

Analysis of Coping Strategies for College Students' Employment Psychology and Career Planning Challenges

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Abstract: This article takes the coping strategies for college students' employment psychology and career planning challenges as the research object. Firstly, it analyzes the characteristics of college students' employment psychology, career planning, and the relationship between them. Then it explores the psychological issues in employment and career planning issues faced by college students, as well as the reasons for these issues. Finally, it proposes countermeasures to improve the psychological quality of college students in employment, optimize their career planning, and comprehensively address the issues of employment psychology and career planning. This article aims to provide theoretical support for the study of college students' employment psychology and career planning issues, and provide references for solving practical problems.

1. Introduction

With the popularization of higher education in China, the employment issue of college students has become increasingly prominent. In this process, the employment psychology and career planning of college students are particularly important. Good employment psychology and clear career planning can help college students find jobs smoothly and achieve their own value. Currently, college students face many issues in employment psychology and career planning, which require us to conduct in-depth discussions and analysis to propose effective coping strategies.

2. Characteristics of College Students' Employment Psychology and Career Planning

2.1 Characteristics of College Students' Employment Psychology

With the popularization of higher education in China, the employment pressure on college students has gradually increased, and the characteristics of their employment psychology have become increasingly prominent. College students generally have high employment expectations and are full of confidence in the future, hoping to achieve personal value through their own efforts. They have a high level of confidence in their professional knowledge and skills and expect to find job positions that match their abilities in the workplace. However, the competition in the real job market is far more intense than they imagined, often leading to a significant gap between their expectations and reality, which in turn increases psychological pressure. During the employment process, college students are prone to psychological issues such as anxiety and depression. Facing

the uncertainty after graduation, including the scarcity of job opportunities, the choice of work location, and expectations for salary and benefits, they often feel overwhelmed. The unfamiliarity with the workplace and concerns about their future careers often lead to fear and anxiety. If these negative emotions are not effectively alleviated and adjusted, they may have long-term impacts on their mental health^[1].

College students also demonstrate a certain degree of dependency during the employment process. Having been accustomed to the support and protection of their families, schools, and society during their long period of study, they often rely on external forces, such as family resources, school employment guidance, and social networks, when facing employment challenges, lacking the ability to solve problems independently. This dependent mindset may affect their independence and autonomy in the workplace, thereby hindering their career development. To address these characteristics of employment psychology, college students need to improve their psychological adjustment abilities and learn to face the gap between reality and expectations, adjusting their employment attitudes accordingly. Colleges and universities, as well as society, should also provide more mental health education and career guidance services to help college students establish correct employment perspectives, enhance their self-awareness and career planning abilities, and better adapt to the demands of the job market, ultimately achieving personal career development^[2].

2.2 Characteristics of College Students' Career Planning

The characteristics of college students' career planning are reflected in three aspects: long-term, personalized, and dynamic. Long-term refers to the need for college students to start preparing for their career during their university years or even earlier. This preparation is not just about acquiring professional knowledge and skills but also about accumulating work experience through internships, part-time jobs, and expanding interpersonal relationships through club activities, volunteer services, and more. These experiences not only help college students better understand their interests and strengths but also enhance their career competitiveness. Personalization means that every college student's career planning should be unique. Since everyone's interests, strengths, values, and family backgrounds are different, their career planning should be tailored to their individual characteristics. For example, a student with a strong interest in art may choose a career path related to art, while a student interested in scientific research and data analysis may be more inclined towards technical or research-oriented careers. Personalized career planning can help college students find the most suitable career path for themselves, thereby increasing career satisfaction and sense of achievement^[3].

Dynamic nature indicates that college students' career planning is not static but needs to be continuously adjusted and optimized as society evolves and their self-awareness deepens. In today's rapidly changing social environment, the emergence of new industries and the decline of traditional industries may affect college students' career choices. As their personal experiences increase and their self-awareness deepens, college students may find that their interests and career goals have changed. They need to regularly evaluate their career planning and make corresponding adjustments based on actual conditions. To better address these characteristics, college students should adopt a proactive strategy, engaging in self-exploration and career counseling to gain a deeper understanding of their interests, strengths, and values. Based on this foundation, they can develop a career plan that aligns with their unique characteristics. Additionally, they should stay informed about industry trends and the job market to adjust their career planning accordingly. College students should also leverage resources provided by the university and society, such as career development centers, industry lectures, and internship opportunities, to support and enhance their career planning efforts. Through these measures, college students can better prepare for their careers

and achieve their personal career development goals^[4].

2.3 The Relationship between College Students' Employment Psychology and Career Planning

The relationship between college students' employment psychology and career planning is mutually dependent and mutually promoting. A healthy employment psychology serves as the foundation for formulating and implementing effective career plans. When college students possess a positive mindset, they are more capable of facing the challenges and pressures of the job market, allowing them to objectively assess their abilities, interests, and career goals. This positive mindset assists them in developing realistic yet challenging career plans and committing efforts to their realization. Successful career planning, in turn, promotes the healthy development of college students' employment psychology. When students achieve success in their careers based on their plans, their self-confidence and sense of self-worth increase. The accumulation of such a sense of achievement is crucial for maintaining and enhancing their mental health. Successful experiences also help them establish a more positive self-perception, creating a positive feedback loop that further strengthens their employment psychology^[5].

A virtuous cycle is formed between college students' employment psychology and career planning. Within this cycle, students need to constantly adjust their mindset to adapt to the demands of career development^[6]. This may involve adaptability to failures, openness to change, and positive responses to challenges. They also need to align their employment psychology with their career plans, such as by setting short- and long-term goals and enhancing their competitiveness through continuous learning and adapting to new job requirements. To sustain this virtuous cycle, college students must continuously engage in self-reflection and career assessment. They should regularly check if their career plans align with their personal development and whether adjustments are needed based on changes in the external environment. Seeking support and resources for career development, such as career counseling services, career development workshops, and industry networks, can also help them better understand the demands of the job market and make more informed career decisions. Through these efforts, college students can better achieve their career goals while maintaining good mental health^[7].

3. Issues in College Students' Employment Psychology and Career Planning

3.1 Issues in College Students' Employment Psychology

College students commonly encounter psychological issues during the employment process, such as anxiety, inferiority complex, and blind conformity, which may have a negative impact on their employment outcomes and career development. Anxiety is one of the common psychological issues among college students during employment. As competition in the job market intensifies, students are filled with concerns about their futures. They may worry about not finding an ideal job or whether their abilities are sufficient to handle the work. Inferiority complex is another significant issue that college students need to overcome during employment. Due to a lack of confidence, some students may doubt their abilities and feel inferior to others, which can directly affect their job-hunting performance and employment quality. Blind conformity is also a psychological tendency that college students need to be vigilant against during employment. Without a clear career plan and a deep understanding of their own interests and strengths, some students may blindly pursue popular industries and positions, ignoring their true needs and interests.

3.2 Issues in College Students' Career Planning

The issues in college students' career planning mainly manifest in three aspects: weak awareness, lack of personalization, and difficulty in implementation. Weak career planning awareness is a common problem faced by many college students. During their university years, students often focus their attention on academic performance and extracurricular activities, neglecting the importance of career planning. The lack of clear career goals and development directions leads to confusion and bewilderment as graduation nears, making it difficult for them to know what kind of job suits them or how to achieve their desired career positions. To address this issue, college students need to cultivate career planning awareness early on, participating in career development lectures, consulting career counselors, and other means to enhance their understanding and planning abilities for their career paths. The lack of personalized career planning is also a common problem. Many college students' career plans are overly standardized, failing to fully consider their interests, strengths, and values. Such plans often lack targetedness and practicality, unable to effectively guide students' career development.

Difficulty in implementing career plans is another significant issue. Even if some college students have developed detailed career plans, they may encounter difficulties in actual execution due to a lack of motivation, perseverance, and resource support. For example, they may be unable to persevere in learning necessary skills or find suitable internship and job opportunities. To overcome these difficulties, college students need to cultivate self-motivation abilities, set short- and long-term goals, and seek support and guidance from schools, families, and professionals. They should also actively participate in internships, part-time jobs, volunteer services, and other activities to accumulate practical work experience and build career networks. The issues in college students' career planning need to be addressed through enhancing career planning awareness, developing personalized plans, and strengthening implementation capabilities. Through these measures, college students can better prepare for their future career development and achieve their personal career goals.

3.3 Analysis of the Causes of Issues in College Students' Employment Psychology and Career Planning

The emergence of issues in college students' employment psychology and career planning has deep-seated reasons. One factor is the influence of the social environment. The current society has high expectations for college students' employment, leading to tremendous psychological pressure on them during the job-seeking process. The intense competition in the job market makes it easy for college students to develop anxiety and inferiority complex during their job hunt. Another factor is the problem with the educational system. For a long time, China's educational system has focused too much on knowledge transmission, neglecting the cultivation of students' comprehensive qualities, resulting in a lack of practical skills and professional literacy among college students when it comes to employment. The influence of family education is also an important factor. Some families place excessive emphasis on their children's academic performance, ignoring the cultivation of their psychological qualities and career planning, leading to various psychological issues among college students during employment.

4. Optimization Strategies for College Students' Employment Psychology and Career Planning

4.1 Strategies to Enhance College Students' Employment Psychology

To enhance college students' employment psychology, universities and society need to take various measures, with the reinforcement of mental health education being crucial. Universities should incorporate mental health education into the curriculum, providing systematic classroom teaching and professional psychological counseling to help students understand mental health knowledge and improve their psychological resilience. This should include not only the teaching of mental illness prevention knowledge, but also aspects such as self-cognition, emotion management, and stress coping, to help students establish a healthy mental state and better cope with the challenges of employment. Strengthening practical training is also an important way to enhance college students' employment psychology. Universities and society should provide more practical opportunities, such as internships, part-time jobs, volunteer services, etc., to allow students to exercise themselves in practical work and improve their ability to cope with work pressure. Through these practical activities, students can experience the workplace environment in advance, understand job requirements, and thus reduce fear and anxiety about the future workplace.

Individualized guidance is also key to enhancing college students' employment psychology. Universities should provide personalized career planning and psychological counseling based on each student's characteristics and needs. This means that universities need to have enough career planners and psychological counselors who can provide professional guidance and advice tailored to students' personalities, interests, strengths, and career goals. Through personalized guidance, students can have a clearer understanding of themselves and formulate a career development path suitable for them, thereby reducing uncertainty and anxiety during the employment process. Enhancing college students' employment psychology requires the joint efforts of universities and society. By strengthening mental health education, providing practical training opportunities, and personalized guidance, students can better cope with employment pressure and achieve smooth employment and steady career development.

4.2 Strategies to Optimize College Students' Career Planning

To optimize college students' career planning, universities and society need to take a series of measures to raise students' awareness of career planning, strengthen career planning guidance, and promote the implementation of career planning. Raising awareness of career planning is the foundation for optimizing career planning. Universities should strengthen career planning education and incorporate it into the curriculum, so that students recognize the importance of career planning from the beginning of their enrollment. Through classroom teaching, lectures, seminars, and other forms, universities can help students understand the concepts, methods, and significance of career planning, and inspire their initiative to actively engage in career planning. Strengthening career planning guidance is the key to optimizing career planning. Universities should provide professional career planning guidance, including career assessment, career counseling, and career development workshops, to help students gain a deep understanding of their own characteristics and strengths and develop a career plan that suits their development.

Enhancing the implementation of career planning is the focus of optimizing career planning. Universities and society should provide resource support to help students put their career plans into practice and achieve their career goals. This includes providing internship and employment opportunities, startup support, and career development resources. Universities can establish internship and employment partnerships with enterprises and social institutions to provide students

with practical training and employment opportunities. Universities can also provide startup support and guidance to encourage students with entrepreneurial aspirations to realize their entrepreneurial dreams. Universities should also provide students with career development resources such as career development centers, career planning books, and online courses to help them continuously improve their career skills and development potential. Optimizing college students' career planning requires efforts to raise career planning awareness, strengthen career planning guidance, and promote the implementation of career planning. Through these measures, students can develop more scientific and practical career plans to achieve their career development and life goals.

4.3 Comprehensive Coping Strategies for College Students' Employment Psychology and Career Planning

To comprehensively address the issues of college students' employment psychology and career planning, reforms and improvements need to be made at multiple levels, including the education system, family education, and employment policies. Reforming the education system is fundamental to resolving these issues. Education departments should promote reform of the education system, emphasizing the cultivation of students' comprehensive qualities and enhancing their employment competitiveness. This includes strengthening practical teaching, innovative education, and entrepreneurship education to cultivate students' innovative thinking, team collaboration skills, and practical operation abilities. Schools should strengthen cooperation with enterprises, understand industry needs and trends, and provide students with more practical and targeted education and training. Additionally, schools should prioritize students' mental health education, fostering their resilience and adaptability to better cope with employment pressures and challenges. Strengthening family education is also crucial. Parents should prioritize their children's mental health and career planning, providing them with more support and guidance. Through communication with their children, parents can understand their interests, strengths, and career goals, helping them develop career plans that suit their needs. Parents should also encourage their children to participate in various practical and social activities, fostering their independence and autonomy, and helping them better adapt to society and the workplace.

Improving employment policies is also key to addressing college students' employment psychology and career planning issues. Government departments should formulate more proactive employment policies, providing college students with more employment opportunities and resources to alleviate their employment pressure. This includes expanding employment channels, encouraging enterprises to recruit college students, providing employment subsidies and startup support, and more. Additionally, government departments should strengthen employment guidance and career planning guidance for college students, helping them better understand the employment market and career development trends and formulate career plans that align with their personal development. Government departments should also enhance mental health education and counseling for college students, helping them establish a positive mindset and good psychological qualities to better cope with employment challenges and difficulties. Enhancing college students' employment psychological qualities, optimizing their career planning, and comprehensively addressing issues related to their employment psychology and career planning require concerted efforts from multiple parties, including schools, families, and society. Through these measures, college students can better cope with employment challenges and achieve their personal values.

5. Summary

This article explores the coping strategies for college students' employment psychology and career planning challenges. It reveals the characteristics of college students' employment

psychology, career planning, and the relationship between the two. It analyzes the employment psychological issues, career planning issues, and the reasons for these issues among college students, and proposes corresponding optimization strategies. These strategies are conducive to improving the employment psychological quality of college students, optimizing their career planning, and comprehensively addressing issues related to their employment psychology and career planning. Addressing these issues requires joint efforts from multiple parties such as schools, families, and society. In the future, further exploration and research on college students' employment psychology and career planning issues are needed to provide better guidance and assistance to college students.

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