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Programme	IUMW Business Administration (Dual Award)
Module Name	Changemakers: Creativity and Value Creation
Submission Dateline	20 th August 2024
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Declaration of Work

I hereby declare that the assignment titled "Are Virtual Interviews is Better than In-Person Interviews?" submitted for the course "Changemakers: Creativity and Value Creation" is my own original work. I have acknowledged all sources of information and data that have been utilized in the preparation of this assignment. I have not submitted this work in its entirety or in part for any other course or academic requirement. I have adhered to the ethical guidelines and academic standards set forth by University of Wales Trinity Saint David. By signing below, I affirm that this submission is a product of my independent effort and intellectual labor.

Nik Nasha Ameera Binti Nik Mohd Shukri

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20th August 2024

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TASK 1

1.0 INTRODUCTION

The recruiting industry has evolved in the recent past and virtual interviews have been common in use. This trend is attributed to technical developments, internationalisation, as well as increased demand for effective employment procedures.(Gruzd, 2024) Remote virtual interviews help in this case since they do not allow for geographical limitations to be observed, this is in addition to sparing resources such as transport and accommodation costs. Due to its potentials, virtual interviews are gradually becoming popular since there is easier access to candidates, flexibility in the timetable, environmental conservation, and affordability. Still, to prove their effectiveness and relevancy for the employment process, virtual interviews should be compared to face-to-face interviews. (Eurobrussels.com, 2024)

2.0 RESEARCH BACKGROUND

The interview is a critical method of making an assessment of candidates for a job. Written interviews allow for signalling and rapport between the interviewer and the candidate as may be offered by face-to-face conversational interviews. But virtual interviews have altered the recruitment process. The use of virtual interviews is advantageous as is cheaper and flexible hence both employer and candidates love it.

There is a number of explanations in relation to dynamics of virtual and in person interviews. According to the Media Richness Theory, it is seen that media technology convey information in a different manner. This refers to direct communication since this mode is associated with passing of raw signals that include body language and even the tone and the facial expressions of the communicating counterparts. (Srivastava, 2023) Although the form of virtual interviews by video conferencing is less rich it can convey a great deal of information. According to social presence theory people communication media, affectivity is determined by the extent that a medium fosters people's feeling of social presence. Some of the virtual interviews might also lack the social presence that is evident in in-person interviews hence the difference in the experience and outcomes. (Srivastava, 2023)

3.0 RESEARCH PROBLEM

Face-to-face interviews have been replaced by virtual ones, but the effectiveness of the newer method is not entirely definite. Some benefits of virtual interviews include; no travelling thus saving on transport costs, they can be arranged to happen at any time. (Hocutt, 2022) Some of these challenges are technological constraints, cue filter where nonverbal signals are not visible and reinforced formal and serious interview. (Samuk Carignani and Burchi, 2022)

Therefore, the broad research question for this study is if Virtual Interviews are better than In-person interviews, worse than in-person interviews, or are as good as in-person interviews. Outcomes for this study will be to include candidate and interviewer satisfaction, candidate evaluation accuracy, and the capacity of the various interview methods to predict job performance. (Lobe, Morgan and Hoffman, 2022) To enhance the recruitment process in the current world, organisations need to consider these characteristics.

4.0 RESEARCH VALUE

All in all, the present research is significant for its academic and practical significance. (Kimbrel, 2021) Scientifically, the study will contribute to recruitment and selection knowledge particularly with regard to developing technology. (Digitalcommons@uri and Mandel, 2023) Moreso, the research will increase knowledge of how communication technology influences the structure of interviews and therefore, the human resource management and organizational behavior. (Termini et al., 2021)

In terms of practical application, this research will be readily useful for practising human resource professionals, recruiters and managers of organisations. (Steele et al., 2022) It is thus important to have a debate about the advantages and disadvantages of virtual interviewing as firms look forward to overcome the challenges and explore the opportunities of remote working. (Airswift, 2023) Applicants' experiences, interview procedures, and strategies of recruitment of the right talent might be enhanced by the research. (Kimbrel, 2021) It may also recommend on methods of enhancing the effectiveness of virtual interviews, reduction of limitations and optimisation of the overall process.

5.0 RESEARCH METHOD

The research question will be answered fully using mixed methods as will be explained below. Mixed research methods are especially useful to acquire a total view of the research problem by combining the two kinds, quantitative and qualitative. This makes this approach useful for this study as it concerns with the result and the cause of the result. (Damyanov, 2023)

New predictive research will be based on the deductive logic. This method is based on the development of hypotheses from the existing knowledge and uses other theoretical frameworks such as Media Richness Theory and Social Presence Theory. (Harvard Catalyst, 2022) These hypothesis will however be subjected to empirical data collection and analysis. The study might employ theories that precede it and gather data to either affirm or refute the theories in the virtual and face-to face interviews that embody deduction. (Schoonenboom and Johnson, 2017)

6.0 DATA COLLECTION METHOD

The type of data to be collected will be both primary and secondary with the aim of collecting all necessary information concerning the effectiveness of virtual and in-person interviews.

6.1 Primary Data Collection:

6.1.1 Surveys

- **Participants:** The participants of the study will be the candidates and interviewers who have undergone through both virtual and face-to-face interviews. Such participants will express their satisfaction, outcomes and general feel concerning the two approaches to interview.
- **Content:** The surveys will be presented in form of multiple choice questionnaires that aim at capturing different angles of the interview. For instance, the questions may require the candidates to choose the best description of the clarity and mode of communication, the level of technology simplification and, personal ease during the interview.

6.2 Secondary Data Collection:

6.2.1 Literature review

- Virtual and in person interviews: A review of literature will be conducted on the communication theories, recruitment effectiveness and the methods used to assess the candidates. Regarding the theoretical framework and contextualization of primary data, the sources identified will consist in academic articles, industry reports and relevant cases.

7.0 SAMPLING METHOD AND SAMPLE SIZE

7.1 Sampling method:

The sampling method to be employed in the study will be purposive sampling. This is a type of non-probability sampling technique in which the sample has characteristic relevant to the research. Participants who have been interviewed virtually and face-to-face will be recruited into the sample set because they are of essence to the paradigm of the study.

7.2 Sample size:

1. Quantitative Surveys:

- Target Sample Size: The surveys will target 20-30 respondents. This sample size allows for powerful statistical analyses and noteworthy trends and patterns. Larger samples are more reliable, especially for capturing diverse experiences across industries and job types.

TASK 2: PRIMARY AND SECONDARY RESEARCH TECHNIQUES

PRIMARY RESEARCH TECHNIQUES:

The primary research will aim at conducting a survey with participants who have been through the virtual and face-to-face interviews. (SmartSurvey, 2021) A set of questionnaires will be used as the principal data collection instrument, with candidates and interviewers who have taken both face-to-face and remote interviews included in the study. (Taherdoost, 2021) These questionnaires will be in the form of multiple choice so as to enable the collection of quantitative data concerning their experiences. Aspects that relationship questions will cover will include and clarity of communication, ease of use of the technology, satisfaction, and perceived effectiveness of the interviews. This method also gives an opportunity for receiving quantitative data from a significant number of participants to compare the effectiveness of two kinds of interviews in terms of statistical significance of the results. (www.fao.org, n.d.)

SECONDARY RESEARCH TECHNIQUES:

The secondary research will entail a literature review study that will concern itself with extant literature on virtual and face-to-face interviews, specifically concerning the communicating theories, recruitment and selection processes and candidate evaluation procedures. (DeJonckheere and Vaughn, 2019) In this manner, the research will employ academic articles, industry reports and cases to set theoretical proposition and analyse the primary data results. This secondary research will not only give background information but will also give direction on what area of the literature is missing out; hence, giving direction for the analysis and interpretation of the primary data. The synergy of these methods guarantees an integrated analysis of the results in recognizing the efficiency of virtual and in-person interviews with the assistance of empirical proof and theoretical concepts. (Chen, 2023)

TASK 3: FEEDBACK AND VIDEO PRESENTATION

VIDEO PRESENTATION LINK:

https://iumwgroup.sharepoint.com/sites/nashacomel/_layouts/15/stream.aspx?id=%2Fsites%2Fnashacomel%2FShared%20Documents%2FGeneral%2Fnasha%20video%20u%2Fslide%20presentation%202244737%2Emp4&referrer=StreamWebApp%2EWeb%26referrerScenario=AddressBarCopied%2Eview%2Ed7778445%2Debf1%2D4db2%2D951f%2D0b9548b1c533

FEEDBACK:

On the whole, you did well in the presentation. The content was nicely organized, easy enough to understand. Well as you introduced the topic well and in as much as your body language was well polished I could tell that speaking in front of the camera is something that you do frequently. Your choice of the visuals presented in your presentation was good since they helped in enriching the concepts you expounded on.

As to enhancement, it is advisable to slow down the speed very insignificantly as it is when one is presenting the important information to the audience. It will also be appropriate to give more examples or concentrate on further explanations where if it is a question of the interviews.

In any case, I believe that you did rather well! That is why with these small changes your presentation will become even better.

TASK 4: CONFERENCE POSTER

ARE VIRTUAL INTERVIEWS IS BETTER THAN IN-PERSON INTERVIEWS?

The recruiting industry has embraced virtual interviews due to technological advancements, globalization, and the need for efficient hiring processes. Virtual interviews eliminate geographical barriers, reduce costs, and offer flexibility, making them increasingly popular. However, to validate their effectiveness and relevance, they must be compared with traditional face-to-face interviews.

BACKGROUND

Interviews are key for candidate assessment. Face-to-face interviews build rapport through richer signals like body language, while virtual interviews offer cost savings and flexibility. However, virtual interviews may lack the social presence of in-person meetings, affecting the experience and outcomes.

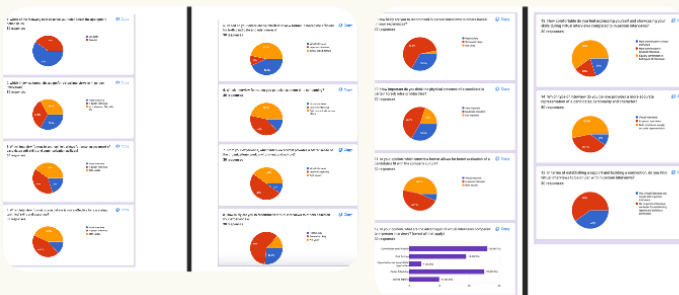
VALUE

Holds both academic and practical significance. enhances recruitment knowledge, particularly regarding communication technology's impact on interviews and HR practices.

METHODOLOGY

compares virtual and face-to-face interviews using surveys and literature reviews. Surveys of 20-30 participants assess key factors like communication clarity and satisfaction, supported by a literature review on relevant theories and methods.

RESULTS



The survey shows no clear preference between virtual and in-person interviews. Virtual interviews are valued for convenience and efficiency, while in-person interviews are preferred for assessing soft skills and culture. Offering both formats could cater to diverse needs, as each has unique strengths.

CONCLUSION

This study will provide valuable insights into the effectiveness of virtual versus face-to-face interviews by analyzing both primary data from survey responses and secondary data from existing literature. The findings will help clarify how communication clarity, technology, and interpersonal dynamics influence recruitment outcomes. By comparing these two interview methods, the research aims to identify strengths and challenges, guiding future recruitment practices toward a more effective and balanced approach that combines the benefits of both formats.

NIK NASHA AMEERA (2244737)

DATA ANALYSIS

1. which of the following best describe your role? Select the appropriate option below
30 responses

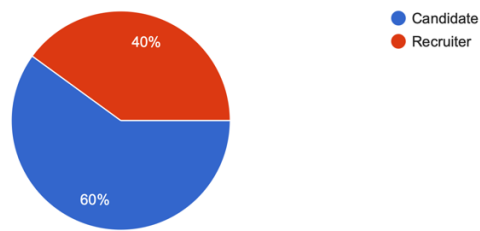


Figure 1: Description of role

Analysis: 60% of the respondents identified as candidates, while 40% identified as recruiters. This indicates that the majority of responses come from candidates, which could influence the perspectives shared in the following questions, particularly those related to interview preferences and formats.

2. which interview format do you prefer: virtual interviews or in-person interviews?
30 responses

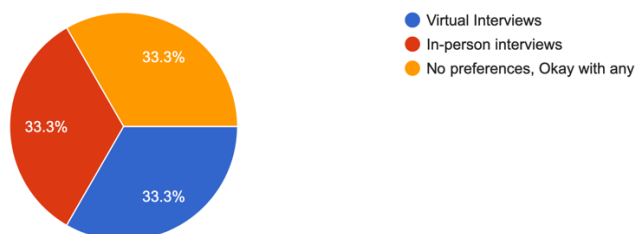


Figure 2: Interview preferred

Analysis: The responses are evenly split, with 33.3% preferring virtual interviews, 33.3% preferring in-person interviews, and 33.3% having no preference and being comfortable with any format. This indicates that there is no clear consensus on the preferred interview format, suggesting that flexibility in offering both options might be beneficial.

3. Which interview format, in your opinion, allows for better assessment of candidates soft skills and communication abilities?

30 responses

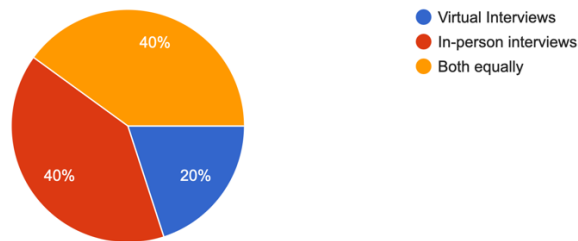


Figure 3: Interview Assessment as per soft skills and communication abilities

Analysis: 40% of respondents believe that in-person interviews are better for assessing soft skills and communication abilities, while another 40% think both formats are equally effective. Only 20% believe virtual interviews are better for this purpose. This suggests that while virtual interviews are gaining acceptance, in-person interactions are still considered crucial for evaluating soft skills.

4. Which interview format do you believe is more effective for assessing technical skills and expertise?

30 responses

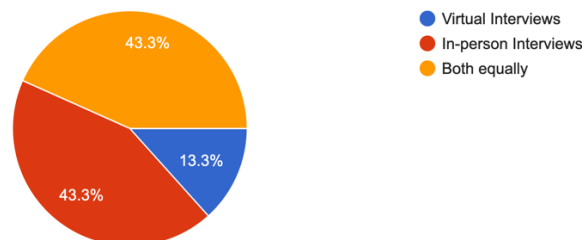


Figure 4: Interview preference as per technical skill

Analysis: Respondents are split, with 43.3% each favoring in-person and virtual interviews for assessing technical skills, while the remaining 13.3% believe both are equally effective. This indicates that there is a recognition that both formats can be effective, depending on the context, and reinforces the importance of offering a choice based on specific technical evaluation needs.

5. Based on your experiences, which interview format is more time-efficient for both candidate and interviewers?

30 responses

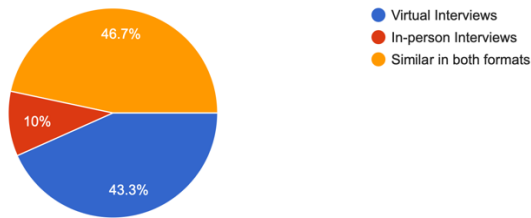


Figure 5: Interview preference as per time efficiency

Analysis: 46.7% of the respondents believe that both virtual and in-person interviews are similar in terms of time efficiency. Meanwhile, 43.3% of the respondents feel that virtual interviews are more time-efficient, and only 10% prefer in-person interviews for time efficiency. Hence, we can conclude that the majority of respondents either find both formats equally time-efficient or favor virtual interviews for saving time.

6. Which interview format do you perceive as more time consuming?

30 responses

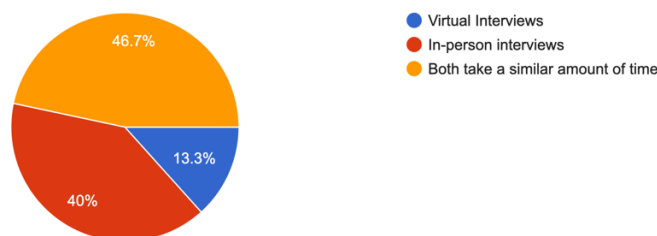


Figure 6: Time consumption of In-person interviews

Analysis: 46.7% of respondents feel that both interview formats take a similar amount of time. However, 40% of respondents consider in-person interviews to be more time-consuming, while 13.3% believe virtual interviews take more time. This indicates that while a significant number of respondents see no difference, a considerable portion views in-person interviews as more time-consuming.

7. From your experience, which interview format provides a better sense of the organization's work environment and culture?

30 responses

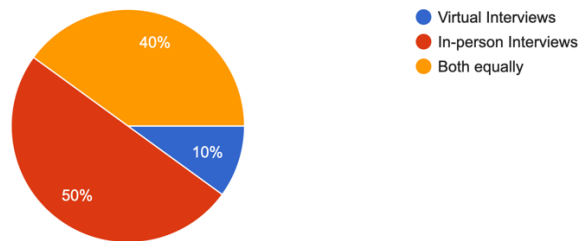


Figure 7: Better sense in term of work environment and culture

Analysis: The graph shows that 50% of respondents believe in-person interviews provide a better sense of the organization's work environment and culture, compared to 10% who feel the same about virtual interviews. Meanwhile, 40% feel that both formats are equally effective in conveying the organization's culture. Therefore, it can be concluded that in-person interviews are generally perceived as better for understanding organizational culture.

8. How likely are you to recommend virtual interviews to others based on your experiences?

30 responses

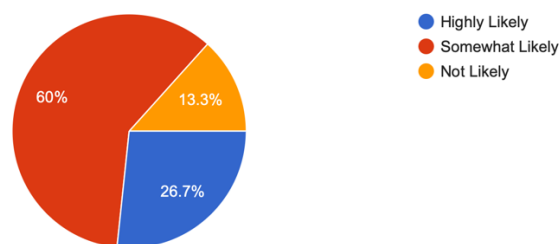


Figure 8: Recommendation of Virtual Interviews

Analysis: From the graph, 60% of respondents are somewhat likely to recommend virtual interviews to others, while 26.7% are highly likely to recommend them. Only 13.3% of respondents are not likely to recommend virtual interviews. This suggests that while there is a moderate to high level of comfort with virtual interviews, a significant portion still has reservations about fully endorsing them.

9. How likely are you to recommend in-person interviews to others based on your experiences?
30 responses

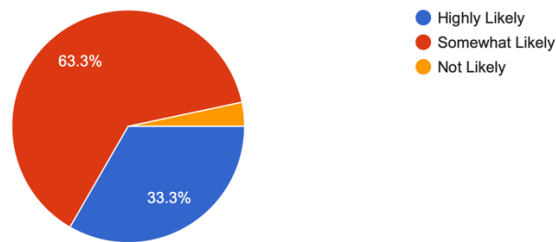


Figure 9: Recommendation of In-person Interviews

Analysis: 63.3% of the respondents are somewhat likely to recommend in-person interviews, while 33.3% are highly likely to recommend them. Only a small percentage, 3.3%, are not likely to recommend in-person interviews. This suggests that while most respondents see value in in-person interviews, a majority are more reserved in their enthusiasm.

10. How important do you think the physical presence of a candidate is certain for job roles or industries?
30 responses

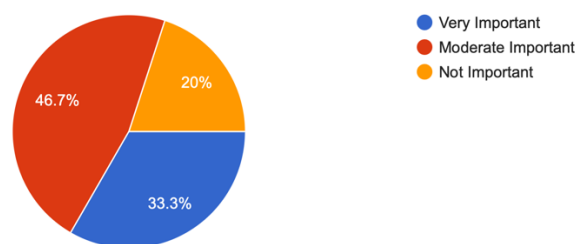


Figure 10: Importance of physical presence during interviews

Analysis: 46.7% of the respondents consider physical presence moderately important, whereas 33.3% believe it is very important. Meanwhile, 20% do not think physical presence is important. This indicates that although a significant portion values in-person presence, there is also a sizable group that does not view it as essential.

11. In your opinion, which interview format allows for better evaluation of a candidate's fit with the company culture?
30 responses

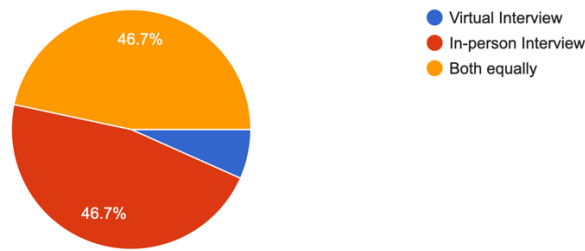


Figure 11: Interview format

Analysis: 46.7% of the respondents believe that both virtual and in-person interviews are equally effective in evaluating a candidate's fit with company culture. An equal percentage, 46.7%, favor in-person interviews for this purpose. Only a small minority, 6.7%, prefer virtual interviews. This suggests that in-person interviews are highly valued for cultural fit assessment, though many also see virtual interviews as equally viable.

12. In your opinion, what are the advantages of virtual interviews compared to in-person interviews?
(select all that apply)
30 responses

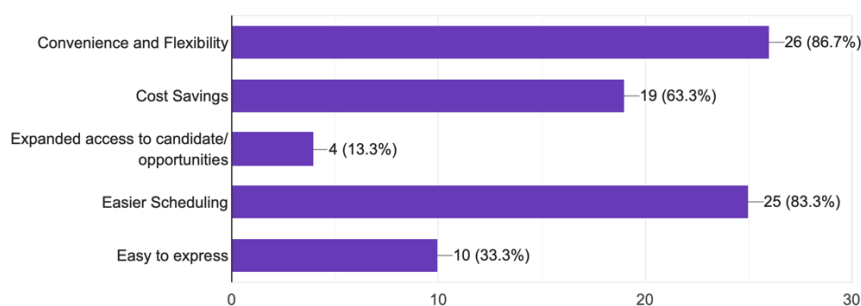


Figure 12: Advantages of Virtual Interviews

Analysis: The majority of respondents (86.7%) value the convenience and flexibility of virtual interviews, followed by easier scheduling (83.3%). Cost savings are also a significant advantage, noted by 63.3% of respondents. However, expanded access to candidates/opportunities is seen as an advantage by only 13.3%, and 33.3% feel it's easier to express themselves in virtual interviews. This shows that convenience and scheduling are the primary benefits perceived in virtual interviews, while expanded access is less recognized.

13. How comfortable do you feel expressing yourself and showcasing your skills during virtual interviews compared to in-person interviews?

30 responses

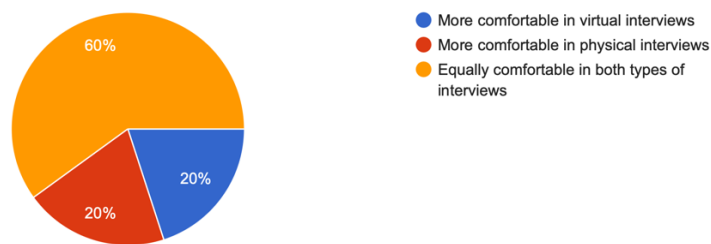


Figure 13: Interviews format for organisations culture

Analysis: The responses are divided, with 60% of respondents indicating they feel equally comfortable in both virtual and in-person interviews. However, 20% feel more comfortable in virtual interviews, while an equal 20% prefer in-person settings. This suggests that while a majority are adaptable to both formats, a significant minority still have a preference, indicating a balanced comfort level overall but with specific preferences for virtual or in-person settings among different individuals.

14. Which type of interview do you believe provides a more accurate representation of a candidates personality and character?

30 responses

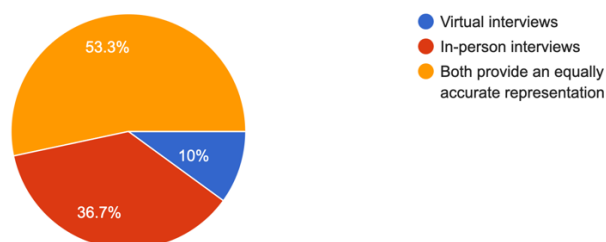


Figure 14: Recommendation based on interview experience

Analysis: The data shows that 53.3% of respondents believe both virtual and in-person interviews provide an equally accurate representation of a candidate's personality and character. However, 36.7% think that in-person interviews are more accurate, while only 10% favor virtual interviews for accuracy. This indicates a slight preference for in-person interviews when it comes to gauging personality and character, although a majority feel both formats are effective.

15. In terms of establishing a rapport and building a connection, do you find virtual interviews to be on par with in-person interviews?

30 responses

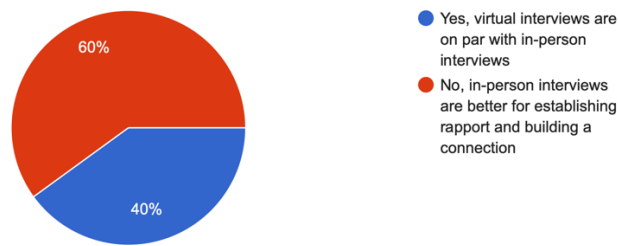


Figure 15: Interview based on personal experience

Analysis: A majority of respondents (60%) feel that in-person interviews are better for establishing rapport and building a connection compared to virtual interviews. However, 40% believe that virtual interviews are on par with in-person interviews in this regard. This suggests that while a significant portion of respondents find virtual interviews adequate for building connections, in-person interactions are still generally favored for this purpose.

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