ANALYSIS OF VISUAL ATTENTION OF JOB APPLICANTS USING EYE-TRACKING

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ABSTRACT

This paper addresses the interface between neuroscience and its prospective applications within the domain of human resources (HR). Given the escalating prominence of digital platforms in contemporary recruitment, comprehending how users perceive and process online job-related content is increasingly pivotal for optimising recruitment strategies. The present study aims to scrutinise the visual attention of prospective job applicants as they engage with employers' websites. This paper sets out the findings of a study conducted utilising eye-tracking technology, which facilitated the recording of respondents' behaviour whilst perusing three distinct career websites showcasing job vacancies from various employers. Each website presented particulars regarding the job position, remuneration, and benefits, whilst varying in their visual design and content architecture. The collected data were subsequently analysed using heatmaps, which served to visualise areas of heightened visual attention. The findings facilitate the identification of which elements within job advertisements garner the most focus, whilst also underscoring the influence of both design and information layout on user behaviour. This study offers valuable insights that may be applied to the optimisation of career websites, with the overarching aim of enhancing the attractiveness of job offerings and bolstering the efficiency of recruitment processes. Ultimately, these insights can inform the design and structuring of career websites to improve the user experience, amplify the effectiveness of job advertisements, and thereby enhance the overall success of online recruitment endeavours.

Keywords: human resources, neuroscience, eye-tracking, heatmap.

INTRODUCTION

Whilst neuroscience was originally associated primarily with medicine and biological sciences, in recent years it has transcended the confines of academic inquiry, beginning to permeate practical domains, not least the workplace and human resource management (HRM). It has since established itself as an interdisciplinary branch of the social sciences, enabling the analysis of the dynamics underpinning human performance, behaviour, and decision-making within an organisational context [1].

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