-linkedin-recruiter-search-and-recommendation-systems>
Image: <https://vengreso.com/blog/new-linkedin-magnet-uses-ai-create-engagement>

Concerns Brought by AI

Privacy Concern

- AI can be used to portray the job seekers, which may cause personal information leakage

Ethical Concern

- Employers may use AI-based system to infer job seekers' confidential information according to their profiles, which may bring discrimination towards them

Accuracy Concern

- AI-based “black box” models may cause information mismatch, leading to competent job seekers being filtered out

How to Create an Effective LinkedIn Profile in the Age of AI?

- Model profiles after current employees in target companies
- Use standard words in the profiles
- Connect with experts in the target field

AI Video Interview: What It Is and How to Deal with It

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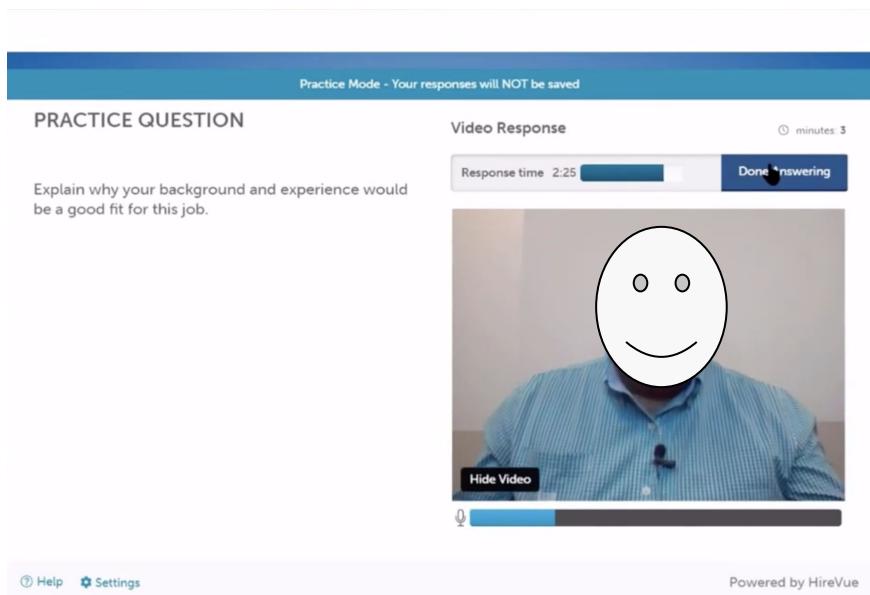
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What Does Interview Measure?

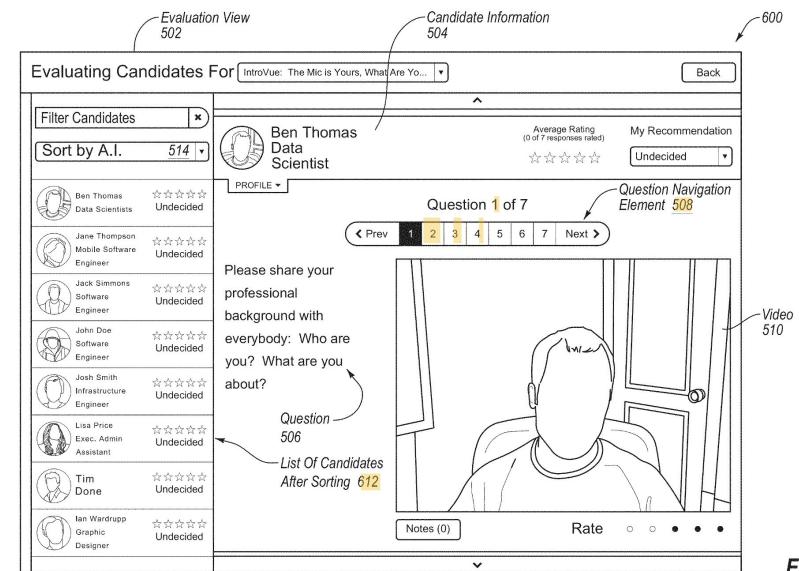


Job relevant knowledge, skills, abilities, and others (KSAOs)

How Does A Video Interview Look Like?



User Interface: **interviewee**



User Interface: **interviewer**

Fig. 6

How Does AI Evaluate?

Data:

- Response to the questions, word of choice, facial expression, tone... can be anything from the video

Method:

1. Learn: Using the video interview responses to learn from the top performers in the field
2. Summarize: Generating key features for top performers, like the emotions, traits, thinking style, etc.
3. Apply: Compare candidates with top performers

Tips: Before the Interview

Preparation

- Understand your resume and job requirements
- Prepare your answers with **STAR** (Situation, Task, Approach, and Results)

Environment

- Find a quiet and well-lighted place, and also try to find a clean wall as your background

Facility

- Check if the audio and video input function well

Appearance

- Dress appropriately

Tips: During the Interview

No small talks

Speak precisely and use keywords

- AI makes evaluation largely based on keywords that relate to the KSAOs

Answers professionally

- Learn from how experts in your field talks and act like them. You need to smile and be very agreeable if applying for customer service, while more serious and conscientious if you apply for quality checking jobs.

Be aware of the time limits

Neuroscience Games: Methods and Approaches

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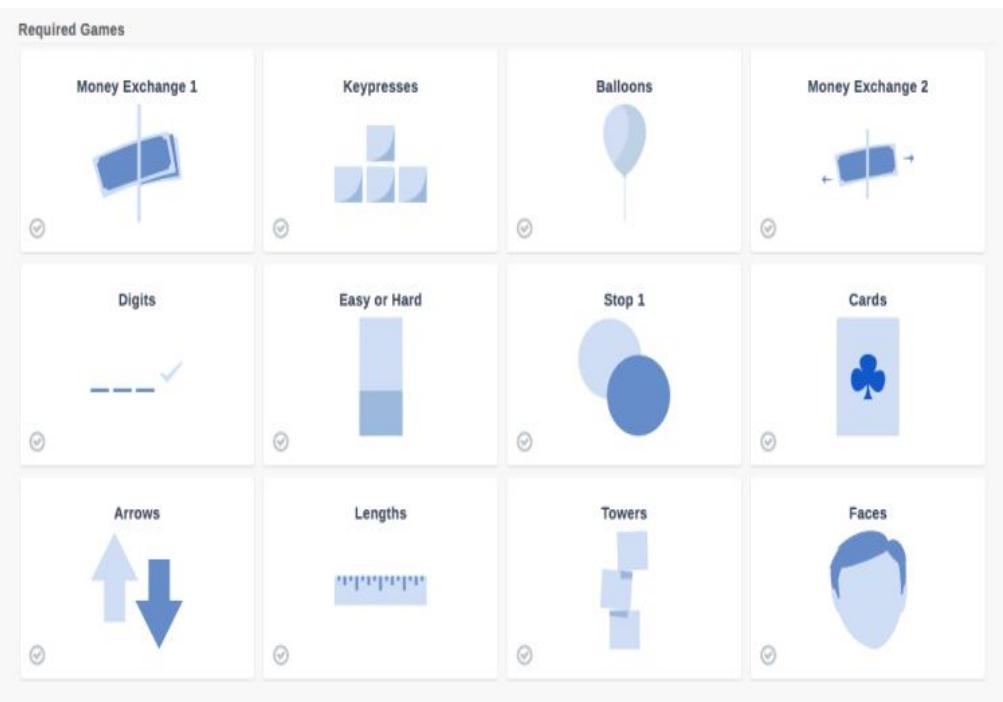
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Neuroscience Games

Neuroscience games are designed to test cognitive aptitude in a variety of areas.

These include:

- Decision Making
- Risk Taking
- Memory



Benefits of the Gamified model

- Neuroscience games present an attractive model for those who grew up in the era of computerized games.
- While still a performative action this process removes face to face confrontation.
- Eliminates several potential biases
- Little personal information is involved
- Because the games are not played in front of an audience there is no judgement based on looks or posture at least at this stage

Pymetrics

- Tests cognitive factors to determine a candidate's strongest traits based on 12 Neuroscience games.
- Is a continuing project (meaning they are constantly making improvements to their services)
- While it is important to consider the work they have done so far, it is just as important to understand the number of improvements that need to be made before these services can be used in an ethical manner in order to create an even playing field for all applicants.



Pymetrics

Provides multiple gameplay accommodations including for those dealing with:

- ADHD
- ADD
- Color Blindness
- Dyslexia

Use of these accommodations is kept secure and employers are not made aware of these features being activated.

How it works

- Log into the neuroscience game website under the company you are applying with
- Participate in the games
- The games are specifically designed to test strengths in neurological capabilities and key attributes that the company is looking for



What happens to the results?

- Both client and employer receive the results- this way even if the client is not offered the job they still have a good idea of where their strengths lie
- If the client is not offered the job they are offered recommendations for other companies who value the strengths indicated by their results



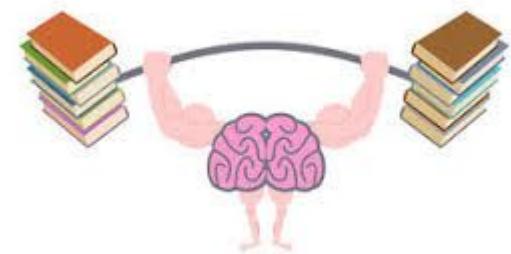
Ethical Issues

The model neglects to truly accomodate for:

- The Elderly
- Those who lack computer literacy

Tips for Success with Neuroscience Games

- There are hundreds of options to play brain games online such as the ones available at
<https://www.neuronation.com/science/brain-games>
- Keep your brain sharp by mixing it up rather than playing the same games over and over
- Exercise- Science shows that pairing mental and physical exercise increases cognitive reserve



Final Thoughts

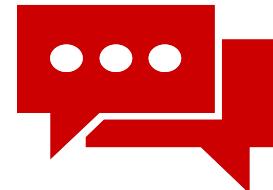
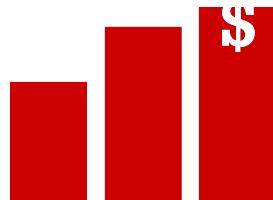
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The Future of Recruitment



Benefits of AI-assisted technology

- Consistent evaluation process
- Increase time management
- Achieve job relevance (KSAO's)

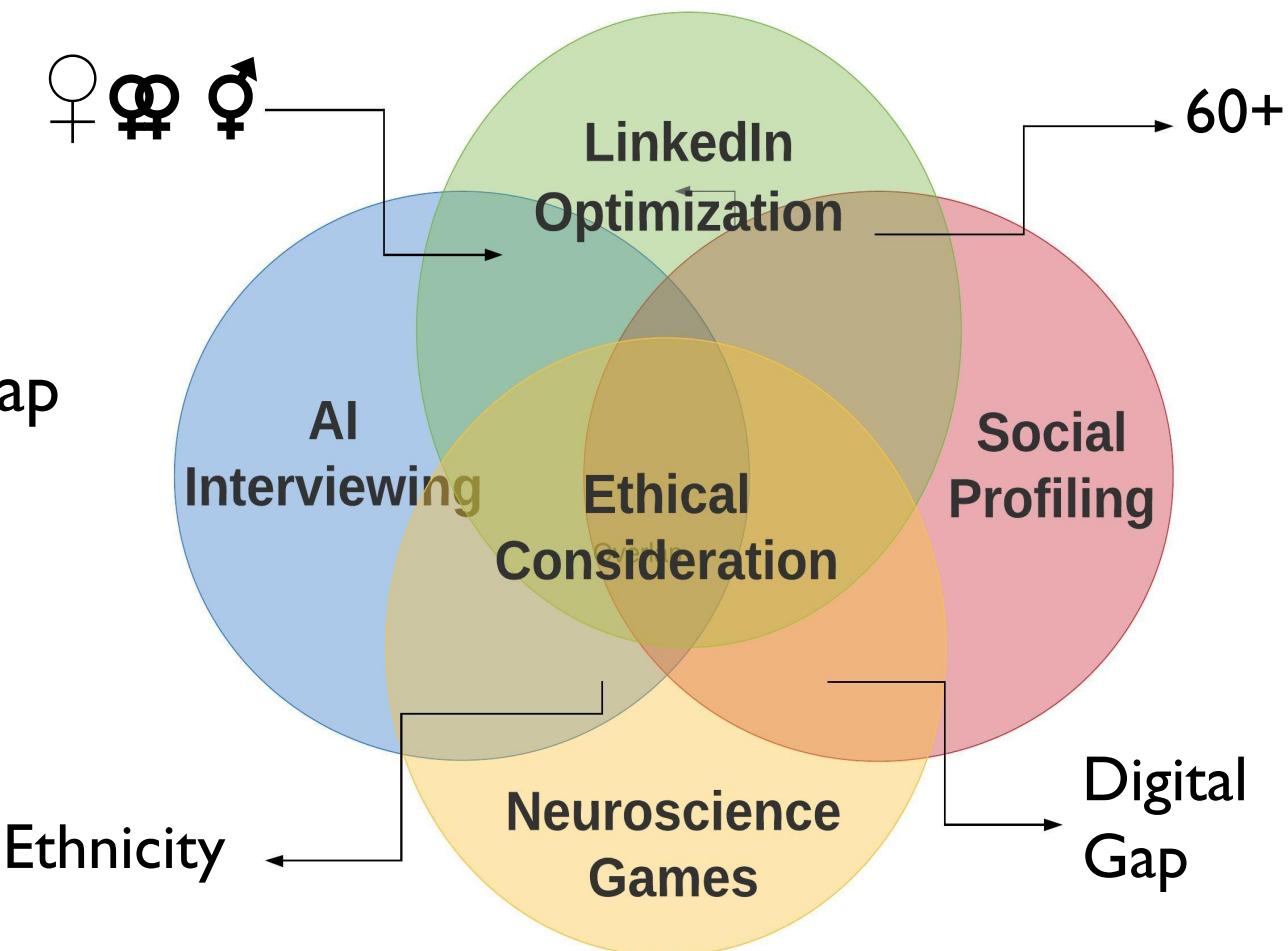
Advantages of Recruitment tools and strategies

- Identification of top performers
- Personalized networking
- Direct access to recruiters

Ethical Considerations

Biases

- Age
- Digital Gap
- Gender
- Ethnicity



A Changing World

A word cloud graphic centered around job search and employment concepts. The words are arranged in a roughly circular pattern, with larger words representing more prominent terms. The words include:

- INSURANCE
- PROGRAMS
- POLITE
- EDUCATION
- PERSONALITY
- TIPS
- SKILLS
- CAREER
- RESUME
- EXPERIENCE
- CANDIDATES
- BUSINESS
- TRAINING
- VIRTUAL
- TEAM
- SCREENING
- OBJECTIVE
- INTERVIEW
- WORK
- JOB
- TEMPORARY
- SUCCESS
- TIE
- COMPENSATION
- BENEFITS
- SKILLS
- AGENCY
- APPLICATION
- EMPLOYMENT
- QUESTIONS
- QUALIFICATIONS
- PORTFOLIO
- SALARY
- PHONE
- IMPRESS
- DEGREE

Considerations

The way it was...

- Telephone inquiry
- Resume screening
- F2F Interviews
- Submit to the cloud
- Professional
- Practice

The way it is becoming..

- Language analysis software
- Social profiling
- Video interviews
- Connect with LinkedIn
- Personable
- Practice



Meaningful Questions



1. How might we use AI-assisted recruitment tools to help redefine the field of workforce recruitment?
2. How might we help job seekers benefit from AI-assisted recruitment strategies and tools?
3. How might these emerging technologies help existing employees advance from within more effectively?

A woman with long dark hair, wearing a light-colored sweater, is sitting at a desk and smiling while holding a stylus over a tablet screen. She appears to be in a professional or educational setting, possibly giving a presentation. A red vertical bar is on the right side of the slide.

Thanks!

Any questions?