

Discussion on the Sustainable Development of Rural University Students' Employment Internet Plus

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Abstract: In recent years, the employment problem of college students has always been one of the focus problems in today's society, and rural college students are a special group with a large proportion of college students, and their employment situation has attracted great attention of the society. With the application and development of the Internet, the employment problem of rural college students has been improved to a certain extent. Their individual quality, employment concept, employment approach, employment scope and entrepreneurial conditions have changed greatly. Therefore, in order to further improve the employment of rural college students, we should continue to optimize the network environment, improve the employment network information, and create a good entrepreneurial environment, so as to make rural college students' employment take the road of sustainable development.

1. Introduction

With the advent of the “Internet plus” era, the Internet is becoming more and more popular, and network technology has penetrated into all fields of social economy. The Internet is not an additional tool and communication medium of traditional industries, but a platform of Internet of things that integrates knowledge and innovation with information and material. It is a new driving force for economic growth. Therefore, in the context of “Internet plus”, after graduating from college, students will go out of ivory tower and really integrate into society. As a talent training base, colleges and universities promote the employment and entrepreneurship education of college students, which has great practical significance for the construction of socialism with Chinese characteristics. College employment and entrepreneurship education needs to seek new ideas and methods, so as to adapt to the economic requirements of the new era and continuously deliver fresh blood for the society.

2. Problems of Employment of Rural University Students under the Background of Internet Plus

2.1 “Internet Plus” Environment Has Security Risks

With the popularity and development of “Internet plus”, we quickly find jobs that are suitable for us through the Internet, and leave our information and contact methods on the recruitment website,

so as to facilitate the enterprises to contact themselves. This is not just the interview notice of enterprises, but all kinds of fraudulent SMS and harassing phones. Even in the next second, they are stolen from QQ and micro signals, posing as victims. Students or friends ask for useful information to commit fraud. Personal information has not been well protected in today's network environment. The phenomenon of information leakage is common. The increasingly prominent problem of information security disturbs the life order of students and makes college students have a distrust attitude towards the network. They are not willing to leave their personal information to the recruitment website, which naturally reduces the employment opportunities that students can choose and leads to the large rural areas. The large group of students can not get jobs suitable for them, which wastes social resources^[1].

2.2 Employment Guidance Work in Universities is Still Not Perfect in the Era of Internet Plus

At present, most colleges and universities do not have enough analysis on the employment guidance needs of college students, and the employment guidance lacks pertinence; they pay attention to the acute guidance, and the systematic and continuous employment guidance system is not perfect; this makes college students unable to really understand themselves and find their own strengths and advantages with the help of the platform of employment guidance. Many college students are “choosy and afraid of hardship” when they are looking for jobs after graduation. This phenomenon has become more serious especially among rural college students. In addition, the channels for rural college students to obtain employment information are provided by instructors and counselors in addition to the information on the recruitment website. In today's bad network environment, students are not willing to go to the website to find a job. However, the information provided by the employment guidance center can not meet their needs, leading to the increasingly severe employment situation of rural college students^[2].

2.3 “Internet Plus” Entrepreneurial Environment is Hard to Meet the Needs of Rural College Students

Internet plus entrepreneurship is due to the rise of the Internet economy, the need for college students to realize themselves, and the need to relieve the pressure of employment for college students. However, from the reality, college students have more passion but less understanding, lack of necessary network entrepreneurship knowledge and skills, weak economic foundation, and lack of good social and cultural environment. In addition to these adverse factors, for rural college students, the more important reason for them to give up entrepreneurship is that the economic foundation is too weak. In most rural families, the economic situation is general and even there are economic difficulties. Schools and social forks do not provide a favorable entrepreneurial environment. In addition, the government's support is too small, leading to the vast majority of rural college students choose to give up entrepreneurship to solve the basic survival problems^[3].

3. Let Rural University Students Take the Strategy of Sustainable Development under the Background of “Internet Plus”

3.1 Preventive Measures for Personal Information Security under the Environment of “Internet Plus”

3.1.1 Strengthen Public Opinion Publicity and Strengthen the Consciousness of Internet Plus User Name Protection

The network authorities and network marketing operators need to publicize knowledge through Internet plus information, and at the same time, students themselves should enhance their awareness of protecting information, protect their personal information as their obligations, strengthen personal computer security and encrypt information.

3.1.2 Perfect the Laws and Regulations of Personal Information Security Protection Law

Although China's current protection of personal information is involved, it has not formed a complete legal system to protect personal information security. The lack of legal provisions naturally gives those illegal elements the opportunity to steal other people's information at will and then carry out fraud and harassment. Therefore, it is suggested that the state should promulgate relevant laws and regulations on personal information law as soon as possible, so as to let every public member have the opportunity to take advantage of the lack of legal provisions People's information on the Internet is protected by law^[4].

3.2 Improving the Employment Guidance Method of Rural University Students in the Era of Internet Plus

3.2.1 Skillfully Using “Internet Plus” Resources to Help Students Adjust Their Employment Direction in Time

The rapid development of Internet plus resources and the infiltration of western culture have caused a great impact on the thinking form and value orientation of college students. Therefore, in the process of daily guidance to solve the ideological pressure of rural college students, to make friends, is conducive to the development of employment guidance. Meanwhile, when rural college students are faced with employment, the employment guidance teachers should keep pace with the times, improve the “Internet plus” technology, pay attention to employment information and dynamic, help students timely and accurately collect the employment policies of the state and local governments, and help rural students adjust their employment direction in time.

3.2.2 Building a Platform for “Internet Plus Campus Enterprise” to Promote Sustainable Employment for University Students

The emergence of “Internet plus” has achieved a dialogue beyond time and space. In recruitment and job hunting, it can realize that no travel expenses are spent, no recruiting venues, and no staff rushing, so that the information interaction between the servant unit and the applicant can be carried out. The platform of “Internet plus campus enterprise” is constructed, and the information database and information repository of employers are set up by using the advantages of network. According to the personality characteristics of university students, relevant talents are recommended to employers. Students can also learn employment information from different enterprises according to the employment guidance information platform, and find suitable jobs according to their interests.

3.2.3 Establishing Internet Plus Emotional Communication Platform to Alleviate Employment Pressure of Rural College Students

For rural university students who are graduating from college, employment problem is the main factor that affects their mood. In order to avoid the pressure of excessive employment, the employment stress brings negative effects to rural college students. The guidance workers in Colleges and universities can establish an Internet plus emotional communication platform, conduct emotional counseling, and eliminate troubles and confusion^[5].

3.3 Effective Strategies to Promote the Entrepreneurship of Rural College Students

3.3.1 Strengthening “Internet Plus” Innovation and Entrepreneurship Education for College Students

Colleges and universities bear the responsibility of cultivating innovative talents with skills, ideas and courage for the society, so colleges and universities should attach great importance to college students' entrepreneurship. We should clearly identify the training objectives, teaching contents and teaching methods, invite successful entrepreneurs to give students the knowledge of entrepreneurship and enhance their entrepreneurial ability through entrepreneurial knowledge contest, which will lay a good foundation for their future “Internet plus” innovation and entrepreneurship^[6].

3.3.2 Create a Good Social and Cultural Atmosphere

College Students' Entrepreneurship needs a good social atmosphere, so that college students can get support and encouragement in the process of entrepreneurship, which is conducive to the sustainable entrepreneurship of college students. Therefore, it is necessary for the government to take the responsibility, vigorously advocate and carry forward the entrepreneurial social culture, and create an atmosphere and public opinion environment supporting and encouraging entrepreneurship for the whole society. Meanwhile, students, parents and universities should establish a correct understanding of “Internet plus entrepreneurship”, respect their individual choices, understand and encourage college students to start their own businesses, and create a good environment for the #1~#UfiU industry of college students^[7].

3.3.3 Cooperation and Support from Government and Enterprises

The main reason why college students, especially rural college students, give up entrepreneurship is the shortage of economy. When they have the most strength and enthusiasm, they tend to drag them back on capital. Therefore, in view of China's national conditions, the government should appropriately adjust the financial expenditure and increase the support for college students' entrepreneurship. At the same time, taking the government as the leading role, we should encourage financial and financial institutions to reduce the interest of College Students' loans, simplify the examination and approval of loans, provide support for college students' online entrepreneurship, and establish a mechanism for capital risk sharing and transfer, so that college students can start their own businesses and have the conditions to start their own businesses^[8].

4. Conclusion

In the era of “Internet plus”, China's industrial structure is facing transformation and upgrading. Digitalization, intellectualization and networking are the industrial characteristics of the new era economy. In this context, colleges and universities must use the Internet thinking and rely on the network platform to strengthen the education reform of College Students' employment and entrepreneurship. The employment office should do a good job in the guidance of research and employment services, and on this basis, establish a new and efficient employment system and entrepreneurship platform, constantly promote the in-depth reform of College Students' employment and entrepreneurship education, and adapt to the requirements of the new era economy. It can provide more high-quality talents for the society and realize the Chinese dream of great rejuvenation.

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