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Path of College Students' Innovation and Entrepreneurship Based on IoT Multimedia Security Environment

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Abstract: At present, college students' innovation and entrepreneurship education has attracted people's attention. The modernization of entrepreneurship education has basically been realized, and an entrepreneurial society has basically been formed. However, the development of internet of things multimedia security environment technology has changed this situation. The deep combination of IoT technology and other factors in the economic field has created a variety of possibilities for the current form of entrepreneurship. As the mainstream of the entrepreneurial team, college students have great development prospects through the IoT multimedia technology. The analysis of the survey of college students have shown that 63.0% of college students were full of interest in innovation and entrepreneurship. However, pressure always accompanies the entrepreneurial process, and 88.5% of college students were under enormous pressure. The lack of some abilities of college students was one of the reasons for the high pressure when starting a business. College students mainly lacked business management and leadership skills, accounting for 21.5% and 19.5% respectively. The way for college students to obtain innovation and entrepreneurship knowledge mainly comes from the publicity of network technology and multimedia security environment, accounting for 29% and 27% respectively. The experiment have shown that the analysis of college students' innovation and entrepreneurship through the fuzzy data fusion algorithm of the Internet of things can obtain the experimental results quickly and design the talent training process. The construction of the platform can give college students a chance to experiment when they chose the path, which can not only improved the success rate of college students' entrepreneurship, but also provided a reference idea for the innovation and entrepreneurship mode under this platform.

1. Introduction

In the current entrepreneurial background, people continue to explore relevant education, and

then various colleges and universities have also strengthened the education of college students. As the most innovative and entrepreneurial potential group, college students are the most important force on the entrepreneurial road. At present, the problem of college students' employment difficulties has not been solved. Therefore, it is particularly important to encourage college students to actively start their own businesses so as to relieve the employment pressure. In today's society that is competitive and needs to enhance innovation, the country's economic development is increasingly dependent on innovative talents from all walks of life and a variety of innovative enterprises. As one of the most popular technologies, the Internet of things has played an important role in the integration of economy and society. As an analysis tool in the multimedia security environment technology of the Internet of Things, fuzzy data fusion algorithm can not only be used for the engineering content with many formulas, but also for the analysis of some phenomena in daily life. As the main driving force of talent training, colleges and universities have always been expected to participate in the process of talent training. However, at present, college students still have many problems in entrepreneurship. How to solve the existing problems and build a good entrepreneurial path has become the most important issue today.

The methods, models and ideas adopted in this paper, to a certain extent, deepen the research on relevant theories, which not only analyze the applicability of IoT technology in entrepreneurial development, but also explain the development path. By deeply analyzing the characteristics of current entrepreneurship, this paper builds an IoT entrepreneurship model that conforms to the current market, constructs a new teaching model for the problems that occur in entrepreneurship, and designs a special entrepreneurship platform to promote the development of entrepreneurship, which is of great significance.

2. Related Work

Entrepreneurship has always been a topic of discussion. Zhou Q believed that there were many problems in college students' entrepreneurship nowadays, which was related to the low effectiveness of education and the nonstandard cooperation between schools and enterprises[1]. Yuan F has built an entrepreneurship education system from many aspects, laying a foundation for the promotion of Education [2]. Zuo L believed that there were some problems in the process of college students' entrepreneurship, such as imperfect policies, loose integration of education and unreasonable design of practice platform [3]. Through investigation and analysis, He J found that the current entrepreneurial system was not complete and the entrepreneurial environment was not satisfactory. In this regard, he combined his own research, repaired the existing problems and created a complete entrepreneurial platform [4]. The path analysis of entrepreneurship in academic circles has always been discussed and studied, but it was mainly to investigate and study the problems in entrepreneurship.

In recent years, there have been many researches on the multimedia security environment technology of the Internet of Things. Licite-Kurbe L used a variety of methods to analyze the application of Internet of things in entrepreneurship. Research showed that the Internet of things has increased more possibilities for enterprises [5]. Xiaoyu believed that for entrepreneurs starting businesses in the IoT environment, it was necessary to more systematically monitor interactions with consumers and information sharing among consumers [6]. Liu Y believed that the rapid development of cloud computing and IoT has expanded the development of entrepreneurship online education platform [7]. Hasbolah H used the IoT to carry out business, and determined the impact of Malaysia's Internet entrepreneurship on today's entrepreneurship [8]. These scholars did not pay enough attention to the IoT and multimedia research, and did less research on entrepreneurship in the IoT multimedia environment.

3. Path of College Students' Innovation and Entrepreneurship Based on the IoT Multimedia Security Environment

3.1 College Students' Innovation and Entrepreneurship

In the contemporary context, entrepreneurship education for college students is the basic requirement of today's economic society for cultivating all-round talents, and the development of relevant courses has become a common phenomenon [9]. This is the inevitable trend and development direction of education reform. After years of development, people have carried out different theoretical research on innovation and entrepreneurship education and made certain progress. Figure 1 is the model diagram of innovation and entrepreneurship course.

Figure 1: Innovation and Entrepreneurship Course Mode Map

The cultivation of college students' entrepreneurship ability not only needs to rely on relevant theoretical teaching in schools, but also needs to be combined with curriculum practice to strengthen college students' perception of entrepreneurship. Combined with the changes in the current education curriculum, the curriculum system needs to meet several requirements: First, it focuses on cultivating students' humanistic qualities and establishing correct values. Second, it guides students to combine a variety of cross-knowledge to obtain comprehensive skills. Third, it realizes the innovation of teaching methods of innovation and entrepreneurship courses [10]. The curriculum system is shown in Figure 2.

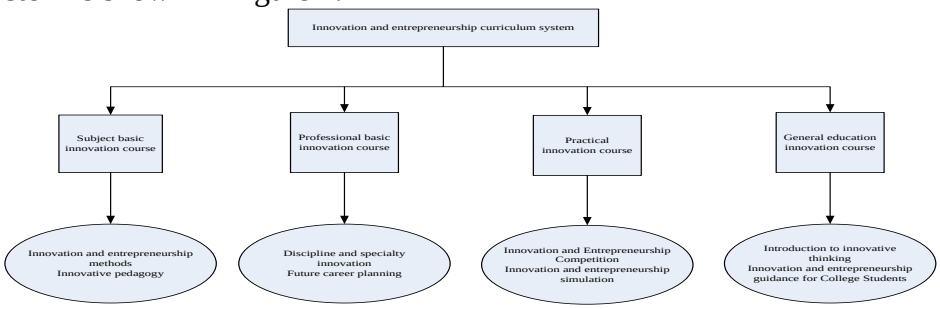

Figure 2: Curriculum System Diagram

Innovation and entrepreneurship education is a comprehensive educational project that needs to combine various knowledge systems. Its curriculum system cannot be realized by only one or a few courses. With the help of educational advantages and subject resources, the corresponding curriculum system is constructed according to the students' learning situation and learning needs at different stages. The main components of the curriculum system shown in Figure 2 are subject-based innovation courses, professional-based innovation courses, practical innovation

courses, and general education innovation courses. Among them, the discipline basic innovation course can teach basic theoretical knowledge, basic processes and methods of entrepreneurship, and understand relevant policies for benefiting the people and laws and regulations that need to be observed. Teachers can attract students' attention to entrepreneurship by changing the way of teaching, help students make their own career planning, and guide students to familiarize themselves with the correct entrepreneurial concept. The professional basic innovation course is an extension on the basis of the subject basic innovation course. Taking a real and typical case as a carrier, modern design methods are applied to cultivate students' collaborative design concept, and understand the basic qualities that professional entrepreneurial teams should have, as well as the role of entrepreneurial personnel in the enterprise. Practical innovation courses can help students understand how to avoid and get out of trouble when a new enterprise encounters problems and crises in the process of growth through competitions and simulations. Students can master the methods and paths of entrepreneurship by simulating enterprise entrepreneurship. Using the school's entrepreneurial base as a platform, they master how to deploy financing, risk assessment, achievement transformation, and independent operation. The main content of the general education innovation course is the explanation of innovative thinking and innovative methods. At the same time, it is an explanation and summary of the entire entrepreneurial process, which not only enriches students' knowledge structure, but also has a good effect in broadening students' horizons and improving students' comprehensive quality.

3.2 Path Method of Innovation and Entrepreneurship in College Based on the IoT Multimedia Security Environment

The emergence of the IoT has realized the intercommunication between things and people. This also makes the nodes in the multimedia security environment widely distributed and the amount of data is very large. For this, the fusion of data is very important. Figure 3 is a schematic diagram of data fusion.

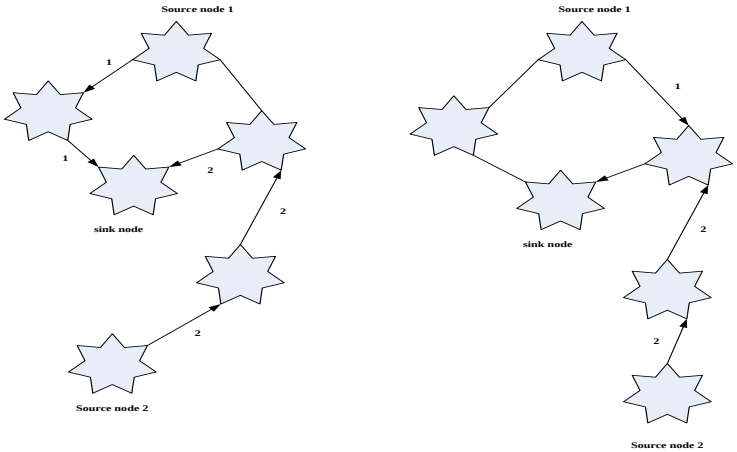

Figure 3: Schematic Diagram of Data Fusion

Data fusion plays a great role in data processing and can reduce excessive consumption and errors caused by a large amount of data. One of the characteristics of the IoT is its real-time nature. When monitoring an area or an object, the IoT multimedia security environment will repeatedly detect some features of the area or object according to different needs. This ensures that these features spend more time in the transmission process, which means that the information can be more completely captured by the sink node, and then analyzed, fused, and concluded. When fusing data, weighted average algorithm and fuzzy data fusion algorithm are generally used. However, the

weighted average algorithm has certain drawbacks. When the system needs to perform complex analytical calculations on the data, the algorithm is difficult to implement. The following mainly introduces the fuzzy data fusion algorithm.

(1) Fuzzy Set Representation Method

Assuming that A is the mapping of set X to [0,1], that is, A: X→[0,1], X→A(x), then A is a fuzzy set on X.

When the number of elements in the fuzzy set is finite, the representation of the fuzzy set can be represented by vectors and ordered pairs. The specific process is as follows:

Supposing that domain is $U = \{u(1), u(2), ..., u(n)\}$, A(x) is the membership function of fuzzy set A, then:

$$A = \frac{A(u1)}{u1} + \frac{A(u2)}{u2} + \frac{A(u3)}{u3} + ... \tag{1}$$

Represented as a vector: $A = \{A(u1), A(u2), ...\}$

Expressed in ordinal pairs are: $A = ((u1, A(u1)), (u2, A(u2)), ...)$

When the number of elements in the fuzzy set is infinite, the fuzzy set is expressed as:

$$A = \int \frac{A(u)}{u} \tag{2}$$

(2) Fuzzy Measurement Value

To represent the amount of blur, let the m-th measurement of the i-th sensor have a value of x_i and a variance of σ_i. Then:

$$A_i = (a_{i1}, a_{i2}, a_{i3}) = (x_i - 2\sigma i.x_i, x_i + 2\sigma_i) \tag{3}$$

The target estimate is x_0 and the estimated variance is σ_0, then:

$$x_0 = \frac{1}{n}\sum_{i=1}^{n} x_i \tag{4}$$

$$\sigma_0^2 = \frac{1}{n-1}\sum_{i=1}^{n} (x_i - x_0)^2 \tag{5}$$

The amount of ambiguity for the estimated value is:

$$\tilde{A}_0 = (a_{01}, a_{02}, a_{03}) = (x_0 - 2\sigma_0, x_0, x_0 + 2\sigma_0) \tag{6}$$

(3) Fuzzy Synthesis Function

Assuming that:

$$U = \{1,2,..., j,..., N\}$$
$$S = \{1,2,..., i,..., M\} \tag{7}$$

Supposing that the data fusion system is composed of N target attributes and M sensors, and the target function is:

$$\prod_{i \in U} m_{i,j} / o_j, \forall i \in s \tag{8}$$

Supposing that u_i is the reliability of the i-th sensor data, and c_i is the support. Then the trust function is defined as:

$$f_i = u_i \cdot c_i \tag{9}$$

Membership function is defined as:

$$u(z) = \begin{cases} 1 - \dfrac{z-u}{2\sigma}, |z-u| \geq 2\sigma \\ 0, |z-u| \geq 2\sigma \end{cases} \tag{10}$$

Fuzzy synthesis function is defined as:

$$m_j = S_M \left\lfloor m_{1.j}, m_{2.j}, ..., m_{M.j} \right\rfloor \tag{11}$$

$$S_M \left[m_{1.j}, m_{2.j}, ..., m_{M.j} \right] = \left[\prod_{i=1}^{M} m_i, j \right]^{1/M} \tag{12}$$

Data fusion result is:

$$\prod = \sum_{j \in U} m_j / o_j \tag{13}$$

The confidence distances of the two sensors are:

$$d_{i,j} = 2 \int_{x_i}^{x_j} p_i(x|x_i) dx = 2A \tag{14}$$

$$d_{i,j} = 2 \int_{x_j}^{x_i} p_i(x|x_j) dx = 2B \tag{15}$$

In the above formula,

$$p_i(x|x_i) = \frac{1}{\sqrt{2\pi}\sigma_i} \exp\left\{ -\frac{1}{2} \left(\frac{x - x_i}{\sigma_i} \right)^2 \right\} \tag{16}$$

$$p_j(x|x_j) = \frac{1}{\sqrt{2\pi}\sigma_j} \exp\left\{ -\frac{1}{2} \left(\frac{x - x_j}{\sigma_j} \right)^2 \right\} \tag{17}$$

The error function is defined as:

$$erf(\theta) = \frac{2}{\pi} \int_0^{\theta} e^{-u^2 du} \tag{18}$$

and there are:

$$d_{i,j} = erf\left(\frac{x - x_i}{\sqrt{2}\sigma_i} \right) \tag{19}$$

$$d_{j,i} = erf(\frac{x - x_j}{\sqrt{2}\sigma_j}) \tag{20}$$

4. Path Experiment of College Students' Innovation and Entrepreneurship

4.1 Innovation and Entrepreneurship of College Students in the IoT Multimedia Security Environment

(1) Environment

The environment classification is shown in Figure 4.

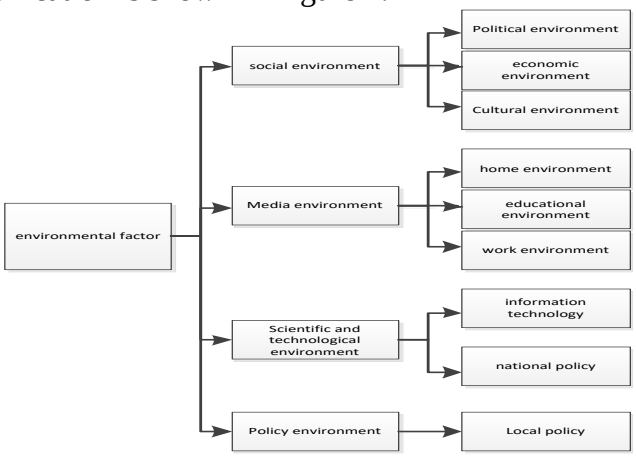

Figure 4: Environmental Factors Affecting Innovation and Entrepreneurship

The environmental factors affecting the entrepreneurial market are mainly divided into social environment, media environment, science and technology environment and policy environment. Among them, the environmental factor that has the greatest impact on innovation and entrepreneurship is the social environment. The social environment is divided into political environment, economic environment and cultural environment. At present, innovation and entrepreneurship are carried out within a certain system, and the process is inseparable from the influence of the political environment. In order to adapt to the entrepreneurial process under the current IoT multimedia security environment, relevant political systems have been adjusted and improved accordingly, and entrepreneurship has been guaranteed by the political environment. There is a mutually beneficial relationship between economy and entrepreneurship. When the economy develops to a certain extent, it can provide a favorable development environment for entrepreneurship, and the increase of entrepreneurial activities would continuously provide power for economic development. Before the advent of the IoT, some of people's entrepreneurial ideas could not be realized, and the entrepreneurial process was also daunting. However, with the emergence of IoT multimedia security environment technology, the threshold for people to start their own businesses is further lowered. A good cultural environment helps entrepreneurs to obtain more relevant information, making the entrepreneurial process more simple and effective. In short, in the Internet of things era, the optimization of the political, economic and cultural environment has laid a good foundation for entrepreneurship. Entrepreneurs are not only guaranteed institutionally, but also in terms of development, entrepreneurs can also obtain more useful information for enterprise development.

(2) Resource Structure Analysis

The traditional entrepreneurial resource structure is mainly divided into human resources and material resources. However, with the passage of time, people's mining of resource structure does

not stay at the present, but gradually realize the importance of science and technology to entrepreneurship. The resource structure of entrepreneurship has gradually changed into human resources, scientific and technological resources and information resources.

1) Human Resource Analysis

In the process of entrepreneurship, entrepreneurs need to strengthen the training of human resources. Only when entrepreneurs manage and use their human resources well can they make innovation and entrepreneurship successful. The flow chart of human resources in the Internet of Things multimedia security environment is shown in Figure 5:

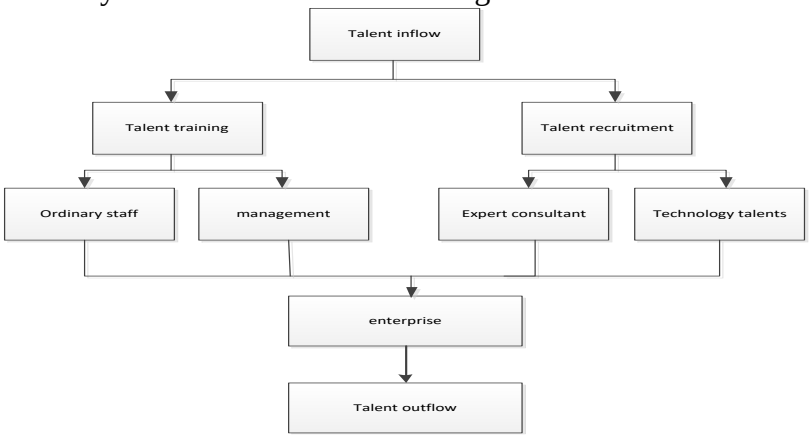

Figure 5: Flow of Human Resources under the IoT multimedia security environment

2) Analysis of Scientific and Technological Resources

Scientific and technological resources refer to that entrepreneurs not only use traditional technologies to maintain their enterprises, but also strengthen scientific and technological exploration and improve their operational capabilities in the IoT multimedia security environment. Their demand is not static, but a continuous cycle process, as shown in Figure 6.

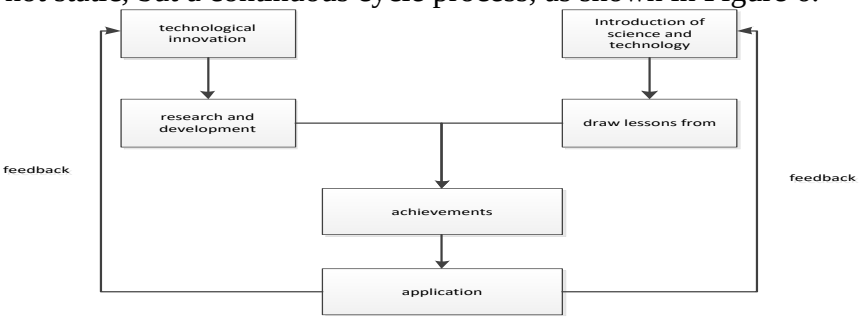

Figure 6: Cycle of Science and Technology Resources under the IoT

3) Information Resources

Information resources refer to the market information and feedback information that can be obtained in the process of starting a business, and through the processing and analysis of the information, it is connected with the enterprise. Information resources run through the whole process of the establishment of an enterprise. At the beginning of the establishment of an enterprise, entrepreneurs cannot do without the control of information resources. After that, the operation of an enterprise cannot do without the participation of information resources. The flow chart of information resources under the multimedia security environment of the IoT is shown in Figure 7.

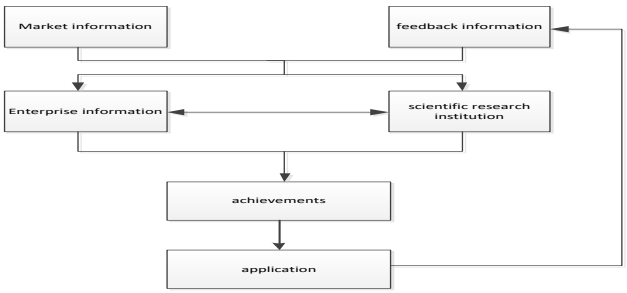

Figure 7: Flow Diagram of Information Resources under the multimedia security environment of IoT

4.2 Influencing Factors of College Students' Innovation and Entrepreneurship

As talents who have received higher education, college students not only pursue stable employment after graduation, but also seek development in all directions. Among them, self entrepreneurship has become one of the development directions of college students, and plays a very important role in the entrepreneurial team. However, there are many factors that affect college students in the process of independent entrepreneurship. In order to better understand the specific reasons, this paper conducted a questionnaire survey on some entrepreneurial college students.

(1) Funding Issues

Table 1: College Students' Fund Source Questionnaire

Source of funds	Number	percentage
Parental support	86	43.0%
Working income	16	8.0%
bank loans	33	16.5%
Partnership fund raising	47	23.5%
other	18	9.0%

The capital problem is the first big problem faced by college students when starting a business. It can be seen from table 1 that in the process of starting a business, 43% of students' funding came from their parents' support, and 8.0% of their funding came from work income. 16.5% of students' funds came from bank loans, 23.5% of students' funds came from partnership financing, and 9.0% of students' funds came from other sources. In today's social background, even if the conditions for entrepreneurship are good, there is still a problem that can not be avoided. College students have just left campus life and do not have enough funds. This has brought great difficulties to college students' entrepreneurship, seriously affected their enthusiasm for entrepreneurship and greatly affected the effect of entrepreneurship. On the other hand, another problem caused by the shortage of funds is that when teaching professional knowledge to college students, the school cannot provide corresponding entrepreneurial practice base and cannot meet the teaching needs of college students. This would cause problems such as poor professional knowledge and insufficient entrepreneurial experience of college students, and would have a negative impact on the entrepreneurial process of college students.

(2) Lack of Professional Ability

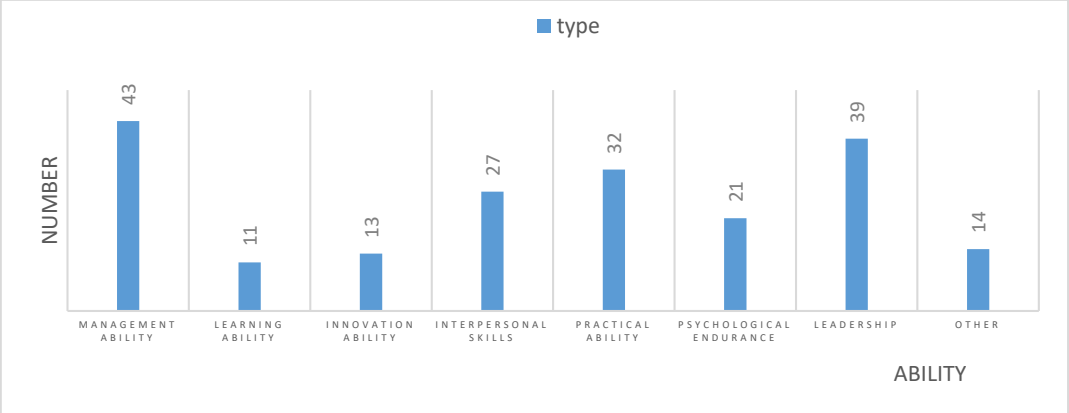

Figure 8: Lack of Professional Ability of College Students

In the process of starting a business, college students would always fail due to the lack of various abilities. As shown in Figure 8, business management ability and leadership ability are the two abilities that college students lack the most. Among them, 43 people lacked operational management ability, accounting for 21.5%; the number of people lacking leadership ability was 39 people, accounting for 19.5%. The lack of these abilities was one of the reasons why college students were unable to innovate and start businesses. Schools should guide relevant aspects and cultivate students' abilities in all aspects.

(3) Status Quo of Psychological Quality

People all know that the process of entrepreneurship is very complex and changeable, and any factor may affect the results of entrepreneurship, such as interest in entrepreneurship, attitude and pressure when facing risks. The following is a survey of the above factors. Table 2 is a questionnaire of college students' interests and pressures; Figure 9 is a statistical chart of college students' attitudes.

Table 2: College Students' Interest and Stress Questionnaire

Psychological quality	Very large	Relatively large	commonly	never
interest	17.5%	45.5%	30.0%	7.0%
pressure	23.5%	65.0%	5.0%	6.5%

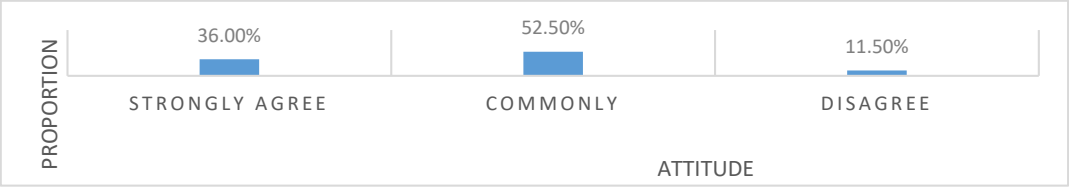

Figure 9: Statistical Chart of College Students' Attitudes

According to table 2, 63.0% of college students were interested in the entrepreneurial process, while only 7.0% were not interested in it. However, the pressure to be borne was also great. 88.5% of the college students said that there was great pressure in the process of entrepreneurship. This showed that the current form of entrepreneurship was still very severe. As for the attitude of college students, it can be seen from Figure 9 that the proportion of students who agreed was not very large, only 36.0%. Most of the students were hesitant and have no great confidence in entrepreneurship.

4.3 Result

As a group with higher education, college students have become an important part of entrepreneurial groups. They have the basic quality of entrepreneurship. However, there are still several problems to be solved in the process of entrepreneurship.

(1) Not Enough Attention

At present, the professional education of college students needs to be strengthened, but just recognizing this is not enough. Through investigation and analysis, the existing theories on innovation and entrepreneurship have stagnated, and these theories are not compatible with the current entrepreneurship mode under the Internet of things. These theories are out of touch with the real environment and do not make timely changes in response to changes in the real environment. The occurrence of this situation was inseparable from the lack of attention of colleges and universities. First of all, the courses on innovation and entrepreneurship for college students are basically conducted in the form of elective courses, or occasionally several lectures are conducted, and few compulsory courses are carried out according to relevant characteristics to provide targeted training for college students. Secondly, no matter in terms of manpower or material resources, the investment of colleges and universities is insufficient, which leads to the lack of practice platform for college students to make experiments.

(2) The Curriculum Setting is not Perfect and Teachers Lack Awareness of Ability

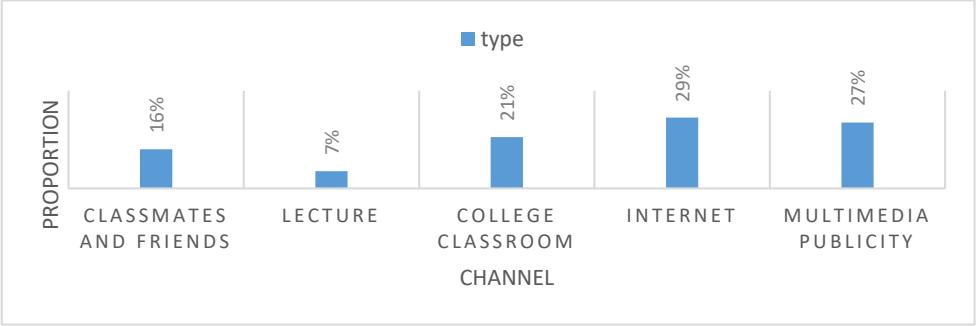

Figure 10: The Main Ways for College Students to Acquire Relevant Knowledge

If people want to succeed in the entrepreneurial team, they must master the basic entrepreneurial knowledge. On this basis, they can further expand the relevant knowledge and master deeper knowledge before they can go further in entrepreneurship. According to figure 10, college students mainly obtained relevant knowledge from the network and multimedia publicity, accounting for 29% and 27% respectively. In the aspect of school classrooms, only 21% of the students were in the third place, which indicated that the school's construction of professional classrooms was not perfect. On the other hand, the lack of teachers' ability awareness, the lack of teaching objectives, and the lack of rich teaching contents may also be the reasons for this phenomenon.

(3) The Overall Situation of College Students' Satisfaction with Courses and Resources

According to table 3, college students were highly satisfied with the courses and resources, with an average value of more than 3.0. Among them, the students were most satisfied with the elective courses, with an average value of 3.585. The average value of practical courses was 3.380, and the competitive courses was 3.410. In terms of educational resources, the students were most satisfied with the full-time teachers, with an average value of 3.855, and the average value of guidance services was 3.625. The average value of education part-time teachers was 3.465, the average value of teaching material resources was 3.295, the average value of education network course platform was 3.130, and the average value of practice platform was 3.425.

Table 3: The Questionnaire of College Students' Satisfaction with Courses and Resources

type	average value	Proportion				
		1points	2points	3points	4points	5points
Innovation and entrepreneurship elective course	3.585	3.0	3.5	44.5	30.0	19.0
Innovation and entrepreneurship practice course	3.380	2.5	2.0	31.5	20.0	44.0
Innovation and Entrepreneurship Competition	3.410	3.0	15.0	40.0	22.0	20.0
Full time teacher of innovation and Entrepreneurship Education	3.855	2.0	5.5	22.5	45.0	25.0
Part time teacher of innovation and Entrepreneurship Education	3.465	4.0	11.0	27.5	49.5	8.0
Innovation and entrepreneurship teaching materials	3.295	4.0	15.0	39.5	30.5	11.0
Innovation and Entrepreneurship Education Network Course Platform	3.130	9.0	16.0	35.0	33.0	7.0
Innovation and entrepreneurship practice platform	3.425	1.5	9.5	44.0	35.0	10.0
Innovation and entrepreneurship guidance service	3.625	2.5	11.5	33.0	26.0	27.0

4.4 Path Design of College Students' Innovation and Entrepreneurship Based on IoT Multimedia Environment

(1) Construction of Educational Model

Through the analysis of the problems existing in current entrepreneurship, this paper constructed a college student-centered education model through various researches. The details are shown in Figure 11.

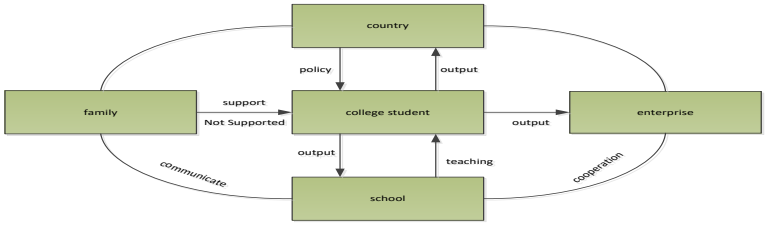

Figure 11: Innovation and Entrepreneurship Education Model

The student-centered teaching model includes the country, the school, the family, and the enterprise. Among them, school education plays a leading role in development. First, school education has clear goals and directions. The guidance can be strengthened according to the characteristics of the students, so that they can develop in a certain direction. Second, the school has a complete system. Students need to develop under various systems, which guarantees order in the educational process. Finally, school education can control students, and when students need to adjust, they can control students to the maximum extent. On the national side, the country needs to popularize the public's entrepreneurial awareness and strengthen policy support from both the spiritual and material levels. Among them, in terms of spirituality, the state needs to strengthen the implementation of relevant policies and make adjustments to guide various colleges and universities

to train students according to the educational policy. In terms of material, the state can increase funds, strengthen the construction of practice bases, and give students the opportunity to be brave in practice. In terms of enterprises, on the one hand, enterprises should follow national policies, strengthen cooperation with colleges and universities, impart relevant experience to college students, and help college students transform their entrepreneurial achievements. On the other hand, enterprises can allow outstanding members to give entrepreneurship lectures in universities, discover talents in colleges and universities, and help university entrepreneurs accumulate experience.

(2) Construction of Innovation and Entrepreneurship Platform for College Students

There are many problems in the traditional entrepreneurial platform, such as malicious modification by administrators, theft of entrepreneurial information by criminals, etc., which would bring great losses to entrepreneurial college students, which is the drawback of the centralized work model. In order to solve the problems brought by the traditional entrepreneurial platform and provide a good entrepreneurial practice platform for college students, a new entrepreneurial platform has been built. The entrepreneurial platform is shown in Figure 12.

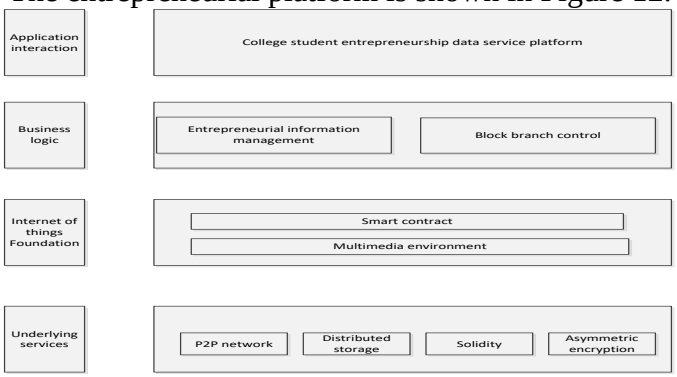

Figure 12: Overall Framework of Entrepreneurship Platform

5. Conclusions

This paper summarized the relevant research, combed the teaching mode, resource structure theory, knowledge-based theory and entrepreneurial environment analysis of college students in entrepreneurship. Based on the Internet of Things multimedia security environment, this paper studies the problems and development paths of college students' entrepreneurship, and constructs a teaching mode and practice platform based on the Internet of Things multimedia security environment. Based on the analysis of the composition of the teaching system, this paper extracted the key factors affecting the entrepreneurial development of college students from four aspects: teaching mode, entrepreneurial environment, entrepreneurial resources and entrepreneurial capabilities. The empirical results showed that, on the one hand, these factors directly affected the development of entrepreneurship; on the other hand, they changed the development of entrepreneurship by influencing college students to understand the relevant entrepreneurial knowledge and the conditions of college students' entrepreneurship. The change of social environment can increase the path choice of entrepreneurship. However, there were still some deficiencies in this research. Limited to the personal level and the limitations of research conditions and time, so there was not enough practicality. Subsequent research can conduct more in-depth research on each component of the system from an individual perspective.

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