

Research on employment psychological guidance of college students under the background of new media

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Keywords: New media, college students, employment psychology

Abstract: With the rapid progress of our society, people have paid more attention to the development of university education. Career guidance is one of the important tasks in college education, especially in the current situation of college students' employment pressure, whether the employment guidance work can be carried out well will have a direct impact on the employment situation of college students. Under the development of information technology, a series of technical means led by new media have emerged one after another, which has greatly improved the efficiency of information dissemination and has a very good auxiliary role in the development of university employment guidance, and the psychological guidance of college students' employment has become inevitable.

1. Introduction

In the new social development environment, people in the development of college career guidance work, put forward higher and higher requirements, the development of information technology has spawned new media and other emerging technologies, which has a greater impact on the development of college student employment guidance, in recent years many areas of our country colleges and universities are expanding enrollment, with the increase in the number of graduated college students, the employment situation of college students is becoming more and more severe, and in the past two years the social economy has been greatly impacted by the epidemic, resulting in the economic malaise of many industries. It has further increased the employment pressure of college students. In this case, many college students are difficult to find a job, thereby breeding a variety of psychological problems, some mentally immature college students are easy to do irrational things under the influence of this negative emotion, so in order to be able to put an end to the emergence of this situation, it is necessary to carry out college student employment psychological guidance, and combined with the technical advantages of new media, expand the scope of influence of employment psychological guidance, eliminate the negative emotions of college students' employment, and also provide employment opportunities and direction for more college students.

2. Current Situation of Psychological Guidance for Employment of College Students

2.1. Employment Psychological Guidance is Clearly Differentiated

In the case of increasing employment pressure of college students, the degree of attention to college employment guidance work gradually increased. In recent years, many colleges and universities in China have invested a lot of strength in college student employment guidance, but from the actual situation, China's university employment psychological guidance work is still in the preliminary exploration stage. Many colleges and universities do not open professional employment psychological guidance courses, nor do they have a professional teaching team, the overall employment psychological guidance performance is relatively low, and show a very obvious differentiation phenomenon, the main manifestations are "grade difference" and "time difference". The grade difference is mainly manifested as the misunderstanding of the scope of employment psychological guidance by college employment guidance teachers, and the vast majority of college employment psychological guidance courses will be arranged for students who are about to graduate and prepare for employment, and even some schools are only open to students with employment problems, and this is completely unable to play an effective employment guidance effect, the scope of guidance is small, the effect is poor, and it cannot solve the employment problem of most students. The time difference is mainly manifested as that in the spring and autumn recruitment season every year, the job search pressure faced by graduates will rise sharply, and the employment problems of college students will show a concentrated and explosive growth, during this period, the psychological pressure of college students' job search will continue to rise, and the employment psychological guidance offered by many universities cannot cope with such a situation, so that many college students' employment psychological problems cannot be solved.

2.2. Employment Psychological Guidance does not Match Employment Demand

College students in different majors seek different career positions, so the employment pressure and psychological pressure they face will also be different, so how to guide students to find their ideal career is the core of college students' career guidance work. At present, the employment needs of college students in many colleges and universities far exceed the scope of employment psychological guidance ability, resulting in the phenomenon of "short supply", which will make most college students unable to get professional and effective employment guidance in time. At the same time, in the environment of new media, although the dissemination and transmission of information has been guaranteed, the quality and authenticity of information have not been guaranteed, and many fake enterprises have begun to use new media to spread false recruitment information, luring college students with insufficient social experience to be deceived, which has dealt a heavy blow to the employment of college students. In addition, many business units and college graduates are not directly in contact, but through the Internet and universities as the medium for information exchange, in this process the credibility and practicality of information will gradually decline, it is easy to cause college students to find a position and their ideal position does not match the phenomenon, which is also a normal problem faced by contemporary college graduates in the employment process ^[1].

2.3. Employment Psychological Guidance is not very Professional

As mentioned above, the employment psychological guidance work carried out by many colleges and universities in China is not perfect, so its overall characteristics are not very professional. Employment psychological guidance work in many colleges and universities accounted for a small proportion, some colleges and universities carried out employment psychological guidance courses

are mostly used to cope with work, there is no substantive guidance role, employment psychological guidance teachers do not have professional guidance ability, cannot help students from a professional perspective to analyze problems, enlighten students' psychological pressure. And many colleges and universities often only pay attention to employment data in terms of employment psychological guidance, and do not seriously track and implement the real employment situation of students, and even some colleges and universities will force students to sign labor contracts to increase the employment rate, which greatly interferes with students' employment. In the actual employment psychological guidance process, the instructor usually conducts it in the form of questions and answers, which is not in-depth enough to accurately analyze the real employment problems faced by college students. It is not advisable to work on the surface, only record the number of visits and relevant data of students, and do not pay too much attention to whether the students' problems are solved and such employment psychological guidance work is not desirable.

3. Psychological Problems Faced by College Students in the Process of Employment

3.1. Self-perception Errors

Self-awareness is a very important factor in the employment process of college students, and only with a good, complete, and correct self-awareness of themselves can college students find suitable jobs. Nowadays, most college students lack a good self-awareness, and self-perception errors are also a very common phenomenon, many colleges students' employment psychological pressure, and problems are derived from wrong self-awareness, resulting in their own efforts in the wrong direction, but in the long-term efforts but little gain, so that employment pressure in the heart gradually backlogged. Generally speaking, self-restraint is mainly divided into two aspects: self-observation and self-evaluation. The reason college students' self-awareness is poor, and the development of the Internet and new media has a lot to do with it, the new media environment allows college students to be harmed by bad ideas such as money worship, consumerism, hedonism, etc., under the long-term influence of these ideas, college students' thinking will present a deformed development model. Whether it is for themselves or for society, college students have no relatively clear understanding, unable to find their correct position in society. As a result, during the job search, because of the positioning of themselves too high or too low, they can never find a suitable job for themselves. When the self-awareness is too high and the students are extremely confident in themselves, they may have the phenomenon of high requirements, while students with too low self-awareness and too self-defeating and self-abandoning are difficult to find their ideal positions and cannot fully develop their true abilities and strengths.

3.2. Diversification of Employment Anxiety

Employment anxiety is a stage that almost every college student will go through, especially for college students who are about to graduate and join the work, often due to excessive anxiety and tension, irritability, boredom, extreme insecurity, and other situations, which will have a great impact on the real life of college students, and even affect the physical and mental health and life safety of college students. In the past, college students used traditional media in the process of job search, although this form of media spread slowly and in small scope, but the number of college students at that time did not exceed the saturation of society, so the form of employment was not too tight. However, when the advent of the new media era, the speed of information dissemination has increased significantly, and with the continuous rise in the number of graduated college students, the college student job market has gradually shown a situation of "more monks and less meat", breaking the traditional employment environment for college students, college students in such a large

environment, unable to adjust their mentality and change the direction of employment in time, and then gradually deepen anxiety in the process of job search because of repeated wall encounters [2].

4. Response Measures of Employment Psychological Guidance in the Context of New Media

4.1. Cultivate a Positive Employment Mindset among College Students

Mentality plays an extremely important role in the process of college students' employment and job search, anxiety mentality often makes college students lose their way by the immediate setbacks, and a good attitude helps college students quickly overcome difficulties. Therefore, cultivating a positive employment attitude of college students is one of the tasks that college employment psychological guidance should carry out. First, schools should take the on-campus classroom as the main position to carry out employment psychological guidance, and carry out professional employment psychological guidance courses in the spring and autumn school recruitment season every year, so as to find the right employment direction for college students in need, establish appropriate employment goals, cultivate college students' self-awareness ability, and let them find suitable jobs according to their own evaluation. The second is to carry out a wealth of extracurricular activities, such as online or offline career interview activities on campus, so that students can have face-to-face communication with senior workers of the target occupation, and have a full understanding of their ideal career from their mouths, so that they can constantly screen employment goals in this process, and in this process, their mentality will gradually change from anxiety to relaxation.

4.2. Carry Out Professional Psychological Guidance for Employment

Professional employment psychological guidance is the only way to play the guidance work, without professional guidance, it is impossible to effectively solve a series of employment psychological problems faced by college students. Teachers of relevant courses can use new media technology to set up innovative employment psychological guidance courses, and display the content of lengthy and boring career guidance courses in a vivid and vivid way, which can better attract the learning attention of college students, to improve their interest in career guidance courses. First, teachers can use fragmented reading to reflect the core knowledge content, accompanied by vivid pictures and videos to set off the text, so that students can quickly absorb the knowledge content related to career guidance and improve the efficiency of guidance. The second is to use new media to observe the psychological and emotional state of students at all times, such as instructors can pay attention to student accounts, once it is found that students have adverse psychological activities, they need to carry out psychological counselling in time.

4.3. Make Full Use of the Advantages of Science and Technology to Guide Employment

In the face of such a phenomenon, to allow college students to choose the most suitable for themselves from the rich employment resources, it is necessary to make full use of scientific and technological means to achieve this goal. Colleges and universities in the new media era can establish a database related to college students' employment information, strictly screen employment resource information according to the employment situation of previous students and the current employment environment, and integrate effective employment resources on the Internet to build a professional college student employment guidance platform. In addition, such a method can also be used to provide college students with employment program choices, and develop personalized employment guidance programs for college students according to the judgment results of college students' expectations,

self-awareness, psychological quality, and other comprehensive abilities. At the same time, it is also necessary to develop college student psychological census software, obtain the psychological state of college students in the form of questionnaire surveys, and timely solve the employment psychological problems of college students according to the rating of feedback results.

5. Conclusions

Further strengthening the relevant research on college students' employment psychological guidance in the context of new media is a key measure to effectively improve the employment environment of college students in China, university teachers should strengthen the degree of attention to this aspect, actively learn, and master new methods and measures related to college students' employment psychological guidance, but also need to conduct in-depth research on the employment psychological problems common to college students at this stage, and formulate effective guidance measures according to the actual situation. At the same time, we should be good at using new media technology to improve the efficiency of employment psychological guidance and alleviate the psychological pressure of students' employment.

References

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