

A Brief Discussion on the Mindset of College Students in Employment and Its Relief in the Post-New Crown Epidemic Context

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Abstract: The negative impact of the new crown epidemic on the economy is extremely significant, which naturally also affects the employment of college students. At a time when the employment prospect is not ideal, many college graduates have some employment mentality problems, including the pursuit of unrealistically high salary, scrambling to join the team of editorial and research examinations, and even refusing to be employed. There are inevitable factors for the emergence of the problem, but from the big picture, the issue of graduate employment is of great importance and should not be taken lightly. We must gather the government, society, schools and families to prescribe the right medicine and take multiple measures to solve the problem together.

The emergence of the New Coronavirus in late 2019 has had a serious impact on the entire world. At the end of 2022, China chose to gradually liberalize the epidemic prevention policy, and the epidemic prevention work entered the post-epidemic era, but after three years of hard struggle with the virus, many problems are gradually surfacing, and the problem of college students' mentality in employment may not only affect their personal career, but also affect the whole society [3].

1. The Importance of College Students' Employment in the Current Situation

It must be realized that not only in China, but also in the whole world, the employment of college students has always been a major issue related to the stability and long-term development of the whole society. Especially in 2022, the number of college graduates in China will reach 10.76 million (Figure 1), which is a record high in scale and increase. The specific national conditions of China, with the fight against epidemic as the primary feature, also determine that the employment issue of college students must get more attention, because it is related to all aspects of the whole country.

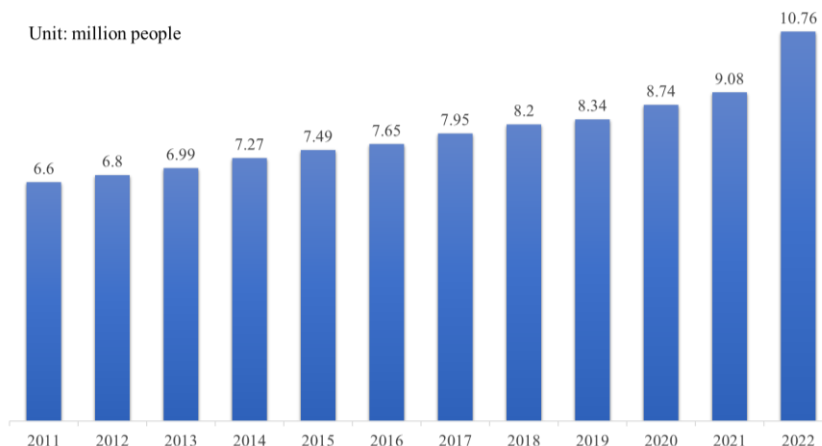


Figure 1: The number of Chinese college graduates in recent years

1.1. The Employment Problem of College Students is Related to the Confidence and Stability of the Society

After years of focused training, college students with considerable professional ability should contribute to the prosperity of society and the progress of the country, but once there is no suitable position to match, it will not only be a blow to individuals or families - college students are prone to self-doubt, and the expectations of families will be disappointed, but also to the value orientation of society (Figure 2). The "theory of uselessness of studying" will further rise, and the "anti-epidemic lay flat faction" will use this as a basis to deny the national anti-epidemic policy. If the high unemployment rate of college students is maintained for a longer period of time (according to the figures of the National Bureau of Statistics of China, the surveyed unemployment rate of 16-24 year olds in China reached 19.9% in July 2022), social frustration will spread further and in extreme cases may cause social unrest.

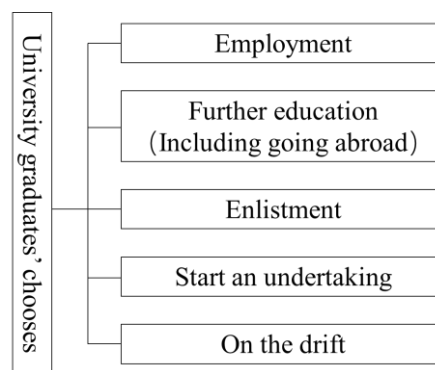


Figure 2: Graduation destination of college students

1.2. The Employment Problem of College Students Is Related to the Innovative Development of the Economy

The central government clearly emphasized "innovation, coordination, green, openness and sharing" as the new development concept, which shows that innovation is an important factor to promote further development of economy and society. Innovation is an important factor for further development of economy and society[14]. University students are the most dynamic and creative group in the society, so they should be the engine of social innovation. However, without a suitable platform and a good atmosphere, their innovative talents will be greatly curbed, which will in turn

affect the whole society and even form an atmosphere against innovation and adherence to rules. Without the power source of innovation, the transformation and high-quality development of economy will be reduced to an empty word.

1.3. The Employment Problem of College Students is Related to the Deepening Reform of Higher Education

It must be recognized that the talent training of colleges and universities must be firmly rooted in the actual needs of society, especially in the employment-oriented higher vocational education. Only in specific positions can we test the training quality of college graduates and judge the success or failure of school teaching reform [13]. Therefore, colleges and universities also pay great attention to the employment of graduates, including the quantity and quality of employment, and need to constantly return to the graduates and communicate with employers to get timely feedback and further adjust the direction of talent training, even through joint training, orientation training, etc. to open the closed loop of teaching by employment-oriented [15]. When the employment situation is not as expected, the teaching reform of colleges and universities will be hindered, including the difficulty to sustain the order-based training, and the teaching reform cannot focus on the center of teaching quality, etc.

1.4. The Problem of College Students' Employment is Related To the Results of the Implementation of Government Policies

The youth is an extremely important part of the society, taking on important functions including maintaining social harmony, creating social wealth, promoting economic development (Figure 3), and carrying out innovation. However, if graduates cannot enter the society as expected and are excluded from the mainstream society, a series of national social policies will not achieve the expected effect because they lose a large group of audience, including finance, taxation, distribution, consumption, household registration and even maternity, etc. A large number of policies are usually interrelated, so after continuous transmission, it can be said that all national policies will be affected by different Therefore, after continuous transmission, it can be said that all national policies will be affected by different factors, which will certainly lead to the obstruction of the realization of the global goal.

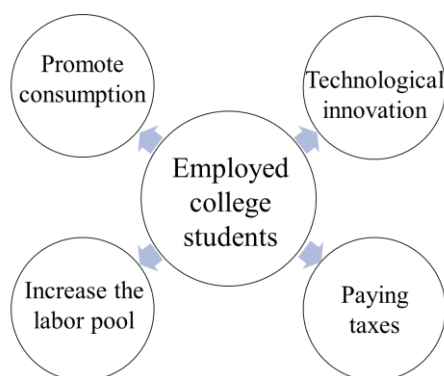


Figure 3: The contribution of college students' employment to economic growth

2. Current Mentality Problems of College Students in Employment and Their Reasons

According to the data released by the "2021 College Graduates Employment Report", the employment rate of college students in 2021 is only 34%, although there must be some discrepancies between this data and the real situation, it is an indisputable fact that the employment

rate of college graduates is declining. Putting aside various objective factors, the current mentality of college students in employment is also an important factor leading to the low employment rate. The specific performance is as follows.

2.1. Over-valuing Immediate Income and Neglecting Long-Term Development

Salary is naturally one of the most important factors for graduates in recruitment, because it is not only related to the economic security of individuals, but also related to the recognition of society for personal ability. In economics, it is also understood as a realistic reward for the hard work of the past ten years of study. Under the current trend of some materialistic thinking in the society and the joint rendering of network self-media competing to show off the rich, many graduates ignore the reality that there are still 600 million people in China with a monthly income of about 1,000 yuan, and put forward excessive expectations for the monthly salary of the job (Figure 4) [10], which is not only a lack of correct knowledge of their real ability level, but also a lack of basic understanding of this society. In particular, the three-year epidemic has had a great impact on the economy, and many industries are in the midst of a contraction period, and the development of many enterprises, including former giants, is not optimistic, and many small and medium-sized enterprises are on the verge of bankruptcy. However, it is not wise to give up a certain industry or even an employment attempt just because of the salary, because in the long run, China's economy will continue to be in a healthy and stable growth channel, and choosing a right industry and persisting in it will surely yield rich rewards in the future.

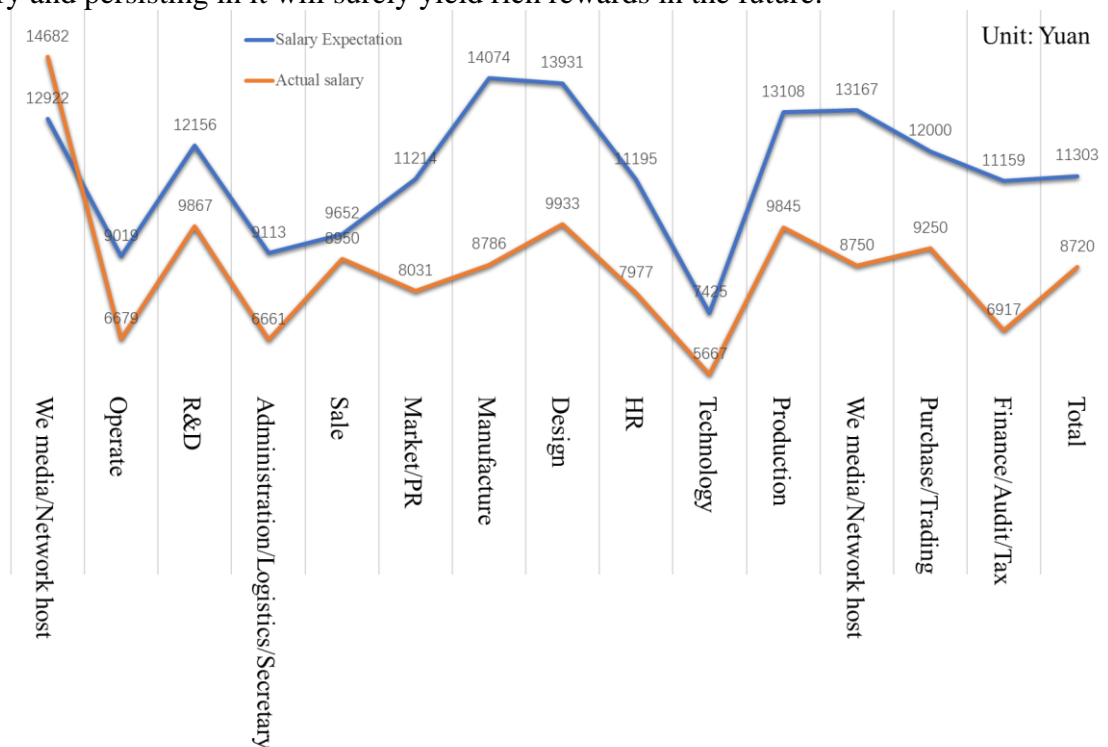


Figure 4: College students' expected salary and actual salary (From "2021 College Graduate Employment Report")

2.2. Giving up Personal Innovation for Job Stability

China's economy is in a period of transition. The structural transformation will eliminate a number of backward production capacity and compress the living space of some industries, while

also generating a number of frictional unemployment due to the impact of the epidemic, but many college graduates show excessive fear of the risk of future unemployment, they usually do not think of ways to improve their overall quality and employment skills, so as to improve their employment competitiveness, but hope to find an "iron rice bowl", which is also known as "in the system" [4] [9]. However, these jobs have strong institutional characteristics, which are not friendly to young people who are active in thinking and seeking for new ideas, and lack of innovative mechanisms. The lack of challenge will make many young people with innovative talents gradually mediocre.

2.3. Over-valuing the Working Environment and Giving Up Grassroots Training

Although China's higher education has developed extremely fast in the past twenty years, some traditional thinking has not been reversed, many college students do not care about the grassroots jobs, including those in counties, rural areas, mountainous areas and other areas far from the central city, and some service-oriented and production-oriented jobs, emphasizing the white-collar labels such as computers, air conditioners and office buildings, giving priority to employment in CBD and financial areas, hoping for no overtime and no business trips, and hoping for smooth salary increases and promotion channels[1]. Under the guidance of such employment ideology, a large number of graduates leave the backward areas and real economy where they are more needed to contribute their youth and wisdom.

2.4. Over-emphasis on Academic Upgrading and Abandonment of Experience Accumulation

Under the strict epidemic prevention and control mechanism for three years, the national economy has been greatly affected, and the employment of college graduates has also been difficult to some extent. For a graduate, theoretical learning is important, but the accumulation of experience is also irreplaceable, if only to "gold-plated" mentality to pursue academic upgrading or even at a high cost in exchange for an overseas degree is not desirable. For the whole society, what is needed most is practical talents who have both certain theoretical level and rich practical experience, but many people have neglected this point.

3. Measures to Relieve the Mentality Problem of College Students in Employment

College students are the future of the country and the hope of the society. Helping college students to correct their employment mentality is not only a matter for college students themselves or their families, but also the government, schools and society should play their respective advantages to do a good job of education, guidance and promotion. The key point is that the change of college students' employment mentality is an inevitable social phenomenon, which is the inevitable result of the progress of society and economic development[12].

3.1. The Government Introduces Policies for Youth Entrepreneurship and Grassroots Employment

In solving the problem of college students' employment, the government has an unshirkable obligation[8]. Therefore, to correct the deviation of graduates' mentality in the process of employment, the government should use the richest social resources in its hands to come up with practical policy guidelines (Figure 5). First, we should encourage college graduates to join the entrepreneurial team. But before that, college students (not necessarily graduates) must be equipped with adequate knowledge about entrepreneurship, the risks of starting a business. The government should provide the best possible care in terms of finance, taxation and other services (such as

administrative, legal, financial, etc.). Second, graduates should be encouraged to take the initiative to step out of their ideal comfort zone and go to the place where their country needs them most. The government can take measures including tuition fee waivers, honorable titles, and certain treatment in a major city (registered residence, subsidy, etc.). Thirdly, graduates should be encouraged to enter the real economy for employment by granting subsidies, giving skill incentives, and tilting social benefits to front-line workers.

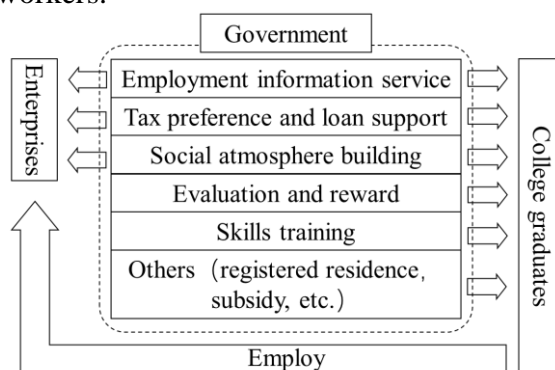


Figure 5: Employment measures to be taken by the government

3.2. Create an Atmosphere of Honorable Labor and Dedication In Society

China has always had a culture of respecting labor and advocating self-reliance, but in recent years, this traditional virtue is not evident among young people, even a few young people become "neet" (Not in Employment, Education or Training) . The existence of this phenomenon has shaken the normal value base of society, intensified social class antagonism, and become one of the main spiritual hazards of society, together with "money worship" and "hedonism"[2]. Under the national condition that China is still in the primary stage of socialism and will remain so for a long time, it is necessary to help young people, especially college students, to correct such undesirable concepts. First, it is necessary to vigorously promote positive images, highlight various types of advanced labor achievements and spread the touching stories of outstanding people. Second, labor education should be carried out among students at all levels and in all categories. Let students develop a love of labor, hard work and good habits to cherish the fruits of labor from an early age. Thirdly, we should correct the root of the problem and reduce or even block the content with bad tendency, especially we should increase the audit of social platforms that college students are more concerned about[11].

3.3. Colleges and Universities Strengthen the Correct Employment Concept and Value Education

Many schools do not have much experience in dealing with new things and problems brought by the epidemic. In particular, they still seem to have insufficient response and lack of strategy in correcting graduates' own orientation and adjusting students' employment mentality. Therefore, universities should also recognize the importance and urgency of the problem, study the employment characteristics of graduates and students' mentality in the post-epidemic period, seize the key points and find breakthrough points[7]; study and judge the real difficulties and specific needs of graduates in the current situation, build communication bridges and crack practical problems; accumulate more real cases and working experiences to achieve the target and stop exaggerating; understand more about the needs and policies of the society, and provide more information about the employment situation. The focus should be on cultivating a cadre of student

workers who are close to the students' work initiative, playing the role of student party members, student cadres and outstanding seniors to carry out their work in a targeted and skillful manner[5]. At the same time, the school can also set up relevant honorary awards to reward students for striving to go to the front line, striving to go to the grassroots, striving to be a model worker.

3.4. Families Change the Original Concept of Pursuing Wealth and Reputation

Chinese families usually hope that students can get a good return after graduation, so as to achieve a leap in class. However, in the current society, most of the families are not likely to change significantly just because their children have obtained a certain degree. Including all-round upgrading of knowledge, skills, vision and thinking mode is the real return of "investment"[6]. These upgrades, while they can have an impact on wealth and status, usually take a long time and are closely related to multiple other factors such as communication skills, work efficiency, dealing with people, and even luck of opportunity. Another reality that needs to be recognized is that in the post-epidemic era, job hunting will be more difficult than during the economic boom, and graduates (and their families) need to be more concerned about whether they can make use of their professional strengths, whether they can contribute to their own growth and whether they are on the right track, rather than being too demanding about salary, environment, and welfare conditions.

The employment of college students is a key issue that concerns the whole situation, and the whole society must pay great attention to it and come up with specific countermeasures. At the same time, we should also fully realize that the mentality problem has the characteristics of long-term, spreading and recurring, so we should have the idea of perseverance and long-term success, and jointly help college students open their minds and contribute their wisdom and strength to the prosperity of our country.

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