

Study on the Change of Employment Intention of College Graduates and the Four Level Linkage Innovation Mechanism in the Post Epidemic Era -- A Case Study of Four Universities in Chengdu

Yukun Lin^{a,*}, Tianyu Gu^b, Yishuang Yang

School of Public Management, Sichuan University, Chengdu 610065, China

^alykselena@foxmail.com, ^b1350998290@qq.com

*corresponding author

Abstract: In the post epidemic era, the employment environment has changed, and college graduates have adjusted their estimates and expectations for future employment accordingly. Compared with before the epidemic, more college students choose to study in China after graduation and choose jobs in the system and small and medium-sized cities when applying for jobs. They pay more attention to job stability, prefer to find employment first and then choose a job, and the monthly salary expectation for the first job has decreased. In order to solve the employment dilemma of college students in the post epidemic era, we should establish a "Four-level linkage" employment guidance service innovation mechanism, make the employment guidance service more multidimensional and rich, and improve its pertinence and effectiveness. Government policy interpretation and platform construction are indispensable; Enterprises should actively promote the employment of Internet plus new economic forms. The reform of college curriculum and administrative digitization is urgent; Individuals should also make career planning and human capital accumulation in advance. However, it is not easy to solve the employment problem in the post epidemic era for a long time, which still needs the long-term efforts of all sectors of society.

Keywords: At Post epidemic era, Employment intention, Graduate

1. Research Background

2019 Novel corona virus pneumonia patients began to appear in China at the end of the year. In early 2020, the outbreak of local outbreak occurred. The whole nation paid much attention to the epidemic. In March 2020, the peak of Chinese mainland epidemic had passed, and the epidemic situation abroad became increasingly severe. By June 2020, the virus had spread steadily at the global level, but the domestic epidemic situation had been basically controlled in a state of "sporadic distribution". China has opened a "post epidemic era" and maintained the normalization of epidemic prevention and control. Affected by the epidemic, it is more difficult for graduates to obtain employment.

The epidemic has impacted the economy, and the limited population flow has led to a significant decline in the income of the secondary and tertiary industries. As the main position to attract graduates, small and medium-sized enterprises are bound to reduce the number of recruitment and layoffs to deal with the shortage of capital supply; The main learning venues of graduates are switched to online, the preparation for further education and job hunting is delayed, and the employment competitiveness is weakened; Under the requirements of epidemic prevention, enterprises can only choose online publicity and interview, which is easy to cause information asymmetry between enterprises and graduates. In conclusion, the difficulty of employment has increased.

The concealment of the epidemic spread increases the sense of uncertainty and loss of control, which is easy to cause "psychological panic". The inconvenience and barrier of home isolation are easy to produce a "psychological blind spot". The epidemic situation makes the network the main source of information and requires graduates to think independently. However, if they tend to judge information subjectively, they may fall into a bad thinking cycle. The failure and poor psychological support system is easy to form a "psychological black hole". The epidemic has reduced the offline communication

between graduates and their peers, greatly changed the original support system, and their sense of independence is difficult to be satisfied. The stimulation of the epidemic and the change of lifestyle are easy to deepen the "psychological distress", and the overall living state, economic state, learning state and interpersonal relationship are facing changes. The above psychological difficulties make graduates in a state of contradiction and self-confidence, which is not conducive to employment. Due to the limited personnel flow, the online service industry is booming, which provides certain jobs, but also puts forward higher requirements and more restrictions on graduates. For example, the majors who can engage in online services are limited, and not all graduates can complete online services well.

In the context of frequent salary cuts and layoffs in some enterprises, the anti risk ability of public posts has been highlighted. According to a survey conducted by China Youth Daily and the joint social survey center of the Ministry of economy for fresh graduates, 60.1% of the respondents would choose a more stable job. In order to help the employment of college graduates, the central and local governments have increased the supply of jobs within the system. According to statistics, as of September 1, 2020, the significantly increased policy jobs have attracted more than 2.8 million graduates, an increase of more than 700000 over the same period last year. Employment preference has changed significantly.

2. Research Significance

2.1. It is Helpful to Help Graduates Establish a Good Employment Mentality

Under the background of special times, graduates are prone to psychological problems, but at present, there is a lack of psychological counseling institutions, which makes negative emotions backlog in the hearts of graduates and easy to enter a vicious circle, that is, negative emotions lead to poor state, leading to employment failure and negative emotions again. An in-depth understanding of the changes of College Students' employment intention and mastering the development trend of the future employment market in advance will help college students to establish a good employment mentality and help graduates achieve higher quality and more full employment.

2.2. It is Conducive to Improving the Innovation Mechanism of Employment Guidance Service

In order to reduce the impact of the epidemic on China's economy and alleviate the employment pressure of college students, all subjects have taken certain measures, such as the national implementation of the graduate enrollment expansion policy, colleges and universities actively guide graduates' employment, etc. However, at present, the quality of employment guidance service supply still needs to be improved, and the lack and failure of employment guidance service supply mechanism coexist. Therefore, exploring the change of contemporary college students' employment intention and the demand for employment guidance services is conducive to the government, enterprises and colleges to provide employment guidance services for college students more scientifically and effectively, to better guide college students to choose and obtain employment rationally, to promote the rational flow of talent resources, and to the benign operation of social employment.

2.3. It is Conducive to Enrich the Research in Related Fields

So far, the domestic research on Graduates' employment intention and employment service provision mostly focuses on employment policy and university service system, while the investigation and Research on Graduates' employment intention and employment service provision quality from the humanistic perspective is rare. Based on the survey results of graduates from Sichuan University, University of Electronic Science and technology, Southwest Jiaotong University and Southwest University of Finance and economics, this paper studies the changes of their employment willingness and the demand for employment services in the post epidemic era, which enriches the relevant theories of Employment Research of college graduates to a certain extent.

3. Research Design

Through literature review and theoretical discussion, this paper focuses on the change of College Students' employment intention and the quality of employment service provision in the post epidemic era, extracts the change results of employment behavior caused by the change of College Students'

employment mentality in the six post epidemic era, puts forward research hypotheses, and paves the way for the targeted suggestions to improve employment guidance services.

3.1. Research Hypothesis

(1) Changes in employment behavior I: the proportion of entering higher education in China has increased

According to the theory of planned behavior, personal attitude cognition will have a direct impact on willingness. Specifically, in the post epidemic era, the public can clearly understand the seriousness of epidemic spread, the roles, rights and obligations of individuals in the process of epidemic spread and even protection, and the differences in enthusiasm and stability of epidemic prevention work between different countries, Often willing to stay in a more secure China; On the contrary, if the public lacks awareness and evaluation of issues related to epidemic prevention, it will show a high willingness to study abroad. Therefore, this paper puts forward the following assumptions:

H1: Compared with before and after the Epidemic, More College Students Choose to Study in China.

(2) Changes in employment behavior: institutional work is greatly sought after

The change of employment intention in the post epidemic era mainly comes from people's increased sense of insecurity. Under the impact of the epidemic, many companies have reduced their scale, and some people are directly facing unemployment. However, the work within the system is not affected by natural and man-made disasters such as the epidemic, and does not have to bear the risk of enterprise layoffs. Some graduates who pursue a sense of stability will be more willing to work within the system. Therefore, this paper puts forward the following assumptions:

H2: Compared with before the Epidemic, More College Students Choose to Work in the System in the Post Epidemic Era.

(3) Changes in employment behavior: expected decline in monthly salary

Since the outbreak of the epidemic, the wages of most enterprises have almost halved, because the company has to reduce expenses due to the impact of the epidemic, and the salary of employees has become the best reduction project. In the talent market, many unemployed people have been added, and the labor cost has been continuously compressed. Graduates should also be aware of this. The team expects them to lower their expected salary slightly to find a suitable job. Therefore, this paper puts forward the following assumptions:

H3: Compared with before the Epidemic, the Expected Monthly Salary of College Students in the Post Epidemic Era Has Decreased.

(4) Changes in Employment Behavior: More Talents Will Flow to Small and Medium-Sized Cities

The economic prosperity, high-quality resources and development opportunities of first tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen attract countless young people to travel, but at the same time, the competition is more intense and the survival pressure is greater. The epidemic has blocked graduates' job search, increased pessimistic expectations of employment and economic situation, and showed an increasing tendency to avoid risks to a certain extent. The prices in small and medium-sized cities are lower, the pace of life will be relatively slow, "escape from Beijing, Shanghai and Guangzhou", and settling in small and medium-sized cities has become the choice of more graduates under various uncertain factors. Therefore, this paper puts forward the following assumptions:

H4: Compared with Before and after the Epidemic, More College Students Choose to Work in Small and Medium-Sized Cities.

(5) Changes in Employment Behavior: Job Stability Will Become the Primary Factor for Employment Consideration

Under the severe employment situation, the instability of some industries or enterprises is becoming more and more prominent. Whether domestic or foreign enterprises, there is no choice but to lay off workers. According to foreign media Phoenix Business Journal, ansemey semiconductor, one of the largest listed companies in Phoenix and the global chip manufacturer, plans to lay off about 740 people in the company and its subsidiaries in the first half of 2021. Therefore, this paper puts forward the

following assumptions:

H5: Compared With Before The Epidemic, College Students Pay More Attention to Job Stability in the Post Epidemic Era.

(6) Changes in Employment Behavior: Employment is More Important than Job Selection

Although salary and welfare are still important factors for graduates when looking for jobs, college students looking for jobs under the epidemic have regarded smooth employment as their first priority. They can accept the actual salary that is not as expected, or the position and industry they do not like. According to Maslow's hierarchy of needs theory, people's first demand is survival demand, and then the smooth employment in the epidemic era can ensure the basic material life of graduates. Therefore, this paper puts forward the following assumptions:

H6: Compared with before the Epidemic, in the Post Epidemic Era, More College Students Tend to Find Jobs First and then Choose Jobs.

3.2. Data Analysis

3.2.1. Basic Information Analysis

The basic information of the respondents includes gender, age and occupation. The descriptive statistical analysis results obtained by spss22.0 data analysis software are shown in Table 1.

In 443 valid samples, 151 male respondents (34.1%); There are 292 female respondents (accounting for 65.9%), and the number of female respondents is higher than that of male respondents. Secondly, the number and proportion of grades are as follows: Grade 1 (59, accounting for 13.3%), grade 2 (164, accounting for 37%), grade 3 (101, accounting for 22.8%), grade 4 (44, accounting for 9.9%) and graduate students (75, accounting for 16.9%). Generally speaking, the respondents are mainly in grade 2 and grade 3. Finally, 43.1% of the respondents belong to humanities and Social Sciences, 26% belong to engineering, 13.8% belong to business, 10.2% belong to science, and only 7% belong to medicine.

Table 1: Analysis of basic information of respondents

Index	value	Frequency	Percentage	Effective Percentage	Cumulative Percentage
Gender	Male	151	34.1	34.1	34.1
	female sex	292	65.9	65.9	100
Age	First year of undergraduate course	59	13.3	13.3	13.3
	Sophomore	164	37.0	37.0	50.3
	Third year of undergraduate course	101	22.8	22.8	73.1
	Undergraduate grade 4	44	9.9	9.9	83.1
	graduate student	75	16.9	16.9	100
occupation	social science	191	43.1	43.1	43.1
	science	45	10.2	10.2	55.3
	engineering course	115	26.0	26.0	79.2
	department of commerce	61	13.8	13.8	93.0
	medical courses	31	7.0	7.0	100.0

3.2.2. Hypothesis Test Analysis

① Comparative analysis of students' tendency after graduation before and after the epidemic

By using spss22.0 data analysis software, we intend to use chi square test to analyze the differences of students; tendency after graduation before and after the epidemic. The analysis results are shown in Table 2. The data show that before and after the epidemic, the tendency and intention of students after graduation are as follows: taking part in work (27.3% < 30.9%), entering a higher school in China (54.0% < 58.2%), studying abroad (16.3% > 7.4%), and starting their own business (1.6% < 2%). It can be seen from the proportion that after the epidemic, the proportion of studying abroad has decreased significantly, and the proportion of studying and then participating in work in China has increased. Therefore, in the post epidemic era, more college students choose to study or find employment in China. Moreover, it can be seen from the table that $\chi^2 = 887.247$, $DF = 16$, bilateral $P = 0.000$. According to the detection standard of $P = 0.05$, it can be said that there are obvious differences in students' intention after graduation before and after the epidemic. Therefore, hypothesis H1 is accepted.

Table 2: Chi square test of tendency comparison before and after graduation

			After the epidemic					total	X2(df)	P
			Participate in work	Study in China	Study abroad	self-employed	other			
Before the epidemic	Participate in work	count	110	9	0	2	0	121	887.72a (16)	0.00
		expect count	37.4	70.5	9.0	2.5	1.6	121.0		
		percentage Before epidemic	90.9%	7.4%	0%	1.7%	0%	100%		
		percentage After epidemic	80.3%	3.5%	0%	22.2%	0%	27.3%		
	Study in China	count	13	221	4	0	1	239		
		expect count	73.9	139.2	17.8	4.9	3.2	239.0		
		percentage Before epidemic	5.4%	92.5%	1.7%	0%	0.4%	100%		
		percentage After epidemic	9.5%	85.7%	12.1%	0%	16.7%	54%		
	Study abroad	count	13	28	28	2	1	72		
		expect count	22.6	41.9	5.4	1.5	1.0	72.0		
		percentage Before epidemic	18.1%	38.9%	38.9%	2.8%	1.4%	100%		
		percentage After epidemic	9.5%	10.9%	84.8%	22.2%	16.7%	16.3%		
	self-employed	count	1	0	1	5	0	7		
		expect count	2.2	4.1	1.5	1.1	1.1	7.0		
		percentage Before epidemic	14.3%	0%	14.3%	71.4%	0%	100%		
		percentage After epidemic	0.7%	0%	3%	55.6%	0%	1.6%		
	other	count	0	0	0	0	4	4		
		expect count	1.2	2.3	1.3	1.1	1.1	4.0		
		percentage Before epidemic	0%	0%	0%	0%	100%	100%		
		percentage After epidemic	0%	0%	0%	0%	66.7%	0.9%		
total	count	137	258	33	9	6	443			
	expect count	137.0	258.0	33.0	9.0	6.0	443.0			
	percentage Before epidemic	30.9%	58.2%	7.4%	2%	1.4%	100%			
	percentage After epidemic	100%	100%	100%	100%	100%	100%			

②Comparative analysis of intention unit types before and after epidemic situation

By using spss22.0 data analysis software, chi square test was used to analyze the differences of the most inclined unit types before and after the epidemic. The analysis results are shown in Table 3. The data show that before and after the epidemic, the types of units in which students tend to graduate are as follows: Party and government organs (16.7% < 20.8%), state-owned enterprises (22.6% < 28%), private or foreign-funded enterprises (33.2% > 23.7%) and public institutions (14.9% < 17.4%). It can be seen from the proportion that after the epidemic, students are more inclined to Party and government organs, state-owned enterprises and institutions, and the proportion of private and foreign-funded enterprises has decreased significantly. Moreover, as can be seen from the table, X² = 1252.343, DF = 25, bilateral P = 0.000. According to the detection standard of P = 0.05, it can be said that more college students choose to work in the system in the post epidemic era than before the epidemic. Therefore, hypothesis H2 is accepted.

③Analysis of monthly salary expectation of initial employment before and after the epidemic

By using spss22.0 data analysis software, chi square test was used to analyze the difference of initial monthly salary expectation before and after the epidemic. The analysis results are shown in Table 4. The data show that before and after the epidemic, the expectation of students' initial monthly salary is as follows: less than 5000 yuan (4.1% < 4.7%), 5000-6999 yuan (21.4% < 22.3%), 7000-8999 yuan (28.7% < 29.3%), 9000-10999 yuan (21.4% > 20.5%), 11000 yuan and above (24.4% > 23%). It can be seen from the proportion that the expectation of students' initial monthly salary after the epidemic has decreased significantly. Moreover, it can be seen from the table that x² = 912.986, DF = 16, bilateral P = 0.000. According to the detection standard of P = 0.05, it can be said that compared with before the epidemic, the expectation of College Students' initial monthly salary in the post epidemic era has decreased. Therefore, hypothesis H3 is accepted.

Table 3: Chi square test of the most inclined unit type object analysis before and after the epidemic

			After the epidemic						total	X2 (df)	P
			Party and government organs	state-owned enterprise	Private foreign investment	government-affiliated institutions	self-employed	other			
Before the epidemic	Party and government organs	count	63	6	2	3	0	0	74	1252 a (25)	0.0
		expect count	15.4	20.7	17.5	12.9	3.3	4.2	74.0		
		percentage Before epidemic	85.1%	8.1%	2.7%	4.1%	0%	0%	100%		
		percentage After epidemic	68.5%	4.8%	1.9%	3.9%	0%	0%	16.7%		
	state-owned enterprise	count	7	79	4	9	0	1	100		
		Projected	20.8	28.0	23.7	17.4	4.5	5.6	100.0		
		percentage Before epidemic	7%	79%	4%	9%	0%	1%	100%		
		percentage After epidemic	7.6%	63.7%	3.8%	11.7%	0%	4%	22.6%		
	Private foreign capital	count	16	25	96	8	1	1	147		
		expect count	30.5	41.1	34.8	25.6	6.6	8.3	147.0		
		percentage Before epidemic	10.9%	17%	65.3%	5.4%	0.7%	0.7%	100%		
		percentage After epidemic	17.4%	20.2%	91.4%	10.4%	5%	4%	33.2%		
	government-affiliated institutions	count	2	6	2	56	0	0	66		
		expect count	13.7	18.5	15.6	11.5	3.0	3.7	66.0		
		percentage Before epidemic	3%	9.1%	3%	84.8%	0%	0%	100%		
		percentage After epidemic	2.2%	4.8%	1.9%	72.7%	0%	0%	14.9%		
	self-employed	count	1	8	1	1	19	0	30		
		expect count	6.2	8.4	7.1	5.2	1.4	1.7	30.0		
		percentage Before epidemic	3.3%	26.7%	3.3%	3.3%	63.3%	0%	100%		
		percentage After epidemic	1.1%	6.5%	1%	1.3%	95%	0%	6.8%		
	other	count	3	0	0	0	0	23	26		
		expect count	5.4	7.3	6.2	4.5	1.2	1.5	26.0		
		percentage Before epidemic	11.5%	0%	0%	0%	0%	88.5%	100%		
		percentage After epidemic	3.3%	0%	0%	0%	0%	92%	5.9%		
total	count	92	124	105	77	20	25	443			
	Expected count	92.0	124.0	105.0	77.0	20.0	25.0	443.0			
	percentage Before epidemic	20.8%	28%	23.7%	17.4%	4.5%	5.6%	100%			
	percentage After epidemic	100%	100%	100%	100%	100%	100%	100%			

Table 4: Chi square test of monthly salary comparison of the first job before and after the epidemic

			Monthly salary of the first job (k)					total	X2(df)	P
			5k following	5k -7k	7k -9k	9k -1.1k	Above 1.1k			
Before the epidemic	Below 5K	count	14	4	0	0	0	18	912.9a (16)	0.00
		expect count	1.9	4.0	5.3	3.7	4.1	18.0		
		percentage Before epidemic	77.8%	22.2%	0%	0%	0%	100%		
		percentage After epidemic	66.7%	4%	0%	0%	0%	4.1%		
	5k -7k	count	6	73	13	2	1	95		
		expect count	4.5	21.2	27.9	19.5	21.9	95.0		
		percentage	6.3%	76.8%	13.7%	2.1%	1.1%	100%		

		Before epidemic							
		percentage							
		After epidemic	28.6%	73.7%	10%	2.2%	1%	21.4%	
7k -9k		count	0	18	94	12	3	127	
		expect count	6.0	28.4	37.3	26.1	29.2	127.0	
		percentage Before epidemic	0%	14.2%	74%	9.4%	2.4%	100%	
		percentage After epidemic	0%	18.2%	72.3%	13.2%	2.9%	28.7%	
	9k -11k		count	1	3	18	68	5	95
			expect count	4.5	21.2	27.9	19.5	21.9	95.0
			percentage Before epidemic	1.1%	3.2%	18.9%	71.6%	5.3%	100%
			percentage After epidemic	4.8%	3%	13.8%	74.7%	4.9%	21.4%
1.1 K above		count	0	1	5	9	93	108	
		expect count	5.1	24.1	31.7	22.2	24.9	108.0	
		percentage Before epidemic	0%	0.9%	4.6%	8.3%	86.1%	100%	
		percentage After epidemic	0%	1%	3.8%	9.9%	91.2%	24.4%	
total		count	21	99	130	91	102	443	
		expect count	21.0	99.0	130.0	91.0	102.0	443.0	
		percentage Before epidemic	4.7%	22.3%	29.3%	20.5%	23%	100%	
		percentage After epidemic	100%	100%	100%	100%	100%	100%	

④Comparative analysis of intended workplaces before and after the epidemic.

By using spss22.0 data analysis software, chi square test was used to analyze the differences of the most inclined workplaces before and after the epidemic. The analysis results are shown in Table 4. The data show that the most preferred places of work for students before and after the epidemic are as follows: stay in Chengdu (34.1% > 33.4%), abroad (4.5% > 3.4%), Beijing, Shanghai, Guangzhou and Shenzhen (28.7% > 24.6%), and cities in other provinces (26.2% < 28.9%). Small and medium-sized cities (6.5% < 8.4%), rural areas or old, young, border and poor areas (0% < 1.4%). It can be seen from the proportion that after the epidemic, students tend to develop in small and medium-sized cities and even rural areas or old, young, border and poor areas. Moreover, it can be seen from the table that $\chi^2 = 913.008$, $DF = 20$, bilateral $P = 0.000$. According to the detection standard of $P = 0.05$, it can be said that more college students choose to work in small and medium-sized cities in the post epidemic era than before the epidemic. Therefore, hypothesis H4 is accepted.

⑤Comparative analysis of ways to solve employment difficulties before and after the epidemic

By using spss22.0 data analysis software, chi square test was used to analyze the differences of ways to solve employment difficulties before and after the epidemic. The analysis results are shown in Table 5. The data show that the ways to solve employment difficulties before and after the epidemic are compared and analyzed as follows: reduce employment requirements, get employed first and then choose a job (27.8% < 35.4%), do not reduce employment standards, continue to wait for opportunities (13.3 > 8.1%), continue to study (50.8% > 48.5%), start their own business (4.1% = 4.1%), others (4.1% > 3.8%), which can be seen from the proportion, After the epidemic, students are more inclined to reduce employment requirements and choose jobs first, but the proportion of not reducing employment standards, continuing to wait for opportunities and continuing to study has decreased. Moreover, it can be seen from the table that $\chi^2 = 914.483$, $DF = 16$, bilateral $P = 0.000$. According to the detection standard of $P = 0.05$, it can be said that compared with before the epidemic, in the post epidemic era, more college students tend to get employed first and then choose a job. Therefore, hypothesis H6 is accepted.

Table 5: Chi square test for comparative analysis of the most prone workplaces before and after the epidemic

			After the epidemic					total	X2 (df)	P	
			Chengdu	abroad	go up north Guangshen	other provincial capital	middle-sized and small city				countryside Bian Qiong
Before the epidemic	Chengdu	count	124	0	5	14	4	4	151	913a (25)	0.0
		expect count	50.4	5.1	37.2	43.6	12.6	2.0	151.0		
		percentage Before epidemic	82.1%	0%	3.3%	9.3%	2.6%	2.6%	100%		
		percentage After epidemic	83.8%	0%	4.6%	10.9%	10.8%	66.7%	34.1%		
	abroad	count	5	10	5	0	0	0	20		
		Projected	6.7	1.7	4.9	5.8	1.7	1.3	20.0		
		percentage Before epidemic	25%	50%	25%	0%	0%	0%	100%		
		percentage After epidemic	3.4%	66.7%	4.6%	0%	0%	0%	4.5%		
	Beishang Guangshen	count	15	3	93	13	3	0	127		
		expect count	42.4	4.3	31.2	36.7	10.6	1.7	127.0		
		percentage Before epidemic	11.8%	2.4%	73.2%	10.2%	2.4%	0%	100%		
		percentage After epidemic	10.1%	20%	85.3%	10.2%	8.1%	0%	28.7%		
	Other provincial capitals	count	4	2	4	101	4	1	116		
		expect count	38.8	3.9	28.5	33.5	9.7	1.6	116.0		
		percentage Before epidemic	3.4%	1.7%	3.4%	87.1%	3.4%	0.9%	100%		
		percentage After epidemic	2.7%	13.3%	3.7%	78.9%	10.8%	16.7%	26.2%		
	Small and medium-sized cities	count	0	0	2	0	26	1	29		
		expect count	9.7	1.0	7.1	8.4	2.4	0.4	29.0		
		percentage Before epidemic	0%	0%	6.9%	0%	89.7%	3.4%	100%		
		percentage After epidemic	0%	0%	1.8%	0%	70.3%	16.7%	6.5%		
total	count	148	15	109	128	37	6	443			
	Expected count	148.0	15.0	109.0	128.0	37.0	6.0	443.0			
	percentage Before epidemic	33.4%	3.4%	24.6%	28.9%	8.4%	1.4%	100%			
	percentage After epidemic	100%	100%	100%	100%	100%	100%	100%			

Table 6: Chi square test for comparison of ways to solve employment difficulties before and after the epidemic

			After the epidemic					total	X2(df)	P
			Reduce requirements First, then	Opportunities such as not lowering standards	Continue to study	self-employed	other			
Before the epidemic	Reduce requirements Choose first	count	112	1	8	2	0	123	914.48 a (16)	0.00
		expect count	43.6	10.0	59.7	5.0	4.7	123.0		
		percentage Before epidemic	91.1%	0.8%	6.5%	1.6%	0%	100%		
		percentage After epidemic	71.3%	2.8%	3.7%	11.1%	0%	27.8%		
	Opportunities such as not lowering standards	count	19	29	11	0	0	59		
		expect count	20.9	4.8	28.6	2.4	2.3	59.0		
		percentage Before epidemic	32.2%	49.2%	18.6%	0%	0%	100%		
		percentage After epidemic	12.1%	80.6%	5.1%	0%	0%	13.3%		

	Continue to study	count	23	6	191	3	2	225
		expect count	79.7	18.3	109.2	9.1	8.6	225.0
		percentage Before epidemic	10%	2.7%	84.9%	1.3%	0.9%	100%
		percentage After epidemic	14.6%	16.7%	88.8%	16.7%	11.8%	50.8%
	self-employed	count	2	0	4	12	0	18
		expect count	6.4	1.5	8.7	0.7	0.7	18.0
		percentage Before epidemic	11.1%	0%	22.2%	66.7%	0%	100%
		percentage After epidemic	1.3%	0%	1.9%	66.7%	0%	4.1%
	other	count	1	0	1	1	15	18
		expect count	6.	1.5	8.7	0.7	0.7	18.0
		percentage Before epidemic	5.6%	0%	5.6%	5.6%	83.3%	100%
		percentage After epidemic	0.6%	0%	0.5%	5.6%	88.2%	4.1%
total	count	157	36	215	18	17	443	
	expect count	157.0	36.0	215.0	18.0	17.0	443.0	
	percentage Before epidemic	35.4%	8.1%	48.5%	4.1%	3.8%	100%	
	percentage After epidemic	100%	100%	100%	100%	100%	100%	

⑥Comparative analysis of the most important considerations in job hunting before and after the epidemic

By using spss22.0 data analysis software, the most important considerations in job hunting before and after the epidemic are analyzed by cross contingency table. The analysis results are shown in Table 6 and table 7. The data show that the most important considerations in job hunting before and after the epidemic are as follows: salary and welfare (54.6% < 19%), stable work (8.4% < 32.5%), personal interest (13.5% = 13.5%), professional counterpart (6.1 < 3.6%), employment area (7.9% < 13.8%), development prospect (9% < 15.8%), and cultural atmosphere (0.5% < 1.4%), which can be seen from the proportion after the epidemic, The proportion of respondents paying attention to job stability in job hunting increased significantly, while the requirements for welfare treatment decreased significantly, there was no significant change in personal interests, and their expectations for employment areas, professional counterparts, development prospects and cultural atmosphere increased slightly. It can be said that college students pay more attention to job stability in job hunting in the post epidemic era than before the epidemic. Therefore, hypothesis H5 is accepted.

Table 7: Frequency of the most important considerations in job hunting before the epidemic

		Response		Percentage of cases
		N	percentage	
The most important consideration of job hunting before the epidemic a	Compensation and benefits	242	54.6%	54.6%
	Stable work	37	8.4%	8.4%
	Personal interest	60	13.5%	13.5%
	Professional counterparts	27	6.1%	6.1%
	Employment area	35	7.9%	7.9%
	Development prospect	40	9%	9%
	cultural atmosphere	2	0.5%	0.5%
total		443	100%	100%

a. Tabulate when the dichotomy value is 1

Table 8: Frequency of the most important considerations in job hunting after the epidemic

		response		Percentage of cases
		N	percentage	
The most important consideration of job hunting after epidemic a	Compensation and benefits	84	19%	19%
	Stable work	144	32.5%	32.5%
	Personal interest	60	13.5%	13.5%
	Professional counterparts	16	3.6%	3.6%
	Employment area	61	13.8%	13.8%

	Development prospect	70	15.8%	15.8%
	cultural atmosphere	6	1.4%	1.4%
	other	2	0.5%	0.5%
	total	443	100%	100%

a. Tabulate when the dichotomy value is 1

3.2.3. Preliminary Analysis of Results

Firstly, this study mainly explores the basic needs of college students for the service from the main body and time of employment guidance service, and puts forward how to guide college students' employment from the perspectives of individuals, schools, enterprises and the government. The analysis results are shown in Table 8. The results show that 78.1% of the respondents have received employment guidance training, 65.2% of the students most hope to be provided with employment guidance by schools, 25.7% of the students most hope to be provided with employment guidance by enterprises, and only 9% of the students most hope to be provided with employment guidance by the government. In addition, 39.5% of the students thought that it was enough to organize employment training half a year to one year before graduation, 40.2% thought that it was appropriate to organize employment training one year to one and a half years before graduation, 14% expected to carry out employment training one and a half to two years before graduation, and 6.3% thought that employment training should be carried out two years before graduation.

For schools, employment guidance can be organized through publicity of employment situation and policies, disclosure of recruitment information of employers, training of practical skills in application and employment, psychological counseling, help in targeted career planning, sharing of predecessors' experience, and holding campus recruitment fairs in cooperation with enterprises. Among them, disclosure of Recruitment Information of employers Job application and practical skills training are the two most popular ways. For enterprises, employment guidance can be carried out by analyzing the situation of industries and enterprises, holding campus job fairs in cooperation with schools, modifying resumes and simulated interviews, clarifying recruitment information, etc. Students' willingness to these four methods accounts for a relatively average proportion, and holding campus job fairs in cooperation with schools is the most popular. Finally, for the government, it can be guided from three aspects: the publicity of employment situation and policies, the publicity and examination assistance of positions in the civil service system, and the construction of public information service platform for graduate employment. Among them, the construction of public information service platform for graduate employment is widely welcomed.

Table 9: How to guide college students' Employment

index	value	frequency	percentage
Have you received employment guidance services	yes	97	21.9
	no	346	78.1
Subjects who want to provide employment guidance	school	289	65.2
	enterprise	114	25.7
	government	40	9.0
How long do you want the service to be provided	Half a year to one year before graduation	175	39.5
	1-1.5 years before graduation	178	40.2
	1.5-2 years before graduation	62	14.0
	At least 2 years before graduation	28	6.3
What is the most desirable employment guidance service provided by the school	Employment situation and policy publicity	66	14.9
	Employer Recruitment Information	88	19.9
	Practical skills training for employment	111	25.1
	psychological counseling	10	2.3
	Targeted career planning help	63	14.2
	Experience sharing among predecessors	35	7.9
	Cooperate with enterprises to hold campus job fairs	70	15.8
What is the most desirable employment guidance service provided by enterprises	Analyze the situation of industries and enterprises	112	25.3
	Cooperate with the school to hold campus job fairs	133	30.0
	Resume practice and modification, simulated interview, etc	128	28.9
	Clarification of Recruitment Information	70	15.8
What is the most desirable employment guidance service provided by the government	Employment situation and policy publicity	92	20.8
	Carry out propaganda and examination assistance for civil servants and other positions within the system	138	31.2
	Build a public information service platform for graduates' Employment	213	48.1

4. Conclusion Summary

The solution to the employment dilemma of college students in the epidemic era - "four level linkage" system consists of four levels of institutions (attached figure), namely government participation, enterprise assistance, University guidance and self adjustment, which constitute an inseparable and unified whole. Institutions do not exist in isolation. They inform each other, rely on each other and complement each other to jointly promote the effective functioning of the system.

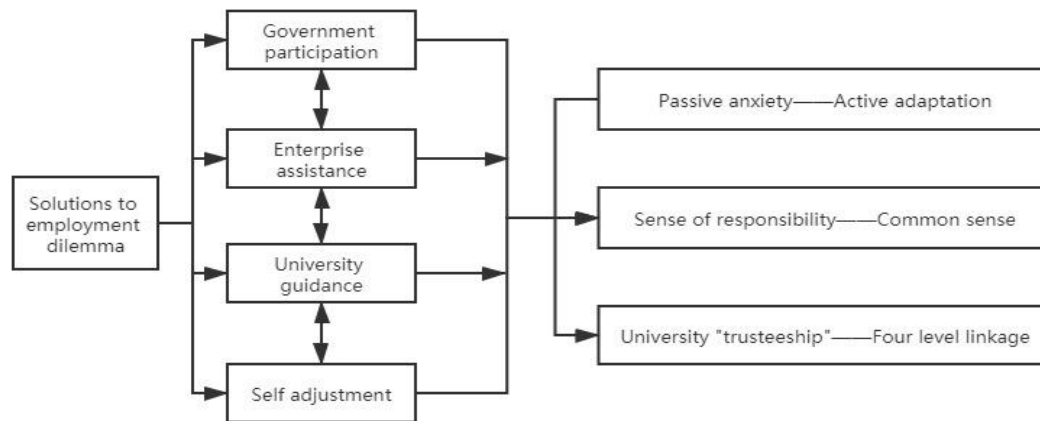


Figure 2: Schematic diagram of four level linkage employment service innovation mechanisms

4.1. Government Governance - policy interpretation and platform construction are indispensable

4.1.1. Actively Interpret and Publicize Relevant Policies, and Publicize and Assist in the Examination of Civil Servants and other Positions within the System

Although few respondents hope that the government is the main body of providing employment guidance, the government, as the maker of employment policy, still has a greater voice in employment guidance and plays an important role. The government can increase the interpretation and publicity of employment policies, help graduates understand the changes in posts, recruitment requirements, assessment process, policy support and convenient services for college students, actively publicize the development trend of that year, stimulate college students' patriotism, and make contributions to consolidating the achievements in poverty alleviation and Promoting Rural Revitalization, Help graduates grasp the current employment situation and future development direction. At the same time, publicize and assist in the examination of positions within the system, encourage college students to give full play to their personal advantages, accurately locate their abilities and intentions, and find the most suitable development positions.

4.1.2. Build a Public Information Service Platform for Graduates' Employment

The government helps build a public information platform for graduates' employment, which is not limited to Chengdu, but can involve all provinces and cities. It can not only help graduates who want to stay in Chengdu to search for recruitment information in real time, but also provide other graduates with employment information in more regions, which can not be done by only one or several universities. In the post epidemic era, the "remote, online and decentralized" employment of college students is inevitable, which also puts forward higher requirements for the construction of employment public information service platform. Based on the actual employment demand during the epidemic prevention and control period, the employment information system needs to fully consider all aspects of employment. Due to the diversity of online job search platforms, students' job search dynamics are no longer as easy to follow up and master as daily campus recruitment activities. It is necessary to build a full process and dynamic graduate employment investigation and tracking system to fully present the progress and changes of students' intention and demand, job search progress and job seeking confusion in the process of job search, so that the government or other employment service providers can grasp the situation in time, So as to provide employment services on demand.

4.2. Governance of Enterprises-Actively Promoting Internet plus New Economic form of Employment

4.2.1. Actively Publicize and Promote Employment in the New Economic form

Although most of the respondents most want universities to be the main body of providing employment guidance, for the enterprise itself and its industry, they have a better understanding of their own development and clearer and accurate control of national policies and domestic and foreign environment; Therefore, enterprises play an indispensable role in the provision of employment guidance services.

The new economic form is derived from the rapid development of Internet industry, such as live, IP industry, writers, personal studios, etc., which is called "Internet plus platform" economy, which is called new economic form. The employment created by these economic forms is the employment of new economic form. Employment in the new economic form has the characteristics of strong flexibility, high fairness and low threshold, and has become an important employment channel in the new era. In the post epidemic era, the new economic form of employment has unique advantages. At the same time, with the continuous development of the Internet era and the rise of we media, the employment population absorbed by the new economic form will continue to increase, creating more employment and entrepreneurship opportunities for college graduates. It is of great benefit to college graduates for enterprises to publicize and provide employment services.

4.2.2. Give Full Play to the Role of "Internet plus"

Fully tap the advantages of online and offline methods, implement the integrated development strategy, and realize the full coverage of graduate employment services. In the post epidemic era, the epidemic situation may still recur at any time. In this case, "cloud Recruitment" has become an efficient way. Enterprises can let graduates "cloud visit" through the Internet, enjoy the company's environment and surrounding facilities online, and introduce them to multiple schools at the same time, so as to reduce time cost and loss; In the case of meeting the requirements of epidemic prevention, offline recruitment can be carried out, and close exchanges with graduates can be carried out to deepen mutual understanding. Cooperation between enterprises and schools can reduce the doubts and concerns of graduates and enhance the trust of graduates. On the other hand, friendly cooperative relations can be reached. In the future, schools can better transport talents for enterprises and provide convenience for future graduates.

4.3. The Governance of Colleges and Universities -- The Reform of Curriculum and Administrative Digitization is Urgent

4.3.1. Promote the Optimization and Reform of Professional Curriculum

The employment of college students in the post epidemic era is not only based on the special background of the impact of the epidemic, but also closely related to the structural contradiction between supply and demand in the labor market for a long time. In this regard, Li Jin proposed that "the specialty setting of colleges and universities should give consideration to research and practicability, and form hierarchy and difference." [1] Colleges and universities should be based on the main body of the market, study the employment needs, ensure that the curriculum setting meets the future market positioning, and cultivate innovative, applied and innovative talents to meet the needs of the society through the reform of curriculum system and discipline setting, combined with students' own advantages. Compound talents, improve the comprehensive quality of students, so that the students trained by colleges and universities are not divorced from the needs of the society.

4.3.2. Promote the Construction of Online and Offline Integration of Employment Guidance and Service System

Strengthening the construction of online employment guidance and service system and promoting the integrated development of online and offline employment guidance services is a post epidemic situation

The general trend of the times is also the inevitable requirement to realize the full coverage of graduates' employment services. Colleges and universities should actively adapt to the needs of the epidemic situation and the changes and development of the times, and pay attention to the integrated development of online and offline. First, we should continue to promote the construction of the Internet plus employment platform, improve the online business management functions, strengthen the docking

and sharing of recruitment information with government and enterprises, collect the graduates' employment intention and the needs of employers' positions through the Internet, and achieve the accurate matching of employment services and the docking of supply and demand. Second, pay more attention to the online and offline integration of employment guidance service teams, establish an offline employment work system dominated by counselors, improve the initiative and professionalism of teachers at all levels, improve the professional level of employment guidance, and realize the information tracking and accurate guidance for the employment of graduates of different groups; Promote the depth and breadth of online career education, hire professionals, give full play to the advantages of network teaching in combination with the characteristics of various disciplines, carry out network classified guidance, and enhance the personalization and pertinence of employment guidance.

4.3.3. Guide Graduates to Establish a Good Employment Mentality and Strengthen Psychological Counseling

In the post epidemic era, the economic growth slows down, the difficulty of employment increases, and the overall living state, economic state, learning state and interpersonal relationship are facing changes, which makes the college students with weak psychological tolerance fall into anxiety and anxiety. In this context, first, we should do a good job in psychological counseling for graduates in job hunting, timely adjust the relevant situation plans and make countermeasures, set up relevant psychological support and network counseling services, provide consultation channels for students who need to help improve their psychological adjustment ability, and reduce students' employment pressure and anxiety. Second, in view of the situation that college students' employment expectations are too high and divorced from the actual market demand, resulting in unemployment, we should strengthen personalized employment guidance, guide graduates to find their career orientation, reasonably adjust their expectations, actively obtain employment and obtain employment as soon as possible.

4.4. Personal Governance - Planning Accumulation is Not a Day & Apos; S Work

4.4.1. Do a Good Job in Career Planning and Establish a Correct Concept of Employment

When college students are in school, they should first establish a correct employment concept as soon as possible, form appropriate employment expectations, clarify career goals, and make their own career planning on this basis. At the same time, they should make full use of the online and offline employment guidance activities provided by colleges and universities, combine their own advantages and disadvantages, and constantly adjust their career planning according to their own ability and the actual situation of employment situation, Avoid blind learning. Secondly, college students should adhere to diversified employment, get rid of the constraints of traditional ideas and single thinking, establish self-awareness and mission awareness, clearly understand the employment situation and self-value, and strengthen the awareness of social support. They should not only pay attention to their own interests, but also make directional adjustment according to social needs. Abandon the unrealistic ideas of not going to non first tier cities, non large employers, non-governmental units and institutions, and high requirements for wages and working environment, and plan for the future in a down-to-earth and realistic manner.

4.4.2. Do a Good Job in the Accumulation of their own Human Capital

College Students' human capital, including professional knowledge reserve, practical skills, adaptability, physical and mental health, personal quality and job search skills, is one of the core elements affecting college students' employment quality.[1] Under the background of more severe employment situation in the post epidemic era, the improvement of graduates' core competitiveness is of great significance. First, we should make full use of the advantages of "Internet plus education", combine the characteristics of disciplines and occupation planning, improve learning initiative, enhance professional skills and communication skills, so as to build our own professional competitiveness. The second is to establish a reasonable knowledge structure, constantly adjust knowledge according to social needs, and improve their comprehensive ability, so as to have a higher level of human capital when choosing a job. Third, improve your job search skills, make full use of network information, timely understand policies, optimize resume structure, and make preparations for "online interview" in advance.

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