

Creative vs Standard CVs

A Summarised Review of my 3rd Year
Psychology Testing Lab Feasibility
Study Placement

By Jay Katherine Amusan

Introduction

Why do a study like this?

- As we continue to enter into an ever-developing automated space, it's no surprise to see the integration of AI and Technology in the recruitment process.
- The world now witnesses the rise of a generation that values individuality and expression and are using more relaxed languages in professional settings, but also the emergence of more expressive and creative CV templates.
- These template styles are more popular in more artistic fields serving as portfolio covers for graphic design spaces, but deem attractive for the youth in professional fields too.
 - Is this style of CV worth pursuing however?
 - What implications do they have in a professional setting in regards to standing out amongst very similar standard CV styles?
 - Do they give a candidate an edge or do they just look juvenile and even unattractive?

Here's some background information

What Does the Literature Say? (Faliagka et al., 2012)

- ❖ Study in 2012 proposed an “e-recruitment” system for recruiters.
- ❖ Software takes information from candidates' LinkedIn and uses language models to detail the personality of the individual.
- ❖ Results suggest that the outputs from the software lined up with what human recruiters would've compiled themselves; this excludes higher-up positions.

Here's some background information

What Does the Literature Say? (Faliagka et al., 2012)

Critiques

Many young adults in 2025 may not be as familiar with LinkedIn structuring, specifically Generation Z. It also begs the question concerning how much personality can be gauged from an individual based on their profile where they showcase their best selves - especially on a platform like LinkedIn.

- ❖ The model could be beneficial if not heavily weighed in comparison to an in-person interview, but should rather serve to streamline and summarize the tedious process of reviewing applications.
 - How accurate are personality descriptors are also a key aspect of this conversation. What information will this AI be trained on?
 - Will its output align with the human recruiter's understanding of the descriptor?
 - How will the human interpret it?
- ❖ The use of eye-tracking information regarding this field could inform and better solidify the grey areas surrounding these questions.

Here's some background information

What Else Does the Literature Say? (Pan et al., 2022)

- ❖ Impact of AI on the recruitment process was analysed.
- ❖ The study focuses on the different areas of how technology is involved in the hiring process.
- ❖ Suggested that different areas of such will yield varying degrees of influence.
- ❖ Results, the study states that even though technology is a core aspect of recruitment in businesses, AI isn't particularly a keen option for companies to adopt due to:
 - Complexity or difficult learning curve surrounding the technology
 - Cost of the AI to implement.

Here's some background information

What Else Does the Literature Say? (Pan et al., 2022)

Notes

To potentially strengthen these implications, the use of eye-tracking technology to understand a recruiter's focus points could support the use of AI technology trained on that research.

It also serves to look into the area of CV styles as it's rarely mentioned in research relating to the automation of the recruitment process.

Here's some background information

Last one I promise! (da Motta et al., 2023)

- ❖ Looking at two different styles of CVs not only nudges the question surrounding professionalism but also the query around diversity and inclusion.
- ❖ This proposed study can help inform the framework of AI in the recruitment process, the ethical implications of using AI to be a part of the process to determine whether a human should be offered a job or not should be considered
- ❖ If an individual had a positive ethical perception about using AI in recruitment they would see the business as more “innovative” and “attractive”.
- ❖ It could be asked if the style of CVs has the same effect. If an applicant were to use a more creative design for their Resumé, would that individual be seen as more “innovative” or “attractive” in such a professional field as psychology?

Methodology

Design, Participants, Materials,
Procedure, Ethics

Design

This study is a mixed methods design using an experimental between-groups design, a questionnaire, and an evaluation report. With the questionnaire, a thematic analysis is conducted to understand what qualities an employer looks for in a candidate and if "professionalism" comes up as something they value. A thematic analysis will also be conducted on the evaluation report the participant provides on each CV. The experimental aspect of this design will use eye-tracking technology to test the following:

- Duration spent on each CV
- Heat Maps on Photos
- How sporadic or concise the scan is
- Heat maps on icons or imagery

Participants and Materials

Participants

This study recruits two groups of psychology students. The first group will be exposed to “creative” or non-conventional CVs, whereas the second group will be exposed to the first recommended Resumé/CV template on Google Documents. For this pilot study, two peers will be recruited as part of a convenient sample.

Materials

- Brief/information and consent sheet
- The researcher's script
- Eye-tracking apparatus and Software Tobii
- Selection of fake CV's
- An Evaluation Report

Procedure

Participants are initially handed a brief/information sheet detailing the experiment, what actions will be expected of them, as well as what the information gathered will be used for. The researcher will read a script explaining the persona the participant will adopt when observing the CV's. They will then be handed a consent sheet and if they wish to proceed with the experiment, they will sign the consent form. The eye-tracking apparatus and Software Tobii will then be used for the experimental portion of the study and each participant will undergo the eye tracking calibration. Each group will be exposed to a selection of fake CV's. The first group (Creative Group: CG) will be exposed three "creative" CV's taken from Pinterest. The second group (Standard Group: SG) will be exposed to three "standard" CV's taken from a pre-existing Google Docs template. An Evaluation Report will be given to participants after each CV and they'll be asked to rank the CV on a likert scale of 1-10 as well as asked to detail what they liked and disliked about the CV style. The participants will be thanked for their cooperation.

Ethics

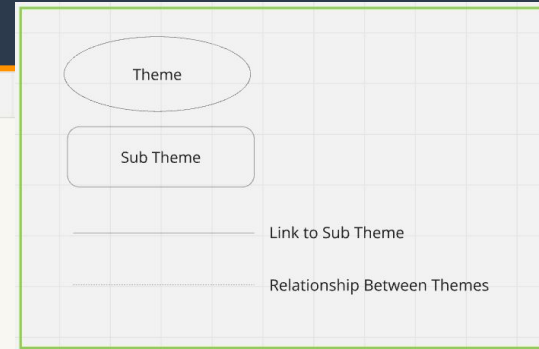
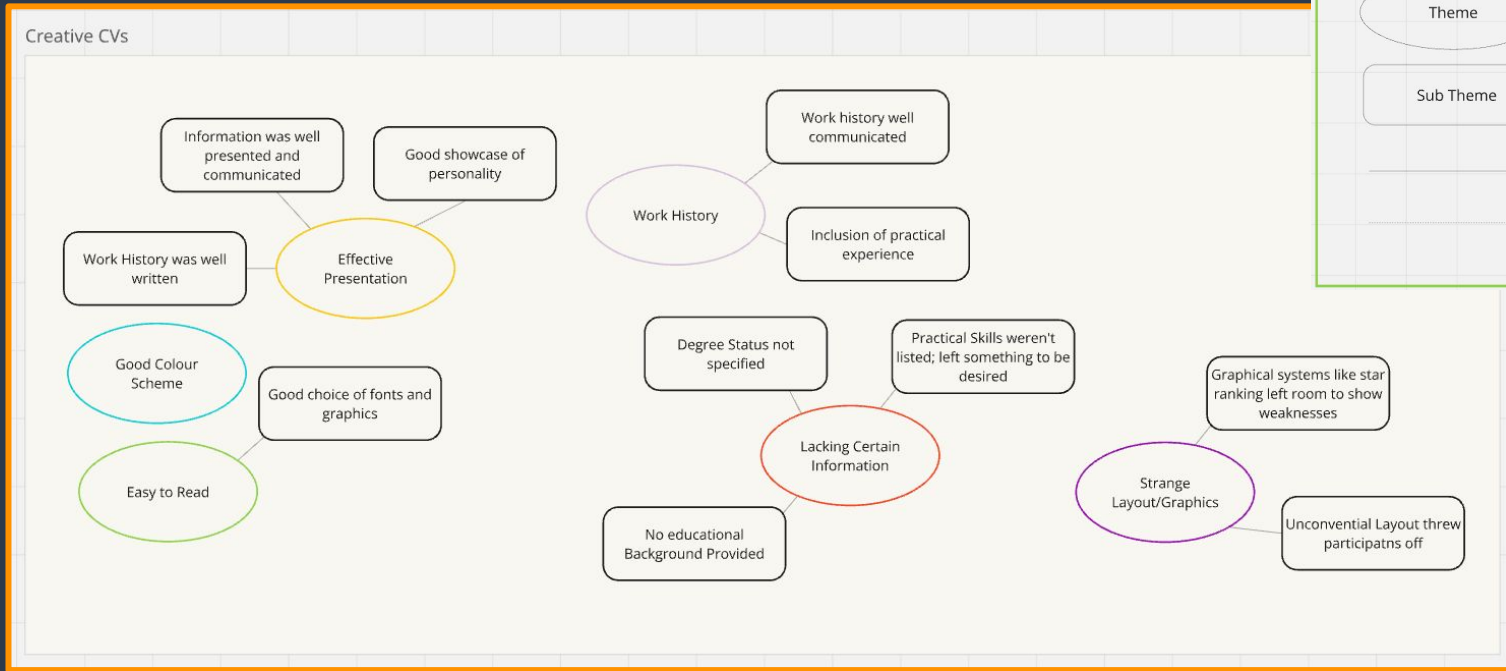
This is an ethically sound study. The eye-tracking software is non-invasive. Ethical consideration should be taken into account in regard to individual bias; would the participant feel bad or guilty about favouring one candidate over the other? This however would be considered when explaining the purpose of the study in the brief.

Results and Discussion

So... what did we learn?

Results from Qualitative Data

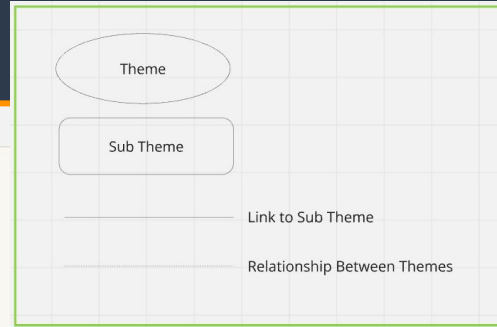
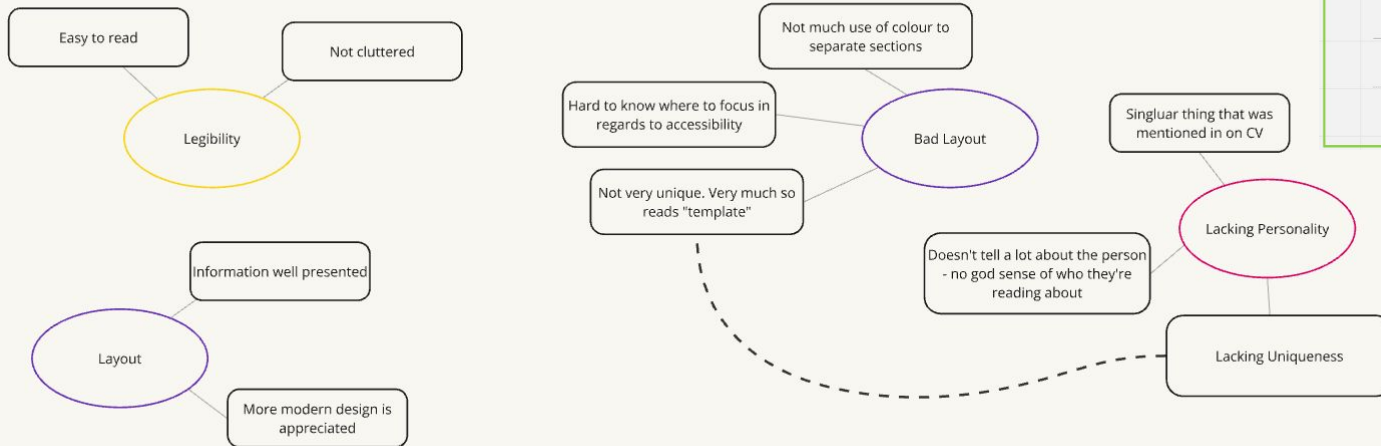
Thematic Maps:



Results from Qualitative Data

Thematic Maps:

Standard CVs



Discussion

To break this down, even though the quantitative data surrounding the gaze points was unavailable due to time limits - some good points can still be extracted from the data that was analysed

In regards to the **Creative CVs**, the colour scheme was praised as well as it's layout. Although the participants deemed this group of CVs to be engaging, most pointed out the odd graphics. Perhaps the used of some images and icons to indicate professional skills and tools were not appropriate or as effective. Due to the over design, it seems as though key information was also missing like educational background etc.

On the other side, the layout and simplicity of the **Standard CV's** were its highlight. The clear concise legibility was noted amongst almost all participants. On the other side, participants noted that the layout also lacked personality and originality

Conclusion

In conclusion, the study was a good learning experience on a potential way to implement eye tracking software in future psychological studies. When considering the implications of this feasibility study, there's a few notes to consider:

- Conducting semi-structured interviews with participants could offer a more in depth understanding of their thoughts on each CV
- It may be worth considering different job positions outside of a cyberpsychology researcher.
- A time element could be a notable variable to control for by giving the participants a set amount of time to find a certain piece of information to test the “skimability” for lack of a better word of each CV format which would simulate what a recruiter would likely do.

Thank You!

Credits This presentation template was created by **Slidesgo** and includes icons by **Flaticon** and infographics & images by **Freepik**