

FEEDBACK REPORT FOR PARTICIPANTS

**Reducing racial bias: An additional benefit of asynchronous video
interviews**

SMU REB # 21-071

Research Project conducted by:

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This research Project included two empirical studies, which were at the core of Dr. Arsenault's PhD dissertation at the Sobey School of Business, under Dr. Roulin's supervision. We present below a summary of both studies and their main findings:

Context and Goals:

The purpose of the study was to examine whether asynchronous video interviews (AVIs) are a feasible solution to reduce racial bias in employment interviews. More specifically, we wanted to examine whether applicants from three different racial groups (White, Black, Asian) would be evaluated more or less negatively depending on the format of the AVI: A traditional AVI (where raters watch video-recordings of applicants' responses), an audio-only version (where raters have access to an audio version of the responses), or a partially blind mode (with audio-responses for the first several questions, followed by video mode for the remainder of the interview).

Research Method:

The study involved a final sample of 319 Prolific respondents who were living in the United States, were male, White, and had prior experience hiring employees. Participants read a job description for the role of Project Manager Job. Then they were randomly assigned to one of the 9 versions of the studies. They watch the video-recorded responses of one "applicant" who was either White, Black, or Asian, and with one of the three AVI format described above. Moreover, all "applicants" in the study were actors who read the same script and followed the same procedure. We did this to ensure all candidates were identical in all aspects beside their race. Participants rated the applicant's interview performance based on the materials they received, provided demographic information, and completed a questionnaire their attitudes towards different races (i.e., Color-Blind Racial Attitude Scale).

On average, participants were 39.99 years old. Overall, 76.8% were employed full-time, 10.0% employed part-time, and 3.4% unemployed and actively seeking work, and 9.4% unemployed and not actively seeking work. The sample was well-educated as 9.7% held a doctoral degree, 34.2% a master's degree, 34.8% a bachelor's degree, 7.8% an associate and professional degree, 13.2% completed high school, and 0.3% chose other. Participants had a mean of 6.53 years of experience as an interviewer.

Main Findings:

Overall, our findings suggested that the AVI format did not affect interviewers' evaluation. Indeed, the two minority applicants (Black and Asian) received equal or higher scores than the White applicant. The results of this study suggest that AVIs, given their very standardized/structured nature might be relatively immune to racial bias by evaluators. We even found slightly higher ratings for the minority vs. the White applicants. This is illustrated in the figure below:

