# AI recruitment stumbles as glitches and deepfake fraud expose system flaws



As artificial intelligence continues to permeate various sectors, its impact on the hiring process is particularly notable. Many companies now rely on AI-powered platforms, such as ChatGPT, to assist not just with administrative tasks but also with recruitment functions that range from scanning CVs to conducting interviews. A recent survey by IBM indicated that 42% of companies are employing AI screening tools in their HR departments, signalling a significant shift towards automation in recruitment. However, this reliance on technology raises questions about the effectiveness and human impact of such systems.

The unsettling experience of TikToker Ken highlights the potential pitfalls of automated interviews. Ken shared a viral video where an AI interviewer malfunctioned, repetitively stating the phrase "vertical bar pilates" in a robotic loop during her interview. The distress this caused resonated with many viewers, who echoed sentiments of frustration towards the impersonal nature of AI-driven recruitment processes. Ken's application was for a position at Stretch Lab in Ohio, a company using systems developed by Apriora—an AI startup that promotes efficiency with claims of achieving hiring speeds 87% faster and costs 93% lower than traditional methods. Yet, as Ken’s experience exemplifies, these supposed benefits can come at the expense of basic functionality and quality.

The rise of AI in recruitment isn’t just accompanied by technical glitches. The broader implications include a troubling trend in which candidates resort to deepfake technology to create false identities during interviews. A survey revealed that 17% of U.S. hiring managers have encountered such incidents, particularly within the IT sector. This not only highlights a growing distrust in the recruitment process but also suggests that AI-enabled tools, while aimed at improving hiring accuracy, can inadvertently lead to more refined forms of deception and ultimately weaken the integrity of the recruitment process.

Furthermore, the reliability of AI tools has come under scrutiny. Reports indicate that, despite their intended purpose of eliminating bias and speeding up recruitment, these systems can perpetuate or even amplify existing biases—making flawed decisions based on irrelevant criteria. The implications are significant: overlooked talent and possibly racially discriminatory practices can result from an over-reliance on flawed technology. As a countermeasure, experts have suggested implementing regulatory measures to ensure that these AI tools are rigorously tested prior to deployment.

Despite the challenges, some advocates maintain that AI can complement the recruitment process when applied appropriately. Technology-driven platforms like Eightfold AI and gpt-vetting seek not only to expedite recruitment but also to enhance fairness in hiring practices. Their functionalities aim to promote a more holistic understanding of candidates beyond the traditional resume keyword match, focusing instead on skills and potential. These innovations have led to enhanced efficiency, but, as industry leaders have discussed, the irreplaceable need for human oversight in specific assessments and interpersonal dynamics remains critical.

The experiences shared by Ken and others serve as reminders of the fundamental human aspect within recruitment. As companies grapple with the trend towards automation, they must not lose sight of the importance of human judgement in hiring. Balancing the speed and efficiency of AI with the irreplaceable human touch could mitigate the dangers of miscommunication and misrepresentation, ensuring that the recruitment process truly serves all parties involved. Ultimately, successful hiring hinges not just on the latest technology, but also on the ability to connect human potential with opportunity—an achievement that AI, in its current state, is not yet equipped to accomplish fully.

## Reference Map:

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2. <https://www.theweek.com/tech/deepfakes-and-impostors-the-brave-new-world-of-ai-jobseeking> - The article discusses the impact of AI technology on job recruitment, highlighting the use of deepfake technology by job applicants to create fake identities during interviews. It mentions a survey revealing that 17% of U.S. hiring managers have encountered such incidents, particularly in the IT sector. The piece also addresses the use of AI in subtler forms of cheating, such as tools that help candidates answer real-time technical questions undetectably during video interviews. Employers' reliance on AI has led to impersonal interactions and overlooked qualified candidates, prompting a return to traditional methods like referrals.
3. <https://www.ft.com/content/e27ee51f-ea02-4489-b223-51fed88fd6a8> - This article examines the shortcomings of AI tools in the employment sector, revealing that they often perform poorly. AI now influences various aspects of hiring, including job advertisements, CV screenings, and promotions. While intended to speed up hiring and remove human bias, these systems can perpetuate or amplify existing biases, leading to racially discriminatory practices and flawed decision-making. The reliability of AI tools is questioned, with systems misidentifying candidates' suitability based on irrelevant factors. The piece suggests regulatory measures to ensure AI tools are thoroughly tested before use.
4. <https://www.ft.com/content/014f5e18-3588-43be-824c-db574878c07c> - In this podcast episode, Isabel Berwick explores the growing influence of AI in recruitment processes. Ali Ansari, founder and CEO of micro1, discusses his company's AI interviewing tool, gpt-vetting, which aims to autonomously screen software engineering candidates. The system provides programming and soft skill assessments with an AI avatar, generating reports for employers to guide hiring decisions. Chano Fernandez, co-CEO of Eightfold, explains how their AI platform helps manage recruitment, retention, and succession planning by identifying skills and potential roles for employees. Both guests highlight AI's capability to improve efficiency and reduce bias in hiring, though they acknowledge human judgment remains crucial for certain tasks and interpersonal assessments.
5. <https://www.apollotechnical.com/top-ai-tools-revolutionizing-recruitment-strategies-in-2025/> - This article highlights several AI tools revolutionizing recruitment strategies in 2025. Eightfold AI is presented as a comprehensive Talent Intelligence Platform driven by deep-learning AI, designed to fundamentally change how organizations approach recruitment and talent management. Its core premise revolves beyond traditional keyword matching on resumes towards a more holistic understanding of skills, potential, and career trajectories. The platform’s ‘Agentic AI’ aims to identify the best-fit candidates for roles with impressive efficiency, enabling significant reductions in time-to-hire. A key differentiator for Eightfold AI is its emphasis on fairness and mitigating bias within the hiring process, utilizing AI algorithms specifically designed to promote diversity and equal opportunity.
6. <https://www.ft.com/content/279bf0b0-97ef-4186-9156-6f0f4ae697ed> - This article discusses how job hunters can enhance their chances of passing AI-driven recruitment tools by utilizing AI tools themselves. Almost all Fortune 500 companies now use AI to sift through job applications, making it crucial for candidates to adapt. AI tools can refine CVs, tailor cover letters, and highlight relevant skills, with tools like Gender Decoder, ChatGPT, Jobscan, and SmartMatch available for use. These tools can help candidates avoid gender bias, optimize CVs for job-specific language, and match candidates with suitable job opportunities. Additionally, platforms like LinkedIn Premium Career aid in improving job profiles and direct communication with recruiters, while Glassdoor and Payscale offer insights for salary negotiations.
7. <https://levertalent.com/blog/20-top-ai-powered-hr-tools-of-2023> - This article lists 20 top AI-powered HR tools of 2023, including Attract AI, Paradox AI, Fetcher AI, Textio, Manatal, HireVue, and Interviewer AI. Attract.AI is a talent search engine that uses AI to automate candidate sourcing and engagement. Paradox AI uses a conversational AI system to automate the recruiting process from screening resumes to scheduling interviews. Fetcher AI provides AI-powered sourcing and outreach, helping identify passive candidates and use personalized messaging to attract them to apply for job openings. Textio is used by TA teams to attract more qualified candidates by writing bias-free and engaging job descriptions. Manatal is an all-in-one recruitment software that uses AI to streamline the sourcing and hiring process. HireVue is an AI-powered hiring platform that revolutionizes HR processes by focusing on candidate potential rather than past achievements. Interviewer AI helps companies automate candidate selection by conducting asynchronous, virtual screening interviews with job applicants.