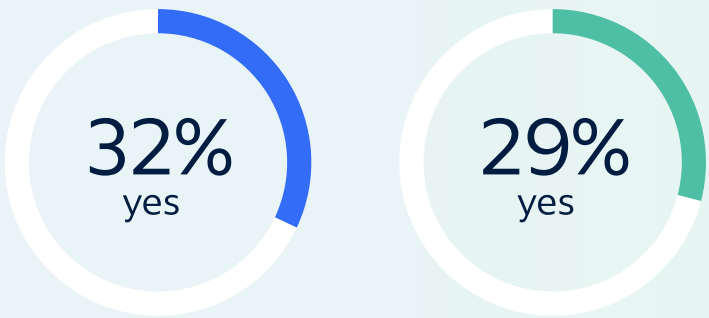
Responsible use of AI in recruiting

As the use of AI technology in hiring grows, so do concerns about the potential for biases to get built into AI-powered tools. To address these concerns, we must make ourselves aware of the risks, then work together to overcome them.

Are you concerned about AI making recruiting more biased?



HR/TA leaders

Job seekers

Source: Indeed survey

> "When we allow AI to communicate in the way it has learned from the world at large, it replicates all kinds of bias."
>
> Abby Holtfort, Indeed Workplace Operations Coordinator and iPride & Gender Identity Co-Chair

Further DEIB goals with AI

When implemented correctly, AI tools can help companies achieve their diversity, equity, inclusion, and belonging (DEIB) objectives by ensuring employers evaluate workers based on objective metrics rather than subjective factors.

They can use AI to:

- Review job descriptions to ensure that the language is inclusive.
- Develop localized versions of HR resources, like training content in different languages.
- Uncover systemic HR issues. For example, if your company uses AI to sift through open responses to employee surveys, it might discover that concerns about flexibility are concentrated among female employees. This could perhaps lead to a new "core hours" policy for not scheduling meetings during times when parents take kids to and from school.
- Identify people within your organization who could be ready for advancement. This can create more diverse internal pools of candidates for future opportunities than relying purely on the social profile or visibility of candidates.
- Focus on skills and capabilities, rather than traditional resume items such as degrees or previous industry experience, to better evaluate candidate potential and suitability.

Best practices for responsible AI use

It's essential to regularly audit and refine our AI tools to ensure they align with DEIB goals and contribute to fair, unbiased hiring practices.

Here are some tips for maintaining the integrity of your hiring process as you integrate AI technologies into your systems:

- Have an employee who is aware of inclusive hiring practices check AI-generated job descriptions before posting.
- Write holistic and inclusive equal opportunity employer statements that cover more under your policies than what is legally required.
- Take the time to assure marginalized groups they are encouraged to apply, and translate that into your hiring practices.
- Consider forming an AI ethics committee to define organizational AI principles, set guidelines for ethical AI use, and regularly assess the implementation of new technologies.
- Offer your teams adequate education and training to leverage generative AI technology responsibly and safely in the course of their jobs.

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