

## Introduction

- Resumes provide an overview of an applicant's academic and professional experience
- Employers spend an average of 8 to 10 seconds on a resume before moving onto the next one
- Eye-tracking data allows for a better understanding of eye movement and fixation points on a resume

## **Pilot Study Objective**

To refine and practice procedures for future studies that aim to understand how employers read resumes by using eye-tracking technology to monitor eye movements as participants read a student resume.



Figure 1: Tobii Pro Glasses 2

# Method

## **Pilot Participants**

12 college students (8 female, 4 male; 19-24 yrs old)

- 41.7% reported experience writing resumes
- 16.7% reported experience reviewing resumes

### Procedure



**T** Participants received study briefing and filled **Lex** out demographic questionnaire

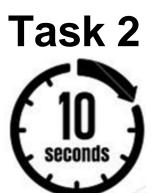
Participants fitted and calibrated with glasses



Participants given scenario and asked to view the following resumes as an employer



Task 1 6 participants viewed the "original" resume, while 6 viewed the "modified" resume for 10 seconds to capture their first impressions



Task 2 Participants told to look for traits to fulfill a specific job opening, then viewed the same resume for another 10 seconds



Participants answered open-ended questions to investigate likes, dislikes, and suggestions

# How to Catch an Employer's Eye: A Pilot Study Emily Rickel, B.S., Devin Kelley, B.S., Kobe Reese, & Barbara Chaparro, Ph.D. Department of Human Factors & Behavioral Neurobiology

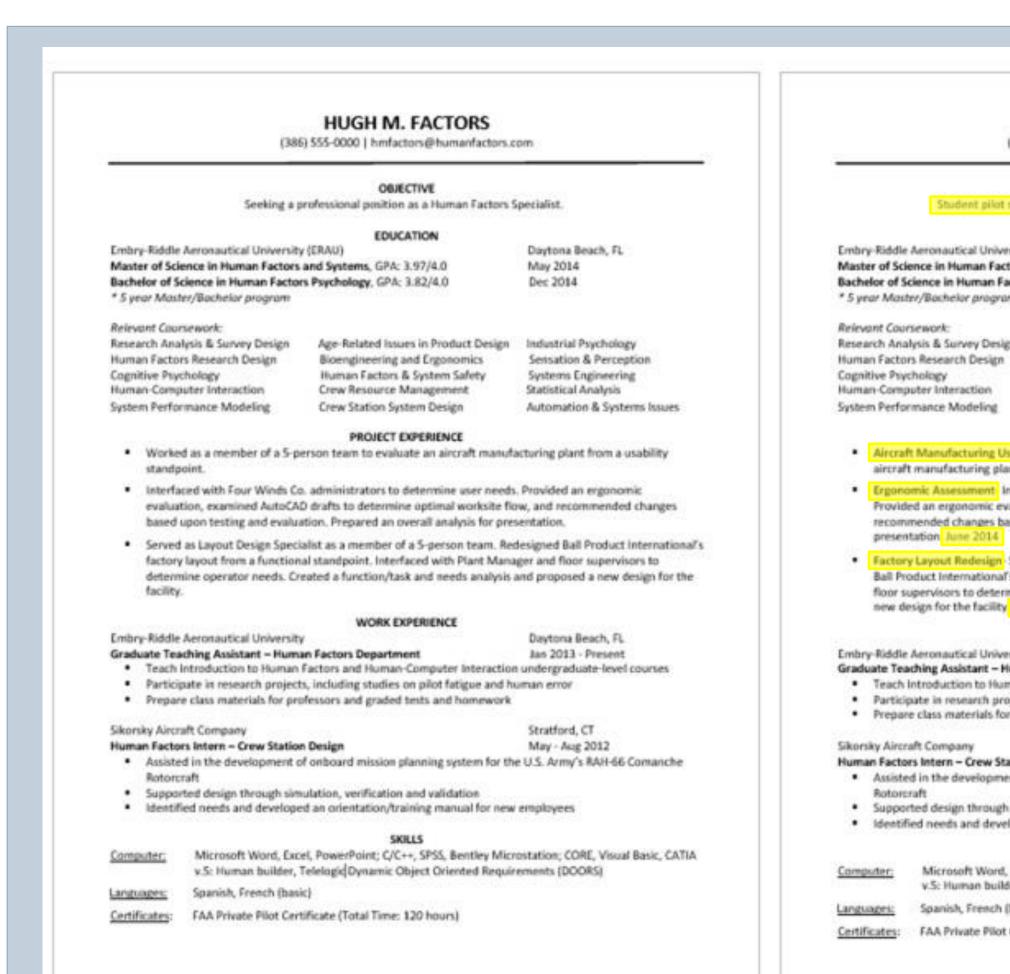
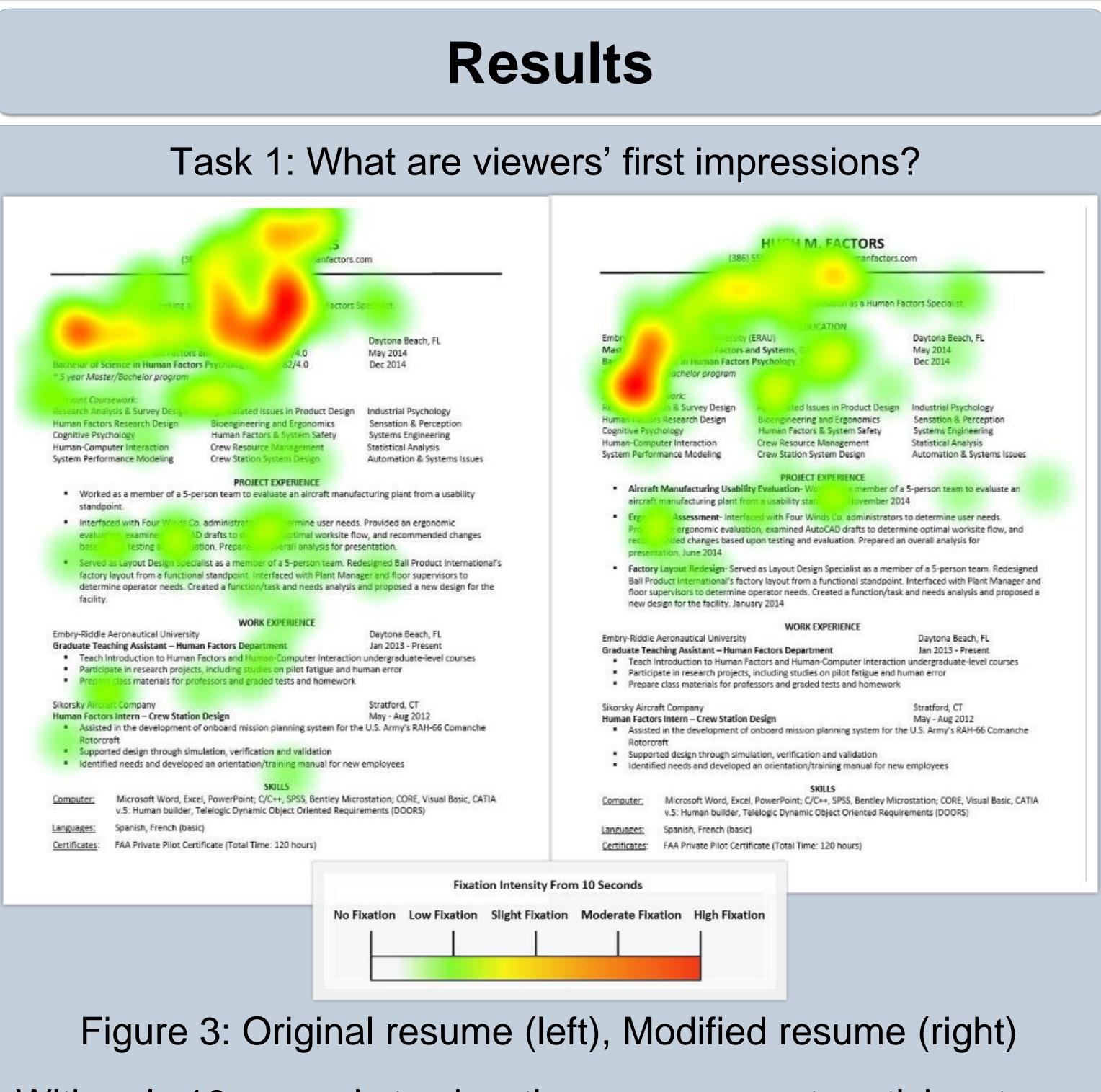
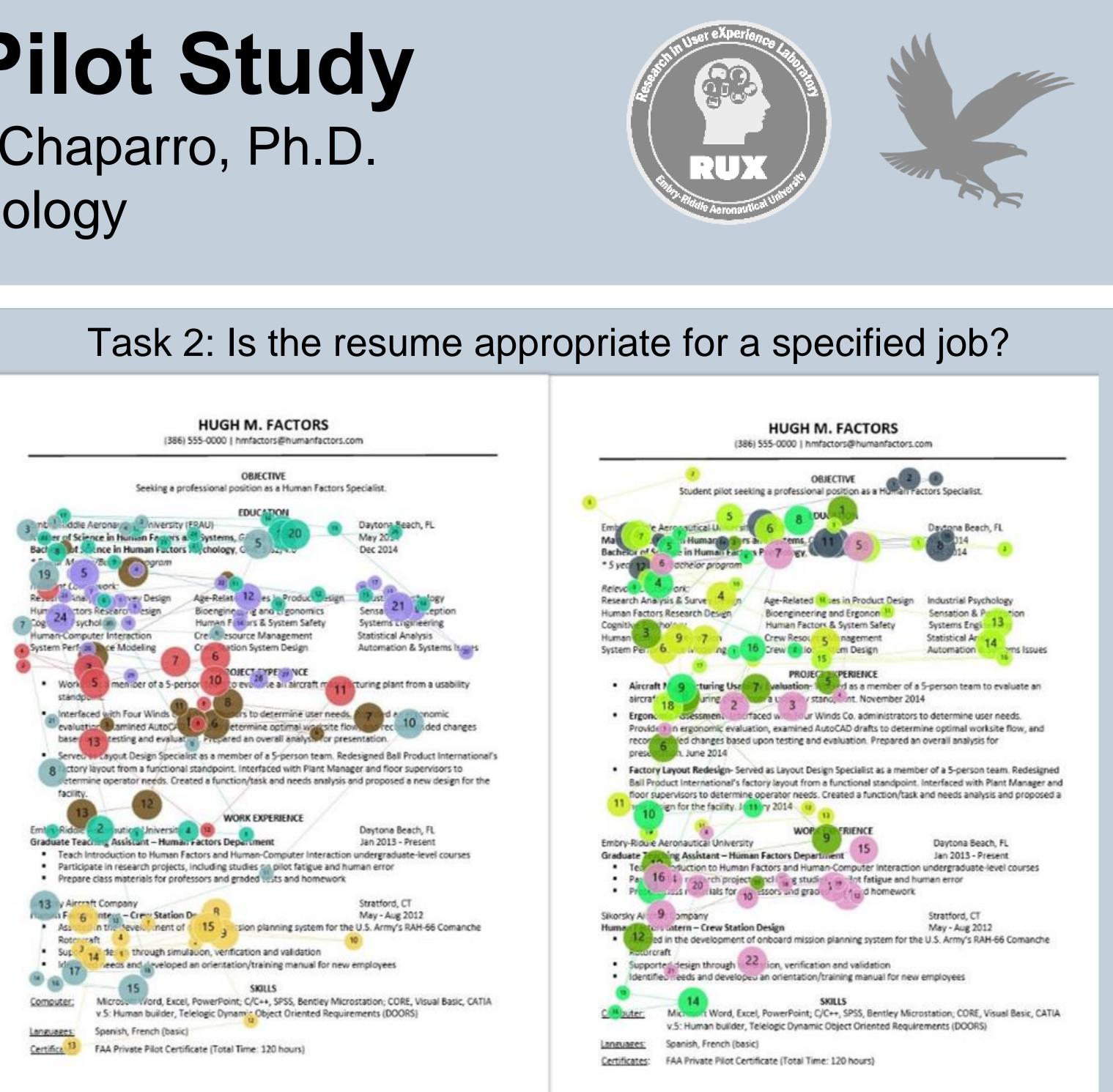


Figure 2: Original resume (left), Modified resume (right) The "modified" version had the same content as the "original", along with a more specific objective statement and the addition of project dates and bolded project titles (Yellow Highlight).



With only 10 seconds to view the resume, most participants didn't make it past the first half of the page.

(386) 555-0000   hmfactors@humanfactors.com		
OBJECTIVE silot seeking a professional position as a Human Factors Specialist.		
not see		con a aprenance.
	EDUCATION (ERAU) and Systems, GPA: 3.97/4.0 s Psychology, GPA: 3.82/4.0	Daytona Beach, FL May 2014 Dec 2014
Design sign n	Age-Related Issues in Product Design Bioengineering and Ergonomics Human Factors & System Safety Crew Resource Management Crew Station System Design	Industrial Psychology Sensation & Perception Systems Engineering Statistical Analysis Automation & Systems Issues
	PROJECT EXPERIENCE	
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## Figure 4: Original resume (left), Modified resume (right)

When asked if this candidate was appropriate for a specific job, participants tended to look at the more defined objective statement and project headers on the modified version.

# Recommendations

Based on the eye-tracking and qualitative results gathered during this pilot study, students should consider implementing the following recommendations when updating their resume:



List relevant project experience, work experience, and skills in the top half page



Create and bold titles in the project and work experience sections



nclude a specific objective statement



Greenly, R. (1993). How to write a resume. *Technical Communication 40*(1), pp. 42-48 Rickel, E., Kelley, D., & Reese, K. (2020, March 2). The science behind standing out. The Avion Newspaper. Retrieved from http://www.theavion.com Sample Resume. Retrieved from https://careerservices.erau.edu/resources/resume-cv-tips/ Tobii Pro. Tobii Pro Glasses 2. Retrieved from https://www.tobiipro.com/product-listing/tobii-pro-glasses-2/ Tobii Pro. What is eye tracking? Retrieved from https://www.tobiipro.com/blog/what-is-eye-tracking/

# References