

How Video Interviews

ELIMINATE

Unconscious Hiring Bias



Presented by

SPARK HIRE 

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Workplace discrimination is a big problem, which is why the U.S. Equal Employment Opportunity Commission (EEOC) was founded in 1965 to ensure all workers are afforded the same rights regardless of race, age, gender, or religion.

When new technology impacts the hiring experience and allows for virtual screening it's important for companies to recognize and address any unconscious bias that may result in the discrimination of prospective applicants based solely on their race, age, gender, disability, or religious affiliation. It's also important for companies to understand the role technology plays in their hiring process to ensure all candidates are being considered fairly.

When asked about the use of video interviews in the hiring process, the EEOC stated that video interviewing is not discriminatory so long as [discriminatory questions](#) are not asked.

In fact, video interviewing can be a useful tool in preventing discrimination by standardizing the interview process and allowing all candidates an equal opportunity to be seen and heard.

Here are some ways using a video interviewing platform in your hiring process can eliminate unconscious bias:

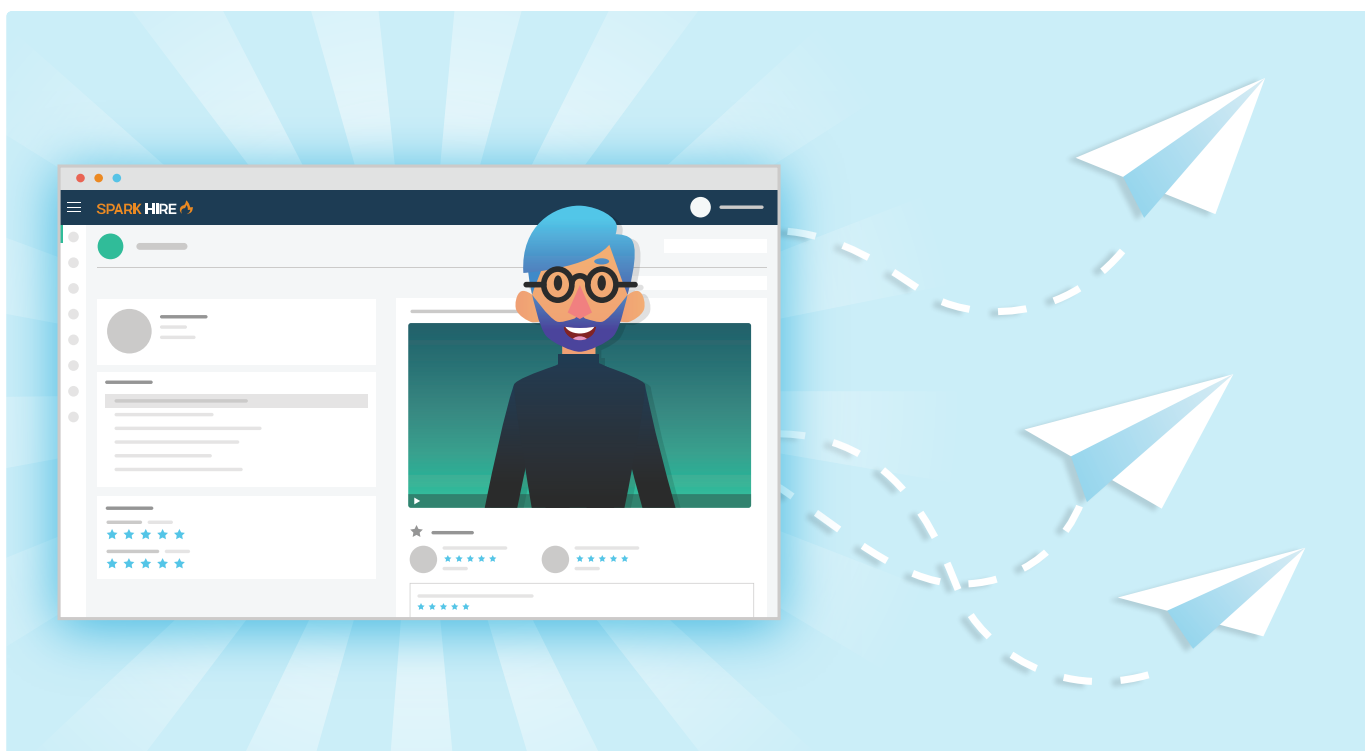
Establishing a standardized rating system

Utilizing a standardized evaluation system (like a 5 star rating) included in your video interviewing software ensures each candidate is rated fairly and consistently among your hiring team members. Each applicant is reviewed against the same set of standards and hiring team members are not able to see a candidate's current rating until they have submitted their own, ensuring an unbiased compilation of candidate feedback.



Removing personal bias

Recorded video interviews can be shared with multiple colleagues and hiring stakeholders, allowing the candidate to receive a fair evaluation from a team of people and eliminating the potential for one person's personal bias to impact the decision making process.



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Conducting interviews transparently

Allowing multiple hiring managers to review recorded one-way and live interviews gives companies the opportunity to recognize and address any discriminatory behavior that might be exhibited by the interviewer. Had the interview occurred in-person and behind closed doors, this type of behavior could have continued on unnoticed. The transparent aspect of recorded and shared video interviews protects the candidate from experiencing any form of harassment or prejudice.



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Consistent interview questions

Using video recruiting software ensures each candidates' interview experience has the exact same structure. Creating the exact same interview circumstances establishes a fair and consistent process across the board. Each applicant is asked the same questions in the same order, with the same parameters and tone, making it easier to compare candidates based solely on the quality of their answers.

1. What makes you stand out from the other candidates?



Kim Carter



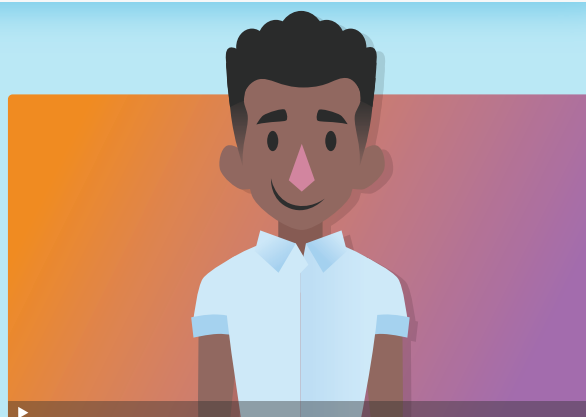
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Kim Carter



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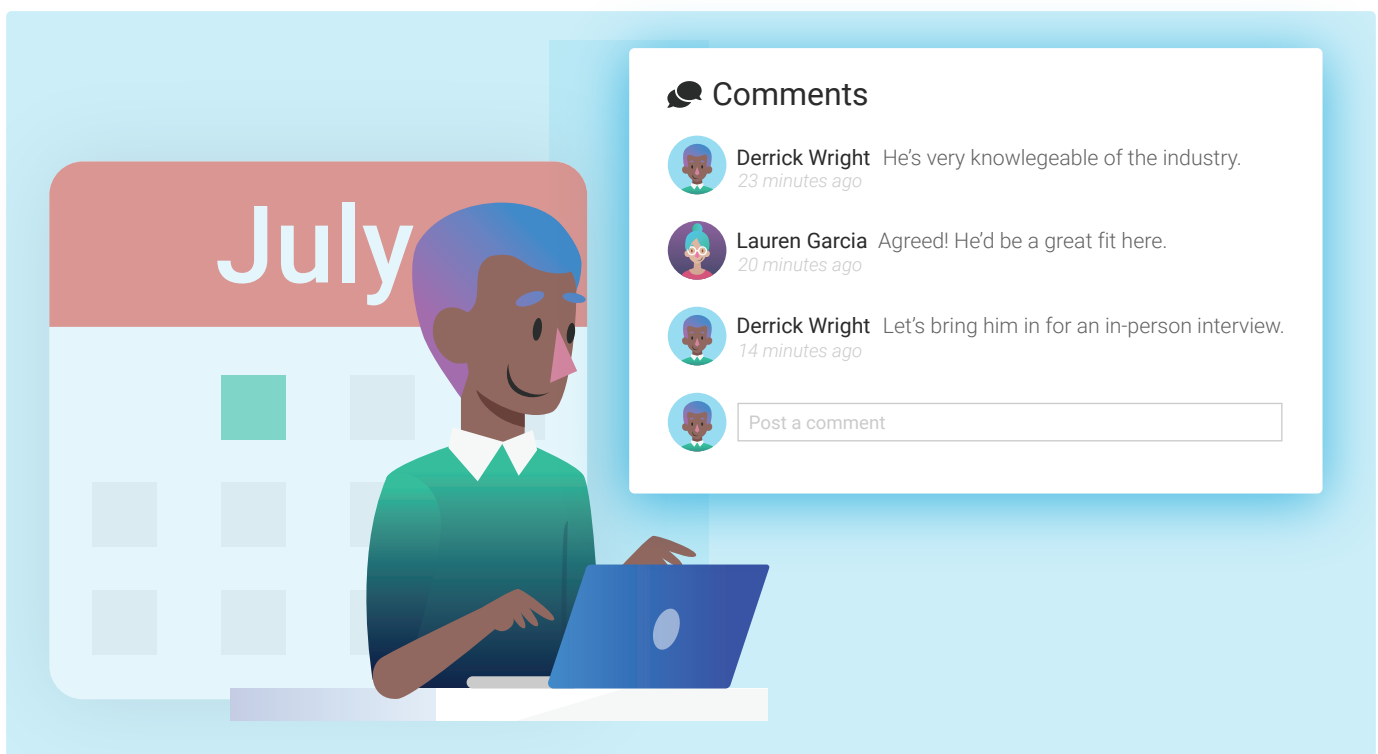
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Providing face-time with all hiring stakeholders

When conducting traditional in-person interviews, it's nearly impossible to coordinate schedules with every member of your hiring team. Often, candidates end up missing out on the opportunity to meet with key decision makers, affecting their standing in the process. Video interviews allow all members of the hiring team to see and hear from each viable candidate, ensuring your candidate pool is being considered thoughtfully and thoroughly.

Seeing candidates earlier in the hiring process creates concern around the potential for discrimination. But with careful interview question selection, a standardized candidate review scorecard, bias training, and clear communication, video interviewing becomes an irreplaceable step in your process.



[Learn More](#)