

# Employment Expectation of the New Generation of Youth: Based on Data Measurement

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**Abstract:** Through questionnaire survey, this study reveals the career expectations of the new generation of young people and explores their preferences in career selection. This paper explores the characteristics of the new generation of "post-1995" employees, the soft strength they should have to deal with the difficulties in the workplace, and the management mode they expect. The research results have certain reference significance for the recruitment of employers.

**Keywords:** Questionnaire survey, Employment expectation, Data measurement

## 1. Introduction

At present, the global economy is experiencing an economic downturn. Due to the frequent occurrence of "black swan" events such as the novel coronavirus epidemic, China's social employment situation is not optimistic. Relevant scholars have conducted multi-directional research on the employment of college students. Yan<sup>[1]</sup> has a comprehensive understanding of the research hotspots of flexible employment, and uses Bicomb2.0 and Cite-Space analysis tools to make a visual analysis of the research on "flexible employment", aiming at combing the existing research, exploring and capturing the research hotspots and future research directions of flexible employment. Based on French scholar Bourdieu's theory of cultural capital, Tang Zhenxin<sup>[2]</sup> combined two methods of qualitative research and empirical research to explore the relationship between family cultural capital and career outlook of postgraduate students. Yao<sup>[3]</sup> combined with the strategic prospect of the double-cycle new development pattern, analyzed the employment background, influencing factors, advantages and difficulties as well as the employment path, in order to provide feasible suggestions and countermeasures for the high quality development of college graduates. Lan<sup>[4]</sup> took "post-90s" college students as the research object and values as the research theme. Based on the revision of foreign maturity scale, he conducted a more in-depth study on the characteristics of values of this group and the relationship between them and employment choice through questionnaire survey. Combined with the current situation of China, most of the new generation of young people who choose to find jobs are "post-1995", so this paper takes "post-1995" as the research object to reveal the real situation of the new generation of young people's employment choice.

## 2. Research methods and objectives

This study reflects the ideas of the new generation of young people in employment choice by issuing questionnaires, and analyzes the working environment pursued by the new generation of young people and the problems they face in employment from different perspectives according to the survey results.

In the workplace, "post-1995" young people are given different labels, both positive and negative. Based on the characteristics of the new generation of post-1995 employees, this study adopts the questionnaire method to investigate the career expectations of the new generation of post-1995 employees. Combined with the current workplace situation of the new generation of "post-1995" employees and the results of the questionnaire, this paper explores the characteristics of the new generation of "post-1995" employees, the soft strength they should have to deal with the difficulties in the workplace, what kind of management mode they expect, and how to offer suggestions for enterprises to better attract outstanding talents.

### 3. Research results

#### 3.1. The characteristics of the new generation of "post-1995" employees

##### 3.1.1. The label that the new generation of post-1995 employees want to attach most

The top three most desired labels for the new generation of post-1995 employees are "creative and energetic", "learning ability" and "optimistic and confident", 69.37%, 52.25% and 50.45% respectively, all of which account for more than half of the respondents. This indicates that as a potential new talent who just entered the workplace and started to enter the society, he has just faced complex work and is full of confidence in the future. "Full of creativity and vitality" indicates that the new generation of employees of the post-1995 generation believe that young people in the new era should be full of vitality and creativity. They do not like heavy and repetitive work, but like new things and work that is challenging and changing according to the environment. "Strong learning ability" indicates that in this era of big data, convenient access to information leads to the new generation of "post-1995" employees' open thinking, desire to improve their ability and pursue progress. "Optimistic and confident" indicates that the new generation of post-1995 employees believe that only with an optimistic and positive attitude can they cope with complex work and interpersonal relationships, as shown in Figure 1.

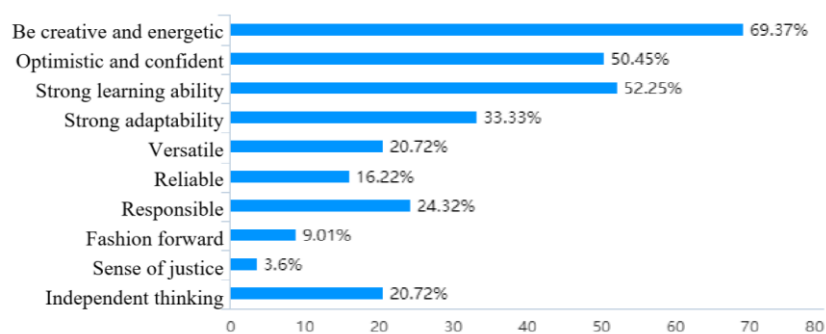


Figure 1: The label most wanted by the new generation of post-1995 employees.

##### 3.1.2. The label that the new generation of post-1995 employees want to remove most

The top three labels that employees of the post-1995 generation want to remove are "lack of responsibility", "higher than heaven" and "lazy beyond heaven", among which "lack of responsibility" is the most chosen label, accounting for 72.07 percent. This indicates that the new generation of post-1995 employees are eager to take responsibility and prove themselves. This was followed by "higher than heaven" at 50.45 percent. This indicates that the new generation of post-1995 employees plan their career based on the information they acquire and do not agree with the society's evaluation of their pursuit of challenges. The third highest rate was 46.85 percent. This indicates that the new generation of post-1995 employees believe that it is reasonable to use advanced technology to improve work efficiency and life convenience, which is not consistent with the description of "lazy". With the rapid development of today's society, the post-1995 generation has active thinking views. This label of "lazy out of the sky" is a collision between the thinking of the new era and the traditional thinking, as shown in Figure 2.

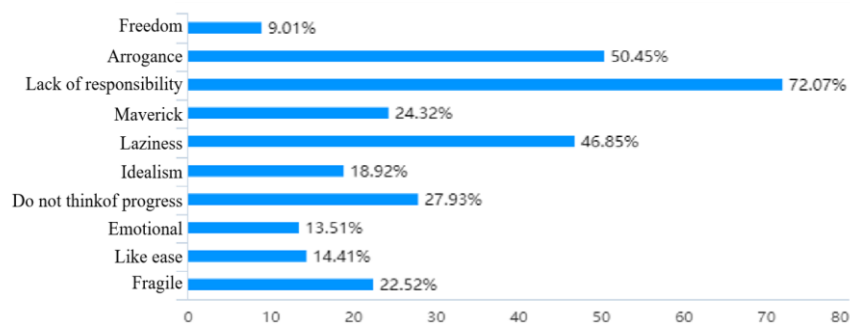


Figure 2: A label that the new generation of post-1995 employees want to remove.

#### 3.2. The "post-95" new generation of employees should have soft strength in the workplace

Successful people have unique personal ability and personality charm, which is the workplace soft

power. For example: reverse thinking ability, transposition thinking ability, work summary ability, writing ability, information collection ability, flexible problem solving ability, goal adjustment ability, self-encouragement ability, problem solving plan making ability, corporate culture adaptation ability, job change tolerance ability and the ability to do extra work. The new generation of "post-1995" employees have just entered the workplace, and most of their abilities have just begun to be cultivated. Therefore, according to the workplace situation of the new generation of "post-1995" employees, we conducted a survey on their ability to communicate and deal with problems.

### 3.2.1. Research on communication ability of the New Generation of post-1995 employees

When the new generation of post-1995 employees encountered difficulties, the most popular choice was "friends", accounting for 64.86%; "Parents and other elders" ranked second, with 53.15 percent; It was followed by "boyfriend or spouse," "Work it out on your own," "leader," "network," "co-workers," and "books." The analysis of the survey results shows that, first of all, the new generation of "post-1995" employees, as fresh workplace newcomers, have not fully entered the rhythm of work. Choose people close to you to solve problems. Secondly, as a result of the family planning, most families of the post-1995 generation are the only child, and their parents give all their love to their children, which also makes the new generation of post-1995 employees rely on their parents greatly. Thirdly, the unique personality of the new generation of "post-1995" employees also makes the choice of "solving problems by oneself" rather than "leaders" and "colleagues". Finally, in today's information age, people rely heavily on mobile phone network, and it has become a habit for the new generation of "post-1995" to keep their hands on mobile phones, which also makes the proportion of people choosing "network" greater than that of "books", as shown in Figure 3.

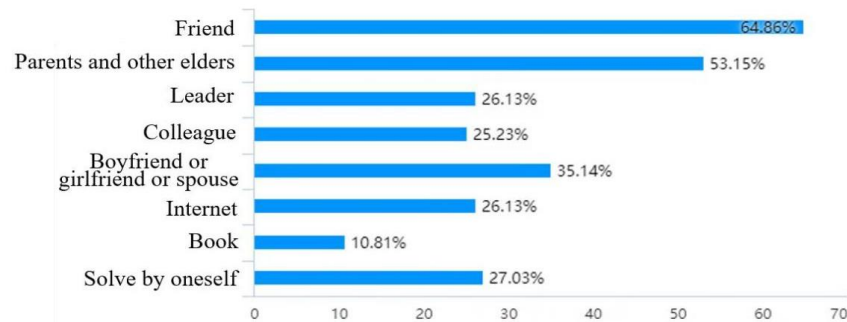


Figure 3: The new generation of employees born after 1995 seek help when they encounter difficulties.

### 3.2.2. The way the new generation of post-1995 employees express their views

The new generation of post-1995 employees express their views through "rational treatment and euphemism", accounting for 78.38%. This shows that the degree of social civilization has become higher, and most of the new generation of "post-95" employees are not eager to express their views subjectively, but express their views in a planned, organized, careful and cautious way. An interesting phenomenon was found in the survey process. The proportion of "anonymous expression" and "direct expression to superiors" was roughly the same, both at about 40%. A small number of the new generation of post-1995 employees choose to "complain to people around" and "not express", indicating that even the highly educated new generation of post-1995 employees may suffer from emotional instability due to lack of experience, as shown in Figure 4.

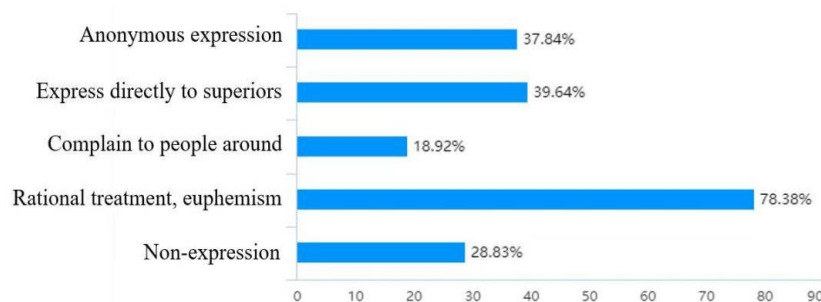


Figure 4: A channel for the new generation of post-1995 employees to express their views.

### 3.3. The enterprise management mode expected by the new generation of "post-1995" employees

Enterprise management mode is a series of management systems, rules, procedures, structures and methods that are gradually formed and basically fixed in a certain period of time in a long practice process. In order to adapt to the development of economy, society and enterprises, the management mode of enterprises is constantly adjusted and changed. The combination of employee expectation and enterprise management mode can make the whole enterprise run efficiently, and the win-win situation of employee welfare and enterprise income.

#### 3.3.1. The leadership model expected by the new generation of "post-1995" employees

Among the four leadership styles, "inspirational and enabling leadership mode" and "directive and business leadership mode" account for nearly 85%. Among them, "inspirational and empowering leadership" accounted for 43.24%. This type of leadership does not directly tell employees what to do in any job, but rather leads employees to complete the final task step by step. This way cultivates the newcomers to solve the problem of independence, play their own subjective initiative. This is in line with the new generation of "post-1995" eager for learning opportunities and promotion space, which is the most respected leadership style for the new generation of employees. "Command type and business type leadership mode" accounted for 41.44%. This type of leadership mode has clear working ideas and quick response ability. It can summarize the instructions that new people need to abide by practice, and enable new young people who just entered the workplace to get clear ideas and processes to solve problems, laying a good and solid foundation for future work and study. It allows employees to grow quickly. A small percentage of post-1995 employees choose a "detailed, careful leadership model" and an "authoritative, results-based leadership model," which is physically and mentally stressful for post-1995 employees, but there are bright spots. Having experienced this kind of leadership mode, the new generation of employees of the "post-95 generation" can greatly improve their psychological endurance and deal with each task issued by their superiors more carefully and carefully in their future work , as shown in Figure 5.



Figure 5: The leadership style expected by the new generation of post-1995 employees.

#### 3.3.2. The motivation favored by the new generation of post-1995 employees

The cost of living is rising, even though the new generation of workers born in 1995 has a much better family than those born in the 1980s and 1990s. However, in the face of rising housing prices and rising living costs, the new generation of "post-1995" employees choose "high salary and welfare" as the first choice of incentives. Material stimulation in terms of salary and welfare is the biggest driving force for work. This choice accounted for 76.58% of the total. "More opportunities for promotion" accounted for 60.36%. In addition, "being trusted and respected by leaders" and "training opportunities to learn new knowledge and technology" were the more prominent options, accounting for 44.14% and 36.94% respectively. The new generation of "post-1995" employees have clearer career plans and realize their goals based on their own reality. At the same time, it also reflects that the new generation of "post-1995" employees are more eager for spiritual satisfaction, eager to stand out in the workplace as soon as possible,

and improve themselves as soon as possible to gain the trust and respect of leaders , as shown in Figure 6.

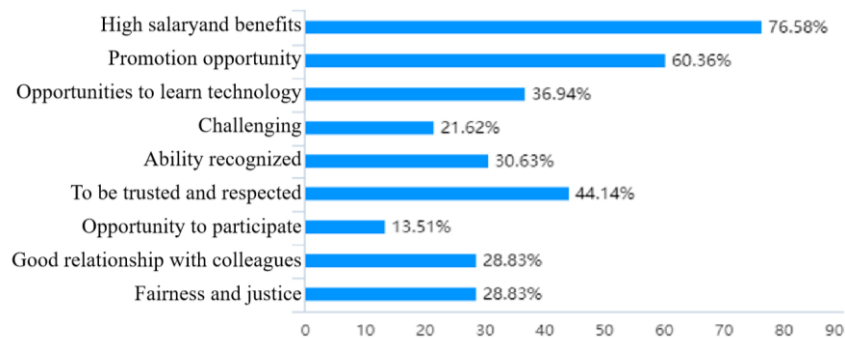


Figure 6: The motivation favored by the new generation of post-1995 employees.

### 3.3.3. The management behavior abhorred by the new generation of post-1995 employees

"Buck-passing" and "self-righteousness" accounted for 69.37% and 62.16% respectively. At the same time, the new generation of post-1995 employees hates low work efficiency and formalism. "Working overtime without reason" and "paying attention to formality" accounted for 49.55% and 48.65% respectively. It can be seen that the new generation of "post-95" employees pay more attention to work efficiency and substantive work. This is highly consistent with the interesting and innovative characteristics of the new generation of post-1995 employees. The new generation of "post-1995" employees are regarded as the fresh blood in the workplace. Their positive, sunny and atmospheric personality gives the new generation of "post-1995" employees motivation and puts more emphasis on work efficiency, which also drives enterprises to make continuous progress and create high profits. It is a win-win situation for enterprises and employees , as shown in Figure 7.

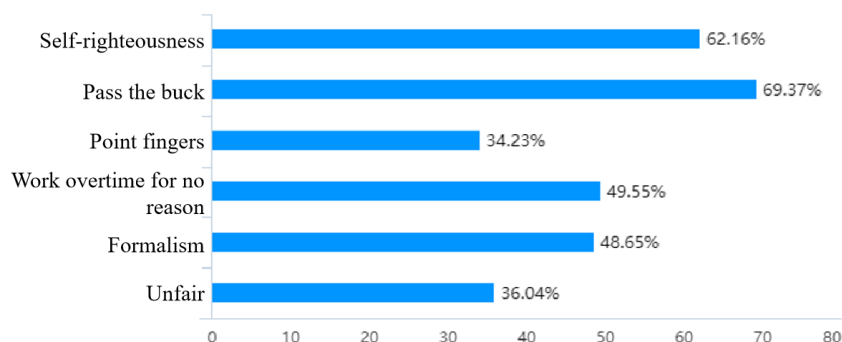


Figure 7: The management behavior abhorred by the new generation of post-1995 employees.

## 4. Conclusion

This paper analyzes the characteristics of the new generation of "post-1995" employees, the workplace soft power they should possess, and the expected management mode of the new generation of "post-1995" employees, and finally draws the following conclusions:

The new generation of "post-1995" employees hope to be "creative, energetic", "optimistic, confident" and "strong learning ability" as their unique labels. It indicates that as a new employee who just entered the workplace, he is eager to learn and make progress. The three labels they most want to remove are "lack of responsibility", "higher than the sky" and "lazy", which show that the new generation of post-1995 employees want to be respected and have strong self-esteem.

The new generation of "post-1995" employees entering the workplace usually solve problems by seeking advice from people around them and fear communicating with strangers. Having experienced the baptism of higher education, the new generation of "post-1995" employees are able to look at problems rationally and have the consciousness of expressing their views tactfully.

The new generation of post-1995 employees like the command-based leadership model that can

clearly express their working intentions. They are eager for enterprises to provide high salary, welfare and room for improvement as incentives, which reflects that the new generation of post-1995 employees pay more attention to the reality of life and actively demand progress. Most hate not to assume irresponsible leadership, but also reflects the "post-95" new generation of employees have problems to solve the problem of the direct character.

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