

## **Research on the innovation of college students' employment guidance work from the perspective of "Internet +"**

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**Abstract:** Employment is the key content of cultivating college students, and it is also an important way to realize the value of students. In the traditional work of employment guidance for college students, the lack of organic integration between students' training and the environment of the times directly leads to some practical problems, such as the mismatch between students' comprehensive skills and social needs, and between students' job-seeking needs and employment situation. Facing the new "Internet +" environment, in order to continuously improve the employment situation of college students, we should give full play to the application advantages of intelligent media, constantly adjust and optimize the thinking of employment guidance, we will continue to innovate the system of employment guidance. Based on the "Internet +" environment, this paper makes an innovative research on the employment guidance for college students.

**Keywords:** "Internet +"; college students; employment guidance; Job Innovation

The basic goal of employment guidance is to help college graduates to choose the most suitable and suitable jobs according to their own actual conditions, so as to realize their personal value. In the era of "Internet plus", the guidance of college students' employment and entrepreneurship is insufficient. The Internet and information technology subvert the traditional mode of employment and entrepreneurship, which needs the relevant personnel to innovate and innovate in time.

### **1. UNDER THE "INTERNET +" VISUAL FIELD UNIVERSITY STUDENT EMPLOYMENT GUIDANCE WORK EXISTENCE REALITY QUESTION**

#### **1.1 Placing undue emphasis on the employment rate and neglecting the actual needs of students**

In recent years, under the influence of the serious employment situation of college students in our country, various regions and colleges have done the corresponding employment guidance work according to the actual situation of different majors, but only stay in the psychological intervention, macro-analysis level, in the harsh employment environment is a drop in the bucket. At the same time, the employment rate of colleges and universities has always been an important reference to measure the school-running level and teaching quality of colleges and universities, but neglects the student to the individuality pursue and the specialized specialty, the employment counseling work also can not play the function from the actual need. Moreover, the employment rate is to solve the reasonable employment problem of students. If we neglect the compatibility between students themselves and their work, the employment guidance work carried out by colleges and universities will be like a shell, and it will also promote students to have Reverse psychology, employment guidance loses its real value.

#### **1.2 The employment pressure tends to shift and the employment quality decreases year by year**

From the present situation of our country's employment guidance work, our country is deeply influenced by the traditional educational idea and educational model in the employment strategy, the work of employment guidance for college students in many colleges and universities is still in an extensive and general situation, even some colleges and universities in the employment guidance work in the process of the development of the social market demand out of touch with the industry market environment of a state of separation. When colleges and universities carry out employment guidance for college graduates, they are more inclined to guide students to shift their ideological position from posts with high competition pressure to posts with low competition pressure, which leads students to blindly follow the market planning, taking good employment and good choice of occupation as the important direction of career choice while neglecting students' own advantages and career aspirations will lead to the decline of the employment quality of college graduates in our country year by year in the long run, at the beginning of the work will appear

fidgety and even job-hopping problems, the employment of college students can not be fundamentally resolved.

### **1.3 The work mode of employment and entrepreneurship guidance is too patterned**

Employment and entrepreneurship of college students should be one of the contents of the course of cultivating students' quality and an important course of connecting students with social work, but at present, schools do not attach importance to the teaching quality of the relevant courses and the teaching form is relatively simple. In the present "Internet +" era, the contents of college students' employment and entrepreneurship guidance are interpreted according to the relevant national policies and training of employment requirements. In the guidance process, the lack of "Internet +" thought and technology popularization, curriculum teaching model, lack of practicality.

### **1.4 Lack of internet-based feedback**

According to the traditional education mode, the school pays more attention to the information output in the employment and entrepreneurship guidance, the actual process lacks the feedback, the teacher and the student lack the related question research discussion, can not make full use of the related resources. At present, colleges and universities have generally established a network platform for career guidance, but the actual use of the effect is not good, only by the school to provide platform and related information, can not listen to student feedback. In the era of "Internet plus", we should face up to the popularization and use of network information technology, improve the contents of employment and entrepreneurship guidance according to the needs of students, and give full play to the advantages of Internet information transmission. Due to the current information flow is not strong, resulting in the school-related employment and entrepreneurship resources can not be used in time, affecting the corresponding professional employment and entrepreneurship guidance.

## **2. THE INNOVATION OPPORTUNITY OF COLLEGE STUDENTS' EMPLOYMENT GUIDANCE WORK UNDER THE VISION OF "INTERNET +"**

The extensive use of internet information technology has brought many conveniences and opportunities for all classes, fields and industries in our country. Especially for college graduates, they can conduct objective, timely and comprehensive employment information analysis through convenient Internet Information Technology, and guide college students to face the market environment and industry facts correctly, we should break the employment psychology of college students who blindly pursue the stable civil servant industry in the process of employment, and provide students with diversified employment information through the realistic employment status quo. At the same time, under the social background of "Internet plus", the trend of informationization has injected fresh water into the development of our country's market, and various new industries have sprung up one after another, at the same time, it also provides employment opportunities for college graduates and helps to realize the three-dimensional effect of employment structure.

Internet information technology is characterized by intelligentization, objectification and timeliness. At present, with the rapid development of science and technology, it is helpful to make full use of the information technology platform and to realize the analysis and statistics of the employment data of college graduates by introducing the Internet Information Technology into the employment guidance of college students. The objective analysis of the market environment can be realized by means of establishing the employment data collection platform, updating the statistics of the employment guidance data, carrying out the reasonable data analysis and formulating the individualized employment guidance program, etc. , to provide students with the most valuable employment guidance by the most effective means, to adjust the traditional employment concept of college students in time, and to avoid the "Hot" employment mentality of students, to ease the employment situation of college students applying for civil servants, to realize the transformation of Internet information resources into actual employment-oriented, to ease the employment pressure, adjust the employment structure.

In the traditional employment guidance for college students, teachers prefer how to relieve the current employment pressure, that is, to realize the transfer of the employment crowd from the dense area to the loose area, the competitive post to the unpopular post.

At the same time, the employment information is relatively blocked slowly, does not keep up with the changing trend of the times and the pace of development, which leads to the employment guidance work can not meet the actual development of students, the employment pressure of college students still exists. Under the effective combination of the internet and other multimedia equipment, we can provide students with personalized, novel and refined employment guidance through accurate analysis of the employment situation, improve the quality and effectiveness of employment guidance.

In the era of "Internet plus", enterprises provide more jobs for the society and more job opportunities for college students. In addition to the traditional job, but also provides a lot of internet-related high-quality technical jobs. The emergence of a large number of internet industries, to provide students with more employment options. These positions are popular with graduates because of their good benefits and development prospects. Although employment opportunities have increased greatly, many graduates' own abilities do not quite match the requirements of their posts. This requires college students to constantly improve their thinking on the internet and exercise their practical abilities, strive to be in an active position in the fierce competition for employment.

### **3. UNDER THE "INTERNET +" VISUAL FIELD UNIVERSITY STUDENT EMPLOYMENT GUIDANCE WORK INNOVATION STRATEGY**

The "Internet +" ERA provides a new channel for college students' career guidance. Different from the traditional job fairs, a large number of real and reliable, timely employment information published in the school's network platform, for graduates to choose and reference, there are career guidance teachers online for students to provide timely advice.

#### **3.1 The use of professional diversity of short video teaching**

Classroom teaching is the main channel to carry out college students' career education. Under the vision of Internet, we should explore the use of short video to enrich teaching forms in class. The original career guidance generally used to adopt the classroom model, but now college students are attracted by mobile phones and other communication devices, it is difficult to listen to the traditional career guidance model is difficult to adapt to the present era. So you can develop "Cloud Classroom", using the Internet to upload classroom video, so that college students self-learning, according to their own circumstances to choose the need to see the course. Students can leave a message at the bottom of the video to ensure the interaction between students and teachers, so as to provide high-quality career guidance courses for students, which not only reduces the waste of teacher resources, students can also make their own time arrangements. The use of short video for pre-class learning, so that students focus their attention, quickly into the state of listening to classes, the smooth development of teaching links. Short videos are used as teaching materials to enrich teaching forms and stimulate students' interest in learning. Using new media teaching methods such as "Rain classroom", breaking the inculcation teaching method of "Teachers' one-word classroom", stimulating students' participation, carrying out discussions and forming two-way interaction between teachers and students, construct a new mixed teaching method to improve the teaching effect. Assign short video homework. Through division of labor and responsibility, shooting and editing, using the network and other means to deepen the understanding of teaching content, knowledge internalization, while training students' innovative awareness, cooperation and organizational ability, and enhance the overall quality.

#### **3.2 Provide video-based life education content**

College students have obvious preferences and habits for short video and Douyin apps. Career Education should provide effective supply of short video educational content, in Douyin, Bilibili, wechat (video number) and other favorite social media platforms for college students to open accounts, providing live video education content. First, content is king. Short video should be based on college students' study, part-time job, postgraduate entrance examination, job hunting, practical problems in the process of employment as well as college students' individual needs, connecting professional knowledge of career planning and career guidance with the reality of college students' study and life, providing depth and height of existing professional knowledge, and "Ground gas" "Go heart" have temperature, strength of the works. To attract university users to browse, like, education, enhance the sense of gain. Second, technical support. Short video production needs to establish professional team, with professional

hardware equipment, workplace, subject selection, shooting, editing and other procedures of the division of labor, improve production technology, data analysis, set up user thinking, cultivate user habits, enhance interactive experience, attract more university students fans, provide quality video content. Finally, take the long view. Short video production is a professional work, the complete production process including topic selection, script, shooting, editing, data analysis and other procedures, it needs professional teachers, counselors and technicians to improve data literacy, ability, change career education mode of thinking, cooperate and try to sum up.

### **3.3 Carry out individualized and accurate career education services**

To carry out career education guidance services. According to the school's various information platform data, such as educational administration system data, academic guidance for students with academic difficulties; according to the employment system data, classified guidance services for students, provide intelligent matching recommendation of employment information and accurate help for students with employment difficulties; according to students' daily study, living conditions, book lending, consumption data, activity track and other personal network behavior data, the education guides the student to carry on the plan decision to the study, the occupation. Insist on the cooperation between school and Enterprise and face the market demand, bring into play the mature professional software system of enterprise, or jointly develop and design the software, so that students can explore their interests, personality, skills and values spontaneously. To cooperate in the development of employment tracking services, to investigate and evaluate the status of Graduates' career development and the quality of personnel training, to master the work-life data of graduates as a whole, and to carry out career education in a targeted manner. To provide career education consulting services. On the premise of perfecting the system of career planning education and employment guidance in colleges and universities, setting up places, providing facilities, training personnel, perfecting the system and standardizing the process, to provide career planning and career guidance consulting services for individual and group students.

## **4 CONCLUSION**

With the help of Internet Information Technology, the work of college students' employment guidance no longer remains in the situation of one-sidedness, tradition and backwardness, and has realized the effective transformation from the traditional path to the modern path, it is helpful to provide reasonable and reliable employment information for college students and realize good employment goal. The "Internet +" era has lowered the threshold and start-up costs for graduates, provided them with a good start-up environment and start-up conditions, but also brought unprecedented opportunities. The state has also provided a series of policy support for college students to start their own businesses, encouraging college students to start their own businesses and promoting employment by starting their own businesses.

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