EWMD International Conference 2017
"Brave New Media World – a subject of daily challenges"
September 22-24, 2017 in Ingelheim / Germany

Workshop 1 :

Replacing HR by computers - can software really evaluate people?

The rise of artificial intelligence is hard to miss - and it is more and more adopted for classic HR tasks! There are companies claiming that their software can identify persons on the brink of leaving by looking at their social media accounts; others promise that their AI can learn to pick the best job applicants or to automatically identify the most promising candidates for promotion. If all of these promises are true, it would reduce the costs in HR; it would reduce the cost of laying off people; it would identify the rising stars in a steady and reliable manner. But can computers really learn? Can Software learn, how people behave and transfer the learned patterns onto other humans? Actually, our behavior is already categorized every day when we use search engines or social media - quite successfully! They have learnt what we like, and filter and sort the content of the web for us. In this forum, I will first discuss with you why we - as computer scientists - believe that computers are actually able to learn - but also the limits of it. The forum is interactive and only assumes that you are a regular user of a search engine - no math/techn knowledge is required. I will take you along by some stories about day-to-day examples, especially about my son Sebastian who is 2 and learning about everything. The stories will help to get across what an algorithm is and how it learns. Finally, we will discuss the chances and risks of algorithmic decision making systems for the applications named above. After the forum you will be able to counsel your company on whether to buy these new, fancy algorithms, which are only presumably replacing human resources in HR.

Prof. Dr. K.A. Zweig, University of Kaiserslautern