

Research on Female University Students' Employment From The Perspective of Internet Plus

Yihan Hu, Guifang Wang*

School of English, Zhejiang Yuexiu University, Shaoxing 312000, China.

Abstract

The benefits of the Internet Plus model are starting to stand out more and more as the big data era and the rapid advancement of Internet technologies take hold. Applying the Internet Plus model to female college students' employment also provides new ideas, new methods, and new directions for female college students' employment, improves the quality of female college students' employment, and facilitates female college students' employment easily. It also helps female college students' employment. This article will explore the issues that deal with the difficulties of hiring female college students and provide related remedies. Based on the internal and external variables impacting the employment of female college students from the perspective of the Internet Plus model.

Keywords

Female college students; Employment; Internet Plus.

1. Introduction

"Employment is important to people's well-being," said the 19th Communist Party of China National Congress. 10.76 million college graduates graduated in 2022, a record. However, because of epidemics and international conflict, college students still face tremendous job pressure, and female college students, the major source of female potential, face particular challenges. Due to the growth of innovation and entrepreneurship as well as the promotion of the concept of "Growing digital economy and promoting digital civilization". The Internet has not only revolutionized the employment structure of China with a new economic form but has also offered new ideas and techniques for female students' employment. It also reframed female college student employment.

This article aims to analyze and explore the factors of female college students' employment in the context of the Internet Plus model and propose relevant measures to mobilize female students' employment enthusiasm and creativity, so as to improve the employment rate of female students.

2. The current employment situation of female college students

The issue of college students' job challenges is currently the focus of society, and female college students are more frequently affected by issues including a lack of experience, intense pressure, and employment challenges, and have fallen into the dilemma of "unemployment after graduation". Therefore, finding a solution to the job issue facing female college students has become a crucial issue that needs to be taken into account by all spheres of society.

3. Analysis of the factors influencing the employment of female college students under the perspective of Internet Plus

3.1. Analysis of internal factors of female college students' employment

3.1.1. Female college students' own advantages

Since the Law of the People's Republic of China on Compulsory Education, adopted at the Fourth Session of the Sixth National People's Congress in 1986, the country has been implementing a nine-year compulsory education, and the education coverage rate has steadily increased. Under the influence of various cultures in colleges, female students' inherent strengths—including their superior linguistic abilities, thoughtful contemplation, tenacity, and interpersonal skills—are coming to light more and more often. Not only that, female college students pay attention to the realization and recognition of self-worth. Thus, in the process of job search and even in society, the various advantages that female college students naturally possess and the realization of self-worth are undoubtedly a significant internal driving force and competitiveness. Even if they have not been exposed to the emerging industries of the Internet, they can quickly adapt and master the essentials.

3.1.2. Female college students' own disadvantages

Even though female college students have many advantages, the psychological barrier to work still exists. Some female college students tend to depend on their parents and their schools when choosing a job. They have the mentality of "waiting and relying," thinking that their parents will arrange everything properly, and they don't have to do anything, rather than taking the initiative to seek employment, it is better to rely on their parents' interpersonal relationships to find a job. Additionally, confidence issues often prevent female college students from finding work. According to female psychology, lack of social skills, self-identity, excessive concern for others' perceptions, and cognitive thinking lead to negative psychology including poor self-esteem and confidence. This psychology of over-dependence and lack of confidence causes female college students to lack employment initiative and excitement, and resulting in "slow employment" and "negative employment."

3.2. Analysis of external factors of female college students' employment

3.2.1. Opportunity of employment environment

In most people's minds, when they think of the Internet, the image of a "male computer programmer" wearing glasses and a plaid shirt comes to mind. Because of this stereotype, most female college students think that the professions derived from the Internet are not suitable for them. But while the Internet, artificial intelligence, and other new sectors are accelerating societal growth, they have created many new occupations, such as illustrators, color collaborators, animation designers, online course professors, and user experience designers. Internet superstars, anchors, voice actors, and other incubation firms mature, also giving female college students numerous job opportunities.

At the same time, the introduction of several platforms and applications has made it possible for people to engage and share information. Large social platforms such as Zhihu, Red, and Weibo, as well as niche apps for women such as With and Treetalk, provide employment opportunities for female college students. More favorable information enables female college students not to stick to the information cocoons, but to have a more comprehensive, systematic, and objective understanding of the occupations they are interested in and various employment channels.

In addition, General Secretary Xi has provided key directions to guide college graduate employment. In response to the government's call, the All-China Women's Federation, the Ministry of Education, and the Ministry of Human Resources and Social Security issued the

"Notice on Doing a Good Job in the Employment and Entrepreneurship of Female College Graduates" to improve and optimize female college graduate employment.

3.2.2. Challenges of the employment environment

From the Internet perspective, there are "two mountains" in the employment environment of female college students.

Sexism is the first "mountain." Female university students are facing severe workplace discrimination. "When employing personnel, all institutional units should not reject to hire women or increase the recruitment requirements for women based on sex, except for occupations or positions that are not fit for women," China's legislation states. However, many businesses deny because "the unit exclusively recruits male students" or "this post is only fit for males," resulting in many exceptional female college students being turned away. As of mid-April, the Mycos Research Institute found that male new graduates received 13.4% more job notifications and signed contracts than women, and the signing rate was more than double that of female students. It is clear that many businesses, both online and off, engage in explicit and covert gender discrimination during the hiring, on-boarding, and promotion processes, which presents a significant challenge for female college students.

With the rapid upgrading and continuous replacement of Internet technology, online job search has become increasingly popular among college students due to its low cost, wide coverage, and large amount of information, but its insecurity and instability have also been exposed. Criminals use "sweet traps" like "low threshold and large income" and "monthly income of tens of thousands" to steal from high-earning job searchers. Some firms "cry up wine and sell vinegar" by duplicating and altering standard company recruiting material for unlawful reasons. How to distinguish the authenticity and accuracy of online recruitment information has become another "mountain" in the job search process of female college students.

4. Effective countermeasures for female college students' employment from the perspective of Internet Plus

4.1. Female college students explore their own advantages in employment ability

4.1.1. Establish a correct view of employment

"Reality usually can't equal dreams," the saying says. Ideals and realities constantly clash when female college students join the profession, and a large gap between them might induce psychological instability. According to the 2022 China College Student Employment Report published by the Mycos Research Institute, 55% of 2021 graduates who are taking off to prepare for the civil service examinations and 63% of fresh graduates in the civil service examinations are female. Female college students have lost confidence as a result of persistent contrasts and obstacles. Therefore, female college students need to build a proper job idea and modify their initial thinking about employment. Instead of concentrating on stability and "employment for employment's sake," they should have a clear concept of and positioning for their future work strategy, hunt for acceptable and preferred job situations, and keep a positive employment mentality.

4.1.2. Establish a correct view of employment

From the perspective of Internet Plus, the Internet gives female college students with many ideas and techniques to find jobs, but a lack of expertise, financial issues, and risk-taking and inventive spirit discourage them. Some female college students believe that "It's better to be the tail of a lion than the head of a dog" and want to work in major cities rather than their hometowns. In light of these circumstances, female college students should actively participate in Internet-related innovation and entrepreneurship competitions at the university, provincial,

and national levels and learn experience and methods by simulating the business. Also, Female college students might also start local businesses online. "Post-95 ladies returning to their hometowns to become a new type of farmers" and "post-90 female college students returning home to push farmers to become affluent" are common. Fusing "Internet+" with agriculture, not only creates a new method of employment in the hometown but also promotes the ideal goal of achieving common prosperity.

4.2. The college has increased training and guidance for the employment of female college students

4.2.1. Set up Internet courses to promote employment diversification

In promoting the Internet employment of female students, more and more colleges are gradually realizing that schools also play an indispensable role in the employment process.

For example, Heilongjiang University created a novel model of "Internet plus job" labor, and Shandong University aggressively pushed it to escort graduates. Colleges need to connect on-campus employment instruction and guide services with students. Through "cloud guidance" and "cloud service," each university should use big data analysis and intelligent information matching to match female college students' Internet Plus careers (like animation designer, user experience designer, activity operation, etc.) with Internet technology courses related to those careers and set up Internet career guidance courses for them to choose. It promotes diversity, high quality, and successful employment by encouraging female college students to apply and providing references and choices.

4.2.2. Create precise employment services and achieve in-depth docking

In order to better and accurately find employment, schools need to use the Internet to create more detailed information services and accurately grasp every link of female college students' employment.

Using the idea of "those who get employment first help and drive others to get employment later", colleges will conduct online and offline information exchange sessions through the school's official social media platforms and official channels, such as the official WeChat public number, Weibo account, or Weibo talk, using the experience of employed seniors. Colleges may adapt after sessions using online surveys and other forms. To achieve "point-to-point" in-depth docking between graduate information and businesses, universities should remove information barriers between schools, employed seniors, and female college students seeking employment.

4.3. The recruitment platform has improved the mechanism for the employment of female college students

4.3.1. Targeted classification of information to ensure the authenticity of information

In recent years, female college graduates have become more comfortable utilizing online job search tools. In response to this phenomenon, platforms could optimize data and provide resume screening choices for "Education level," "Job selection," "Salary demand," "Regional positioning," and other labels to deliver customized data services for female graduates. They should also employ information categorization and screening and big data push technologies to push graduate-relevant recruiting information to the site. In this way, it is convenient for female graduates to search and screen employment information, avoid blindly placing resumes, and achieve the purpose of simplifying the recruitment process.

4.3.2. Update recruitment information in real time to maximize information supply

On the Internet, the timeliness of information is crucial, and the so-called timeliness is the user's perception of how new or old the search results are.

Users desire new resources to fulfill demand. And continuously producing high-quality, timely content helps the platform distribute more material. Recruitment platforms must bridge the information gap as the demand gap for employment grows and the number of job searchers rises. Thus, the recruiting platform should update talent demand data in real-time and leverage big, mature platforms like zhipin.com, 51job.com, and 58.com as models. To optimize real-time recruiting information on the platform, making it easier and faster for female college students to locate jobs.

4.4. The Government has strengthened its support for the employment of female college students

As an important supplementary force for "ensuring employment" and "stabilizing employment", promoting female college students' Internet employment demands strong coordination between the government and other relevant agencies.

The government should work with the Women's Federation, the Ministry of Education, the Ministry of Human Resources and Social Security, and others to promote job advice training for female university students. It should also boost funding for female college students' Internet entrepreneurship and create new Internet professional experience programs.

Government agencies should encourage and provide appropriate social security programs for women's employment. The issues of maternity leave and work gender discrimination necessitate government action. Simultaneously, it should also enhance education, medical care, loans, and pensions and examine "Chinese-style" work aid programs for female university students based on the national and current situation. To help female college students create job plans to combat "unemployment after graduation."

Besides, the government also should push colleges to make full use of the improved and revamped 24365 employment platform to connect employers with the Internet, establishing a new "Internet plus employment" paradigm. Employers should promote "cloud interviewing" and "cloud contracting" for "one-stop" interviewing and contracting services. Local governments must establish an online reporting system to report and punish workplace or job-search mistreatment of women. It also engages with local women's federations and social organizations, gives immediate feedback and problem-solving, and helps female college students' long-term career development.

5. Conclusion

In conclusion, the Internet Plus model affects female college student employment. However, unilateral efforts are insufficient, and all facets of society require mutual oversight, diverse growth, and joint efforts. This article proposes more practicable and successful employment techniques and tactics to help female college students accomplish their job objectives by examining and evaluating the aspects impacting their employment from an Internet viewpoint.

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