

## **Thinking on College Students' Part-Time Platform Based on the Theory of "Use and Satisfaction"**

### **--Take "XianYu PT", the Campus Platform of Xi'an University**

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**Abstract.** With the vigorous development of the Internet and the rise of new media, the Internet give users full initiative. The user's media contract behavior reflects the obvious subjective tendency, Thus combining with the research angle provided by the theory of use and satisfaction, from the perspective of users, based on the psychological motivation of the use of the "XianYu PT" part-time platform in the campus of xi an university of arts and sciences, content analysis through a variety of factors this paper put forward thoughts on the operation mode of the part-time.

### **Use and Satisfaction Theory**

Use and satisfaction theory originated in the thirty's of the 20th century. , the traditional theory focus on how the media message is used by the audience, while use and satisfaction theory is based on the perspective of the audience to study the psychological and behavioral effects of mass communication on human beings by exploring the audience's motives for the use of media and the satisfaction of the demand. It emphasizes and highlights the motility of the audience, and points out that the active use of the media by the audience constrains the process of media transmission. However, the early use and satisfaction theory overemphasized the individual and psychological factors, ignored the influence of social environment, and the theory flowed into the generalization and induction of phenomenon, in the late period , the research results are limited because they are separated from the the media production process and social system to investigate the media contract behaviors of audience

The vigorous development of the Internet has brought the the rise of new media and self-media. The network gave full initiative, who are no longer the "recipients" of receiving information unilaterally , but rather "users"interact with the communicators in both directions In fact, the era of Web 2. 0 has already com. Under the role of social media , new media and self media, the user's mobility has been greatly enhanced. UGC model is the most powerful evidence. Because of this , the application of the use and satisfaction theory has become more and more active. It has become a popular theory in communication. Taking the part-time behavior of college students as an example, the motivations and psychological mechanisms behind the contact media can not be generalized from the individual point of view of the users, but also take full account of the complexity and concealment of the influence and motivation of the social factors. As an active group, the interaction between the college students and the media is more frequent and effective. It should not only based on the use and satisfaction theory to analyze its part-time behavior motivation and psychological mechanism , but also supported by the theory, combined the brand communication and the social media, and the reverse is to how to use its psychological mechanism to achieve the goal of spreading the part-time platform, users active selection, part-time media medium transmission platform.

### **College Students Part-Time Job Motivations**

For college students who are about to enter the society, part-time jobs can meet the needs of self-growth first . Taking part in effective part-time activities is one of the effective strategies to enhance the independent consciousness. As a diversified activity, part-time job has the

characteristics of social, campus, comprehensive, communication, practice, innovation and so on. So, they can take part in part-time activities to sharpen their will and meet the need of self-growth. Second, meet the need to enhance capacity Enterprises need to have the potential, comprehensive ability of college graduates, more emphasis on social skills, interpersonal understanding, rapid adaptation to the environment and other comprehensive capabilities. Part-time job can promote college students' observation, thinking, integration and communication. Third, meet social needs. Part-time job, on the other hand, can get rewards. On the other hand, allows students to interact with as many people as possible, actively integrate themselves into a diverse society, and their interpersonal skills can also be improved. Finally, they can meet the needs of the economy and market. Part-time job is a necessary channel for college students to lighten the burden of family life and to improve their life. In the process of part-time, college students feel really that they become a member of this society. This can effectively reduce the sense of panic that comes from the subsequent difficulties in integrating into the social environment and employment stress due to personal factor.

### **Satisfaction Analysis of "XianYu PT" Part-Time Platform used By Students in Xi'an University**

Based on campus information, part-time platform of "XianYu PT" combines with the Internet new media to expand transmission forms, and set up a service platform for information exchanges and communications in campus. First of all, it integrates multiple information with the development concept of Internet cross-border integration and user thinking, and provides high-quality information services based on user demand. Secondly, the function and content of the platform should be improved based on the user's needs and satisfaction. Try to explore the direction of intelligence, develop personalized and small program mobile interconnection as the direction and improve gradually

#### **The satisfaction of economic needs**

College enjoys a relatively independent economic dominance, the reasonable planning of living expenses has become the main internal cause self-economic consciousness, with the consciousness of economic independence, the self-consciousness and the independence consciousness, college students increased the share of demand for the economy. Therefore, satisfying the economic demand is a common problem that college students face, and part-time job is one of the most convenient and fast ways. According to the feedback from survey questionnaire, about 61% of campus users who use the "XianYu PT" in order to satisfy the economic needs.

#### **The satisfaction of the information demand**

First of all, the satisfaction of acquiring social and occupational information collection. The first is to peep into the market employment environment College is the final period of preparation time before entering the society, it is the pluralistic information contact environment. The cognition consciousness of college students to society tends to mature and the demand for comprehensive understanding of society increases. However, there are differences between campus environment and social environment. and college students are still in the stage of trial and choose for future career planning, and the part-time platform can meet students groups to peep into a basic information needs of employment environment, it can also provide high-quality information services for the desired points of the students. Second, when the user uses the part-time platform to choose work, they also can compare the same type, treatment, grade level and other kinds of occupational information. in order to have more professional information to facilitate the future for their own professional direction Secondly, it is satisfied with the information of obtaining the specific job position. As the theory of selective contact states, the audience in the media contact activities, not indiscriminately to any media and content instead, they are more likely to accept the medium or content that is consistent with, or close to, one's own position, perspective, or attitude As a result, college students are more likely to choose the information they want, the information they agree with, and the information that they have a clear tilt to their needs, more energy will be

devoted to a relatively deep engagement. In recent years, from the pull-up network, the hunting net and so on have the characteristic, the intermediary recruitment website that meets the individual needs is popular, the popular recruitment platform of the whole industry is falling down gradually. Therefore, it can be seen that users with job selection need pay more attention to the convenience of obtaining employment information. According to the characteristics of comprehensive and diversified, the part-time platform of "XianYu PT" is improving the information acquisition and it is inclined to push according to the characteristics of the students choosing part-time in different majors, rather than not just providing job information, classification of all trades. In the future, more diversified ecological services for employment and part-time information acquisition will be introduced to assist analysis, information security and other in-depth and three-dimensional ecological service communities.

### **The satisfaction of the interpersonal communication**

With the development of the times and the increasing demands of information communication among college students, the multidimensional interpersonal communication environment promotes the increasing proportion of social demand. During part-time activities, college students have access to a large number of cultural and professional circles of people, and are better able to exercise their social skills and the diversity of their interpersonal environments. Secondly, the use of the "XianYu PT" part-time Platform Information Enhances the social connection and social consciousness among users. The increase in the common language of people with the same cultural and professional needs has, created a group identity for the users, in a certain extent, enhanced their understanding of their social roles and broke down their rigid thinking in schools, then see the world step by step

### **The satisfaction of the self-actualization**

College students are in a "quasi-adult" state, where their psychology and behaviour are maturing, but a maturing mind is prone to conflict with the actual environment in which it is currently located, if the mind wants to pursue complete economic independence, but is also subject to various realistic factors. In such a state of disequilibrium, people seek solutions to reduce the imbalance brought about by this cognitive confusion, and thus achieve the unity of self-cognition. As Erickson puts it, "self-identity", the process of self-identity is partly a process of personality formation, and many college students are in such a state, they gradually develop their own independent personality and value orientation in the slow exploration of various choices. It is economic independence that plays a role in all of these values, and part-time employment is, on the one hand, satisfying its economic needs and, more profoundly, as an effective means of eliminating cognitive dissonance, in order to complete a complete and independent personality change

## **The Enlightenment and Consideration of the "XianYu PT" Part-Time Platform Operation**

At present, the operation and management of the part-time platform has not been improved, and it has not been able to set up the operational system framework to meet the various needs of the users. Through the motivation and psychological analysis of the part-time behavior of college students, the following points are given to the platform's Operation Thinking and enlightenment.

### **Create a new platform based on the development of campus.**

Many college students regard the part-time behavior of college students as an experiment in stepping into the society, so as to improve their professional quality. In order to improve the employability of students, many schools have set up joint production and research projects to train students' professional practical ability. The part-time platform for students should also be based on Campus-era Development, connecting enterprises and campus and providing students with more abundant and professional part-time information in an environment where employment is difficult and schools are pushing for employment

### **Improve conditions and measures to ensure the satisfaction of various needs.**

The motivation and psychological mechanism of college students seeking part-time job are complex, in the final analysis, it is only to obtain the information demand, service demand, social demand and self-worth demand. Therefore, it is necessary to optimize the design of the part-time

platform in order to meet the multi-needs of the users. First, part-time information modularization to meet the information needs of users. At present, a great many of part-time information has the defect of disordered and untargeted, so optimizing the information service of part-time platform is the first priority. After selecting and classifying the part-time information, we can divide the corresponding modules according to specialty, distance, professional practicality, time (long, short, medium and short) to optimize the search engine so that users can obtain the necessary information and optimize the user experience. Second, to increase practical information to meet customer service needs. Many college students seek part-time jobs during their school years, not only to enrich their after-school life, earn living expenses, but also to accumulate experience for the rest of their careers, regular sharing on the platform such as "business etiquette", "interview dry goods" and "workplace survival law", can greatly meet the user's service needs and enhance the stickiness of users. Third, enhance communication and interaction to meet the social needs of users. The part-time platform can be added part-time experience communication module, to provide users with sharing and communication part-time experience channels to enhance interaction between users and users, and between users and platforms. In addition to this, offline communication activities can be organized on a regular basis to enhance social connections between users, as well as a two-way information exchange and feedback mechanism between the part-time platform and the user, enrich and improve part-time information and platform optimization. Finally, explore the intelligent platform to meet the needs of the user's personality. There are still many shortcomings in the construction of the platform for the "XianYu PT" part-time, so more convenient and new media (such as We chat program) should be used to popularize the platform in a multiple channel and multiple way way, while also strengthening online and offline activities, to increase activity, break down campus barriers, radiate around the perimeter, and expand the platform's range.

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