

FEEDBACK REPORT FOR PARTICIPANTS

**Comparing the Reaction of Chinese and Canadian Applicants to
AVIs: Justice, Privacy, and Impression Management**

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Research Project conducted by:

Dr. Nicolas Roulin

Mehdi Salimian Rizi

Kaiheng Liang

Department of Psychology

Saint Mary's University, 923 Robie Street, Halifax, NS B3H 3C3

Email: nicolas.roulin@smu.ca

Goal & Introduction:

Asynchronous Video Interviews (AVIs) have rapidly gained popularity worldwide as a cost-effective and flexible alternative to traditional face-to-face interviews for screening and selecting job applicants. However, previous research on AVIs has predominantly focused on western countries, neglecting the potential influence of culture on interviewees' experiences.

Building on Hofstede's model of cultural dimensions, we examined the reactions differences between Chinese and Canadian applicants to three critical reactions to job interviews: justice, privacy, and impression management in an experimental study with 56 applicants completing mock AVIs.

Results:

The result showed that Chinese applicants perceived a lower level of procedural justice, disclosed less personal information and utilized more impression management of every type in AVIs than Canadian applicants. There was also a trend that Chinese applicants perceived a higher level of privacy concern.

Implications:

Our finding offer a preliminary understanding of the possible advantages and challenges regarding justice, privacy, and impression management that Chinese applicants might encounter when participating in AVIs.