

Analysis of the Problems at the Encounter Stage of Freshmen's Organizational Socialization*

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Abstract—The paper mainly refers to the stage model of organizational socialization, and analyzes the problems existing in the encounter stage of the 2017 freshmen of the School of Business of Beijing Institute of Technology, Zhuhai in the process of school socialization. This research adopts the literature research method, interview method and questionnaire survey method, and mainly selects the core issues such as life affairs, campus environment and canteen conditions during the encounter stage. This paper puts forward some suggestions based on these questions.

Keywords—college freshmen; organizational socialization; encounter stage

I. INTRODUCTION

Socialization is the process of interaction between the individual and the society, gradually forming a unique personality and individuality, transforming from a biological person to a social person, and gradually adapting to the process of social life through the internalization of social knowledge and the learning of role knowledge. Organizational socialization is divided into three stages, namely, anticipation, encounter stage and adjustment stage. Among them, the encounter stage is the period which college freshmen are faced with the actual work situation, and it is also a critical time for them to learn and develop their skills in the work role. This paper mainly refers to the stage model of organizational socialization. In the socialization of campus, when the freshmen enter the school and settle down, they have entered the encounter stage of school socialization. The research team hopes to summarize the existing problems and make suggestions by investigating the experiences and feelings of freshmen in social groups such as dormitories, classes and societies. Therefore, in order to study the adaptation situation and problems encountered of college freshmen during the encounter stage in the process of school socialization, the research team surveyed the 2017 freshmen of the School of

Business, Beijing Institute of Technology, Zhuhai as the investigation object to analyze and study the problems, and propose corresponding solutions and measures for the problems by college freshmen during the encounter stage.

II. LITERATURE REVIEW

A. Organizational Socialization

Organizational socialization is a very important stage in the process of individual socialization. Socialization is not just a process of transforming from a biological person to a social person, nor a special process that tends to a certain stage, but a process that runs through life. From the perspective of culture, socialization is the process of cultural continuity and transmission, that is, the internalization of value standards. From the perspective of personality development, socialization is the process of formation and development of human personality. Through contact with society, we gradually develop a unique hobby that is different from others in the process of socialization, and constantly adjust ourselves according to the expectations of society. In the process of socialization, we gradually understand our position in the social structure, learn to successfully fulfill the role obligations, and understand and observe the expectation of the society for these roles. Socialization helps to maintain and develop social structure.

Organizational socialization is divided into three stages, namely, anticipation, encounter stage and adjustment stage. The university campus is also a form of social organization, referring to the stage mode of organizational socialization. This paper take the 2017 freshmen of the School of Business, Beijing Institute of Technology, Zhuhai as the investigation object to analyze and study the problems by college freshmen during the encounter stage.

B. Encounter Stage

The encounter stage of organizational socialization is the stage in which new entrants really face the actual work

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situation, and it is also a critical moment for their learning and skills development in the role of work [1]. At this stage, the main task of the freshmen is to become familiar with the new learning model, establish a new social circle, understand their role positioning, and also think about their future development. Newcomers must undergo a process of re-socialization to fully integrate into the new workforce. However, when newcomers generate the gap between the expectations set by past experience and the actual situation of the new environment, they may be confronted with the incompatibility between the authenticity of the work situation and personal traits and values, which lead to real surprise and uncertainty, and then affect the job satisfaction and productivity. The surprise and uncertainty of freshmen entering a larger social environment will lead to two entirely different results. One is to be aware of their shortcomings or where they need to grow and be willing to change and face actively, and then complete socialization once again and successfully play a new role. The other is that they cannot adjust themselves to fit into the environment and may even result in dropping out of school.

Some scholars believe that the success of socialization depends on whether the significance of the newcomers to work group events can be determined by uncertainty and surprise, and when the environment is very uncertain, the demand for meaning assignment is relatively large. Meaning assignment is a series of processes, and it will occur for a period of time[5]. This cycle of meaning assignments is initiated when the freshmen who are about to enter the university consciously or unconsciously predicts or assumes a future school. After entering the university campus, the freshman experienced many events and touched them to change their previous expectations and make corrections to the predictions of future experiences. The main focus of the empirical study on the meaning assignments of the new recruits is how new recruits actively seek information and feedback to examine the results of their efforts to learn about new roles and organizational environments. That is to say, in the process of meaning assignment, the surprise and uncertainty generated by the new students will be affected, which will also change the results. In other words, students who are uncomfortable at this stage may re-establish confidence and socialize by actively seeking information and help from the school.

III. RESEARCH METHODS

A. Survey Samples and Procedures

In order to strive for the rigour of the research process, three research methods are used to collate and analyze the data. First of all, literature analysis was used to collect relevant theories of socialization through various channels, as the

theoretical basis of this study, the team members read and discussed, and determined the research direction and purpose. Secondly, with the method of interview survey, the freshmen of the School of Business, Beijing Institute of Technology, Zhuhai in 2017, the interviews of the representatives of the seven majors of the business school were selected (the number of interviewees was 23), and to sum up and summarize the interview content and write the interview report. Finally, using the method of questionnaire survey, the research team discussed and concluded the preliminary draft of the questionnaire according to the interview report repeatedly, and carried out pre-test (30 samples). After confirming the correctness and validity of the questionnaire, conduct a large-scale questionnaire survey for freshmen at the 2017 School of Business. A total of 707 questionnaires were distributed and 516 questionnaires were effectively recovered. The effective recovery rate was 72.98%.

B. Sample Characteristics

The survey was conducted at the business school to investigate the socialization of 2017 freshmen. By analyzing the data of the questionnaire, the basic information of the sample is divided into two characteristics: gender and specialty. In terms of gender, there are 189 boys, accounting for 37.4%; 316 girls, accounting for 62.6%. In terms of professional, the largest number of participants in this survey was international economics and trade, with a total of 95 people, accounting for 18.9 %, ranking first; Secondly, logistics management majors, a total of 90 people , accounting for 17.9 %; There are also majors in marketing, human resources management, engineering management, information management and information systems, and international business. Among them, the lowest number of participants in this survey was international business, a total of 44 people, accounting for 8.7 %.

IV. STATISTICAL ANALYSIS RESULTS

This part studies and analyzes the differences of problems in different dimensions. Gender is analyzed by Independent Sample t Test to find out whether there are significant differences between different genders in the satisfaction of this dimension. If the significant difference is reached, the scheffe method is used for post-multiple comparisons comparisons to find out whether there is a significant difference between groups.

This chapter will analyze the two dimensions of canteen satisfaction and campus life.

(1) Differentiation analysis of gender in canteen satisfaction

TABLE I. DIFFERENTIATION ANALYSIS OF GENDER IN CANTEEN SATISFACTION

Dimension	Group	N	Average	Standard Deviation	T Value	P Value
Food category	Male	185	3.34	0.84	3.473**	0.001
	Female	311	3.07	0.76		
Food taste	Male	184	3.26	0.82	2.313*	0.021
	Female	310	3.09	0.74		
Food price	Male	185	2.74	0.99	1.881	0.061
	Female	311	2.57	0.83		

Dimension	Group	N	Average	Standard Deviation	T Value	P Value
Sanitary conditions	Male	184	3.24	0.77	3.497**	0.001
	Female	310	3.00	0.69		
Service quality	Male	185	3.39	0.81	3.229**	0.001
	Female	311	3.15	0.73		
Facilities equipment	Male	185	3.36	0.72	2.939**	0.003
	Female	311	3.17	0.68		
Dining atmosphere	Male	185	3.42	0.80	2.848**	0.005
	Female	312	3.21	0.72		

^{a.} *p<0.05, **p<0.01

It can be seen from "Table I" that in addition to food prices, there are significant differences in the satisfaction of canteens among students of different genders. Food category (t=3.473, p<0.01), food taste(t=2.313, p<0.05), sanitary conditions(t=3.497, p<0.01), service quality(t=3.229, p<0.01),

facilities equipment(t=2.939, p<0.01), dining atmosphere(t=2.848, p<0.01). On average, male students were more satisfied than female students.

(2) Differentiation analysis of gender in campus life

TABLE II. DIFFERENTIATION ANALYSIS OF GENDER IN CAMPUS LIFE

Dimension	Group	N	Average	Standard Deviation	T Value	P Value
Network instability	Male	185	0.86	0.35	1.020	0.308
	Female	315	0.83	0.38		
The external network cannot log in to the campus system	Male	185	0.31	0.47	-2.748**	0.006
	Female	315	0.43	0.50		
Network crashes	Male	185	0.83	0.37	-1.217	0.224
	Female	315	0.87	0.33		
Network recovery password is difficult	Male	185	0.23	0.42	1.395	0.164
	Female	315	0.17	0.38		
The facilities of the teaching building are old	Male	185	0.48	0.50	-0.148	0.882
	Female	315	0.48	0.50		
No elevator in teaching building	Male	185	0.52	0.50	0.011	0.991
	Female	315	0.52	0.50		
No bookstore	Male	185	0.50	0.50	-2.112*	0.035
	Female	315	0.60	0.49		
Lack of study rooms	Male	185	0.36	0.48	-1.875	0.062
	Female	315	0.44	0.50		
Too few trash cans	Male	185	0.43	0.50	-0.810	0.418
	Female	315	0.47	0.50		
The hydroelectric cards is difficult to use	Male	185	0.41	0.49	-2.720**	0.007
	Female	315	0.53	0.50		
High cost of utilities	Male	185	0.72	0.45	0.240	0.810
	Female	315	0.71	0.45		
Lack of air conditioning in canteen	Male	185	0.66	0.48	-3.879***	0.000
	Female	315	0.82	0.39		
KTV Disturbance	Male	185	0.22	0.42	-0.500	0.617
	Female	315	0.24	0.43		
KTV equipment is old	Male	185	0.24	0.43	1.366	0.173
	Female	315	0.19	0.39		
Campus lights are dim and street lights are less	Male	185	0.59	0.49	-6.458***	0.000
	Female	315	0.86	0.35		
The battery car is inconvenient to ride	Male	185	0.45	0.50	-1.039	0.299
	Female	314	0.50	0.50		
The traffic rules of electric vehicles and bicycles are weak	Male	185	0.62	0.49	-0.560	0.576
	Female	315	0.64	0.48		
Insufficient number of shared bikes	Male	185	0.41	0.49	-1.699	0.090
	Female	315	0.49	0.50		
Shared bike was badly damaged	Male	185	0.73	0.45	1.199	0.231
	Female	315	0.68	0.47		
Other items	Male	185	0.11	0.31	-1.163	0.245
	Female	314	0.14	0.35		

^{a.} *p<0.05, **p<0.01, ***p<0.001

It can be seen from "Table II" that there are significant differences among students of different genders in campus network, facilities and equipment, dormitory life, school canteen, campus traffic and other items in school life. The external network cannot log in to the campus system (t=-2.748,

p<0.01), there are more male students than female students, the hydroelectric cards is difficult to use(t=-2.720, p<0.01), lack of air conditioning in canteen(t=-3.879, p<0.001), campus lights are dim and street lights are less(t=-6.458, p<0.001). On average, male students were more satisfied than female

students. It shows that male students encounter fewer problems than female students in daily campus life. The school can strengthen the guidance of female students during the socialization of freshmen.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

According to the research, there are still many significant problems in the socialization encounter stage of college students. It is mainly reflected in the following aspects.

1) *Life affairs*: In campus life and canteen satisfaction, except that the outer network cannot log in to the campus system, the boys are higher than the girls, so the school can increase the analysis from the perspective of female when guiding freshmen, and making them easier to solve the problems in life.

2) *Campus environment*: Students generally think that the campus environment of the school is good, but in terms of street lights, students said that there are more problems. In the layout of campus street lights, due to the large campus area, according to the author's observation, there are aging facilities and lack of timely maintenance problems on many road sections. On some roads with large traffic, there is a lack of corresponding street lights, while students attend evening classes. On this issue, the contradiction has become increasingly serious.

3) *School canteen*: In the canteen dishes: at this stage, the school canteen shops still have problems such as repeated selling points and single sales channels. In the dining atmosphere: in the dining atmosphere: the author experienced service in the canteen and through weekdays observation, it was found that there were some problems in the canteen, such as the table is unclean, large flow of people in some periods but still no air-conditioning, lack of good maintenance of dining tables and chairs and so on, which led to a decline in student satisfaction.

B. Suggestions

According to the above summary, in order to make college students better and faster to integrate into college life and adapt to the new role of college students during the socialization encounter stage, this research collates and analyzes the following suggestions.

1) *Variety of canteen dishes*: At the present stage, there are still some problems in the school canteen shops, such as repeated selling points and single selling channels, and the distribution ratio of shops in each canteen should be set up to increase and improve the variety of canteen dishes and increase their satisfaction.

2) *Improve the dining atmosphere*: In the canteen service, in view of the fact that the diners are mostly highly educated college students, it is possible to increase the number of maintenance personnel, and encourage and provide improvement measures in the canteen to maintain the canteen

environment, so that obtain a better dining atmosphere in the canteen.

3) *Building a bookstore on campus*: According to the data, most students hope that the school has a bookstore. The construction bookstore can further analyze the demand according to the STP strategy. The bookstore sales content can be started from the commemorative books of school, special professional books, hot-selling periodicals, books and campus culture products to form a comprehensive bookstore.

4) *Improved street lighting layout*: Since most students reflect that the school street lights are dim or even insufficient, the school can investigate the students' choice of walking path according to the class time of the students. The current situation analysis was conducted for the results, and then the next improvement measures were carried out, such as trimming trees, improving the layout of the street lights, and even increasing the activity of the road and so on.

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