

# The Analysis on Employment for Vocational Education Students in Big Data Time

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**Abstract:** With the era of big data, data statistics of all fields of life are available from big data technology. Through computer network information technology and cloud computing, a new pattern of data information is formed. Big data has shaken every aspect of the world, from business technology to healthcare, government, education, economics, humanities, and society. Based on the big data thinking, this paper puts forward the analysis and application principle of big data in the employment of vocational college graduates. It also puts forward the construction method of big data application for employment analysis of higher vocational graduates, as well as the precautions in the application analysis of employment forecasting.

## 1. Introduction of Big Data Time

In 2014, Ma Yun, the founder of Ali Group, published a new point in his keynote speech. That is “Human beings are moving from the IT era to the DT era.” [1] Big data, a collection of data that cannot be captured, managed, and processed by conventional software tools over a period. Personal data is often neglected before the big data concept comes out. Everyone is making and using information. Big data trends and opportunities allow us to integrate individual information into groups of data. In September 2015, with the approval of Premier Li Keqiang, the State Council issued the “Outline for the Promotion of Big Data Development” and systematically deployed the development of big data in China. At this point, big data is no longer just something of IT, and it has become a national development strategy.

The core of big data is prediction. It applies mathematical algorithms to massive amounts of data to predict the likelihood of things happening. From industrial society to information society and to data age, the most important thing about intelligence is the accumulation of data and the relevant analysis [2]. First, the era of big data is widely used in people's production and life. Second, big data is social. The data is transmitted through computer network technology, which promotes the further development of big data time. The trend of big data reveals China's IT dream has coincided with the Chinese dream.

## 2. Employment in Big Data Time

### 2.1 Employment for Vocational Education Graduates

Vocational college graduates are required to understand the employment environment, to face the employment environment with a positive attitude and eliminate stereotypes about the employment environment. Broad thinking is essential for them to find the access to job information. The author takes SR city as an example. According to the statistics, there were 4, 827 full-time schools in this city, including 4 institutions of higher education and 7 secondary specialized schools. There were 1, 394, 200 students, including 3, 500 higher education graduates [3].

Table. 1 The Statistics of High Vocational College (2017)

Item	The number of schools	The number of schooling students	The number of students' enrollment	The number of graduates	The number of teachers
High vocational colleges	4	31454	11304	8554	2130

There are currently more than 210,000 occupations, and for most people, there are several occupations that are suitable for them. The labor market and economic situation are constantly changing. Some industries may be full of opportunities at the moment, but they will be saturated in a few years. Thus, high vocational graduates should do the followings. Clarify your career plan and prepare for the employment environment as soon as possible; Obtain more practice and exploration to increase the experience and understanding of the employment environment; Adjust your mentality, be aware of the possibility of non-ideal employment, and reduce the impact of encountering unsatisfactory employment; Look at non-ideal employment from a career development perspective as an opportunity to learn new skills and gain more work experience.

## 2.2 The Choice of Career Employment

With the relatively weak social demand and the oversized number of college graduates, students who are hunting for a job are experiencing a hard time to make a choice for employment [4].

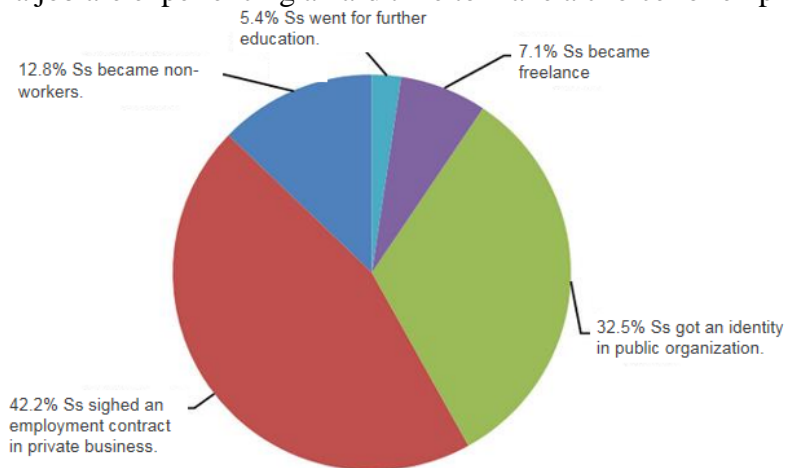


Fig. 1 The employment choice for graduates

According to this figure, 42.2% graduates signed an employment contract in private business. 32.5% graduates got an identity in public organization, such as public schools, government positions or other public organizations. 12.8% graduates became non-workers. 7.1% graduates became freelance. 5.4% students went for further education.

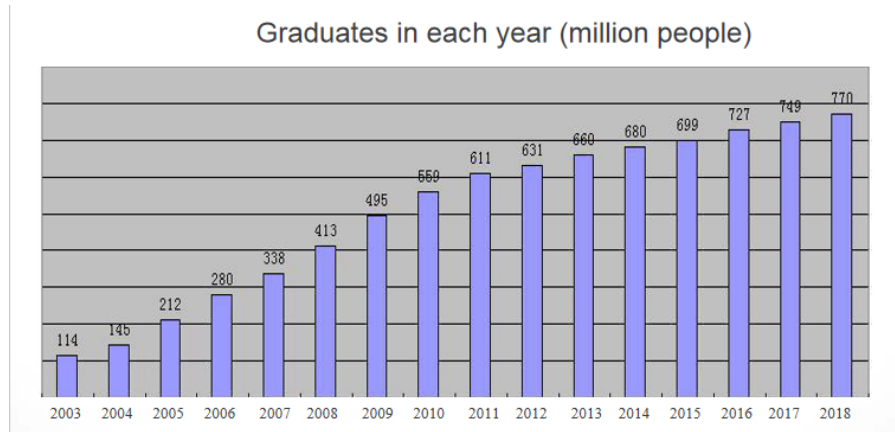


Fig. 2 The number of graduates in 2003-2018

It is expected that more than 10 million college students will compete at the same time at the end of 2019. Employment competition is getting more and more intense. Public recruitment (including civil servants, public institutions) is playing a more important role. But it emphasizes more about working experience and the battle is indeed fierce and competitive. What's more, employers are more difficult to meet the needs of college graduates. Third-tier cities and institutions are the main places for graduates.

### **3. The Application Principle of Big Data in the Employment**

The establishment of big data applications for employment analysis of higher vocational students is no longer limited to the current data collection, information sharing and communication interaction [5]. There are four guiding principles:

Find the inherent characteristics of vocational students and reasonably identify their employment. Officers should gather more data on employment of higher vocational graduates and find its own advantage to help to guide the employment policies.

Analyze all data related to graduates in higher vocational education, rather than relying on analyzing small sample data. Big data refers to the all data, that is, "sample = total".

Be acceptable to the data of the graduates of higher vocational colleges, not just the data accuracy. The collection of massive data makes accuracy an unattainable goal. Only by combining the collected and confusing employment data of high-level students with good analytical methods can we guide the graduates' career choices and adjust the professional settings of the relevant schools.

Pay attention to the parallel relationship of things. What you want to know is "what", not "how".

### **4. Employment Strategies under Big Data Time**

The author advocates to strengthen the ability of using big data technology, continuously improve the targeting of job hunting, and build a reasonable and effective employment system.

First, it is to accept diversified employment. Actively change the concept of employment, and take a diversified employment journey.

Secondly, the author calls for the standardize intangible market management, and neat and truly published recruitment information.

Thirdly, efforts will be made to improve the overall competitiveness and overall quality. It actively adapts to the new challenges in the era of big data, and seize the opportunity to lay a solid foundation for employment in the human resources market.

Fourthly, the construction of big data application system for higher vocational students should adopt the government-guided method, which needs the authorization and collaboration of joint Internet companies to complete [6].

### **5. Conclusion**

Big data will gradually become part of the modern social infrastructure, which will have an influential effect on value system, knowledge system, and lifestyle. As a cross subject between sociology and education, employment analysis of vocational students, in fact, is the application of big data. And it will be more and more extensive. The big data analysis of employment of higher vocational students is not a machine world full of algorithms. The guiding role of government and education will not be completely replaced, because big data analysis provides us with not the final answer, just the answer. In the future, there will be better methods and answers.

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