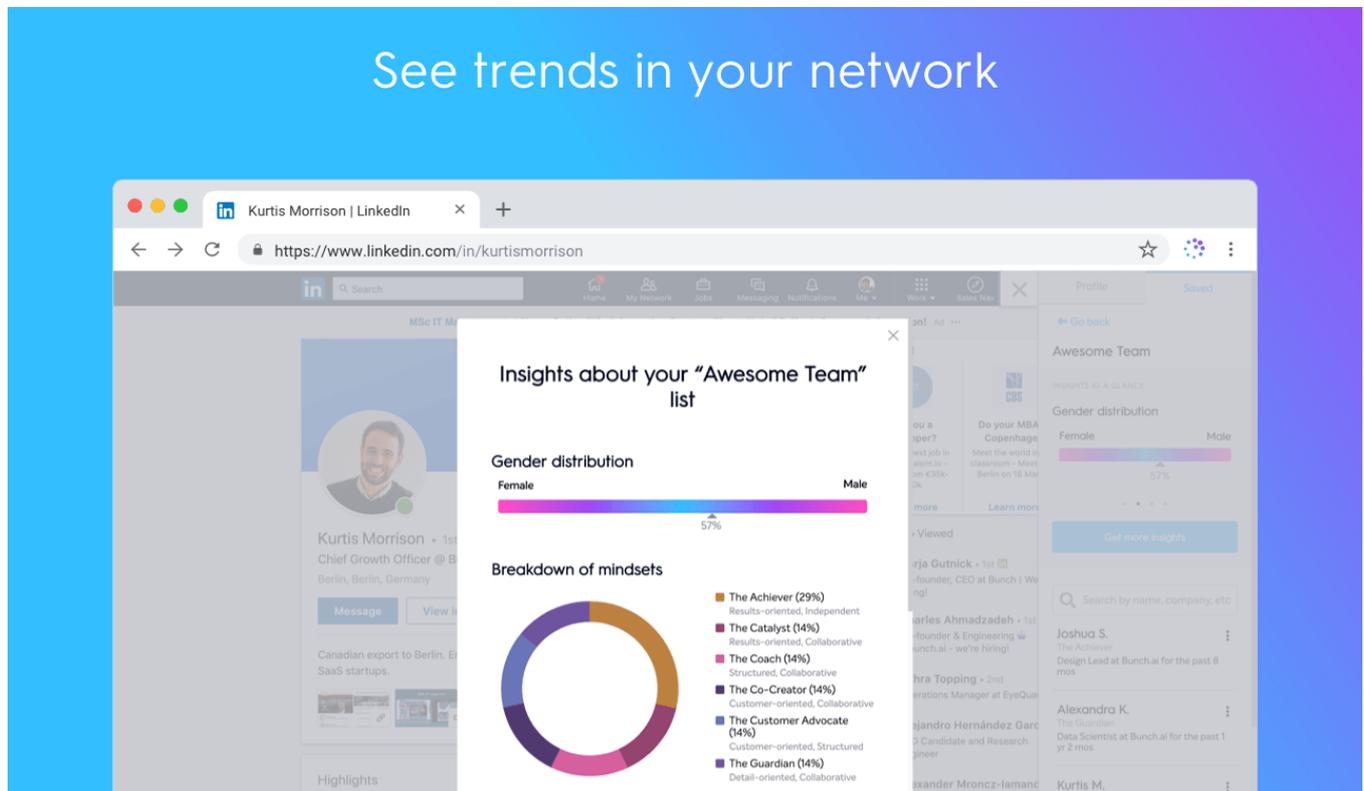# AI tool assesses a job applicant's work style in seconds

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Spotted: German startup Bunch has created an automated way to assess a job applicant's work style. Called Emma, the Chrome extension is used with LinkedIn to scan profile language, posts and recommendations, as well as dozens of other indicators that reveal behaviour.

The algorithm, which is powered by artificial intelligence, compares the LinkedIn data to more than a million data points collected from things like Slack messages, other LinkedIn profiles and reviews on Glassdoor. With this data, the applicant is categorised into personality types that reveal things like whether they are adaptable, detail-oriented or have integrity. Recruiters can use this to determine whether someone is likely to work out in a job.

The technology was created by Bunch (a Berlin group of organisational psychologists, data scientists and software developers). Charles O'Reilly, an organizational behaviour professor at the Stanford Graduate School of Business, developed the behavioural model used by Bunch.

The Chrome extension is free to download. Job seekers can use it as well to see how their profile might be assessed by potential employers.

Takeaway: Emma allows recruiters to scan a LinkedIn profile and get a sense in seconds whether someone could be a good fit for a job. These softer behavioural skills such as adaptability, integrity and collaboration are often overlooked in favour of past jobs and degrees. Yet typically they are

better predictors of success. Some reviewers found the assessment results creepy and of course it isn't 100 percent accurate. Emma is yet another example of technological advances in the recruitment process. Springwise recently reported on a virtual assistant recruiter called Vera and software to eliminate unconscious bias in hiring.

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