

Research on The Promotion of College Students' Employment by We Media Based on Big Data

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Abstract: Presently, the fissional development of the network and digital technology has brought about profound adjustments in the media landscape and major changes in the ecology of public opinion, and the rapid development and coverage of new media are beyond imagination. Under the new situation, the employment of college graduates has shown new characteristics, and it is particularly important to carry out systematic and professional employment guidance. In the new era, the employment situation of university student in colleges and universities has become more and more severe, the phenomenon of students "graduating is unemployed" is serious, and the pressure on students to find employment and start a business is greater. With the gradual development and maturity of big data and cloud computing technology, the era of we media has arrived, providing a new employment environment for today's university student. Use big data and information technology to assess careers, collect student behavior data, academic data, etc., explore the potential value of information, achieve accurate guidance, and lay the foundation for students' better development. The impact of we media media on the employment of university student In the we media environment, the corresponding strategy of colleges and universities to carry out employment services provides new employment opportunities for university student, but what follows is that the platform construction is not perfect, actively improving the employment environment, and providing students with more professional employment guidance to promote the accurate employment of contemporary university student.

Keywords: Big data, We media, Employment of university students.

1. Introduction

The number of ordinary college graduates in the country in 2018 announced by the Ministry of Education reached 8.2 million, hitting a new high in the past year, and the employment and entrepreneurship work is facing a complex and severe situation, although the national and local governments have successively introduced relevant preferential policies to encourage university student to start a business and find employment, but for the huge number of graduates, it is undoubtedly a drop in the bucket[1]. Presently, the fissional development of the Internet and digital technology has brought about profound adjustments in the media landscape and major changes in the ecology of public opinion, the rapid development of new media, the coverage is beyond imagination, and university student have become one of the main user groups of new media[2]. The employment value orientation of university student directly affects their future employment status[3]. The rapid development of we media has provided a new carrier for the career planning education of university student[4].

We media refers to the general term for privatized, popularized, generalized and autonomous communicators who use modern and electronic means to deliver normative and non-normative information to unspecified majorities or specific individuals, and the platform includes WeChat, Weibo, blog, forum/BBS, Baidu official Tieba and other online communities[5]. On the afternoon of January 22, 2017, the China Internet Network Information Center (CNNIC) released the 39th "Statistical Report on the Development of China's Internet Network" in Beijing, showing that the

proportion of Chinese netizens using mobile phones to access the Internet was 95.1%; The largest group of netizens and middle school students, accounting for 25%, the real era of we media has arrived[6]. As a key link for university student to go to society, employment is also being greatly affected by new media, bringing new opportunities and challenges to employment work[7]. The development of we media has greatly changed the employment mode of university student, transformed the traditional offline into online employment, increased employment opportunities and various information sources, and also brought more opportunities and challenges to university student[8]. We must attach great importance to the impact of the we media era on university student, actively explore innovative methods and ways for university student to serve students the era of new media, and serve students more timely, conveniently and effectively.

2. The Impact of We Media on The Employment of University Student in The Context of Big Data

2.1. The employment concept of university student is deeply affected by we media.

According to a questionnaire survey conducted by 1425 graduates of the class of 2019 of the University of Science and Technology Beijing, with the emergence of platforms with we media functions such as WeChat, the discourse system represented by "grassroots culture" has become popular, and some young students have formed a marginalized state of existence and mentality, weakening their centripetal force for career ideals, as shown in Figure 1.

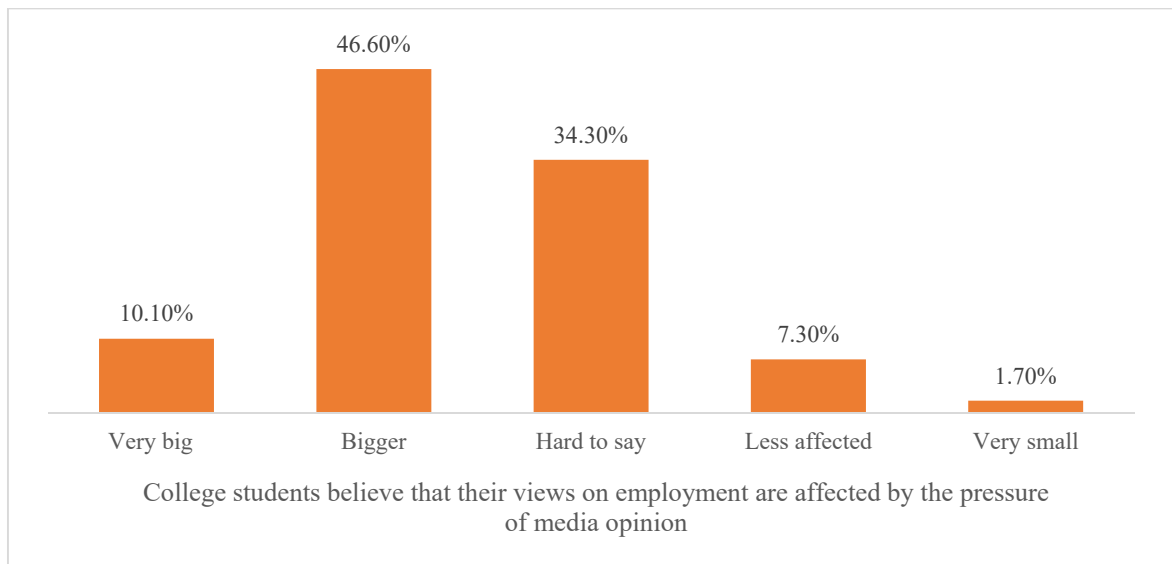


Figure 1. The extent to which university student believe that their view of employment is affected by the pressure of media opinion

There is relatively little guidance on the Internet for "hard work" and "contributing to national rejuvenation". However, various non-mainstream concepts such as advocating luck and advocating Buddhism have spread rapidly, which is very unfavorable to the formation of a positive employment concept of university student[9]. Breaking the monopoly of the so-called elite on the right to speak in the media, in the past, it was mostly the remarks of well-known people or the opinions of the media themselves, and the views of ordinary people were rarely seen. The general public has the right to express themselves through the Internet, avoiding the

arbitrariness of traditional media as intermediary spokespersons. The network the era of new media has a strong cohesive force and communication, and through the common exchange of views, it can gather the majority of the people to the greatest extent in a short period of time. Also according to the 2019 graduate employment information survey of the University of Science and Technology Beijing, it was found that the channels for university student to obtain employment information mainly came from the WeChat circle of friends, public accounts, etc., as shown in Figure 2.

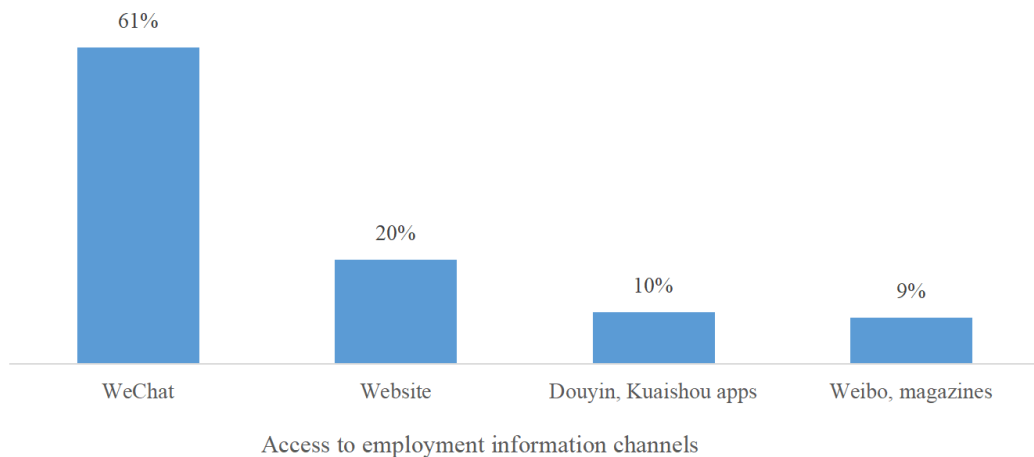


Figure 2. Access to employment information channels

In the we media environment, the wishes and opinions of netizens can be expressed more truthfully and fully, and the free environment is convenient for people to speak freely. Just as the Internet has both sides, we media inevitably has a negative impact. The virtual and anonymous nature of the Internet makes netizens excessively extreme, vulgar, predatory, and hearsay when making remarks. The concept of employment is the key to whether university student can successfully find employment, some graduates are still bound by the traditional concept of employment, the idea of "waiting for the essential" is still very strong, and the information

dissemination based on the we media platform has promoted the communication between these university student and others. Conduct employment-related content exchanges with others and exchange views on employment policies, recruitment companies, employment channels, employment methods, and other employment considerations.

2.2. The employment and entrepreneurship policies of university student are affected by we media.

The pressure on national employment is enormous, and we

add fifteen to six million new urban workers every year. Everyone knows that economic growth must first ensure employment, so we first encourage mass entrepreneurship. In the new form, breaking through the inherent barriers of interests, netizens will fiercely discuss hot events or major issues every day from the media remarks and forums of various websites and constructive views and opinions in news posts, and even have an impact on the decision-making and governance of relevant departments. The formulation of the law is more in line with the people's livelihood and public opinion, and in recent years, the government has paid more and more attention to listening to and adopting reasonable suggestions from emerging media such as the Internet. On the basis of extensive listening to public opinion, the relevant government decision-making departments will formulate and introduce more reasonable and realistic employment and entrepreneurship policies for graduates.

In the new historical period, the government should adopt appropriate and timely policies and measures to adapt to the employment aspirations and needs of university student in the "Internet +" era, accurately grasp the new characteristics of the employment and entrepreneurship forms of university student in the "Internet +" era, the new dynamics of employment direction, and strive to use practical actions to support university student in employment and entrepreneurship and help university student. university student can not blindly choose we media employment, in the energy distribution of studies and employment, there should be self-consideration that adults should have. At the same time, university student should communicate with their immediate family members before engaging in employment and entrepreneurship, especially for employment projects. The Chinese government has successively promulgated many policies related to the employment of university student, and these employment policies have played a positive guiding role in the employment value orientation of university student. In the we media environment, when more parents, students and enterprises have the right to choose, comment and take the initiative, only by doing quality and characteristics in talent training can colleges and universities win a place and bring more convenience to students.

3. Career Guidance Strategies for University Student in We Media in The Context of Big Data

3.1. The school strengthens the media literacy education of university student in the context of we media

The purpose of strengthening media literacy education is to resist the negative impact of media culture on audiences and to cultivate good information acquisition, analysis, understanding, judgment and dissemination skills. Creating a harmonious network environment for university student' career planning education and improving the media literacy education of teachers and students is often of great practical significance. Borrow a large number of available resources to publicize, actively contact the student union and other on-campus organizations, 2 build a campus APP, the school youth league committee public number, etc., to attract students to pay attention to campus life, set up a display board on we media employment through we media in public places on campus, etc. to actively publicize we media employment

platforms, so that students can understand the convenient employment path of we media and learn how to use we media correctly. Make good use of the typical methods and experiences of we media to provide reference experience for individual students or organizations [10].

Strengthen the learning exchange and training of we media service employment, and create a positive and interactive overall atmosphere. Strive to delve into the use of we media, educate and guide students to use smart phones to use we media, and standardize supervision and management in the process of students' use of we media. Let students feel that today's university education is different from before, and learn to "catch up with the fashion and update their own concept of the times." we media is an effective carrier of university student' career planning education, and also an extension of an educational place, which plays an important role in university student' career planning education. Actively study the characteristics and development direction of we media communication, actively explore new models of university student' career planning education, and achieve good results.

3.2. Use big data to do a good job in the employment platform for university student to improve the level of employment

The era of new media, the media environment for the employment of university student has changed, which has an impact on the traditional employment model, and in the face of the severe employment situation, we have continuously explored and improved employment guidance methods and strategies to improve the ability and level of employment guidance. Make full use of the real-time and interactive nature of the we media platform, interact with students, talent service centers, enterprises and other related groups in real time, do a good job in the green employment service for graduates in the we media environment, objectively recognize themselves, correctly position employment, encourage entrepreneurship, and cultivate employment awareness.

The construction of a job search and employment platform is the first step and the most important step to promote the employment of university student in the new media era. Firmly grasp this carrier, promote the innovation of employment methods in the wave of the Internet, strictly control the quality of posts provided by various companies, and ensure the regularity and effectiveness of the employment platform. It can rely on new media to establish a student-centered information system, establish the connection between the platform and the platform, realize online data sharing and real-time extraction, broaden the source of information, reconstruct the social relationship network of university student' employment, focus on software construction, and improve the effect of employment guidance. With user needs as the core, combined with big data technology, carry out policy release and interpretation, unit demand information customization and targeted push, targeted analysis and push employment information, and ensure the effectiveness of network publicity. First, students are assessed for careers to understand their tendencies for employment and entrepreneurship, and then according to their career planning, career choice, and career preferences, refine the classification, establish a multi-category student database, and analyze the development status and prospects of each industry. Positions and industries also need to consider salary

treatment, cost, work content, etc., according to the specific job data, establish different levels of information database, and implement the accurate matching of personnel employment and entrepreneurship.

4. Conclusions

The era of new media, the discourse power of university student' career planning education has changed, and university student' career planning has strengthened the centralized management and guidance of we media platforms, condensed the forces of schools, teachers and students, and established mechanisms such as organization, coordination, communication, and exchange. The development of the we media era has brought excellent opportunities for the employment of today's university student, with more job opportunities, broader employment prospects, more convenient ways to find jobs, and more abundant ways. In employment work, we should focus on the impact and challenges brought by new media on university student, combine the personality characteristics of university student, meet the needs of university student, establish content production and management systems for content innovation, and strengthen the monitoring and feedback of media publicity effects. The core of university student' we media employment and entrepreneurship guidance based on big data lies in the guidance of students' employment and entrepreneurship, supported by big data technology, to carry out targeted training, do a good job in employment and entrepreneurship guidance services, collect and analyze various data, realize accurate employment and entrepreneurship policy publicity, employment feedback, etc., effectively improve the level of employment and entrepreneurship guidance in colleges and universities, provide strong support for students' better development after graduation, creatively implement the student-centered concept, and adhere to the equal emphasis on value leadership and knowledge transfer. Cultivate composite innovative

talents for the country and society that meet the requirements of future technological development.

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