HFDT Brown-Bag Forum

Christine Malin:
In the AI of the beholder! A qualitative study of HR professionals' beliefs about AI

12. November 2021 von 12 bis 13 Uhr
Online (uni.meet)
Link für die Teilnahme: **https://unimeet.uni-graz.at/b/wur-6vg-d8o-2xr**

Zum Inhalt:

Despite the fast technological development and the high potential of artificial intelligence (AI), the actual adoption of AI in recruiting is low. Explanations for this discrepancy are scarce. Hence, this paper presents an exploratory interview study investigating HR professionals' beliefs about AI to examine their impact on use cases and barriers and to identify the reasons that lead to non-adoption of AI in recruiting. Semi-structured interviews were conducted with 25 HR professionals from 21 companies. The results revealed that HR professionals' beliefs of AI can be categorized along two dimensions: (1) scope of AI, and (2) definition of instruction. "Scope of AI" describes the perceived technical capabilities of AI and determines the use cases that HR professionals imagine, while "definition of instruction" describes the perceived effort to enable an AI to take on a task and determines how HR professionals perceive barriers to AI. Our findings suggest that, HR professionals beliefs base on vague knowledge about AI leading to non-adoption and that training and awareness campaigns could be a suitable measure.

Zur Vortragenden:

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