



For Immediate Release

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Video games, big data, and online services just aren't 'magic bullet' solutions for hiring new employees

*The human factor's still important say BC's HR professionals - even if you're adding
'Wasabi Waiter', 'Balloon Brigade', or even eHarmony to your interview process*

Vancouver, BC: Businesses everywhere are slowly turning to some new technology-driven hiring methods to replace the traditional job interview.

They're being touted as a more accurate way of assessing job candidates – but the ease with which companies and organizations are being convinced to rely on simplistic solutions to complex business problems is disturbing, according to the [BC Human Resources Management Association](#) (HRMA).

Some are using so-called 'big data' which businesses glean from myriad sources for business operations. It provides gigabytes of data that far exceed what your desktop spreadsheet can handle, and usually needs specialized management software. Recently, the use of big data has started moving into the human resources field – seen as a new hiring tool able to help filter out and find the most suitable applicants for a given job.

Other companies, like Shell, have started to have job applicants play video games developed by a company called [Knack](#), instead of a formal job interview. A few minutes playing games like "Wasabi Waiter" and "Balloon Brigade" will measure your responses, and allow employers to decide who to hire based on their best job 'knacks'.

Even eHarmony, which has brought together more than half-a-million couples with its online dating algorithm, has announced plans to develop a similar service to match job candidates with supervisors based on behaviours, interests and attitudes they have in common.

"More than ever, companies are finding creative ways to use all varying forms of data and online information to support recruitment efforts" says Christian Codrington, Senior Manager, Professional Practice of HRMA. "It is critical that organizations supplement not replace their discretionary decision making with these tools. No one wants a system where the best employee can be rejected based on a data readout which may be misinterpreted or online information that is not truly representative of the applicant."

Codrington adds, "No matter what combination of data and evidence is used to make the final hiring decision, organizations still need to rely on their HR departments and Certified Human Resources Professionals (CHRPs). While the world keeps changing, the complexity involved in determining the best job candidate hasn't."

(more)

About HRMA

The BC-based Human Resources Management Association is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs.

The association provides leadership to more than 5,500 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon.

www.bchrma.org

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