

Localization of Career Counseling Education in Colleges Based on Attribution Theory

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ABSTRACT. Attribution refers to the overall way in which individuals interpret behavioral outcomes, with internal (individual) and external (environmental). One-sidedly attributed the job search results to internal or external factors, which led to the emergence of "Lie on their resume", "Roommates contradiction" and "Frequent job-hopping" in the employment process. The root of changing these phenomena is to change individuals. The career counseling education in colleges originated in the United States. At present, there is a trend of paying attention to skills training and ignoring the guidance of the "Three outlooks", which is impossible to fundamentally change the individual attribution methods. Therefore, Marxist life values education, socialist core values education, and "Double creation spirit" should be integrated into college career counseling education to achieve localization.

KEYWORDS: Attribution, Career counseling education, Localization, "Three outlooks"

1. Introduction

Throughout the career counseling education system of various colleges, there are problems in attaching importance to practice and skill cultivation, neglecting theory and concept guidance, especially the localization construction in implementing social ideology with Chinese characteristics is not enough. From the perspective of attribution theory, these are caused by the irrationality of individual attribution.

2. The source of Attribution Theory

Attribution theory is a general way of how individuals use information to explain behavioral causes. People living in society will constantly make causal analysis of things, aiming to fully understand social existence and rationalize individual behavior. The way of attribution affects the intrinsic motivation of the next behavior. People often take an attribution based on existing information, but it is almost impossible for people to have comprehensive information, so attribution methods sometimes skew.

The Analysis of the Chaos in College Students' Employment Process

1) Analysis of attributions in college graduates' job hunting

On January 8, 2016, People's Daily had forwarded a commentary on the Guangzhou Daily: About college students' lie on their resume, who is wrong. Lie on their resume is only one of the current employment chaos of college graduates, and the graduation season has become a Roommates contradiction season, and many strange phenomena such as the value of life can not be found in the frequent job-hopping. People with lying on their resume have higher achievement needs than resumes without fraud. From the attribution method, students with lying on their resume have absolute attribution methods, completely ignoring external factors, attribution methods is single, and cognitive imbalances leading to behavioral bias.

2) "Three outlooks" is the root of attribution error

Dialectical materialism states that consciousness is the product of the development of the material world and it is the function of human brain. The content of consciousness is the reflection of the material world; Consciousness has an active effect on matter. [1] Human consciousness developed from animal psychology, and labor played a decisive role. Here labor refers to all the actual results of the behavior, college students employment behavior is a way of labor. The attribution style error is not only a problem of attribution itself, but also related to the "Three outlook" held by laborers. Whether it is "Lie on their resume" or "frequent job-hopping after graduation", these behaviors all show the uniqueness and simplicity of attribution style driven by individual achievement motivation.

3) Current status of college career counseling education system

Emerging in the United States in the 1970s, it is mainly based on career counseling theories of various psychologists in the United States. Chinese career counseling education system is relatively late to develop. From content to education mode, curriculum education adopts the direct copy of the American model, emphasizing practice rather than theory. Career counseling education is to help college students understand the relationship between themselves and work to achieve the purpose of comprehensive development, which must be guided from the concept above. However, the concept guidance of the existing career guidance education system is particularly insufficient, especially in the implementation of social ideology with Chinese characteristics of localization construction is far from enough.

3. Localization Construction of College Career Counseling Education System Based on Attribution Theory

1) Marxism life values education is integrated into the college career counseling curriculum education system

Marxism believes that human beings have their own unique human nature, which is different from animals. "human nature, which exists in each individual human being, runs through the whole process of human history development, makes human beings different from animals".[2] Marxist value is the basic socialist mainstream ideology education in China and should be the main guiding ideology throughout all the career guidance curriculum system. At the same time in each college's career guidance in the process of classroom teaching, through the "serve the people", "develop production, realize common prosperity" life values education of Marxism philosophy, from the education content, concept and practical application several aspects, such as emphasizing the individual value realization is based on collective social value realization.

2) Cultivation and education of core values of professionalism

Core socialist values were put forward in the opinions on cultivating and practicing core socialist values issued by the General Office of the CPC Central Committee in 2013. Its main content is "to, patriotism, dedication, integrity and friendship, and actively cultivate and practice core socialist values." The last part which are the basic moral standards required by the practice of socialist core values. The most basic moral requirements of socialist core values at the individual level should be infiltrated by the career guidance education consultation system in colleges and universities from one year in college to all levels closely related to the lives of college students.

3) Double-creative spirit" is integrated into the career counseling innovation and entrepreneurship practice education system

In March 2015, the government work report put forward the concept of "Mass entrepreneurship and innovation". "Double-creative spirit" is the main educational spirit and soul of career guidance education in the current college career guidance education system. In China, the innovation and entrepreneurship practice education system in colleges and universities is relatively late and the curriculum establishment is not perfect. The above problems fully demonstrate that the "mass entrepreneurship spirit", socialist core values, "Chinese dream" and other ideals in the innovation and entrepreneurship practice teaching system of Chinese universities have not been integrated into the existing training system.

4. Conclusions

The career counseling education system in colleges and universities. It is related to the integration of individual values and social values. It should also be the best carrier for cultivating and practicing the core values of socialism, and it should be the basis for the cultivation of talents in building a socialist modern society with Chinese characteristics. We must constantly correct the wrong "Three outlooks" of college students in the process of job hunting, infiltrate mainstream socialist ideology education into all aspects of college career counseling education system.

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example" (project number: XJXG2019-005) of the phased achievements

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