

Research on the Current Situation and Countermeasures of Employment Psychology for College Students in the New Situation

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Abstract: Employment is a significant turning point in the development of college students. Strengthening mental health education for college students can help them establish a correct outlook on employment, handle employment and career choices in a scientific way, and approach employment pressure and difficulties with a proactive attitude towards life. At present, China's employment market has undergone significant changes, and the employment situation for college students is severe. The psychological problems of college students in employment are becoming increasingly prominent. The article focuses on the current severe employment situation, studies the current employment psychology of Chinese college students, and explores the reasons for the employment psychology problems of college students in the current employment situation. It proposes effective strategies to solve the employment psychology problems of college students in the new situation. This study aims to provide useful references for universities to provide psychological guidance for college students in employment.

Keywords: employment; psychology; college students; countermeasure

1. Introduction

With the development of the times, social progress, and environmental updates, the structural contradiction in employment is becoming increasingly prominent. According to statistics from the Ministry of Education, the number of graduates from ordinary universities in China is expected to reach 11.87 million in 2024, an increase of 290000 from 2023 and 1.11 million from 2022^[1]. The rapid increase in the proportion of enrollment expansion in higher education institutions and the significant increase in the overall number of graduates have also put enormous competitive pressure on university students. Excessive competitive pressure can easily lead to employment psychological problems among college students. If college students cannot solve their employment psychological problems in a timely manner, it will have a negative impact on their overall development and even trigger negative social phenomena. Under the new situation, universities should effectively improve the employment guidance work of college students, pay attention to their employment psychology, cultivate their employability and ability to cope with risks and challenges, and explore effective strategies to solve the employment psychological problems of college students.

2. The Current Situation of Employment Psychology for College Students

Faced with the severe employment situation, college students face a series of pressures and problems before and after graduation, and the way to solve these problems depends on the psychological quality of college students. In the process of employment, college students often experience a lack of confidence, pursuit, and self-devaluation due to a lack of abilities such as changing the environment, obtaining information, employment goals, and self-awareness, gradually forming a psychological dilemma in employment. At present, the psychological difficulties faced by college students in employment mainly manifest in four aspects: nervousness and anxiety due to poor stress resistance, conformity and detachment from reality, inferiority and cowardice due to insufficient understanding, and overconfidence and arrogance.

2.1 Difficult to handle stress and anxiety

With the continuous increase in the number of graduates and the increasing proportion of high-level education, the competition for employment among college students is severe, leading to increasingly prominent employment anxiety and tension. The main manifestations of tension and anxiety psychology are shortness of breath, accelerated heartbeat, inability to concentrate, etc^[2]. In severe cases, it can even lead to depression and depression, affecting normal life and physiological functions. During the employment process, some students may experience persistent job rejections due to lack of experience, leading to concerns about employment difficulties and insomnia and anxiety. When they see their classmates and friends finding jobs one after another, they may experience feelings of tension, anxiety, and impatience. Some students only start planning for employment near graduation, with vague goals, tight schedules, and no way to start, leading to an increase in inner anxiety. During the peak employment season, in the face of fierce competition and repeated setbacks, if one fails to adjust their mindset and timely turn pressure into motivation, they are prone to experiencing psychological difficulties such as tension and anxiety.

2.2 An unrealistic conformity mentality

Blind conformity is a common psychological dilemma in the current employment process. Under the new situation, various types of information resources are spreading rapidly, with diverse content and significant changes, which have a certain impact on the employment awareness of college students. This leads to their unclear understanding of existing policies and development prospects in their field of study. In addition, they lack a sense of subjectivity and personal opinions, and their majors are not career interests or popular subjects. This makes it very easy for current students to follow the "big trend" and give up their original employment choices and planning positioning. The behavior of blindly following the choices of classmates or the preferences of parents in employment. Students who are in a herd mentality believe that "a large quantity is better", are prone to listening to the opinions and suggestions of others, following their choices, sacrificing their own advantages, abandoning their own employment values, failing to fully explore their own characteristics, and deviating from personal reality.

2.3 Inferiority and cowardice caused by shortcomings

Most students have a strong desire for employment after graduation, and individual differences determine different employment methods. Some students, while browsing job search information, find that the target audience for job applications and admissions is mostly students with high education or graduates from well-known universities, and they believe that they have no advantage. There is also a group of students who frequently encounter setbacks and setbacks in campus interviews, and become afraid and hesitant to try various job interviews in the future, forming a sense of inferiority. Most college students experience feelings of inferiority and timidity before and after job hunting due to overly idealistic ideas, lack of personal experience, poor communication skills, introverted personality, and lack of confidence Psychology. This type of psychological dilemma is mainly manifested as avoiding the current reality, being unable to find career positions that match personal characteristics, not being good at showcasing one's own advantages in employment, not daring to actively participate in market competition, often believing that one's own abilities are insufficient, and always feeling that there is a significant gap with others, thus gradually developing a sense of inferiority and losing confidence in job seeking^[3].

2.4 Overconfident and conceited mentality

Conceit is a type of psychology that is more prominent among college graduates. Many college graduates still believe in the concept of elite education, believing that they have passed the national college entrance examination and systematically studied relevant courses, and should be high-level talents. They believe that the professional knowledge, overall abilities, and personal talents they have learned are above average. When choosing a job, they are always arrogant, unable to have a clear understanding of the employment situation, and unable to correctly evaluate their abilities and qualities. Always focused on big cities and good jobs, there is a huge contrast between career goals and reality, and many job opportunities are often missed^[4].

3. Exploring the Reasons for the Psychological Problems of College Students in Employment under the New Situation

3.1 Oneself

College students who are about to leave the school gate will experience psychological fluctuations when facing employment, which will involve complex psychological changes. From their own perspective: Firstly, individual college students have cognitive biases. Some students tend to overestimate themselves in self-evaluation, leading to high expectations of themselves in the subsequent employment stage and developing a sense of arrogance. By comparison, it was found that some college students, on the other hand, have a lower self-evaluation of themselves. Under the interference of inferiority complex, they always feel inferior to other students in various aspects, lack affirmation of themselves, hold doubts about the external environment, and worry about employment failure. Secondly, college students lack a good sense of preparation. College students lack social experience and are helpless when faced with the gap between their ideals and reality. In addition, their psychological resilience is insufficient, leading to strong blindness in employment choices. Thirdly, college students are not able to handle setbacks correctly. Many college students have been influenced by their parents since childhood. Caring for and caring for others, not worrying about material life, rarely encountering setbacks and education during growth, lacking strong willpower, and lacking tolerance for setbacks, never understanding the true meaning of hardship and hardship. Therefore, when facing difficulties, students will have a significant burden in their hearts, which is negatively affected by the psychological setbacks.

3.2 Family

Most parents have high expectations for their children, and in the context of advocating for education system reform, modern higher education is developing towards "popularization". However, the expectations of most parents for their children to receive higher education have not decreased, hoping that their children can achieve their own ideals and realize their life value after receiving better education. Due to the current severe employment situation, it is difficult for college students to obtain satisfactory high paying jobs. In this situation, some parents and college students find it difficult to accept and experience psychological setbacks.

3.3 School

Universities are important places for cultivating talents. In the context of rapid social development, if the professional courses, faculty, and scale invested by universities cannot meet the development needs of modern society, that is, the cultivated college students cannot meet the actual needs of employers, it will inevitably lead to related problems. For example, from the perspective of the job market, the urgently needed talents cannot match the college students cultivated by the school, and students do not master relevant technologies, resulting in talent cultivation being disconnected from actual needs. Many college students may have concerns about employment and may experience depression due to long-term effects.

3.4 Society

The current international employment situation is relatively severe, with an overall increase in the number of unemployed people. China is also facing a more severe employment situation. Some companies tend to choose outstanding talents with relevant work experience when recruiting personnel, which is biased towards fresh graduates. In addition, with the increasing number of contemporary college students, social enterprises have more choices, which will to some extent increase the employment pressure on college students. In addition, during the period of domestic economic system reform, factors such as industrial restructuring, layoffs faced by enterprises and institutions, and reduction of staffing in public institutions will all lead to difficulties in employment for college students^[5].

4. Effective Strategies for Solving the Psychological Problems of College Students in Employment

4.1 Creating a favorable social environment for cultivating healthy employment psychology for college students

The relevant departments should fully play the role of policy guidance, strengthen the guarantee of

existing grassroots positions, improve the welfare benefits of difficult positions, and attract college students to basic positions in remote areas to realize their personal value. Especially in rural areas and remote mountainous areas, the number of positions available is limited, and the number of people recruited each year is relatively small. Relevant departments should try to expand the recruitment scale of programs such as "special position teachers" and "three supports and one assistance" as much as possible, in order to encourage college graduates to return to their hometowns for construction and alleviate the pressure of job competition between urban and rural areas^[6].

Contemporary college students often obtain information through online media, therefore, creating a positive and positive social public opinion has a positive guiding effect on the formation of a healthy employment psychology among college students. Firstly, the media and public opinion should actively promote the national employment policies, so that college students can understand the favorable policies that encourage employment and entrepreneurship. At the same time, they should promote grassroots employment models, guide college students to learn successful experiences from role models, and establish correct employment concepts. Secondly, all types of media should adhere to the correct public opinion orientation, consciously resist various false recruitment propaganda, comprehensively interpret employment information for inexperienced college students, objectively analyze the current employment situation, and provide corresponding countermeasures and suggestions. A positive media orientation can help college students filter out negative information in complex and diverse recruitment information, form a positive employment attitude, and thus find suitable career positions.

4.2 Improving employment guidance in universities and establishing a psychological crisis intervention system

Universities need to timely integrate educational resources from various courses based on the changing demand for talents. Entering a new era, China's economic level is constantly improving, market demand is constantly changing, and industrial structure is also adjusting accordingly, which will inevitably lead to a transformation in talent demand. Universities should closely connect with the market, deepen curriculum reform, and build comprehensive career planning courses to enhance the competitiveness of college students in employment and guide them to establish correct employment concepts. In addition, universities should also offer practical courses related to their majors, allowing students to enter the role of professionals through practice and exercise their practical abilities. Through basic professional training curriculum reform provides more practical opportunities for college students, allowing them to understand the local economic development situation. In teaching, the real situation of social development and enterprise development is integrated into the simulation of the workplace, and the real employment situation is used to guide students to formulate scientific career plans, form correct employment concepts, and calm their mentality in the employment process, steadily finding employment.

When students encounter psychological problems during the employment process, universities should also do a good job in intervening in their psychological problems. Colleges and universities should focus on graduates, pay attention to their psychological health during entrepreneurship and employment, make alleviating psychological pressure the core content of mental health work, effectively protect the legitimate rights and interests of students, fully utilize school resources, and provide more comprehensive employment services and guarantees for students.

4.3 Transforming family values and forming a synergy between family and school

Strengthening the connection between family and school, establishing a linkage mechanism, is an effective method to regulate the employment pressure of college students. Society and universities are the main channels for contemporary college students to receive employment guidance, but relying solely on these two aspects of resource education management cannot meet the employment needs of college students. When some college students first enter society, due to a lack of social experience, their psychology is particularly fragile during employment. The support and encouragement from their families can bring them confidence and courage, which plays a very important role in their smooth employment. Some families have high expectations for the employment of college students and hope to find jobs that are very satisfactory in all aspects, which invisibly increases the employment pressure on college students^[7]. Parents need to change their traditional employment concepts and focus on strengthening their children's sense of responsibility education, so that they can learn to solve problems independently and learn how to properly handle the relationship between individuals and society.

Through the joint efforts of family and school, we aim to promote the smooth employment of college

students, alleviate their employment confusion and confusion through positive communication and regulation, family assistance and relief, eliminate negative emotions such as employment panic and anxiety, promote the personal role transformation of college students, clarify their responsibilities and obligations, and actively participate in the social trend of independent entrepreneurship and career selection.

4.4 Learn self-regulation to improve employment strength

Firstly, college students should have a correct view of competition. Competition during employment is a very common phenomenon. Moderate competitive pressure can stimulate the potential of job seekers, but excessive mental pressure can lead to the emergence of negative psychological problems. Therefore, college students should learn to self regulate, view setbacks with a calm mind, and reasonably resolve negative emotions. Only by relaxing and regulating emotions in a reasonable and moderate manner can we always maintain a healthy psychological state and face the difficulties of job seeking with an optimistic attitude.

Secondly, moderately reduce career expectations. College students should fully understand the employment situation before seeking employment, choose jobs that match their professional abilities, moderately reduce employment expectations, and avoid being too ambitious. Of course, one cannot completely deny oneself and choose a less challenging job, as it will not be very helpful for one's future development.

Finally, develop a reasonable career plan to enhance one's own abilities. College students should scientifically consider their own conditions, evaluate their personal abilities, avoid blindly following others, and at the same time, improve their professional skills to enhance their employment competitiveness. Before seeking employment, do a good job of psychological construction, objectively understand the employment situation, focus on long-term development, and effectively alleviate the psychological conflict between reality and ideals.

5. Conclusion

College students are a key group in employment work. In the new situation, the employment path of college students has become severe and complex, resulting in various psychological difficulties, which further become a practical problem affecting the physical health and employment development of college students. Faced with the challenge of psychological problems, whether it is individuals, universities, or society, they should grasp the key stages, grasp the key issues, and implement key measures to alleviate the employment psychological problems of college students, promote them to maintain a good mentality, and establish a healthy and upward employment concept.

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