A Study on the Collaborative Effects of Social Media in Job Searching for College Students

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Abstract: People don't have relatively equal jobs, so some people can't enjoy perfect medical facilities and good educational resources. Work is also part of people's lives in the 21st century, and promoting sustained, The United Nations Sustainable Development Goals' eighth objective is to achieve inclusive and sustainable economic growth, full and productive employment, and decent work for all. It is essential that the world now is in the post-epidemic era of economic recovery. In this article, this study discusses the employment problems arising transition from the epidemic era to the post-epidemic era. In addition to the findings of investigation, it is suggested that the National and provincial governments should concentrate on employment trend in real time, provide timely economic and employment technical support, enhance the methods of entrepreneurship and employment of college students' methods of entrepreneurship and employment, and cooperate with social media platforms to help college students find a decent job.

Keywords: Employment, Post-COVID-19 era, Government, Social media

1. Introduction

In recent years, Global economic and social growth was significantly impacted by the COVID-19 pneumonia epidemic. In the context of the normalization of controlling and preventing the epidemic., innovative economic recovery in China, but the epidemic's detrimental effects on college students' mental health and employment persist. Young people are highly pessimistic about their prospects in the Labour market, distorted and weakened by the impact of the coronavirus, some people even agree with the point that "I don't expect ever to have a job I really like." What is more, education researchers are aware that what young people think of themselves now can have long-term effects on how well they do as adults [1]. Therefore, the vulnerability of young people in job markets who are at risk due to the COVID-19 pandemic facing risky and uncertain future, as well as the continuing changes in the nature of the Labour market [2]. The following will take measures to increase employment for individuals, the government, and social media through the data of young people's employment psychology and problems, and the same employment-related problems facing in other countries besides China and their solutions.

2. The Data of Young People's Employment Psychology and Problems

Here is a survey data on the current situation and problems of college students' employment under the new coronavirus epidemic. Using Stata 16.0 software, an online questionnaire survey of 1,132 college students across the country was conducted, and the data was analyzed using ordinal logistic regression.

Table 1: Demographic characteristics of participants.

Variable	Sample size (N=1,132)	Proportion (%)
Epidemic anxiety		
Standard (10–15 points)	294	25.97
Mild (16-21 points)	206	18.20
Moderate(22-29points)	290	25.62
Serious (30-35 points)	342	30.21
Gender		
Female	716	63.25
Male	416	36.75
Age		
Under 18	17	1.50
18-25	862	76.15
26-30	197	17.40
Over 30	56	4.95
Education		
Junior college	595	52.56
Undergraduate college	417	36.84
Postgraduate	109	9.63
Doctoral candidate	11	0.97
Major		
Science and Engineering	524	46.29
Liberal arts and history	608	53.71
Employment status		
Unemployed	822	72.61
Employed	310	27.39
Employment confidence		
minimal confidence	23	2.03
Almost no confidence	82	7.24
General	444	39.22
reasonably assured	309	27.30
Very confident	274	24.20
Employment situation perception		
Very not optimistic	99	8.75
Relatively not optimistic	359	31.71
General	372	32.86
Relatively optimistic	160	14.13
Very optimistic	142	12.54

Table 1: (continued).

Employment guidance		
No	245	21.64
Yes	887	78.36
Employment location preference		
Small towns	96	8.48
Small and medium-sized cities	485	42.84
Mega cities	551	48.67
Expected monthly salary (RMB)		
Under 3,000	21	1.86
3,000-5,000	145	12.81
5,000-8,000	434	38.34
8,000-12,000	299	26.41
Over 12,000	233	20.58
Region		
Western	282	24.91
Central	81	7.16
Eastern	769	67.93

Table 1 shows that after surveying 1,132 college students in China, the data showed that 72.61% were unemployed. Excluding students in this age group who are studying, the unemployment rate can reach 30%. However, 74.03% of college students have mild or above epidemic anxiety and do not have much confidence in employment. 40% of college students think that the work situation is a major factor under current epidemic situation was bad, the sense of employment crisis is strong. Meanwhile, the number of college students who choose to work in big cities is 48.67% [3]. Through the reflection of the data, it can be found that the period following the pandemic is characterized by great instability and unpredictability, which present new chances and difficulties for the growth of those who will soon be employed[4], so that how to relieve the anxiety of teenagers or college students about their future and regain their confidence in work is the problem that needs to be solved immediately. Besides, the change of students' class places is also an important factor affecting employment. During the epidemic period, college students use computers to attend classes at home or in student dormitories. However, for face-to-face learning contexts, conventional classroom management techniques are not fully applicable to online educational settings [5], which leads to the lack of firm learning of students own professional knowledge. The post-epidemic era is about to face employment, resulting in graduates unable to adapt to the shift from online classroom to offline workplace, and weak professional knowledge in practical operation also makes employment become more difficult.

3.   Alleviate Students' Psychological Anxiety

The survey found that college students' anxiety about the post-COVID-19 era affects their employment. Therefore, college departments of psychological therapy, tutoring, and counseling need to timely detect and eliminate depression or anxiety of college students, encourage college students to continue having healthy sleep and work routines, to increase outside activity, and to lessen the epidemic-related anxiety. In the case of loneliness caused by reduced communication with people due to the epidemic, more community activities should be organized, class and school-level competitions should be held, and students should be encouraged to participate in them, which can help students

make friends missed due to the epidemic and alleviate loneliness. No matter what kind of background of the period, people are always in a learning environment, and skills are time-sensitive, which means that people must ensure a certain degree of innovation. In the post-epidemic era, students should take the initiative to understand and learn time-sensitive employment skills according to their own long-term and short-term goals, which can not only increase employment confidence and competitiveness, but also alleviate anxiety about unknown jobs. In response to the problem of changing from online learning to offline job hunting, college students should do a good job in advance of the existing skills assessment, find their shortcomings and remedy in time. It is a long process to recover the habit of offline office mode. College students should actively cooperate with the suggestions of company leaders and schoolteachers, use spare time to relax, relieve pressure, and devote themselves to offline work.

4. Government Provides Real-time Policies for Employment

In order to solve the employment problem in the post-pandemic era in China, it is necessary for government to enhance policy support to assist college students in finding jobs at once. For example, Employment subsidies, transport subsidies and rental subsidies could be provided to reduce the pressure on teenagers and boost employment. In the case of personal economic downturn, such a policy can help college students or employees to enhance their enthusiasm for finding jobs and the reliability of employment, at the same time may reduce the consumption of money in early work time. Secondly, young people can be encouraged to start new businesses. The government may increase the number of jobs that are appropriate for college students, maximize the incentive programs for small and medium-sized businesses, and broaden the college student employment pool. Such a situation will not only promote the country's economic recovery but also increase more job opportunities for those who are unemployed at home during the pandemic and fresh college students. What is more, during the pandemic, many industries and businesses are affected as economic activity declines [6]. The government needs to understand and implement the difficulties and status quo faced by each enterprise, implement precise help, and give a certain amount of economic support and policy preferential treatment. Finally, governments need to cooperate with education department of the school, in order to provide teenagers with career guidance at the university level, this can assist students in identifying their career objectives [7]. College students who have specific career goals can be well-prepared for employment can during the period of learning, acquire the necessary skills for the desired occupation promptly, and take note of employment-related details about the desired occupation whenever it is applicable. Other graduates who do not have clear exaction for career could contrast their present skill with the behavioral proficiency needed by various occupations, so that university students are more inspired to work, and thus easier to acquire employability.

5. Media Supports Employment

Modern media is also an important part to help more residents find jobs. After the government introduced the employment policy, many people missed the latest employment policy news because they did not pay attention to the news on TV, newspapers, and government websites. However, modern media platforms and journalists can cooperate with the government to publicize the news released by the government on various social public platforms, so that more people know the constantly updated employment policies and benefits, because these days there are many young people who spend most of their time on social media every day, such as Red, TikTok, YouTube and other social media platforms. Publicity on these platforms will increase the popularity and popularity of the policy and help better implement the new policy.

At the same time, the Chinese government and local governments can register media platform accounts and set feedback Windows (A channel for collecting opinions), so that people can know the problems and troubles faced by young people in real time by opening mobile phones. In addition, some videos or articles promoting the right energy can be released in the way that young people like and popular hot spots, to narrow the gap between the government and the masses and improve the affinity of the government among the people. In addition, media platforms can also promote and publicize more small or medium-sized enterprises supported by the government, Research has proven that social media is a vital tool for small and medium-sized businesses [8],which can not only help more people to find satisfactory jobs through the Internet and improve small and medium-sized businesses brand visibility, sharing, and relationship affordances but also improve the employment rate for the whole country to a largest extent [9].

6. Employment-related Problems Facing in Other Countries

Not only China, but also residents in other countries have been affected by the epidemic and have taken different measures to solve the employment problem in the post-epidemic era.

6.1. The Popularity and Limitations of Online Office

The pandemic caused organizations in India to turn to virtual labor almost immediately. Daily interactions between employees have shifted to Internet media, including email, chat, video calls conferences and so on. In the post-pandemic era, the workforce is divided into three categories: employees who physically work in the office: those who work partly in the office, those who work at home, and those who work completely at home. This continuous work schedule allows employees greater flexibility, saves commuting costs and increases productivity [10]. In Japan, the government took advantage of the post-pandemic era to implement telecommuting reforms to increase the employment rate of women within the workplace. However, the adoption of telecommuting is still own certain limitations, including the availability of telecommunications infrastructure, output, and appropriateness for work [11]. These problems require the Japanese government to take sustained measures to solve.

6.2. The Growing Sexism in the Workplace

In Australia, many long-standing gender inequalities in the labour market have been exposed and exacerbated by the COVID-19 pandemic, so in the post-pandemic era, Australia is committed to eliminating gender-based labor market discrimination and segregation, and fostering flexibility that benefits both parties, ensure a more equitable gender differences in unpaid care and so on [12], which make the measures taken to address issues. In both the medium and long term, it will be effective for Indonesia to strengthen the supply chain and nurture small and medium enterprises by implementing standard management systems.

7. Conclusion

The COVID-19 pandemic has had unprecedented consequences, and there has never been a prolonged lockdown in history. Therefore, both China and the world should pay attention to the issue of employment in the post-epidemic era. China should make joint efforts through the government to formulate policies, schools to adjust students' negative emotions about employment and make use of the help of social media platforms, which accounted for a large proportion during the epidemic period. People from all walks of life should unite and make use of their professional fields to contribute their own strength to help the country's economic recovery, so that more young people and unemployed

people can regain their confidence in work. However, in the transition from the pandemic era to the post-pandemic era, there are still many issues that need to be addressed. This article only discusses the employment situation of Chinese students, but there are still problems in various fields that need to be solved. For example, the workplace of employees and the location of students' classes have changed, and the epidemic has led to a downturn in the industry. Therefore, in the future research direction, we need to take more measures and strive to use the combination of various fields to broaden the employment direction of college students and solve the existing employment confusion of college students and the inadaptability caused by changes in class methods and scenes. The government should link the policies and models of the epidemic era to help people and businesses successfully survive the post-epidemic reconstruction era.

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