



## **An Analysis of College Students' Employment Prospects: A Comprehensive Survey**

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**Abstract:** In recent years, with the continuous improvement of China's education system, China's higher education has entered the stage of popularization, and the employment of college students has become a key issue of social concern. Through a questionnaire survey, this article finally surveyed 426 college students and 57 people in society. The results show that the most important things for college students when choosing a career are salary, benefits, and work intensity. When choosing a career, they care more about personal feelings. They expect employment cities to be evenly distributed. There is no statistical difference in understanding the society's salary for fresh college students ( $P>0.05$ ). In terms of abilities valued by employers, the differences between college students and people from society are statistically significant in terms of professional abilities, communication skills, and teamwork ( $P<0.05$ ), while in terms of academic qualifications, school performance, and personal interests, the difference between the two is not statistically significant ( $P>0.05$ ). This article believes that college students should increase social practice, grasp social needs, and form a correct view of employment. Society should provide more opportunities for college students to understand jobs and increase work experience. The country should establish relevant policies to encourage college students to form a correct view of employment.

**Keywords:** College students; Employment outlook; Popularization of higher education

### **1 Introduction and Literature review**

Since the resumption of the college entrance examination in October 1977, my country has been committed to the popularization and popularization of higher education. According to statistics, the number of external enrollments in colleges and universities nationwide reached 1.08 million in 1998, and the number of enrollment nationwide reached 1.59 million in 1999 (Y. A. Li et al., 2011). Compared with last year, its growth rate reached 47.4%. In 2002, the number of enrolled students reached 3.2 million, which means that my country's higher education has officially entered the stage of popularization. Since then, my country's general higher education enrollment has maintained rapid growth. In 2018, the growth rate of college enrollment nationwide has reached 48.1%. In 2023, there were 3,013 colleges and universities in China, and the number of college students in school exceeded 11.2 million, which was ten times the number of college students in 2001. In January 2023, the Ministry of Education issued a document

announcing that China's higher education had officially entered the Popularization stage.

In recent years, as the number of college students has increased year by year at a rapid rate, the expansion of the number of graduates will inevitably lead to an increasingly severe employment situation (S. Li et al., 2014). The employment issue of college students in our country has become a key concern of the party and the country and is also a hot topic of great concern to all sectors of society. In different eras, the reasons for college students' employment difficulties are also different (Shi & Xing, 2010). Yao Yuqun's research in 2003 showed that college students' employment difficulties come from many aspects, which can be mainly divided into objective factors and subjective factors. The objective factors are: First, since the implementation of the college enrollment expansion policy in 1999, the number of college students has increased sharply, and the job market has shown an oversupply situation; 2. Unbalanced national economic development and

the country's market-oriented reform process have led to the reduction of state-owned enterprises and positions within the establishment. 3. External social factors of college students such as family factors. The most common one is that they have high requirements for graduated college students, believing that their jobs must be "decent" and "stable", and they cannot accept their children choosing some "grassroots" and "ordinary" jobs. At the same time, college students are faced with the pressure to get married and buy a house soon and are invisibly required to find jobs with better pay and more prospects. However, some college students have not updated and accepted the change from the past "all-in-one package" to "two-way choice" promptly. It pointed out that the current situation of employment difficulties for college students comes more from objective factors.

In 2008, Wen Feng'an stated that college students' employment difficulties mainly come from subjective factors and more from college students' employment outlook that lags behind the times. First, college students' excessive pursuit and expectations for "high salary", "stability" and "iron rice bowl". Affected by the traditional concepts of the previous generation, college students overestimate and expect the identity value of undergraduate graduates, which leads to the situation of "high sight but low hand" in employment after graduation; second, college students have a weak awareness of active employment and poor psychological endurance. Some college students are still nostalgic for the era of "unified recruitment and unified allocation". They are more willing to passively accept arrangements rather than actively seek jobs, and their subjective initiative is insufficient. Research by Guo Jinhua and others also demonstrated related views. In the same year, Ding Yonggang used a combination of systematic sampling, simple random sampling, and random individual interviews to research Xi'an Jiaotong University, Chang'an University, Chengdu University of Electronic Science and Technology, Nanjing Normal University, Shanghai University, Jinan University, Jilin University, Central South University, Beijing Institute of Technology, etc. A questionnaire survey of college students from nine universities with different majors, places of origin, and genders found that college students pay the most attention to personal development when choosing a career, with the proportion reaching 64%; while only 12% believe that college students should serve the needs of the country. When comparing and choosing

employers, most students choose salary and benefits, accounting for 43 %; he believes that wrong views on employment will inevitably lead to college students being too utilitarian when applying for jobs, blindly pursuing top resources, having high ambitions and low abilities, and ultimately leading to the difficulty of finding employment for college students in society. status.

In 2015, Li Ying and others also believed that college students' employment difficulties arise more from their wrong views on employment and career choice. Some college students are unable to objectively evaluate themselves, are too ambitious, follow blindly, and are self-centered. When looking for a job, simply put salary and remuneration first, and give priority to employment in the economically developed eastern region rather than other regions with less developed economies. In the process of choosing a career, people care more about their development rather than serving the country. This reflects the strong self-awareness and self-centered values of contemporary college students and also makes it difficult for college students to cooperate and communicate with others during their employment process.

Wang Huijuan's research in 2022 believes that, the difficulty in finding a job for college students is not only due to the deviation of college students' views on employment and career selection but also due to the lack of accurate matching between the training methods of college students and social needs. First of all, the majors offered by universities do not fully correspond to the needs of society, and there is a certain lag. In recent years, the employment rate of graduates majoring in management, human resources, materials science, environmental studies, and psychology has been at a low level. With the development of information technology and artificial intelligence, the demand for jobs without professional barriers has gradually declined. Secondly, in the undergraduate study stage, college students have relatively limited information and do not take the initiative to understand the requirements of society. They lack social practice experience in terms of employment status and career planning in this major. College students only study textbook knowledge on campus, work behind closed doors, talk on paper, and test-oriented is rampant. Employers, on the other hand, not only value excellent technical skills but also pay more attention to the actual workability and basic qualities of the recruiters, such as the employee's ability to deal with others and to integrate and adapt. This mismatch in

training methods has caused many college students to feel unfit, stressed, and have gaps when they enter society, resulting in negativity and neglect.

According to research by Dong Shihong and others, it can be known that the employment outlook of college students in China is advancing with the times and shows different characteristics in different periods. With the rapid expansion of enrollment in general colleges and universities in recent years, the number of college students in our country has increased, and the employment situation of graduates has become increasingly severe. In addition, our country has experienced the COVID-19 epidemic from 2019 to 2022, which has had a great impact on the domestic economy and employment environment. Influence. Nowadays, graduating college students are facing huge pressure to find a job. On the one hand, the gradual saturation of the talent market and the devaluation of academic qualifications have forced college students to extend their training cycle. To obtain better remuneration, many college students have to take the postgraduate and Ph.D. examinations, which in turn further promote postgraduate education. The process of popularization. On the other hand, some private companies are increasingly exploiting the labor force of college students. Voluntary overtime has become the norm, and 9:96 a week has become a "blessing". Private companies require graduates to work too hard and accept too low development bottlenecks but do not provide them with matching salaries and benefits, and the meaning of struggle. Today, as things become blurry, pronouns such as "lying flat", "anti-involution", and "Buddhist" have become the mantra of college students. The mainstream media constantly preached that "struggle is the foundation of young people" and "Kong Yiji should take off his long gown." Not only did it not inspire the fighting spirit of college students, but it also attracted a lot of disgust. Faced with multiple pressures and in the context of the post-epidemic era, college students' views on employment should also undergo tremendous changes. This article aims to investigate the employment outlook of 426 college students through a questionnaire survey. It mainly focuses on the types of future employment, factors that college students pay attention to in career selection in the post-epidemic era, whether to pursue this major, continue their studies, or directly Employment, how to improve the success rate of employment applications during college studies, etc., and at the same time, by collecting suggestions from people in the

society and employers summarized the similarities and differences between the two concepts and tried to give certain reference suggestions for college students in career planning. At the same time, provides a data basis for future related research and teaching activities.

## **2 Research objects and methods**

According to Wang Huijuan's research, most of the reasons for college students' employment difficulties come from the mismatch with social needs. To be more conducive to verifying this conclusion, this project will use a simple random sampling method to conduct online and offline surveys. A survey was conducted on college students and people in society by distributing questionnaires in this way. College students are full-time undergraduate or master's students who are currently enrolled in school, while people in society are corporate workers who have held or have work experience in recruitment positions...

For the offline research part, this project will use the Shipai Campus of Jinan University as the main survey point. The team members will randomly distribute paper questionnaires on-site in the library, dormitories, and teaching buildings to conduct surveys among college students on the campus. The distribution process adheres to the principle of simple random sampling, and the survey tries to include students from liberal arts, business, science, engineering, medicine, and other departments. College students mainly target undergraduates and master's students. Secondly, in terms of online research, this project will produce an online questionnaire with the same content as the paper version and send it to other college students and members of the public to fill out. Before the survey, our team will receive unified training from people with research experience to learn how to distribute questionnaires, collect questionnaires, and deal with common problems during the survey process. During the survey process, we will ensure that no inducement is made in any of the options in the filling process. Assistance, substitution, and other actions that affect the outcome. If the respondent encounters visual impairment or other obstacles to filling out the questionnaire based on the principle of random selection, this project will use the method of reading the questions and options to assist them in completing the questionnaire.

In the final questionnaire survey, a total of 450 questionnaires were distributed to college students, and 426

valid questionnaires were recovered, with a recovery rate of 94.6 %. 60 questionnaires were distributed to the public, and 57 valid questionnaires were recovered, with a recovery rate of 95.0 %. Among the 426 survey samples of college students, 163 were male, accounting for 38.26% of the entire sample; 263 were female, accounting for 61.74% of the entire sample. The 57 people collected come from all walks of life, 24 of whom are from domestic private enterprises, accounting for 42.11 %; 10 of them are from state-owned enterprises, accounting for 17.54%; 8 of them are from public institutions, accounting for 14.04 % of the total %, and there are also a small number of samples from foreign-funded enterprises, business entrepreneurs and government departments.

This article stores all survey data in IBM SPSS Statistic version 26.0 and performs operations on related data. The summary results of this article include two parts. The first part is to calculate and summarize basic statistical data such as the frequency and ratio of each item in the sample. In addition, to investigate the similarities and differences between college students and people in society regarding the factors that employers value in recruitment and the salary packages of fresh graduates, the second part of the analysis will use an independent sample t-test and chi-square test to verify the differences between the two. Whether there is statistical significance, and summarize and summarize based on the above analysis results.

### **3. Analysis of survey results**

#### **3.1 Survey results of college students**

##### *3.1.1 Reliability and validity test*

After reviewing relevant literature, it was found that there was no more authoritative questionnaire on the topics mentioned in this article in the past. Therefore, the questionnaire used in this survey is a self-administered questionnaire by the team. The self-study questionnaire was tested for reliability and validity using SPSS 26.0. The Cronbach's coefficient of the survey questionnaire used in this article is 0.700, which meets the statistical requirement that the Cronbach's coefficient Alpha is not less than 0.700, which means that the results of this survey are more credible(Karros, 1997). Secondly, in the validity analysis of this survey questionnaire, the KMO and Bartlett test coefficients are 0.726, which is greater than 0.700, which means that the design of this survey questionnaire is relatively reasonable, and the analysis results can be used as

valid data to analyze the employment outlook of college students. data basis.

##### *3.1.2 Survey sample distribution results*

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In terms of living area, the largest number of people are from mainland China, with a total of 254 people, accounting for 59.62%, followed by those from Hong Kong, China, with 104 people, accounting for 24.41%, and the third are from Macau, China, a total of 41 people, accounting for 9.62 % of the total, and the remaining 14 people from Taiwan and 9 students from abroad participated in the survey. Among them, 161 participants were from mainland China, accounting for 63.64%. There are relatively few students from northern China, with 92 students, accounting for 36.36% of the total mainland Chinese students.

In terms of family economic level, more students come from cities, with 257 students, accounting for more than 60 % of the total number, followed by students from rural areas, with 65 students, accounting for 15.26%, followed by students from urban and rural areas. There are 58 students, accounting for 13.62%. The smallest number are students from towns and villages, accounting for only 10.8 % of the total. In the survey questionnaire, family economic conditions are divided into five levels: "very good", "better", "average", "poor" and "poor". Among them, most people think that their family's economic conditions are "average". , a total of 237 people, accounting for 55.63% of the total sample number, followed by 101 people, accounting for 23.71%, who consider their family economic conditions to be "good" and "poor " or "poor" "A total of 67 people, accounting for 15.73 %.

In terms of grade and major, the most surveyed students were freshmen, with a total of 228 students, followed by 61 students from seniors and 58 students from sophomores, accounting for 1% of the total sample respectively. 4.32% and 1 3.62%, the smallest number are second -year or third-year graduate students, only 9. The largest number of samples were from liberal arts majors, with 131 people, accounting for 30.75% of the total, followed by students from medical and science majors, with 103 and 93 people surveyed respectively, accounting for 24.18% and 21.83 % of the total. There are relatively few students majoring in engineering and business, accounting for only 13.62% and 7.51 % of the total

sample respectively. The distribution of the results is basically in line with expectations.

### 3.1.3 Analysis of the employment outlook of college students

Ding Yonggang<sup>[5]</sup> believes that the employment concept refers to the important value standard for job seekers to judge and measure their ideal job, and is a concrete manifestation of work feelings and ideal realization. Every industry and even every occupation has different characteristics, functions, and tasks. Only by combining your characteristics and organically combining your ideals with social needs can you better realize your ambitions and contribute to society. A correct outlook on employment is an important ideological compass in the process of career selection. Only by understanding the current situation of college students' outlook on employment can we correctly "calibrate" it and become a guide for the majority of college students to navigate their lives in the future. This article investigates the employment outlook of college students from multiple aspects such as parents' expectations and opinions, the characteristics of the job they hope to engage in, the factors they value when choosing a career, and their views on self-improvement.

#### 3.1.3.1 College students' expectations and views on their parents

Due to the implementation of family planning and eugenics policies in our country, the number of children has increased significantly. At the same time, parents in the new era tend to invest a lot of energy and resources in their children's education and future development. According to Yang Hongjuan's research<sup>[3]</sup>, more parents are more inclined to provide suggestions and opinions on their children's education, major choices, and career choices. Therefore, the career choices of college students will also be affected by their parents. The results of this survey show that among the 426 samples, 268 students strongly agree or somewhat agree that their parents have expectations and requirements for their future employment, accounting for 62.91% of the total. Only 10 believed that their parents did not have any requirements for their employment. In addition, 255 people thought it was completely inconsistent or relatively inconsistent with the opinions of parents and relatives on whether parents and relatives should be considered in the job search process. Combining the above results, it can be seen to a certain extent that college students' career choices are generally subject to the expectations and pressures from their original families,

but they believe that the views of family and relatives should not be considered in the career selection process. This shows that today's college students have a negative attitude toward career choice. Have free thinking and yearning, and do not want to be pressured by family. As parents are social experiences, their views on employment and their judgments about different industries are different from those of college students. Since most of the parents of college students today were born in the 1970s and 1980s, when our country was in the early stages of reform and opening up, our country's national strength was developing rapidly and various industries were booming. At that time, college students implemented a work allocation system, and college students did not need to specifically seek their jobs (C. Chen & Hu, 2008). Work. However, China's college student package distribution system was officially abolished in 1996. In 1996, the state no longer shouldered the tuition fees of college students, nor did it cover distribution. By 2000, it had completely stopped the system of covering distribution, and stopped using the "National Employment Dispatch Report Card for Graduates of General Colleges and Universities" and the "National Graduate Employment Dispatch Report Card". Our country has officially entered the era of the double-selection job search system. Nowadays, our country is in an era of free career choice. The career choices of parents who grew up in different eras are very different from those of contemporary college students. According to Qi Yuanyuan's research, they may underestimate job hunting. Difficulty, there will also be higher expectations when applying for a job. The factors considered when applying for a job are more factors such as region and social status.

#### 3.1.3.2 College students' views on expected jobs

There is a view among contemporary young people's employment that "the end of job hunting is establishment". This view reflects a certain tendency of contemporary young people's employment. There are a large number of private enterprises in our country, but the relevant regulatory system is not yet perfect, and the rights and interests of enterprise employees are not well protected. Things that squeeze and eliminate the labor force such as the "9 96 Incident" and the "Mid-life Crisis" make young people more inclined to choose Establishment work for civil servants or public institutions with stable and high social status. Since the civil service establishment systems in mainland China, Hong Kong, Macao, Taiwan, and foreign countries are different, with

obvious differences in benefits, benefits, and management systems, this article only surveys the employment types of college students in mainland China. Among the 426 samples recovered, 2 are from mainland China. 53, including 161 from the south of China (Jiangsu, Anhui, Zhejiang, Shanghai, Hubei, Hunan, Jiangxi, Fujian, Yunnan, Guizhou, Sichuan, Chongqing, Guangxi, Guangdong, Hainan, Tibet), and 161 from the north (Beijing, Hebei, Heilongjiang, Henan, Jilin, Liaoning, Inner Mongolia Autonomous Region, Shaanxi, Shanxi, Shandong, Tianjin, Xinjiang, Ningxia, Gansu, Shandong) have 92. Among the 253 samples, the top two jobs they hope to engage in the most are civil servants and public institutions, with 62 and 71 jobs respectively, accounting for 24.51 % and 28.06% of the total, and the two together account for more than half. The chi-square test showed that there was no significant statistical difference between the North and the South. Except for some cities in the south, such as Guangdong Province and Zhejiang Province, the salary level within the establishment is relatively lower than that in private enterprises and is in the middle of the local overall salary level. However, jobs within the system such as civil servants and public institutions are still favored by contemporary young people. favor. There are generally three reasons for this: 1. Work within the system in our country has high social recognition and obvious social status. China's social development system has a long history. From former officials to current civil servants and public institutions, Chinese people generally have a positive perception of work within the system. 2. Our country implements a retirement salary system for work within the system, and it has advantages in terms of work pressure. The work intensity of most jobs in the system is moderate, which is more in line with the mentality of contemporary young people who "lay flat" and do not want to be overly exploited. 3. The work within the system is endorsed by the state and has high stability. Although the wages and benefits of working within the system are no better than those in private enterprises, because the finances come from the people's government, they are more stable against pressure. Especially during the COVID-19 epidemic in the past three years, many young people have realized that when working in the system encounters global public health emergencies or economic crises, with the endorsement of the state, their stable salary packages can greatly increase their sense of security. According to past research, the employment difficulties of

college students come from the fact that college students prefer to work in economically developed cities rather than choosing economically backward areas. This is mainly directly related to the salary levels in the two places. However, in recent years, due to the high pressure of life and high cost of living in first-tier cities, more and more people are willing to choose to develop in second-and third-tier cities, and this survey also collected similar results. 38.26 % of college students hope to work in first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen), and 31.46 % of college students hope to choose second-and third-tier cities. The two combined exceed 60 % of the total.

To sum up, in today's era where private companies are over-squeezing corporate employees, the world economic situation is highly volatile, competition among private companies is fierce, and the industry is changing rapidly, a job with high stability within the system has become a job search for more and more college students. Target. The situation of college students gathering in first-tier cities has eased compared to the past. In addition to working in first-tier cities, they are also willing to develop in second-and third-tier cities.

3.1.3.3 Factors that college students value when applying for jobs

Ding Yonggang's research<sup>[5]</sup> shows that the most important factor for college students in employment is salary. This survey also obtained similar results. This survey asked students to choose the three factors they think they value most from a total of 10 factors including salary, work intensity, corporate culture, development space, self-realization, personal interests, social status, distance from home, commuting time, and job stability. According to the final survey results, the three most important factors for college students in choosing a career are salary, work intensity, and corporate culture. Among the 4 26 samples, 4 07 chose salary, which shows that most of the Students believed that salary and benefits were an important factor in choosing a career. Secondly, 274 chose work intensity, accounting for 64 % of the total number, ranking second. The number of people choosing corporate culture, which ranked third, also reached 213, accounting for 50 % of the total sample. The factors that are least valued are social status, distance from home, and self-realization, with only 6 %, 9 %, and 9 % of the respondents choosing them respectively.

The above results are similar to the results of previous

related surveys, but at the same time, Lei Hao et al.<sup>[6]</sup> found that people in society have different career selection standards and satisfaction scales, which are quite different from the factors that college students value. This shows that the factors that college students think are important in choosing a career are generally focused on more material and visual factors such as salary, work intensity, etc., while the factors that people in society value when choosing a career will focus more on social status, development platform, etc., self-realization and other potential and difficult-to-quantify aspects. This may be because college students have a one-sided understanding of the specific work content of each position in society and lack relevant experience, so they can only make choices through visual indicators, while people in society have more work experience, and they may It is believed that there is room for improvement in terms of salary and remuneration in actual work. On the contrary, some potential development platforms, connections, and opportunities will be more helpful in improving personal income levels and self-realization. According to Erikson's eight principles in psychology, According to stage theory, social people in middle adulthood are different from college students. They need to overcome the sense of stagnation at this stage, so the psychological sense of self-realization is a factor that they value more. In addition, this article also investigates the opinions of college students on slash youth. Slash youth refers to a group of people who are no longer satisfied with the lifestyle of a "single career" and choose a diverse life with multiple careers and identities. The term comes from Merrick Alber's book "Dual Careers". Regarding whether they are willing to be a slash youth to increase their income, 25.12 % and 32.86 % of students chose "completely consistent" and "more consistent" respectively, more than half of them in total, while only 4.46% of students thought they did not. Will choose to be a slash youth. It can be seen that contemporary college students attach great importance to the rewards from work and the accumulation of personal material wealth. To improve their wages, they are willing to spend more energy to choose higher-paying jobs or to carry out multiple jobs at the same time to achieve the goal. your expected salary.

#### 3.1.3.4 College students' views on personal development

This team surveyed what abilities college students want to improve during school. Among the five options of

"achievement ranking", "English ability", "communication ability", "scientific research ability" and "not sure at all", the most popular option was "communication ability", accounting for 29.34 % of the total, followed by "English ability", accounting for 23.24% of the total, and the third place is "achievement ranking", with a total of 22.54% of people choosing this item. Regarding the question of whether social practice and internship experience are helpful for job hunting, more than 70 % of college students chose "very helpful" or "very helpful", and only 2.35 % thought that social practice and internship experience were helpful to them. Not helpful in future job searches. In addition, according to the survey results, 268 ( 62.91 % ) college students prefer to work directly after graduation, while only 158 ( 37.09 % ) believe that they need to continue their studies and are not in a hurry to find a job. According to the above results, it can be explained to a certain extent that current college students believe that social practice, work experience, and communication skills are very important bonus points when applying for jobs, and they are also one of the abilities that should be focused on developing during their studies in college. In addition, more college students would prefer to work, find a job quickly, and accumulate work experience than continue their studies. In recent years, the depreciation of academic qualifications has become increasingly serious, and the number of college students across the country has grown rapidly. This year, for the first time, the number of master's and doctoral graduates in Beijing has exceeded that of undergraduates. Today, with the popularization of higher education, the importance of undergraduate diplomas as a stepping stone has weakened(Zhang et al., 2022). In many cases, undergraduate graduation is no longer enough to meet the talent recruitment targets of many companies. Large companies such as JD.com, Huawei, and banks also continue to recruit college students. They have sent a signal that in addition to favoring high academic qualifications such as master's and doctorate degrees, they also attach great importance to whether applicants have corresponding social practice or internship experience. Therefore, if college students want to find a good career, they must work hard on their academic qualifications or practical experience. The results of this survey show that current college students' cognition and social needs regarding what abilities they need to improve during their studies are relatively consistent.

#### 3.1.3.5 College students' views on physical labor and

grassroots construction

There are various voices in society regarding current college students, one of which is that the ability of college students to endure hardship has declined compared to the past. However, this survey found that 43.86 % of the public believe that the quality of contemporary college students has improved compared with the past, and 40.35% believe that the quality of contemporary college students is not much different from that of the past. There are only 9 samples, which is equivalent to 15.79 of the overall number. % believe that the quality of college students has declined compared with before. Seven of the nine samples in this section believe that college students' ability to endure hardship has declined. Therefore, overall, only 12.28 % of the public believe that college students' ability to endure hardship is worse than before. This shows that only those who believe that college students' ability to endure hardship is insufficient. A small number of people, but most of society, still hold positive views on the quality of college students. This team investigated college students' views on engaging in technical or manual labor and going to grassroots and remote areas to engage in motherland construction work. The results show that when the remuneration meets expectations, 1 4.08% and 3 4.27% of the samples respectively choose "very much hope" and "relatively hope" to consider engaging in technical and manual labor jobs after graduation, and 1 5.96% respectively And 31, 69 % of the sample chose "very much hope" and "relatively hope" to go to the grassroots or remote areas to engage in the construction of the motherland. Only 3.52 % and 7.75 % of people chose "never consider" for both items. Our country carries out a nationwide selection and recruitment program for outstanding college students every year. Fresh graduates from outstanding universities who have been screened at all levels will become targeted selected students and be sent to work at the grassroots level in our country for at least two years. Living conditions at the grassroots level are difficult and work is difficult to carry out, but this does not affect the enthusiasm of college students at all. A large number of fresh graduates participate in the selection and transfer program every year. In 2022, the national recruitment of targeted transfer students will reach nearly 18,000. This fully demonstrates that contemporary college students are of high quality, high ideals, and high ambitions, and have the same ability to endure hardship and dedication as before.

### 3.1.4 Summary of analysis

This survey focused on multiple aspects of college students' employment outlook, such as parents' views, expected work, self-development, etc., and obtained relatively significant results.

(1) College students care more about personal development and personal feelings about employment.

College students often receive pressure and expectations from their parents or relatives in the process of choosing a career, but most college students do not think that these expectations and pressures will become the basis for their employment choices. With the development of the economic level, college students no longer need to bear the huge financial pressure and public opinion pressure of the entire family. Compared with social status and whether the job is decent or not, college students in the new era care more about their feelings and cognition when choosing a career. It's not about adjusting your career goals to meet your family's expectations.

(2) College students pursue jobs that are stable, high-quality, and slightly less intensive.

Research by Guo Jinhua and others<sup>[7]</sup> believes that contemporary college students have a weak entrepreneurial awareness and are unwilling to develop new jobs and businesses. Instead, they tend to develop in mature tracks. However, between 2015 and 2019, with the growth of Alibaba, The emergence of Internet giants such as Huawei and ByteDance relied on high-salary material guarantees and high-potential development platforms to attract many outstanding college students. It has also become the first choice for employment for a large proportion of college students across the country. However, since the COVID-19 epidemic ravaged the world in December 2019, the global economy has suffered setbacks, economic development has slowed down, and containment and customs closure policies have also severely damaged the domestic and overseas business development of many well-known companies. It was during this special period that college students discovered that jobs within the system offered more stable benefits, lower work intensity, a better provident fund system, and a complete retirement system. Therefore, more and more college students are beginning to take working within the system as their job search goal.

(3) When choosing a career, college students look at material visual indicators and pay attention to the matching of



salary and work intensity.

When college students choose a career, the most important thing is the salary and benefits of the job, followed by the intensity of the work. At the same time, most college students do not resist engaging in manual labor or grassroots work. This shows that contemporary college students can endure hardship and can take on different jobs in different places, but what they value most is their salary and work intensity. Therefore, our team believes that those remarks in society that "modern college students cannot be hard-working and spoiled" are actually because, in 2000, our country was in a period of commercial development. At that time, college students entered a dual-option employment model, but for the available opportunities in various industries, There was less information, lower life pressure, and lower cost of living, which resulted in college students having less freedom in choosing jobs. To get better treatment, they will choose to work hard in their original track. Nowadays, our country's economy is developing rapidly, and original capital accumulation has reached a high level. Choice over effort has become a characteristic of the new business era. In this era, college students pay more attention to their own track choices than to work hard in one track. On this basis, the gradually increasing prices and life pressure have forced college students to pay more attention to the issue of matching salary and work intensity when choosing a career. Therefore, college students have evolved from being concentrated in first-tier cities in the past to a more diversified career selection thinking. They believe that it is acceptable to do more and pay more, and they will be more willing to become slash youth to increase their income. I hope to work in a place where the work intensity and remuneration package do not match.

### 3.2 Overview of the results of people in society

Our team collected 57 survey results from public figures, of which 24 ( 42.11 % ) were from domestic private enterprises, 10 ( 17.54 % ) were from state-owned enterprises, and 8 (14.04 % ) were from In public institutions, 8 ( 14.04% ) started their own business or were self-employed, and the remaining 3 ( 5.26 % ) came from foreign companies, 2 ( 3.51 % ) were social people engaged in business and 2 ( 3.51% ) from government departments. Among the 57 samples, 52 people work in mainland China, accounting for 91.23 % of the total. The remaining 3 people are from Macau, China, and 2 are from Hong Kong, China. 52 social figures from

mainland China are distributed in different cities, of which 27 are located in first-tier cities, 22 are located in second-and third-tier cities, and 4 are from fourth-tier cities or grassroots. 78.94% of the people surveyed in this article have a basic understanding of the development prospects of recent college students in their industries, 71.93 % believe that the current employment pressure of college students is greater than before, and only 1 person believes that the current employment pressure of college students is greater than Once upon a time small. Regarding the question about the intensity of work in their units, 16 people thought it was completely consistent, 9 people thought it was more consistent, and 25 people thought it was consistent. This article will use the data collected from people in society and the relevant survey data collected from college students to conduct statistical analysis to summarize whether there are differences in the views on employment between the two.

### 3.3. Cognitive differences between college students and people in society

From the perspective of salary and benefits, this survey collected information about the monthly salary levels of fresh college students from college students and people in society and used an SPSS independent sample t-test to conduct statistical difference analysis. The results show that there is no significant statistical difference between the two perceptions of the monthly recruitment salary of fresh graduates ( $P>0.05$  ), and the two perceptions are relatively similar. This shows that the salary packages that contemporary college students receive when they apply for jobs after graduation are relatively in line with social conditions. With the development of information network technology in our country, contemporary college students can easily obtain job search conditions and information through the Internet. Therefore, in terms of material conditions, college students rely on the Internet and the sharing of experience to have a relatively accurate understanding of the basic conditions and benefits of the industry. cognition.

From the perspective of factors that are important for employment, College students currently believe that the abilities that employers value most are relatively concentrated, namely professional skills (91 % ), academic qualifications (81 % ), and communication skills (72 % ), while people in society believe that the abilities that employers value most are relatively average. , the top five are professional skills (61 % ), communication ability (60 % ), school education

( 51% ), teamwork (40 % ), and learning ability (40 % ). This article uses the SPSS chi-square test to conduct a difference analysis of various factors. The results show that in terms of professional ability, communication ability, and teamwork, the difference between the two is statistically significant ( $P < 0.05$  ), which means that there are cognitive differences between college students and people in society in terms of professional abilities, communication skills, teamwork, and learning abilities. College students may overestimate the importance of professional abilities and communication skills in job hunting while ignoring the importance of teamwork and learning abilities. value. In addition to professional skills and communication skills, people in society also value candidates' teamwork skills and the ability to learn new things. In terms of academic qualifications, school performance, and personal interests, the difference between the two is not statistically significant ( $P > 0.05$  ), which shows that both college students and people in society are very important to the above factors in the job search process. It is relatively consistent that academic qualifications are more important, while school performance and personal interests are not considered important factors in the career selection process.

#### 4 Conclusions and suggestions

Today's college students' employment outlook is characterized by personalization, materialization, rationality, and one-sidedness. In the process of job hunting, they attach great importance to personal feelings and cognition and place less emphasis on family requirements and expectations. At the same time, they also pay more attention to the salary and work intensity of the job and believe that work intensity and salary should match (W. Chen, 2024). They can accept busy but high-paying jobs, or they can accept leisurely but low-paying jobs. They tend to become slash youths to earn more income, rather than relying on just one job to meet all material needs. At the same time, they also understand the society's basic salary, benefits, and needs. They believe that increasing social practice or internship experience is relatively beneficial to employment. But at the same time, college students have a relatively one-sided understanding of the abilities that employers value when screening job applicants. They only think that professional abilities, communication skills, etc. are helpful for job hunting, and ability training is not diversified enough. Society's

requirements for job applicants are more comprehensive, multi-level, and multi-angle. College students' current cognition is still biased and they fail to fully grasp the specific needs of college students in society. So this article thinks:

For the country, college students are the pillars of the country in the future and the backbone of national development. The employment problem of college students is a key social issue that needs to be solved and must be solved. In terms of overall policies, the country should fully understand talent stratification and talent matching, actively improve the efficiency of talent position matching, and promote college students' employment in diversified, multi-level, and multi-track ways. At the same time, the state should use policies to restrain private companies from arbitrarily squeezing college students' labor force, improve the overall employment environment of private companies, and improve the working environment of college students. Through propaganda, we mobilize college students to cultivate the spirit of contribution, build the ideals and beliefs of the motherland, and promote the correct outlook on employment and career choice.

For society, we should fully understand the personality characteristics and employment pressure of today's college students, and actively provide internship opportunities to college students to help them understand the nature of work in social industries. Actively carry out lectures and briefings on topics related to entrepreneurship, employment, and career selection, provide financial concessions and support as much as possible, consider diversification in employment, reject the theory of academic qualifications only, fully consider the efficiency of talent position matching, and make job requirements and remuneration transparent. Help college students form a correct outlook on employment. College students, should actively seize opportunities, participate in social practice activities, experience and learn relevant knowledge of actual work positions in advance, accumulate rich internship experience, actively understand the abilities required by employers when recruiting, and focus on cultivating abilities during school. , train yourself and actively improve your employment competitiveness. Make good use of online resources and correctly understand the requirements and treatment for candidates in the future employment direction. In addition to paying attention to the material conditions and work intensity of the job, you should

also pay attention to the psychological pros and cons of the job, and combine your ideals, life needs self-realization, and the spirit of contribution. Organically combine to cultivate a correct and good outlook on employment and career choice.

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