



# Can Online Behavior Promote the Improvement of College Students' Employability

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**Abstract.** In recent years, with the rapid development of the Internet, the state pays more and more attention to the Internet. Compared with the older generation of college students, they have stronger ability to accept new things, more flexibility, and are more inclined to work in challenging or high-tech industries. Its employment is related to the social stability and economic development of the whole city. Therefore, solving the employment problem of college students has become the key. This paper describes the use of mobile Internet in terms of College Students' Internet access, understanding of communication software, Internet content and Internet frequency, and describes and analyzes the employability of college students from the aspects of education, pre employment training and trade union participation, time and money spent in employment, rights protection behavior, access to employment information and quantity. The main research content of this paper is how the use of mobile Internet in college students affects their employability.

**Keywords:** College students · Internet behavior · Employability

## 1 Introduction

The 44th statistical report on the development of China's Internet network issued by China Internet Network Information Center (CNNIC) on January 22, 2022 pointed out that by the end of 2021, the number of Internet users in China had reached 731 million and the Internet penetration rate had reached 53.2% [1]. At the same time, the social platform is also constantly refining and gradually developing in the direction of innovation and diversity. Such a prosperous development of social media provides a good platform and opportunities for college students to use the Internet for employment. The high usage of social software and search engine also proves the irreplaceable position of mobile Internet in life [2].

## 2 Current Situation of College Students' Internet Use and Employability

### 2.1 Data Sources

This paper analyzes the basic situation, employment, informatization and network application of college students in a university. The research object of this paper is college students. The screening condition is college students in University A. After screening, a total of 526 samples were obtained. All the data used in this paper come from this survey.

### 2.2 Current Situation of College Students' Use of Mobile Internet

According to the survey results, this paper makes a descriptive analysis on the mobile Internet use of the new generation of farmers from the aspects of Internet access, understanding of communication tools, QQ or wechat group, Internet frequency, Internet content and monthly Internet spending, so as to explain the current situation of College Students' mobile Internet use.

According to the survey results, most college students surf the Internet every day. 18.25% of them surf the Internet once or three times a week. Only a few don't surf the Internet or surf the Internet 1–3 times a month. According to the inquiry of the latter during the survey, the college students who do not surf the Internet frequently are mainly because their busy work occupies almost all the daytime activity time and they don't have more time to surf the Internet.

College students surf the Internet so frequently, what are the specific contents of the Internet? Through the selection of the respondents' seven options of "what to do online", we can get the details of College Students' Internet contents. According to the survey, the three options with the largest proportion of college students online are "chat" and "browse the news", "entertainment and play games". The fourth place is shopping. It can be seen from the survey data that college students use the Internet less to send and receive emails and search for recruitment information. It shows that college students use the Internet to obtain less information, and the increasingly rich entertainment functions of mobile phones reduce the exertion of the Internet information search function, which also shows that college students do not make full use of the mobile Internet.

From the survey data and analysis results on the use of mobile Internet by college students, the common internet access channel for college students is to use mobile phones to surf the Internet. The Internet frequency is high, and most people surf the Internet every day. But they don't pay much attention to employment information.

### 2.3 Current Situation of College Students' Employability

#### 2.3.1 Low Employment Costs and Large Individual Differences

About the survey of College Students' employment cost, two questions are set in the questionnaire: "how long did it take to find the current job" and "how much did it cost to find the current job". The time cost of finding the current job is divided into three groups

**Table 1.** Social network scale of College Students

Social Network Scale	Frequency	Percentage (%)	Cumulative Percentage	Mean Value	Standard Deviation
0	152	28.90%	28.90%		
1–5	241	45.82%	74.72%	5.06	8.22
6–10	93	17.68%	92.40%		
> 10	40	7.6%	100%		
Total	526	100%			

according to the actual survey. The proportion of college students who spent 0–7 days in finding the current job is 98.62%, and the proportion who spent 7–14 days and more than 14 days is less than 1%, 0.79% and 0.59% respectively. Almost everyone can find their current job in a week, on average. However, the time for individuals to find a job varies greatly. Some can find a job in the city immediately, while others need 300 days, that is, it takes nearly a year to get a job.

### 2.3.2 Small Scale of Social Network

The relatives and friends of college students are helpful for them to find a job in the city. The wider their social scope, the more positive they can have on their employment (Table 1).

It can be seen from table 2–1 that the average number of college students who can find jobs in the process of employment is 22.6–4, which shows that the average number of their relatives who can find jobs is not poor. Among them, the scale of social network is 0, that is, the number of people who can't help them find a job is 152. According to the survey data, most college students have a social network scale of less than 10, and only a few have a social network scale of more than 20. By calculating the cumulative percentage, 99.62% of the respondents have less than 50 social networks. The average size of the social network is 5.06, indicating that on average, about five relatives and friends can help college students find jobs. According to the research results, compared with the older generation of college students, the scale of College Students' social network is larger. On the one hand, due to their active group characteristics, on the other hand, in the process of urban work, college students consciously expand their social surface. However, compared with the city registered residence young adults or highly educated rural workers, the social network size of the students studied in this study is small.

### 2.3.3 Poor Maintenance of Rights and Interests

For the protection and protection of the rights and interests of college students, the main contents involved include the signing of labor contracts, the participation of trade unions and insurance participation. The labor contract signing rate of college students only accounts for 46.48%, less than half of the respondents. When the rural labor force works in cities, there are often wage arrears. Without a labor contract, there will be many

social problems. In this case, the basic labor remuneration can not be guaranteed, and there are great problems in the protection of the rights and interests of college students. Among the respondents, 40.68% were insured. The number of people participating in trade unions was 7.22%. Many people do not participate in trade unions. First, trade unions have not been popularized in China. Second, college students cannot protect their rights and interests through trade unions.

### **2.3.4 Single Access to Employment Information**

As for access to information, the questionnaire provides six options for access to information. Most people have less than three access to information, and the sample of one access to information is more concentrated, which shows that college students prefer to obtain work information from a single channel and use a more fixed way to obtain the required information. Instead of broadening the scope of information acquisition, they are limited to a certain range.

The most way for college students to obtain employment information is the Internet, accounting for nearly half, followed by family and friends, and the least proportion is through information consulting institutions. This shows that, first, the network has been universal and popular among college students, or has had an impact on their daily life and way of thinking. Compared with the older generation of college students, they have a stronger ability to accept new things. At present, the development of the network is like fire and tea. If someone doesn't understand the Internet, he may be regarded as half illiterate. For college students, it has become a part of their life, especially the mobile Internet. Second, relatives and friends informed that those who obtained work information or found a job through relatives and friends accounted for one quarter of the total.

## **3 Problems and Countermeasures**

### **3.1 Problems**

#### **3.1.1 Imperfect Information Bridge**

First, information asymmetry and unimpeded information are common problems faced by college students in urban employment[3] China's employment agencies are in their own way, the layout is chaotic, and there is no reasonable and effective unified management. The release of online employment information is also a direct contact between enterprises and website managers. There is no third party to review and evaluate the published recruitment information [4].

#### **3.1.2 The Information Released by the Recruitment Website Is Not Practical for College Students**

According to the survey, college students' evaluation of information ranges from 1 to 5 points, and the largest evaluation of information usefulness is three points, which can be understood as the general degree of information usefulness. This shows that: on the one hand, the value of information itself is not high, lack of effectiveness and effectiveness,

and can not meet the needs of college students to find a job. They are easy to be deceived by false information. On the other hand, the information effectiveness of the recruitment website is low, which is not suitable for college students.

### **3.1.3 The Construction of Government Employment Service Information Needs to Be Strengthened**

It is learned from the survey that most college students have less than three channels to obtain information. Through further inquiry, it is learned that employment information mainly comes from the Internet and relatives and friends, while the former mainly comes from recruitment websites, rarely through government information websites or bulletin boards. This can reflect the lack of information construction of the government. First of all, the information hardware facilities are not perfect, the job seekers can not keep barrier free access to information on the bulletin board, and the infrastructure construction is not perfect. Secondly, this employment information website does not have a special column for college students' employment, and there is no adaptive construction and adjustment for college students.

### **3.1.4 College Students Are not Proficient in Internet Utilization Technology**

College Students' use of mobile Internet has not reached the goal of being able to use flexibly and accurately search the required information. Most of them are still in the state of blindly following the crowd or rarely using the mobile Internet for employment. It is mainly reflected in: there are many kinds and quantities of chat groups, resulting in the flood of information, but the available information is difficult to screen.

## **3.2 Countermeasures and Suggestions**

### **3.2.1 The Government Should Strengthen the Construction of Information Services**

On the one hand, considering the frequent use of the Internet by college students, set up a special web page for youth employment, or add employment information on relevant websites, so as to improve the opportunity to see work information. On the other hand, set up more bulletin boards, post recruitment advertisements, and more widely disseminate employment information to help freshmen to college students get a better job. At the same time, strengthen the construction of information services, enhance the dissemination of information, and provide strong conditions and guarantee basis for college students to obtain employment information.

### **3.2.2 Enterprises Should Change Their Ideas and Actively Undertake the Social Responsibility of Helping Employment**

College students themselves should also enhance their legal awareness and sign labor contracts in accordance with the law. Information technology training courses shall be added to enhance the comprehensive ability of college students, especially the ability to query and collect information through the network. We can even recruit computer

network application talents, which can not only escort the development of enterprises, but also solve the employment problem of some college students. In order to attract more talents, enterprises should also open up recruitment channels to enable more people to obtain job information, provide them with more opportunities and realize their own value [5].

### **3.2.3 Mobile Internet Media Should Optimize the Network Environment, Maintain Information Freshness and Improve Practicability**

Considering the employment problem of college students, mobile Internet should play its role, publish more employment related information on user active pages or forums, disseminate employment and technology information in diversified ways, and set up special columns by type of work or employment type, so as to help college students who need employment information without wasting too much time on useless information [6]. At the same time, there are regular large-scale collective recruitment activities on the website to sort out and merge the recruitment information. Job seekers can enter the recruitment entrance to view the employment information through a clear and eye-catching website notice. The most important task of information screening is entrusted to website managers and information publishers, and college students can directly and concisely use their achievements. They don't have to blindly look for employment information everywhere and eliminate the obstacles of online employment information search [7].

### **3.2.4 Individual College Students Should Learn and Apply Internet Technology Independently**

College students are a special group with higher education level than the previous generation. They pursue material and spiritual enjoyment, have strong ability to accept new things, and have the will to follow the trend of the times, but their tolerance is low. They are the carriers of employability. Only when college students consciously improve themselves can they stimulate the internal driving force and achieve better results. Low level job skills, a single employment information search channel and other endowment conditions will restrict their involuntary mobility to lower occupations when entering and leaving the labor market, reducing the possibility of College Students' mobility to higher classes. Therefore, college students should actively adapt to the changes of the times and the needs of the labor market, actively use the public service facilities around them, participate in skill training organized by the government or groups, and improve their human capital. They can improve their ability in a way they can easily accept.

## **4 Conclusion**

Based on the questionnaire survey of college students, this paper takes the new generation of college students as the research object, describes the current situation of the employment ability of the new generation of college students from the aspects of job search time, employment information acquisition ways and quantities, evaluation of the obtained employment information and trade union participation, and analyzes the impact

of the use of mobile Internet on the employment ability of the new generation of college students. The employability is expressed by four variables: employment cost, social network, rights and interests maintenance and access to employment information. The data are analyzed by questionnaire survey. The research results show that the use of mobile Internet has a positive impact on the above four aspects of employability, including a significant impact on the social network and the maintenance of rights and interests. Specifically, the use of mobile Internet can expand the social network, help the new generation of college students enhance their legal awareness, increase their probability of signing labor contracts, broaden access to employment information, but increase the cost of employment time. At the same time, the government should strengthen the construction of information services to provide a good foundation and guarantee for the employment of the new generation of college students; Enterprises should change their ideas and actively undertake the social responsibility of helping employment; Mobile Internet media should optimize the network environment, maintain the freshness of information and improve the practicality; The new generation of college students should learn and apply Internet technology independently.

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