**Does conversation change the first impression in employment interview?**

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- **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 (β = .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 (Wills & 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.
  - Meaning system 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.

- **Predicitions**
  - Bias caused by the pre-interview impression 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 interviewer’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 the experiment.
  - On-line experiment: Participants design (n=32; 5 conditions), e.g., positive-negative, positive-positive, positive-negative × 2 (2=interpersonal/task-handling)

- **Figure 1.** The process model of the effects of first impressions. Polynomial regression analysis shows the importance of and correlation between the independent variables (i.e., gender, age, duration of employment, and number of interviews conducted). The significant paths are labeled with symbols “<” and “>”.

- **Table 1.** Results (Multi-population SEM)