

Research on the Part-time Job Market of College Students in the “Internet +” Era

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Abstract: The popularity of the Internet not only provides more part-time jobs for college students, but also makes the part-time platform more diversified and convenient. More and more college students choose part-time jobs to improve their self-worth and accumulate experience. But at present, there are still various problems in part-time jobs of College students. Through the questionnaire survey, this paper analyses the problems existing in part-time jobs of College students, and then puts forward some suggestions.

1. Introduction

In 1999, "popular education" replaced "elite education" in Chinese universities. So, in recent years, the number of university graduates has repeatedly reached a new high. China's education system is based on exam-oriented education. As long as students pass the exam, we think they have learned knowledge and acquired skills. This idea has been deeply rooted in the hearts of Chinese students and even parents. Therefore, when college students move from campus to the job market, the poor practical ability will undoubtedly be revealed. Therefore, it is not difficult to understand that "difficult employment" is a common phenomenon in college students' employment market. The policy of enlarging enrollment also makes more rural students go to university. However, the cost of university is also a considerable expense for the general family, especially for the rural family. In this environment, some college students have gone out of the campus part-time job through various ways. They hope to contact society, exercise themselves, increase practical experience and reduce the economic burden through part-time jobs.

2. Research purposes

This paper studies part-time job through questionnaire survey, and then puts forward some suggestions. The purpose is to call on all sectors of society to pay attention to the social phenomenon of College students' part-time employment. It is expected that the part-time job market of college students in China will gradually become mature and perfect. We expect the society can provide a comprehensive guarantee for college students to take part-time jobs in a beneficial and effective way. Research on the part-time job market of college students in the “Internet +” Era.

3. A survey of part-time job of college students in the era of “Internet +”

A total of 600 questionnaires were issued, and 571 questionnaires were valid, with an effective

rate of 95.2%. The specific analysis is as follows.

3.1 The limited content of part-time jobs

Although there are many kinds of part-time jobs for college students, their content is very limited. Education and service industries accounted for the majority, respectively accounting for 38.7% and 20.0% of the total. Only 5.8% of them are engaged in professional and technical work. The detailed results are shown in Figure 1. Most college students want to exercise themselves and enhance their practical ability through part-time jobs, which makes them have a certain randomness and arbitrariness when looking for part-time jobs, and it is easy to ignore the content of part-time jobs.

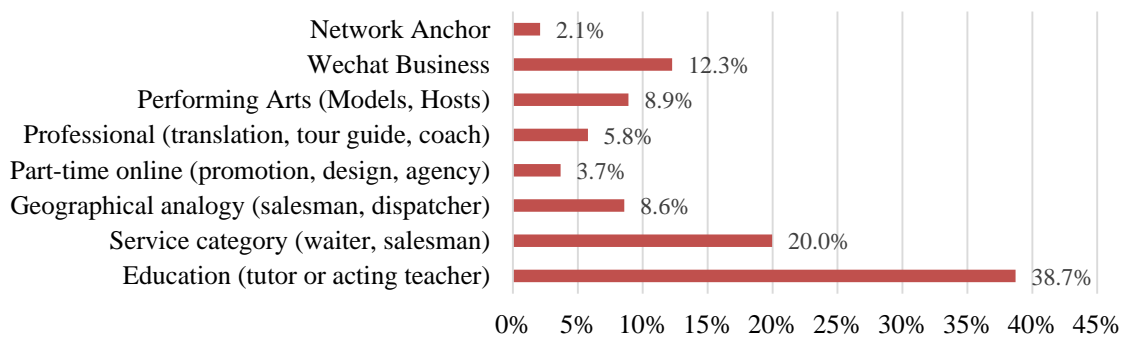


Figure 1: The content of part-time jobs

3.2 Family economic situation of part-time college students

By investigating the family economic situation of part-time college students, most students' family economic situation are general and a little poor, respectively accounting for 42.2% and 40.3%. The proportion of part-time students from poor families was 13.0%. The detailed results are shown in Figure 2.

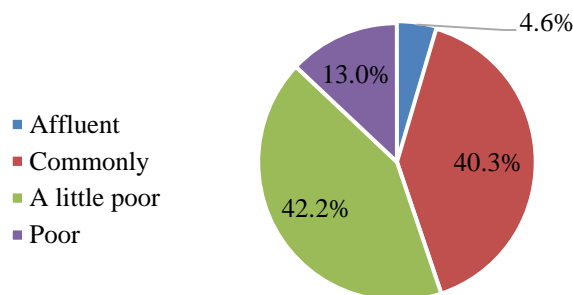


Figure 2: Family Economic Situation of Part-time College Students

3.3 Limited access to part-time jobs

Access to part-time information is the first step in part-time work, so a safe, reliable and effective way is particularly important. According to the results of the survey, the proportion of part-time job searching on the Internet is the highest, accounting for 27.1%. And then it is introduction by acquaintances or friends, accounting for 27.0%. The detailed results are shown in Figure 3.

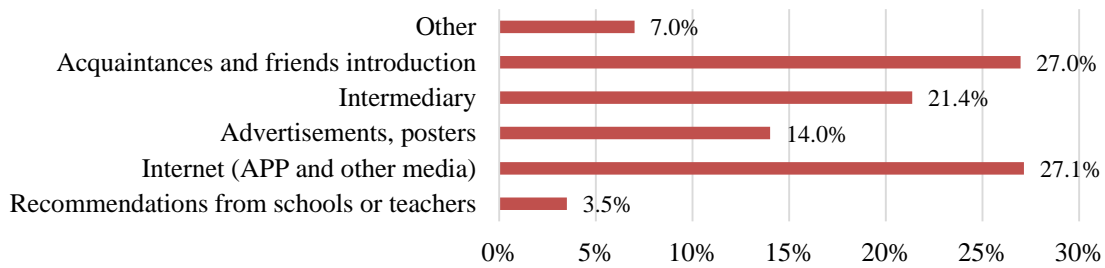


Figure 3: Ways for College Students to Get Part-time Jobs

3.4 The purpose of part-time job for college students

The purpose of many college students to take part-time jobs is very clear, only 6.0% of the students have no clear purpose. 95.1% of the students want to increase their income through part-time jobs. 87.2% of the students want to exercise themselves through part-time work. Another 20.0% of students want to make friends through part-time jobs. The survey results show that the majority of college students have a clear goal of taking part-time jobs. They want to contact the society, exercise themselves and increase their income through part-time jobs. Few students blindly take part-time jobs. The detailed results are shown in Figure 4.

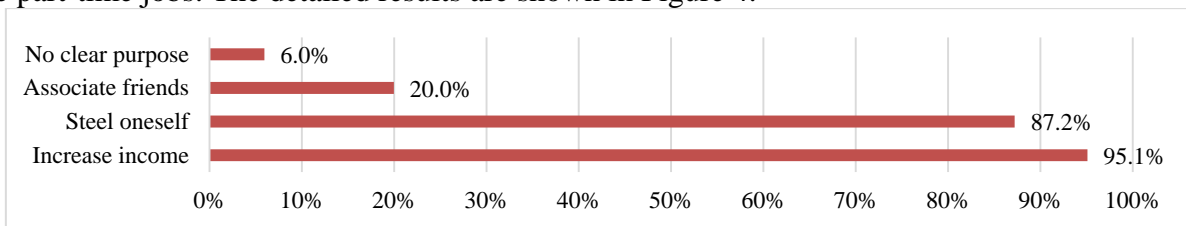


Figure 4: The purpose of part-time job for college students

3.5 The harvest of part-time work for college students

Part-time job can train oneself, understand society and improve the competitiveness of future employment. The purpose of part-time job for college students are as follows. 36.8% thought that part-time jobs improved their interpersonal skills. 67.6% thought that the increase of their income was their biggest gain. 25.7% thought they were ready for employment. 57.4% thought they have increased their employment experience. The detailed results are shown in Figure 5.

4. Suggestions on part-time jobs for college students

4.1 Create a new part-time service mode in the era of "Internet +"

In college students' part-time jobs, fear of being cheated has become the primary psychological barrier to seeking part-time jobs. With the advent of the "Internet plus" era, we can try to create a new part-time service through the Internet platform. Colleges can set up a professional part-time service platform for college students, which provides convenient and fast part-time platform channels. For example, part-time mobile app - "part-time cat" is a part-time platform for college students. Through this platform, students can pick up false positions, share their work experience, and safely do part-time jobs of their choice.

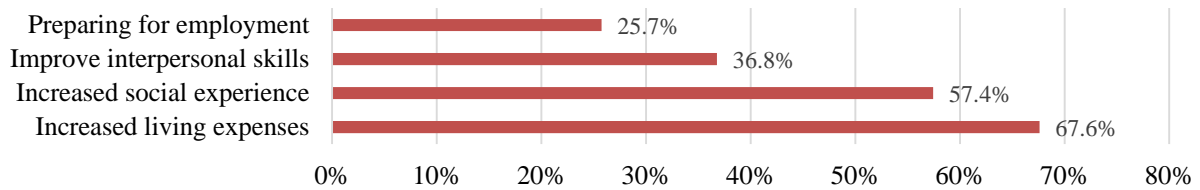


Figure 5: The harvest of part-time jobs for college students

4.2 Establish part-time management platform

The part-time organizations organized by students themselves are very scattered and unreasonable. Therefore, colleges and universities can manage them in a unified way, such as establishing part-time network information platform, holding special part-time job fairs regularly, establishing a two-way mechanism between schools and enterprises. In this way, schools can provide students with internship and part-time job opportunities. At the same time, colleges and universities should also pay attention to psychological counseling. Through the establishment of legal consultation room, we can help college students safeguard their rights.

4.3 Strengthen supervision and law enforcement

In order to protect the legitimate rights and interests, the governments should introduce some normative policies to manage the rights and interests of part-time workers. When enterprises handle or renew relevant certificates, government departments should restrict their labor law enforcement and implement the market access system for intermediary agencies. Government departments should seriously deal with fraud and other acts of intermediaries.

5. Conclusions

In the future, the part-time platform must be combined with the Internet, and a unified credit platform should be set up according to the characteristics of universities and individuals. The future development prospects of part-time platform are good. We call on all sectors to break the boundaries and integrate students, schools, enterprises and part-time institutions. Finally, the problem of part-time jobs for college students can be solved.

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