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CANDIDATE PULSE

Views on **AI-Driven** Recruitment

June–July, 2024

Top Takeaways

1
A significant majority of candidates consider it important for employers to disclose the use of AI in their recruitment process upfront.

2
The youngest (20-30) and oldest (51-60) candidates feel the least comfortable with AI in recruitment.

3
Black/African American candidates are less comfortable with AI in the hiring process.

4
The majority of candidates have low trust in AI-driven decisions.

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Background

In the rapidly evolving landscape of talent acquisition, **the integration of Artificial Intelligence (AI) technologies has become increasingly prevalent.** As organizations strive to streamline their recruitment processes, AI is being leveraged to enhance efficiency, improve candidate matching, and reduce biases. However, the use of AI in hiring has raised questions about transparency, fairness, and candidate comfort.

Understanding how candidates perceive the use of AI in recruitment is crucial for organizations aiming to attract and retain top talent. This survey explores the importance candidates place on AI disclosure, their comfort levels with AI technologies during the hiring process, and their trust in AI-driven decision-making. By examining these factors, organizations can gain valuable insights into candidate preferences and concerns, enabling them to refine their recruitment strategies and **foster a more transparent and trustworthy hiring environment.**

The insights gathered in this global report are based on responses from over 2,300 candidates across various demographics, including gender, age, and ethnicity. Conducted in June 2024, this survey provides a **comprehensive understanding of candidate attitudes toward AI in recruitment,** offering actionable data to help organizations navigate the complexities of AI integration in their hiring processes.

Our survey results

We asked candidates three key questions regarding the use of AI in recruitment: how important it is for employers to disclose the use of AI upfront, how comfortable they are with the use of AI technologies during the recruitment process, and to what extent they trust the fairness and accuracy of AI-driven decision-making. Below, you'll find these questions and our analysis of their responses.

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"How important is it to you that an employer discloses the use of AI in their recruitment process upfront?"

Top Takeaways

1 More than half of candidates consider AI disclosure as "Important" or "Very Important."

**2** Younger candidates emphasize the importance of AI disclosure more than older ones.

**3** Candidates in North America see a higher importance compared to the rest of the world.

For candidates, **transparency about the use of AI in the recruitment process holds significant value.** This desire for honesty begins with employers openly communicating their use of AI, ensuring that candidates feel informed and respected throughout the hiring process. At Bryq, we recognize the critical role that transparency plays in building trust between candidates and employers. Disclosure about AI use is not just about compliance; it's about fostering an environment of trust and honesty **(Bryq has commissioned a reputable third party, Holistic AI, to <u>audit</u> us to ensure there is no adverse impact on any protected group).**

We explored how candidates perceive the importance of AI disclosure in recruitment. Specifically, we asked how crucial they find this transparency and whether these perceptions differ among genders, age groups, and ethnic backgrounds.

It's evident that the majority of individuals prioritize AI disclosure. Specifically, **32% of respondents consider it "Important,"** and **21% rate it as "Very Important,"** totaling **53%.** Following this, **25% view it as "Moderately Important,"** while smaller proportions consider it **"Slightly Important" (14%) or "Not Important at All" (8%).** These findings highlight that AI disclosure is a significant consideration for the vast majority of job seekers, indicating its role in their job application decisions.

Importance of AI disclosure in job applications

- Not Important at All 8%
- Slightly Important 14%
- Important 32%
- Very Important 21%
- Moderately Important 25%
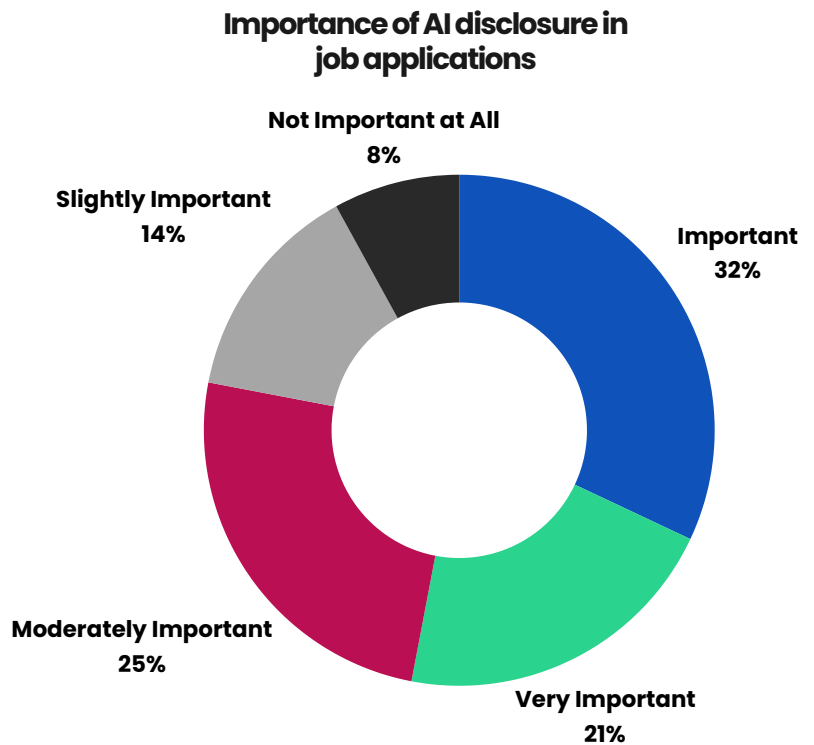
Male and female respondents showed some notable differences in their emphasis on the importance of AI disclosure in the recruitment process. Among the **male respondents,** a significant portion, about **34%, considered the disclosure of AI usage as "Very Important,"** with an additional **36% deeming it "Important,"** indicating a strong preference for transparency. **Female respondents,** while similarly valuing transparency, did so with slightly less intensity; **29% rated AI disclosure as "Very Important,"** and **33% considered it "Important."** This suggests that while both genders recognize the significance of employers being upfront about AI in recruitment, males exhibit marginally greater concern for this transparency compared to females.

Women **Men**

Very Important	Women 29% / Men 34%
Important	Women 33% / Men 36%

0.0   10.0   20.0   30.0   40.0

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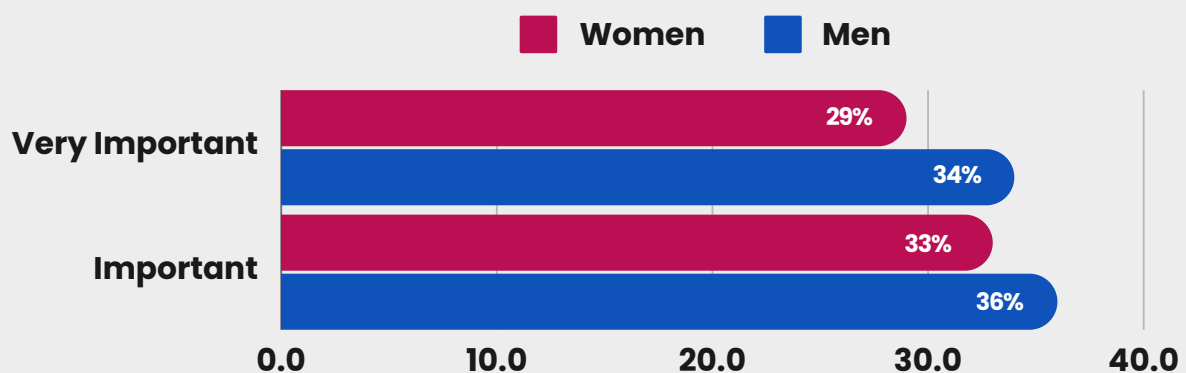
Younger candidates (20-30 years old) displayed a strong preference for AI disclosure, with **35% rating it as "Very Important"** and **29% as "Important,"** indicating a higher expectation for transparency from potential employers. In contrast, **25% of respondents aged 31-40 rated AI disclosure as "Very Important" and 30% as "Important."** For the **41-50 age group, 20% considered it "Very Important" and 28% "Important."** Among respondents aged **51-60, 18% rated AI disclosure as "Very Important" and 38% as "Important."** These figures suggest that while all age groups value AI disclosure, younger candidates place particularly high importance on transparency in the recruitment process.
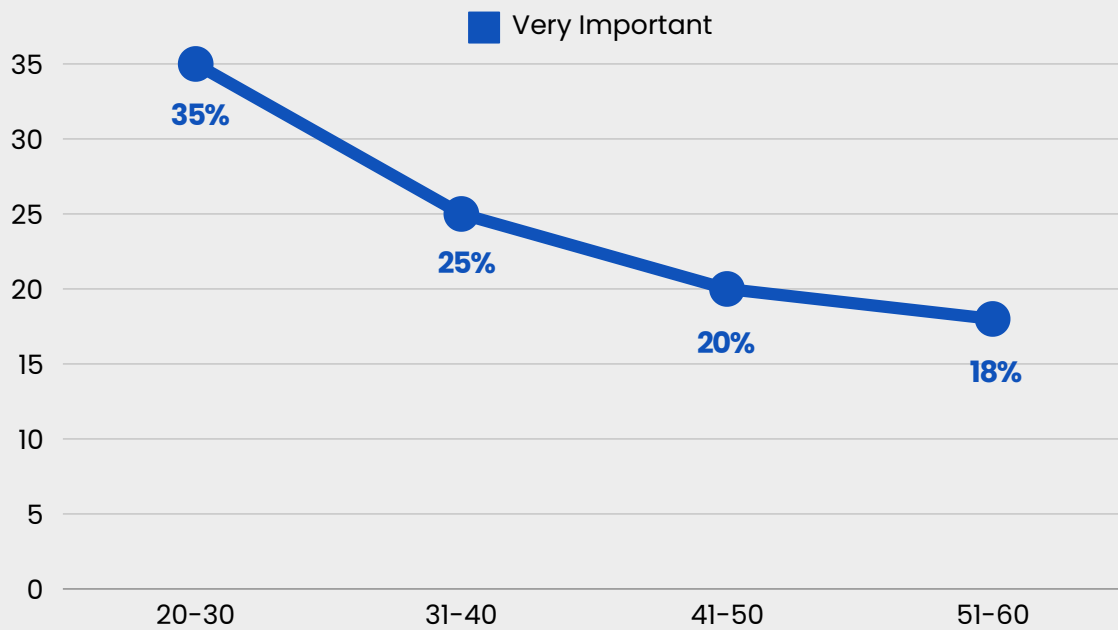
Among ethnic groups, **Black or African American respondents placed the highest importance** on AI disclosure, with **26% rating it as "Very Important"** and **32% as "Important." Asian** respondents followed, with **23% considering it "Very Important" and 31% "Important." Hispanic/Latino** candidates showed **19% rating it as "Very Important" and 32% as "Important." White/Caucasian** respondents also consider AI disclosure important, with **19% rating it as "Very Important" and 31% as "Important."**

Very Important

Category	Value
Black / African American	26%
Asian	23%
Hispanic/Latino	19%
White/Caucasian	19%
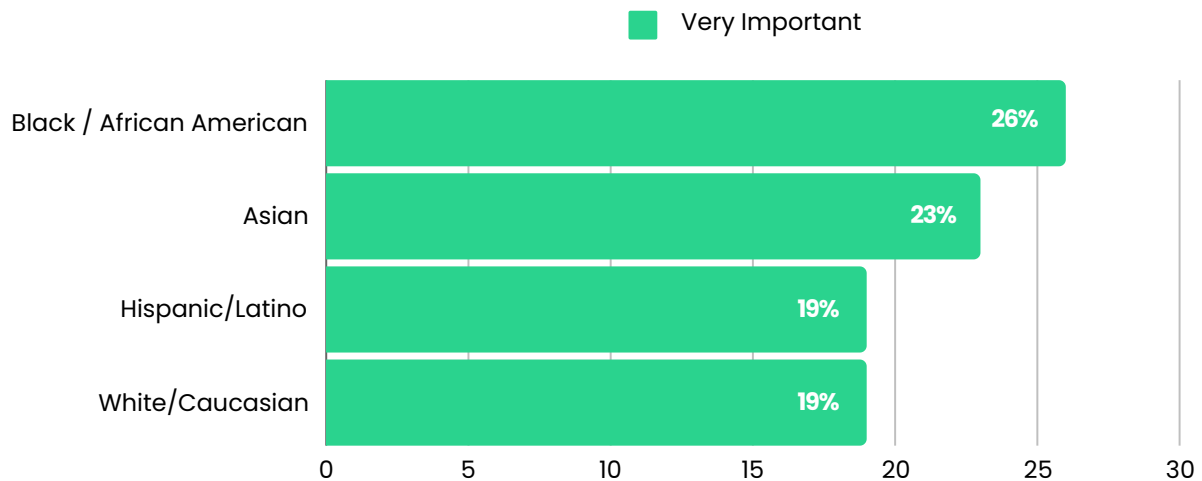
When **comparing** the importance of AI disclosure between **North American candidates and those from the rest of the world (RoW),** notable differences are evident. In North America, 31.8% of respondents rated AI disclosure as "Important" and 23.4% as "Very Important," totaling 55.2%. In contrast, RoW candidates had 31.5% rating it as "Important" and 20% as "Very Important," totaling 51.5%. While both groups prioritize AI transparency, **North American candidates show a slightly higher concern.**

Very Important & Important

Region	Value
North America	55.2%
ROW	51.5%

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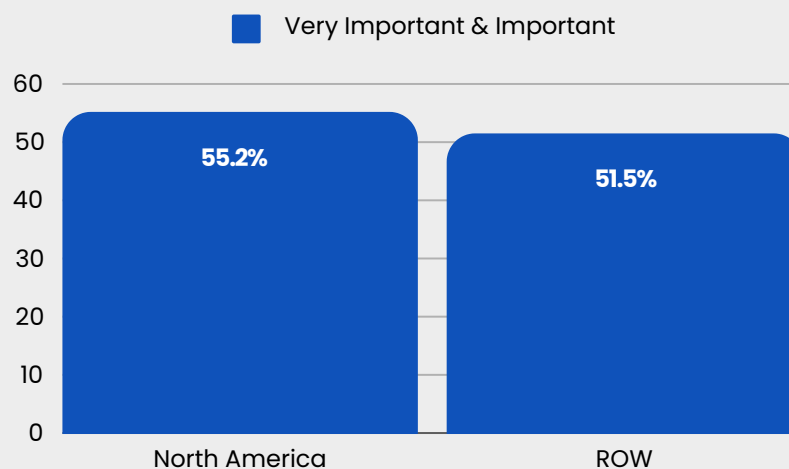
The survey results consistently show that the importance of AI disclosure is universally acknowledged across different regions, age groups, and genders, with negligible differences. These insights reveal a broad consensus on the importance of AI disclosure in recruitment across different demographic groups.

As AI continues to be integrated into hiring processes, employers who prioritize transparency about their AI use are likely to build stronger trust and engagement with candidates, ultimately enhancing their recruitment outcomes.

"How comfortable are you with employers using AI technologies during the recruitment process?"

Top Takeaways

1 Most candidates are generally comfortable with AI usage, although a significant number remain neutral.

2 The youngest (20-30) and oldest (51-60) candidates feel the least comfortable with AI in recruitment.

3 North American candidates show higher discomfort with AI technologies in recruitment.

Candidates' comfort with using AI technologies in the recruitment process varies significantly.

Understanding these comfort levels is crucial for employers who want to integrate AI in a way that is acceptable and reassuring to potential hires.

Assessing these comfort levels helps ensure that AI solutions meet candidate expectations and address their concerns, thereby fostering a more positive and effective recruitment experience.

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Overall, **32% of respondents felt "Comfortable" and 14% felt "Very Comfortable" with AI technologies** being used in the hiring process. A larger group, **34%, remained "Neutral" on the subject,** neither supporting nor opposing the use of AI. Meanwhile, **13% of respondents reported feeling "Very Uncomfortable"** with the use of AI in recruitment, while **7% felt "Uncomfortable."** This distribution indicates a general trend where a significant portion of candidates are either comfortable or neutral about AI in recruitment, with a smaller but notable group expressing discomfort.

Comfort Level with AI Technologies in Hiring Process

Uncomfortable
7%

Very Uncomfortable
13%

Comfortable
32%

Neutral
34%

Very Comfortable
14%
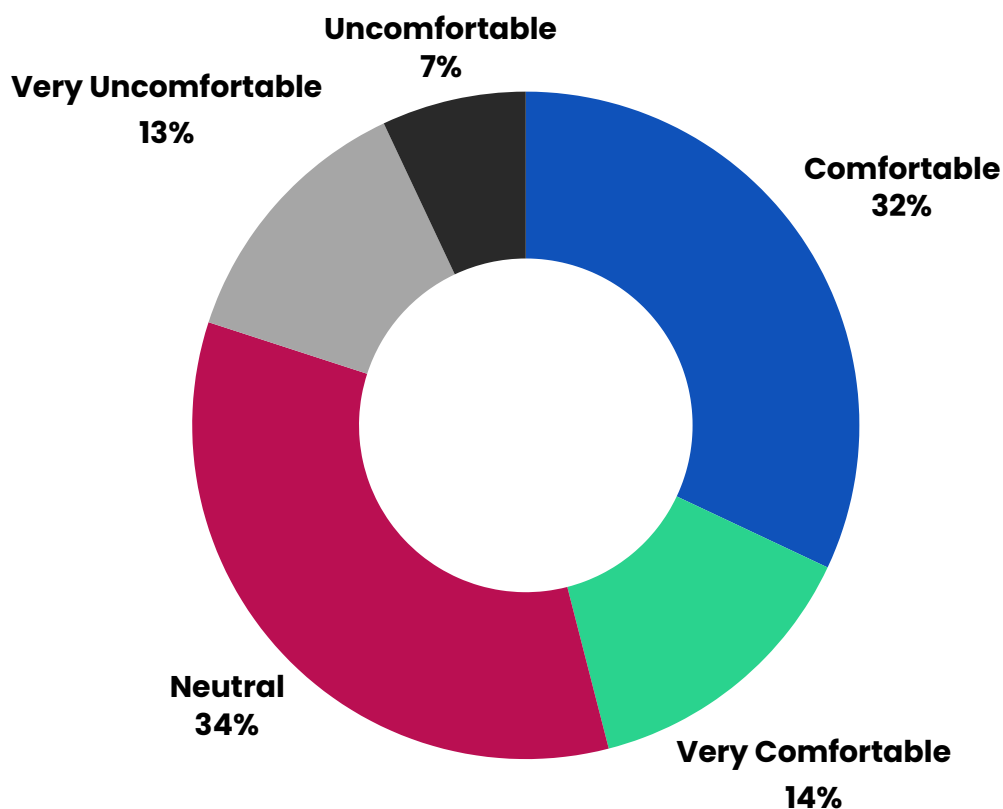
Comfort levels with AI in recruitment show only **minor differences between genders. Among male respondents, 14% felt "Very Comfortable" compared to 15% of females, and 29% of males felt "Comfortable" compared to 27% of females.** Neutral responses were slightly higher among females at 38%, whereas 32% of males felt "Neutral." Discomfort levels were similarly close, with **14% of females feeling "Very Uncomfortable" and 5% "Uncomfortable," compared to 16% and 7% of males,** respectively. These findings indicate that both genders generally feel neutral or comfortable with AI, with only slight variations in their levels of discomfort.

Comfortable & Very Comfortable — Women 42%, Men 43%
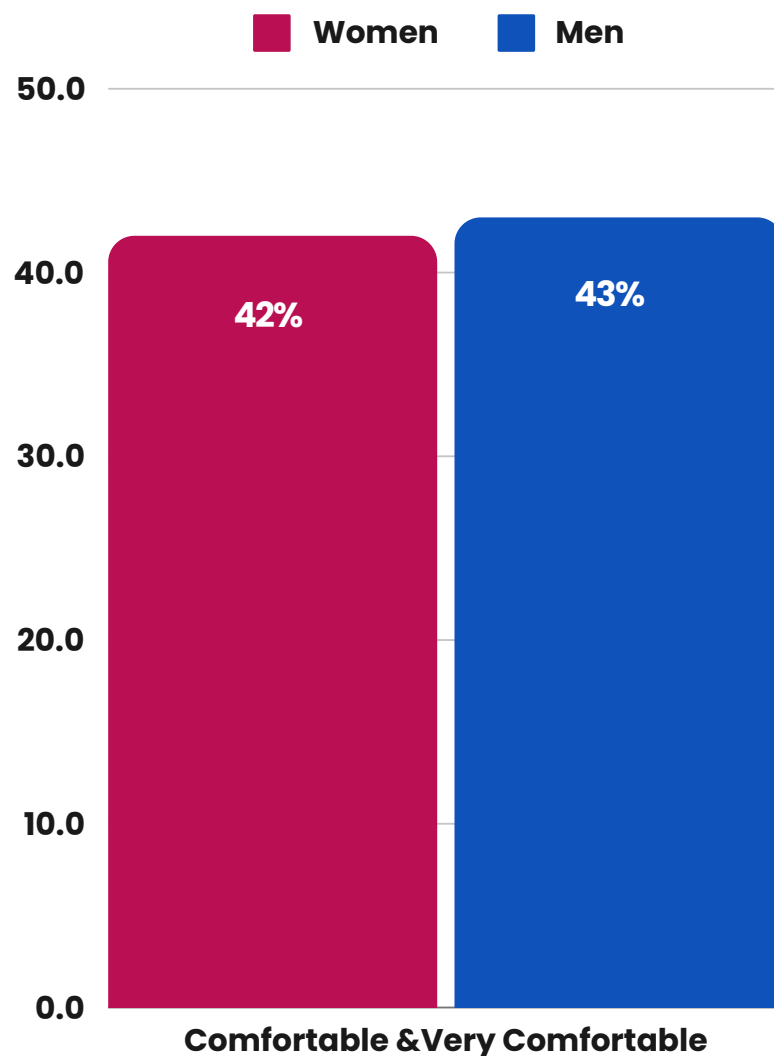
Age, however, plays a significant role in comfort levels with AI technologies. **Younger candidates aged 20-30 showed a higher level of discomfort, with 18% feeling "Very Uncomfortable" and 7% "Uncomfortable."** In contrast, candidates aged 31-40 were slightly more at ease, with **14% feeling "Very Uncomfortable" and 5% "Uncomfortable."** Those aged **41-50 had similar discomfort levels, with 14% feeling "Very Uncomfortable" and 4% "Uncomfortable."** The **51-60 age group displayed a little higher discomfort, with 9% feeling "Very Uncomfortable" and 13% "Uncomfortable."** These findings suggest that both younger and older candidates are generally more uncomfortable with AI technologies. This discomfort among younger candidates may stem from their awareness of potential theoretical risks associated with AI. Conversely, older candidates might feel uneasy because they are less accustomed to using such technologies.

Combined Discomfort Levels with AI Technologies in Recruitment by Age

■ Very Uncomfortable & Uncomfortable

25% — 20-30
19% — 31-40
18% — 41-50
21% — 51-60
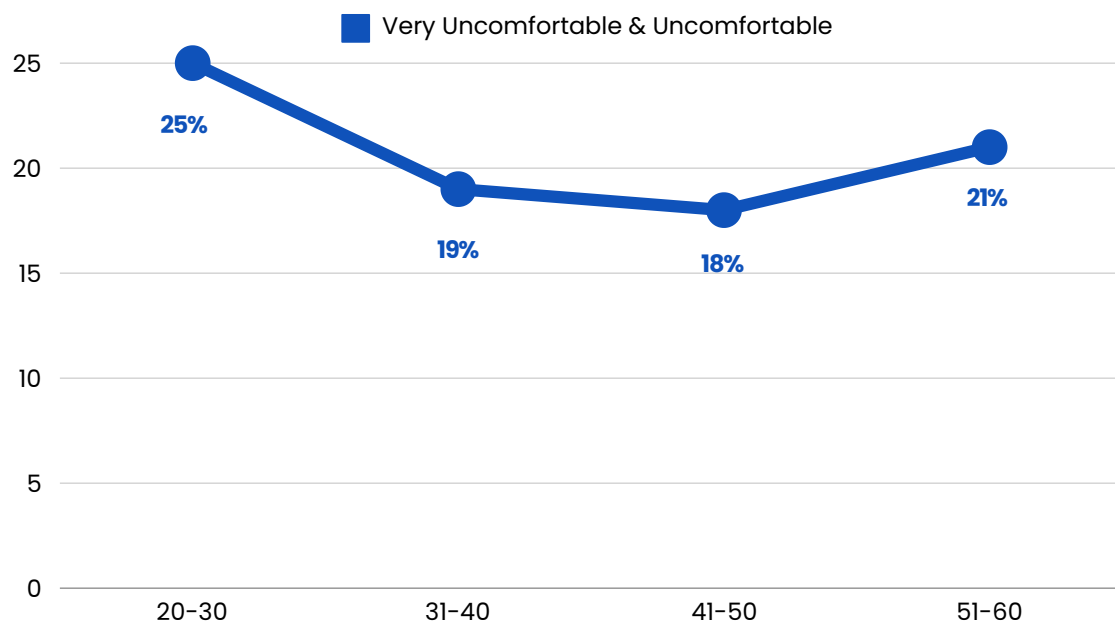
Comfort levels also vary across different ethnic groups. **Black or African American respondents showed the highest discomfort,** with 20% feeling "Very Uncomfortable" and 6% "Uncomfortable." Asian respondents had 18% feeling "Very Uncomfortable" and 6% "Uncomfortable." Hispanic/Latino candidates showed 15% feeling "Very Uncomfortable" and 7% "Uncomfortable." White/Caucasian respondents indicated 10% felt "Very Uncomfortable" and 7% "Uncomfortable." These variations highlight **the need for culturally sensitive approaches** to integrating AI in recruitment, as some minority groups may have heightened concerns about potential bias.

Combined Discomfort Levels with AI Technologies in Recruitment by Ethnic Group

Very Uncomfortable & Uncomfortable

Ethnic Group	Value
Black / African American	26%
Asian	24%
Hispanic/Latino	22%
White/Caucasian	17%
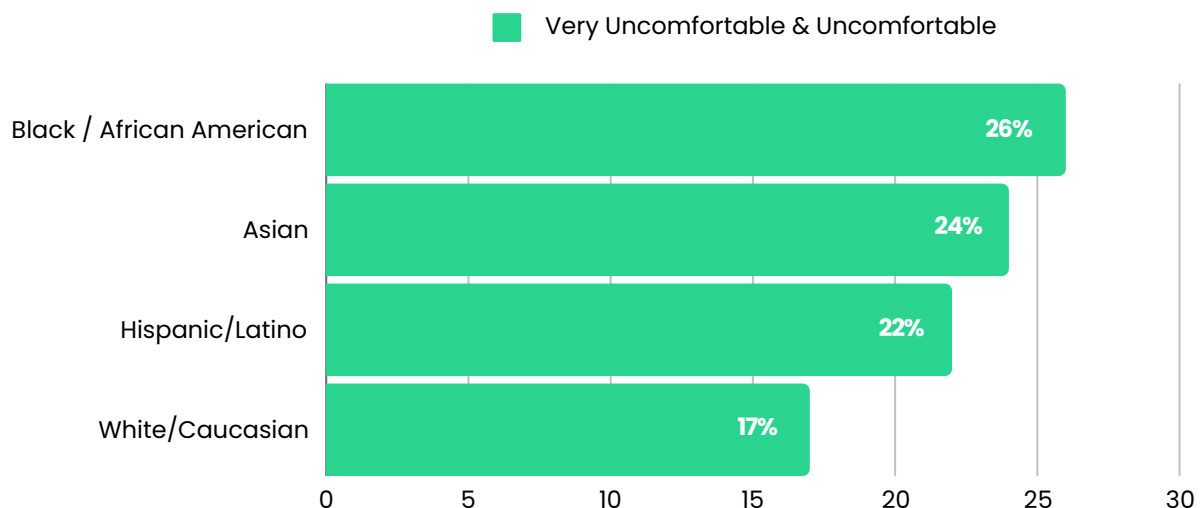
When comparing **North America and the rest of the world (RoW), North American candidates show slightly higher discomfort** with AI technologies in recruitment. In North America, 15% of respondents felt "Very Uncomfortable," and 7.7% felt "Uncomfortable." For the RoW, 12.3% felt "Very Uncomfortable," and 7.3% felt "Uncomfortable."

Very Uncomfortable & Uncomfortable

North America	22.7%
ROW	19.6%

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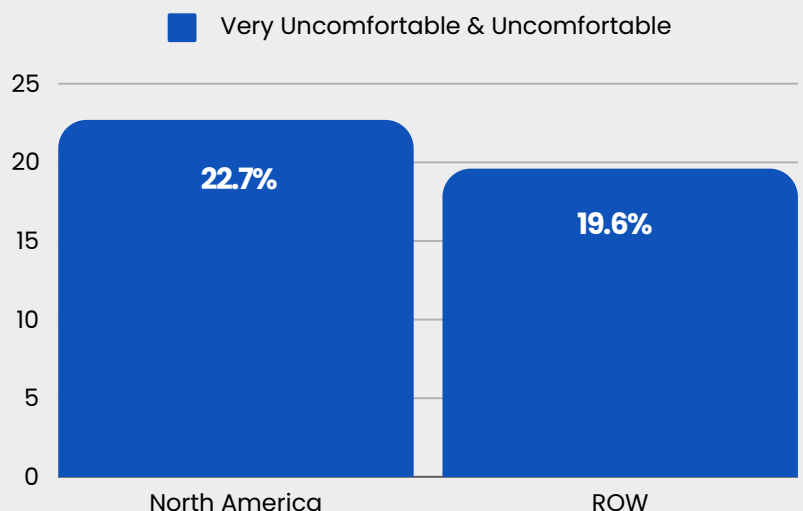
The survey results consistently show a wide range of comfort levels with AI technologies in recruitment across different regions, age groups, and genders, with notable differences. These insights reveal a broad spectrum of acceptance and concern regarding AI, underscoring the **importance of clear communication and tailored approaches to address the diverse needs and expectations of potential candidates.**

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"To what extent do you trust the fairness and accuracy of AI-driven decision-making in the hiring process?"

Top Takeaways

1 The majority of candidates have low trust in AI-driven decisions.

2 White/Caucasian candidates say they trust AI the least among ethnic groups

3 North American candidates exhibit slightly lower trust compared to the rest of the world.

Understanding candidate trust in AI-driven decision-making is crucial for employers aiming to integrate AI into their hiring processes effectively.

Trust in the fairness and accuracy of AI can significantly influence candidate perceptions and **their willingness to engage with AI-driven recruitment systems.**

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Overall, **19% of respondents reported that they "Mostly trust"** AI-driven decisions and **7% indicated that they "Completely trust"** these decisions. A significant portion, **43%, remained neutral on the subject,** indicating neither trust nor distrust. Meanwhile, **23% expressed that they "Trust a little",** and **8% reported that they "Do not trust at all"** the fairness and accuracy of AI-driven decision-making in hiring. This distribution highlights that while there is some level of trust in AI, **a large proportion of candidates remain skeptical or neutral.**

Trust Levels in AI-Driven Decisions in Hiring

Do not trust at all
8%

Mostly trust
19%

Completely trust
7%

Trust a little
23%

Neutral
43%
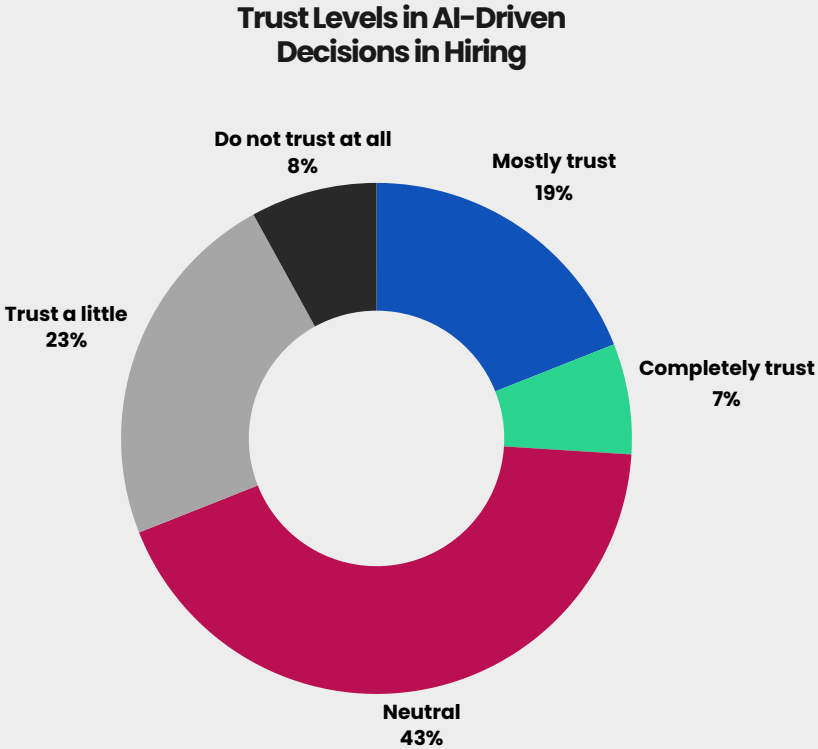
Among male respondents, 18% reported that they "Mostly trust" AI-driven decisions, compared to 18% of female respondents. Similarly, 7% of males and 9% of females indicated that they "Completely trust" these decisions. A significant portion of both genders remained neutral, with 42% of males and 44% of females neither trusting nor distrusting AI in hiring. Meanwhile, 23% of males and 21% of females expressed that they "Trust a little," while 9% of males and 8% of females reported that they "Do not trust at all" the fairness and accuracy of AI-driven decision-making in hiring. These findings indicate that **trust levels are generally consistent across genders, with neutrality being the most common stance.**
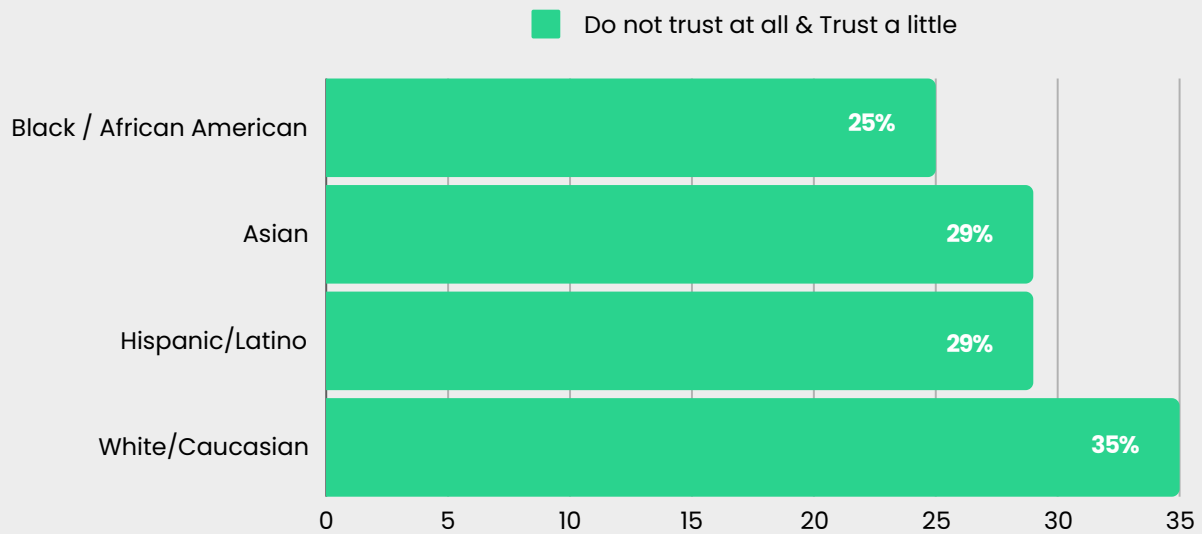
■ Women ■ Men

Distrust & Trust a little

Women: 29%
Men: 31%

0.0 5.0 10.0 15.0 20.0 25.0 30.0 35.0

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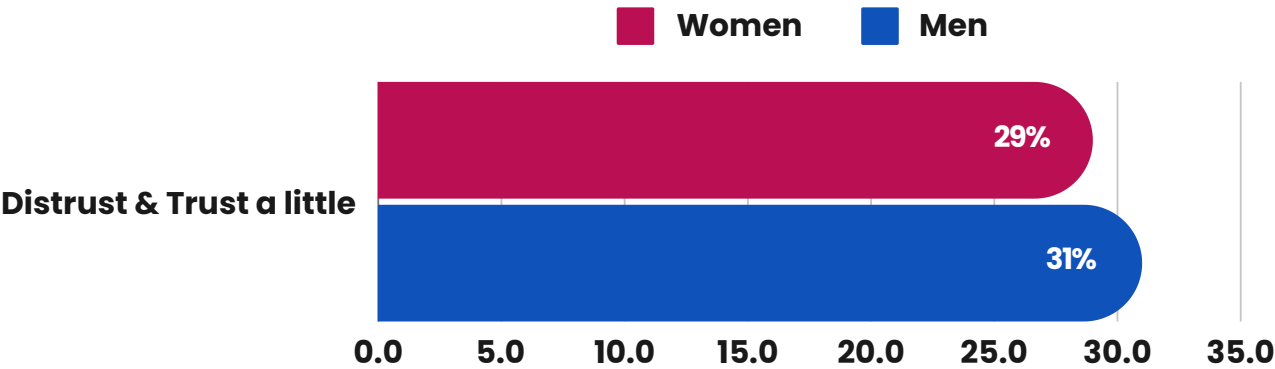
As we already saw in the previous question, age influences trust in AI decision-making. **Younger candidates aged 20-30 showed higher levels of distrust,** with **9% indicating they "Do not trust at all"** and **23% "Trust a little."** In contrast, candidates aged **31-40** displayed a little lower levels of distrust, with **7% "Do not trust at all"** and **22% "Trust a little."** Those aged **41-50** had **9% "Do not trust at all"** and **17% "Trust a little."** The **51-60** age group showed **8% "Do not trust at all"** and **20% "Trust a little."**

Combined Distrust Levels in AI Decision Making by Age Group

■ Do not trust at all & Trust a little

| Age Group	20-30	31-40	41-50	51-60
Combined Distrust	32%	29%	26%	28%

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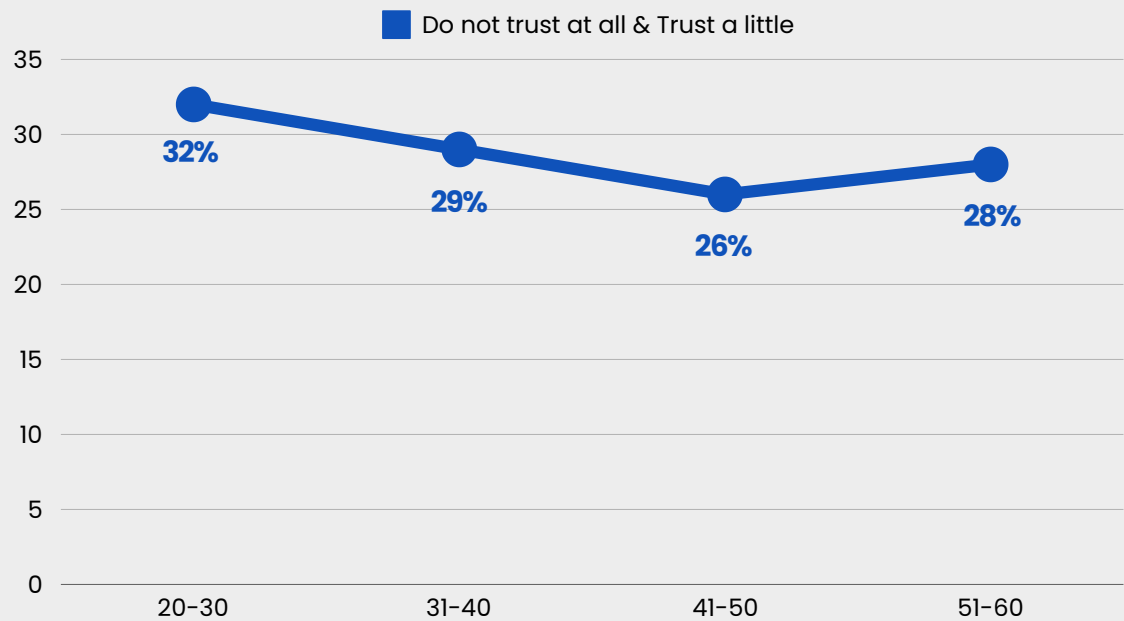
Trust in AI decision-making also varies across different ethnic groups. **White/Caucasian respondents showed the highest levels of distrust,** with 12% "Do not trust at all" and 23% "Trust a little." Black or African American respondents had 8% "Do not trust at all" and 17% "Trust a little." Asian respondents indicated 6% "Do not trust at all" and 23% "Trust a little." Hispanic/Latino candidates showed 9% "Do not trust at all" and 20% "Trust a little."

Combined Distrust Levels in AI Decision Making by Ethnicity

🟩 Do not trust at all & Trust a little

Ethnicity	Percentage
Black / African American	25%
Asian	29%
Hispanic/Latino	29%
White/Caucasian	35%

When comparing **North America and the rest of the world (RoW), North American candidates exhibit slightly lower trust** in the fairness and accuracy of AI-driven decision-making in hiring. In North America, 16.1% of respondents "Mostly Trust" AI, and 8.5% "Completely Trust" it, totaling 24.6% expressing positive trust. In contrast, for the RoW, 20.8% "Mostly Trust" AI, and 6.6% "Completely Trust" it, totaling 27.4% with positive trust.

🟦 Mostly Trust & Completely Trust

Region	Percentage
North America	24.6%
ROW	27.4%

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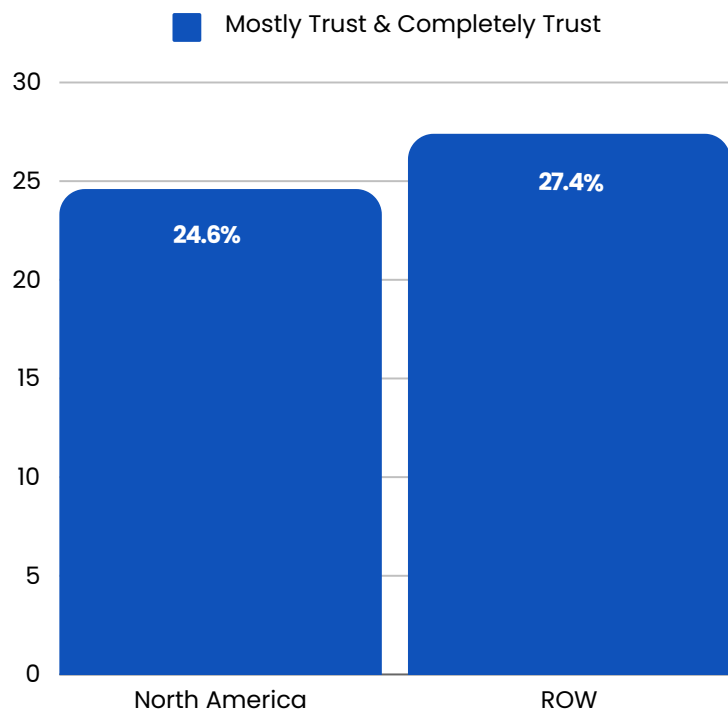
The survey results consistently reveal some diverse levels of trust in AI-driven decision-making across different age groups and genders, with some variations among ethnic groups. These insights emphasize the **importance for employers to address candidate concerns regarding the fairness and accuracy of AI in hiring.**

By fostering transparency, demonstrating a commitment to unbiased practices, and engaging in open communication, employers can build greater trust and confidence in AI-driven recruitment processes.

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Conclusion

This Candidate Pulse shed light on the multifaceted perceptions candidates have regarding the integration of AI in recruitment processes. The findings underscore several critical considerations for employers aiming to harness AI technologies effectively while maintaining candidate trust and satisfaction.

A key insight from the survey is the overwhelming importance candidates place on transparency. With a significant majority expressing the need for upfront disclosure of AI use in recruitment, it is clear that candidates value honesty and clarity. This expectation for transparency is particularly pronounced among younger candidates, who are likely more attuned to the potential ethical implications and risks associated with AI. Employers must recognize that transparency is not merely a regulatory checkbox but a fundamental aspect of building trust and fostering a positive candidate experience.

Comfort levels with AI technologies vary, revealing a complex landscape of acceptance and concern. Nearly half of the respondents feel comfortable with AI in the hiring process, while a significant portion remains neutral, reflecting an openness to AI technology. This ambivalence suggests that while AI has the potential to enhance recruitment efficiency, its implementation must be handled with care. Employers should consider offering educational resources and clear explanations about how AI is used and its benefits, thereby demystifying the technology and alleviating candidate concerns.

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Conclusion

Trust in AI-driven decision-making also presents a nuanced picture. **Most candidates are neutral regarding the fairness and accuracy of AI in hiring**, reflecting a cautious optimism or uncertainty about its capabilities. Only a quarter of respondents express a high level of trust in AI-driven decisions, while about a third remain skeptical. This indicates that while there is some confidence in AI, a considerable number of candidates are wary of potential biases and inaccuracies. **Employers need to address these concerns and demonstrate a commitment to fairness and accuracy by choosing tools like Bryq,** which have undergone bias audits and are proven to be unbiased and compliant with regulations such as NYC LL 144.

In conclusion, AI is viewed with cautious optimism by many candidates, resulting in a neutral stance from most. Employers must prioritize transparency, provide clear and consistent communication, and demonstrate a commitment to unbiased and fair AI practices. By doing so, they can not only enhance the efficiency and effectiveness of their recruitment processes but also build a more inclusive and trustworthy hiring environment. These steps are essential in navigating the complexities of AI integration and ensuring a positive candidate experience in the evolving landscape of talent acquisition.

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Interested in leveraging an ethical and audited AI-driven tool for your recruitment needs?

Discover how Bryq's talent intelligence platform can **add value to your hiring process.**

Schedule a **personalized demo** with Bryq today.