

Does conversation change the first impression in employment interview ?

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- Experiment was conducted on-line where participants (248 Japanese male office workers) viewed interview scenes and were asked to evaluate the applicant.
- The effects of first impression on later evaluation were significant in general and became stronger when the conversation contents were matched to the traits evaluated in the first impression.
- Contribution ; demonstration of significant effects of first impression only based on applicants' behavior and of complex processes by which first impression influences later evaluation.**

Predictions

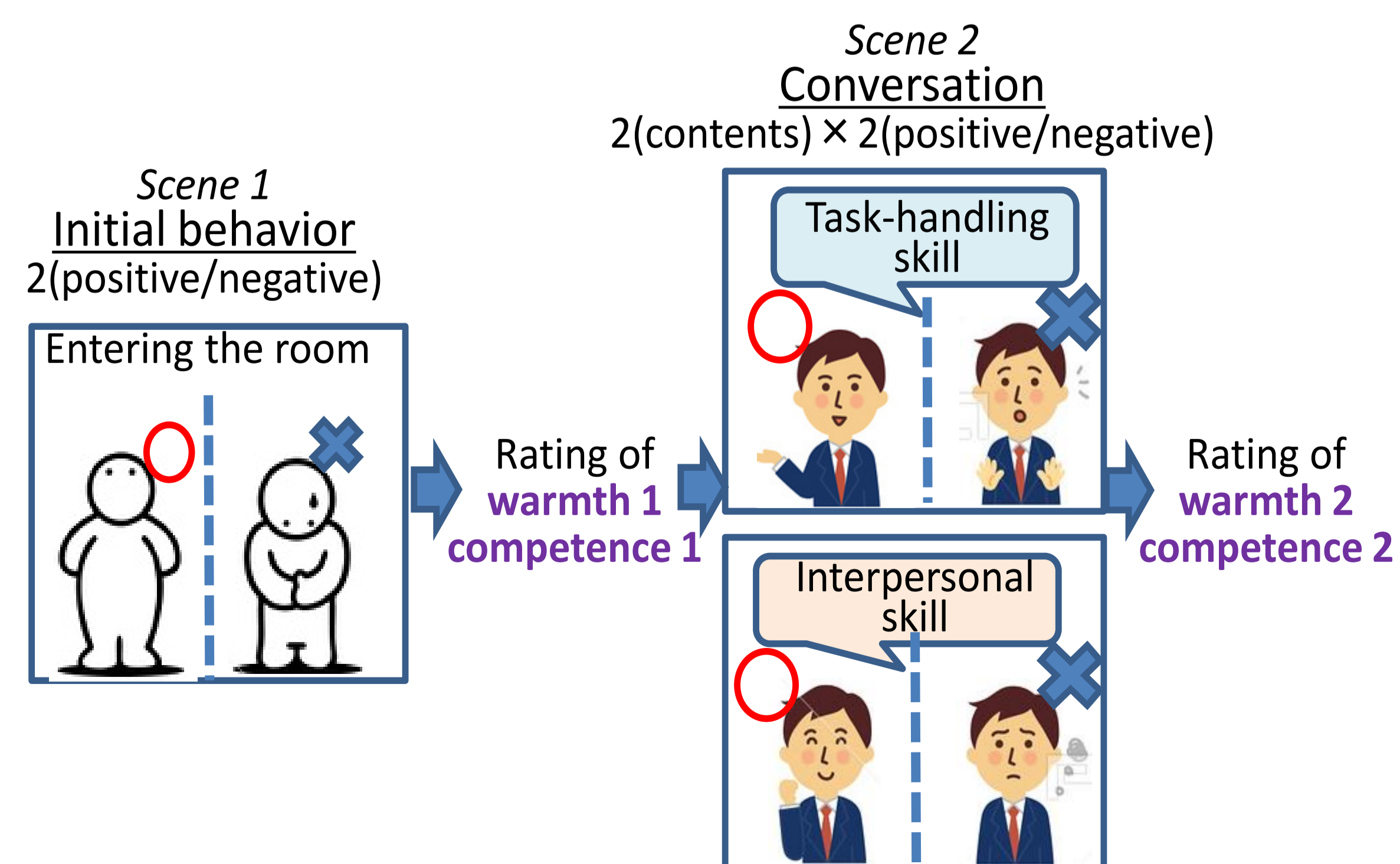
- Bias caused by the pre-interview impressions formed with applicants' job histories or their aptitude test scores (Dougherty, Turban, & Callender, 1994; Macan & Dipboye, 1990)
- In first impressions in employment interviews, competence evaluations of applicants are formed (Barrick, Swider, & Stewart, 2010)
 - H1; First impression formed only by initial behavior of an interviewee has a significant impact on the interviewee's later evaluation.**
- First impressions have significant effect on later perception, both in automatic and controlled ways (McCarthy & Skowronski, 2011).
- Considering at least "controlled ways" of influence, content match between traits evaluated in first impressions and traits evaluated after conversations will matter.
 - H2; Effect of first impression on later evaluation would be stronger when the content of later conversation is relevant to what has been evaluated in the first impression than when it is not.** (In this study, first impression on "warmth" will be more easily confirmed or disconfirmed if the person subsequently talks about his social skill. On the other hand, first impression on "competence" will be more easily confirmed or disconfirmed if the person subsequently talks about his task-handling skill.)

Experimental Design

Participants; 248 male white-collar workers (age M=49.4) who had experience of conducting at least 10 selection interview sessions before.

On-line experiment Between participants design (n=31 × 8 conditions)

2 (initial behavior positive/negative) × 2 (conversation positive/negative) × 2 (conversation interpersonal/task-handling)



Results (Multi-population SEM)

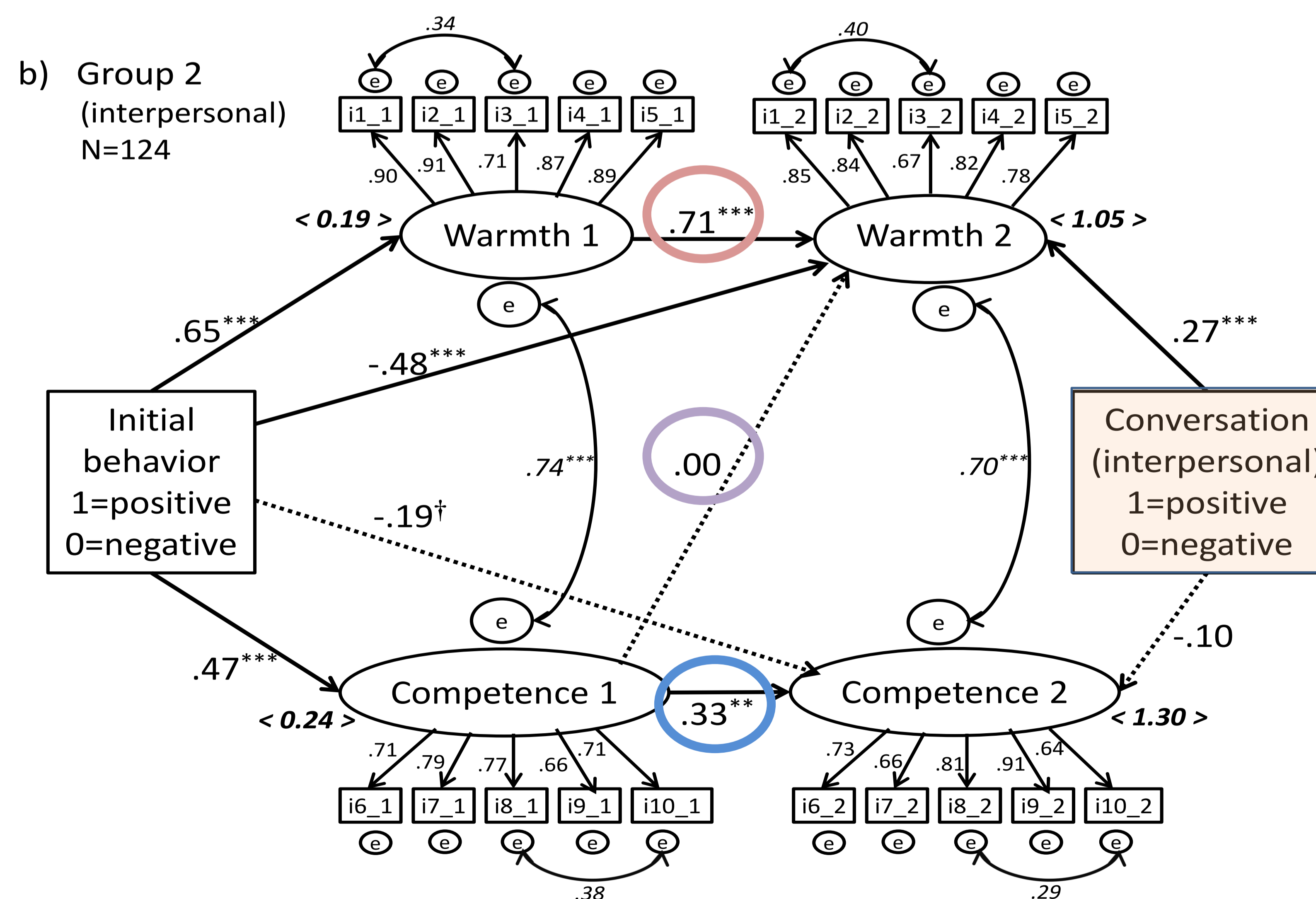
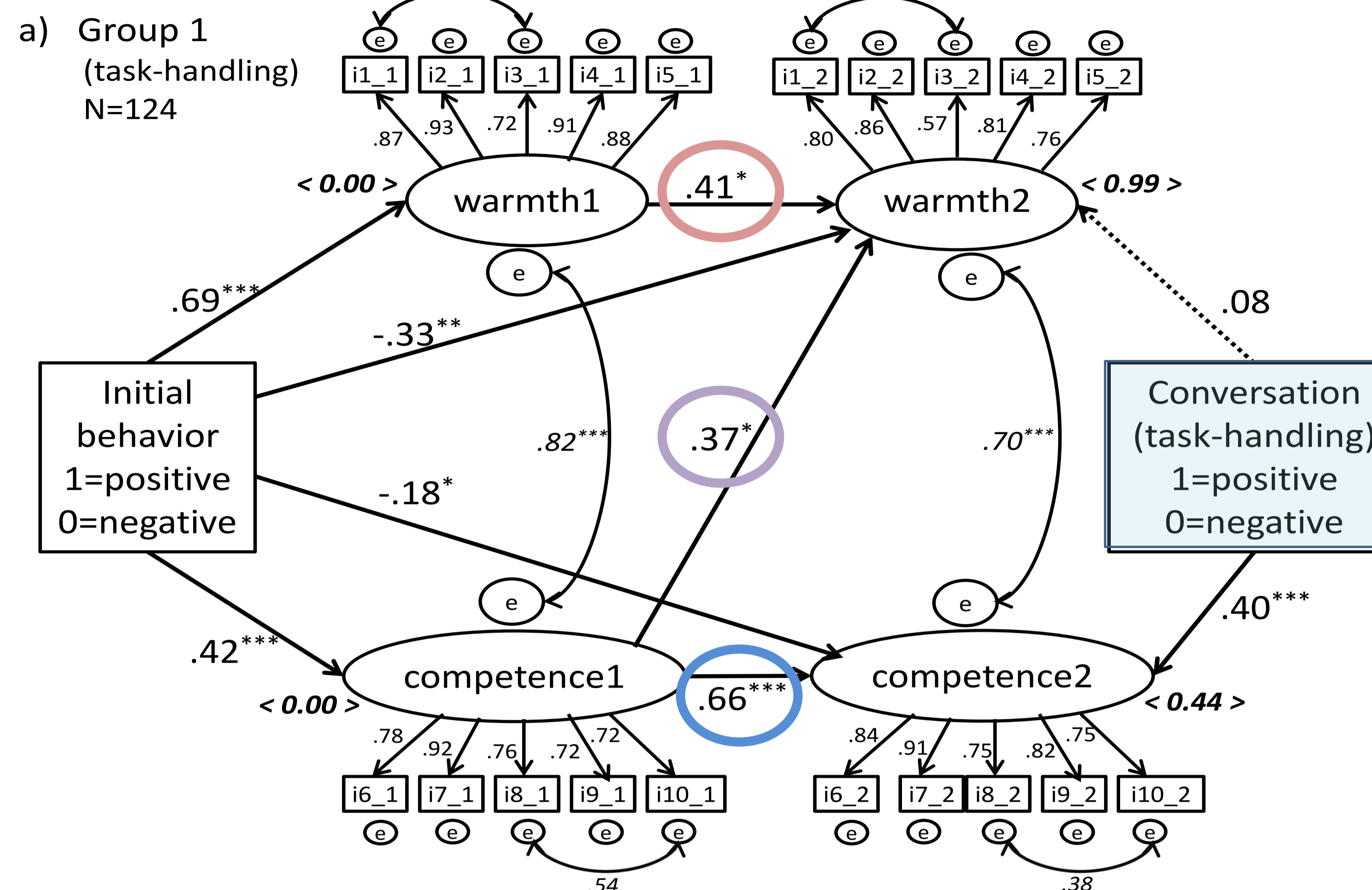


Figure 1. The process model of the effects of first impression. In order to conduct mean structure analyses, the paths from the factors to the corresponding items were set as equal between warmth 1 and warmth 2, and competence 1 and competence 2, as well as between group1 and group2. The values in < > are factor means. *** p < .001, ** p < .01, * p < .05, † p < .1

Discussion

- Both hypotheses were supported.
- The content-match effects existed both with warmth and competence evaluations.
- In group 1, competence evaluations in first impression had significant effect on warmth evaluation after conversation ($\beta = .37, p < .05$).
 - ⇒ Limitation of rational control? Why only in group 1?
- The primacy of the warmth judgement (e.g., Wojciszke & Abele, 2008) and the immediacy of warmth evaluation (Willis & Todorov, 2006; Abele, & Bruckmüller, 2011).
- Initial behavior of the interviewee had more effects on warmth evaluation than competence evaluation
 - ⇒ Warmth evaluation tends to be formed more on the non-verbal behavior
- Mean structure analysis suggested that the negative information about the applicant's task-handling skills had a stronger impact on the evaluation than its positive information.

Limitations and Future studies

- Limitations of this study come from the use of experimental method.
- Significant negative paths from the initial behavior to the warmth and competence scores after the conversation
- Participants may have become highly aware of the fact that they have formed first impressions of the interviewee based on a quite limited amount of information.
- Some contrast effects could occur even in real interview settings when the gap between first impression and later evaluation is very large (Bless & Schwarz, 2010).
- Need studies to look at the effect of evaluative mismatch (i.e., positive vs negative) between first impression and later conversation

Abele, A. E., & Bruckmüller, S. (2011). The bigger one of the "Big Two"? Preferential processing of communal information. *JESP*; Barrick, M. R., Swider, B. W., & Stewart, G. L. (2010). Initial evaluations in the interview: Relationships with subsequent interviewer evaluations and employment offers. *JAP*; Bless, H., & Schwarz, N. (2010). Mental construal and the emergence of assimilation and contrast effects: The inclusion/exclusion model. *AESP*; Dougherty, T. W., Turban, D. B., & Callender, J. C. (1994). Confirming first impressions in the employment interview: A field study of interviewer behavior. *JAP*; Macan, T. H., & Dipboye, R. L. (1990). The relationship of interviewers' preinterview impressions to selection and recruitment outcomes. *PP*; McCarthy, R. J., & Skowronski, J. J. (2011). The interplay of controlled and automatic processing in the expression of spontaneously inferred traits: A PDP analysis. *JSPS*; Willis, J., & Todorov, A. (2006). First impressions making up your mind after a 100-ms exposure to a face. *PS*; Wojciszke, B., & Abele, A. E. (2008). The primacy of communion over agency and its reversals in evaluations. *EJSP*



REPRODUCIBLE RESEARCH

Materials Available: detailed results, SPSS data set Statistical Software: AMOS
 URL to access materials:
https://www.dropbox.com/s/120kyn7x8gkmtuz/mock_data.sav?dl=0
<https://www.dropbox.com/s/mukwh10ku909ry2/SEM.xlsx?dl=0>