Human Factors Psychology Lab

AI as a Gatekeeper for the Job: Cultural Difference in Attitude to AI interviewer

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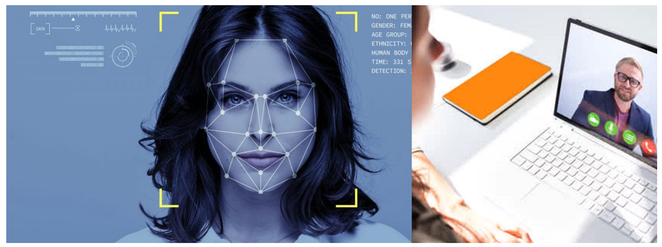
INTRODUCTION



Korean applicants perceived AI interviewers as fairer than human interviewers (Min et al., 2018) and Chinese applicants perceived AI and human interviewers as equally fair (Suen et al., 2019).

In contrast, Americans and Germans showed strong hostility towards the AI interviewer (Langer et al., 2019). Thus, this research examines the cultural difference in responses to AI interviewer.

THEORETICAL BACKGROUND

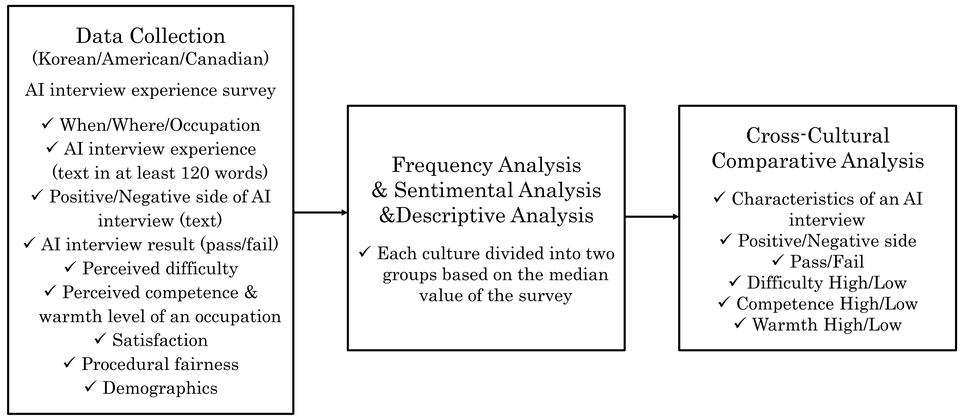
- Euro-American cultural context: individualism (emphasizing self-orientation, do not hesitate to confront others, and prefer uniqueness)
- Asian cultural context (e.g., Chinese, Korean): collectivism (emphasizing group-orientation, urge individuals to sacrifice for the mass, and prefer conformity) (Hofstede, 1991)
- AI is more likely to neglect the unique characteristics of an individual (Longoni et al., 2019).
- Asians have higher academic standards due to authoritarian parenting style (Dornbusch et al., 1987)
- Warmth and Competence are conceptually orthogonal-innuendo effect (Kervyn et al., 2012)—increase in one dimension decreases the other.
- *Affect-confirmation process:* individuals give more weight to information that has similar valence with their current mood (Adaval 2001), and this effect heightens when feeling uncertain.

METHOD

Purpose: Examine the cultural difference in responses to AI interviewer.

Participants: 51 American/Canadians (42.9% Female, Average Age = 28.8 [19-52]) and 78 Koreans (63.2% Female, Average Age = 26.54 [19-48]) who had an AI interview within the last three years.

Procedure:



RESULT

Positive side: Both efficiency (e.g., "Time", "Saving", "Fast", "Freedom", "Convenience"); Asians stated fairness (e.g., "Impartial", "Fair").
Negative side: Westerners stated impersonality, lack of interaction, and boring nature; Asians indicated high difficulty, no presence of feedback, and the lack of information.

H1: Applicants with interdependent (vs. independent) self-construal (e.g., Korean) perceive AI interviewers fairer than human interviewers. (supported)

H2: Lack of interaction with the interviewer decreases applicants with independent (vs. interdependent) self-construal's evaluation of an AI (vs. human) interviewer. (supported)

Pass: Westerners showed great preference (e.g., "Good," "Great," "Enjoy," "Nice");
Asians showed negative reactions (e.g., "Don't know", "Embarrassed", "Pressure", "Burden", "Concern").
Fail: Westerners emphasized it as their first experience, and they even felt bored during the interview (e.g., "First", "Boring", "Try", "Weird"); Asians perceived it as difficult, expressed strong doubt about the system (e.g., "Hard", "Doubt").

H3: Applicants with interdependent (vs. independent) self-construal will perceive AI interview as difficult regardless of the result and perceived competence and warmth level of an occupation that they interviewed for. (supported)

RESULT

High Competence: Western (e.g., "Good", "Great", "New, "Comfortable"); Asians (e.g., "Hard", "Embarrassed", "Quiver", "Doubt")
Low Competence: Western (e.g., "machine", "hard", "anxious", "scared"); Asians (e.g., "Hard", "Practice", "Doubt", "Embarrassed", "Pressure")

H4: Applicants who are interviewed for a job that is perceived high in competence compared to those low in competence have a positive attitude towards AI interviewers. (supported only in western culture)

High Warmth: Western (e.g., "Nervous", "New", "First", "Great"); Asian (e.g., "Don't know", "Hard", "Doubt")
Low Warmth: Western (e.g., "Screen", "Analysis", "Technology"); Asian (e.g., "Hard", "Concentrate", "Voice")

H5: Applicants who are interviewed for a job that is perceived low in warmth compared to those high in warmth have a positive attitude towards AI interviewers. (not supported)

CONCLUSION

- Advancement in AI interviewers' interaction ability will increase applicants with independent self-construal's satisfaction with an AI interview system.
- Applicants with interdependent self-construal perceived AI interview as impartial and fair, but challenging.
- Westerns preferred AI interview for occupations that are perceived high competence, but no difference was found in Asians.

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