

**Research on College Students' Behavior of Obtaining the Certificate --  
Taking Tianjin University of Technology and Education for Example**

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*Abstract:* In recent years, the market oriented employment mechanism has become more and more mature, so that college students are facing more and more pressure of employment. Vocational qualification certificate is a proof that the employee can meet the requirements of the relevant professional ability, college students through "getting certificates" to increase employment weights, in order to be able to win in the fierce competition in the employment. This study takes Tianjin university of technology and education students as an example, using the questionnaire survey method and literature analysis method to study the "getting certificates" behavior of college students, to find out the unreasonable factors. So this article research from the society, the University and the student three aspects to analyze the university student "getting certificates" the behavior, and proposes some feasible solutions. Three-pronged approach, to help students enhance their ability to cope with the pressure of employment.

*Key Words:* College students; Certificate craze.

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## **1 INTRODUCTION**

### **1.1 Research Background**

In recent years, Vocational qualification certificate has craze swept across China's major universities. Vocational qualification certificate that is the examinee participate in the examination of the national vocational qualification certificate or non-educational education training, through which the candidates receive various training certificates and corresponding professional qualifications. Walking on the campus, advertisements such as "National Teacher Certificate Examination Counseling", "CET-4 & CET-6" and "driving license test" can be seen everywhere. College students are struggling in all kinds of "textual research" businesses, taking the examination of different types of certificates as the capital for their future job search. The importance of certificates can even be compared with graduation certificates and degree certificates.

There are many reasons for this phenomenon. “Since the 1990s, China's social and economic development has been rapid, establishing the embryonic form of the market economic system, and the rapid development of the social economy has led to changes in the higher education system and the employment system. The colleges and universities have implemented the policy of enrollment expansion. As a social group, college students have been expanded. Higher education has rapidly entered the stage of rapid development of popularization education from the stage of elite education. The number of graduates has expanded rapidly in the past decade. At the same time, the reform of the employment system has also raised the requirements for the quality of the employment market, which not only requires that the educational background of talents reach a certain level, but also requires talents to have certain grasp of the actual work skills. Since 1993, China has implemented an occupational access system, requiring job seekers to have relevant professional qualification certificates before entering a certain industry” [1]. Facing the increasing employment pressure, college students in order to obtain employment opportunities not only need to participate in various “textual research” but also needs the development of social realities.

The emergence of various professional qualification certificates in the society and the increasing phenomenon of “textual research” in various universities have aroused widespread concern in the society. On this basis, the author conducts research and in-depth analysis based on the current situation of college students in our university, and puts forward Suggestions from the social aspect, the school aspect and the student aspect, so as to guide the students' reasonable textual research and promote the further development of their abilities.

## **1.2 Research Significance**

### **1). Social aspect**

Let college students understand what kind of talents the society needs and understand the employment environment of the current talent market. From the perspective of social development, it puts forward reasonable suggestions from the aspects of talent evaluation, employment environment and public opinion orientation, so as to guide college students to make reasonable textual research.

### **2). School aspect**

Help the school to keep up with the pace of the times, reflect on the mismatch situation that the school's curriculum and social needs, establish relevant information platforms, cultivate students' practical ability, and promote the improvement of college students' own abilities.

### **3). Student aspect**

This paper analyzes the reasons of students' textual research, finds out the existing problems on the basis of detailed investigation and scientific analysis, and puts forward suggestions for students' rational textual research from different aspects, which will help guide students' rational textual research and improve their own development.

### **1.3 Methods and Objects**

#### **1.3.1 Research methods**

This study mainly used questionnaire survey methods, through consulting a large number of literature for investigation and research.

1). Literature research method: collect relevant research data about college students' certificate craze, summarize and analyze, understand the research status of related issues, and find out the merits and shortcomings of previous research results.

2). Questionnaire survey method: Conduct a questionnaire survey on students of Tianjin University of Technology and Education to understand their purpose of certificate craze and provide data support for the research of the subject.

#### **1.3.2 Research object and composition**

The content of this study is the “certificate craze“ behavior of college students. The questionnaire surveys from the students' basic situation, their views on the certificate craze, and the factors affecting the student's certificate craze. Facing to on the students of Tianjin University of Technology and Education issue the questionnaires in dormitory and recycling, at last obtains 100 valid questionnaires were collected, including 57 male students and 43 female students.

## **2 FINDINGS ANALYSIS ON THE PROBLEMS AND CAUSES OF COLLEGE STUDENTS' CERTIFICATE CRAZE**

### **2.1 Research Findings**

The research results show that “the utilitarianization of college students' certificate craze refers to the fact that the certificate craze of college students does not aim at conserving individual hobbies and interests, and improving the inner quality of individuals. However, in order to effectively obtain certificates, it is not hesitant to take test-orientated way and methods to participate in the certificate craze. led to some college students to appear to be completely utilitarian for their certificate-test” [2]. There are a lot of misunderstandings in the treatment of college students 'certificate craze, such as blindly following the trend and feeling that they must have been, etc., and the lack of norms in the society, the lack of smooth information and guidance in schools are also the important reasons for students' misunderstanding of certificate craze.

### **2.2 Research Problems**

#### **2.1.1 blindly following the trend**

As can be seen from the above chart, in the view of the current certificate craze, the students who think that the certificate craze is helpless following the trend of behavior account for 65% of the total proportion. As is known to all, in recent years, there has been a nationwide trend of certificate craze has made more and more students have joined the torrent of certificate craze. the Conformable Psychology is an obstacle that human beings can hardly overcome, which has

become the fuel of "certificate craze". This makes many students who have no goals and no specific plans to take examinations, finally, the effect will naturally not be very good.

Table2-1 Views on the current certificate craze

View	the Number of people	Proportion (%)
Comply with market development	22	22.0
helpless follow the trend of behavior	65	65.0
promote the cultivation of talents	13	13.0

### 2.1.2 unwillingness

Table 2-2 the Factors to consider for examinations

View	the Number of people	Proportion (%)
competition is fierce, increase job chips	37	37.0
promote the interest and ability	15	15.0
fall behind the ranks if not examination	48	48.0

A comprehensive the above table can be concluded that some students choose to certificate craze to prove that it is a helpless, unwillingness choice. Among the factors that consider the certificate test, 48% of the students believe that they are out of date without have certifications, almost accounting for nearly half of the total. In the face of a highly competitive employment situation, 37% of students choose to increase their employment chips. The employment pressure that affects the certificate test of college students also accounts for 64% of the employment pressure. Nowadays, many employers take whether the applicant holds the qualification certificate and how many qualifications certificate as a standard to measure the level of talents. It is also an important factor to consider the evidence to catch up with the trend and avoid falling behind. It can be seen that "unwillingness" tells the true heart of many students' certificate craze.

### 2.1.3 Wasting energy

According to the survey results in the following table, 51% of the students think that the certification test is not helpful for their ability improvement, 32% think it is helpful to them in general, and only 17% of the students feel very helpful. The comprehensive tables 2-3 and 2-4 show that the certification test is an activity that requires certain time and money. The

certificates obtained after paying attention has little effect on the improvement of one's ability and does not bring about the expected effect. This has to be said to be a waste of energy.

Table 2-3 The impact of certification test on capacity improvement

View	the Number of people	Proportion (%)
Very helpful	17	17.0
general	32	32.0
no helpful	51	51.0

## 2.2 The reason analysis

There are many reasons for the popularity of college student' certificate craze. "In 1999, the state council required the implementation of academic certificates and professional qualifications should be paid equal attention to in the whole society, which provided a strong policy guarantee for university students' certificate test; then, the market economy' s realistic ability for talents and Professional skills put forward higher requirements, especially after China' s successful entry into the WTO, the requirements for applied talents are more stringent after entering the international market environment. Moreover, the employment environment of college students is harsh, employment is difficult for college students, and employment pressure is high. The severe employment situation has filled a large number of college students with a sense of crisis. In order to find a relatively satisfactory job, college students will subjectively choose to take several popular certificates in the society and increase their employment weights" [3], and so on a number of reasons are the cause of current college students' certification test, but this article is the main analysis from the following three aspects.

### 2.2.1 Society Aspect

#### 1. The strict limits on employment

Nowadays, employers not only require candidates to be higher qualifications, but also to have many professional certificates. At the recruitment fairs we can easily find that most of the positions demand applicants to have a bachelor degree at least, and even more companies judge the applicants just by professional certificates and the number of certificates. In this case, college students can only get more certificates in order to increase their employment opportunities.

#### 2. Employment pressure and fierce competition

In recent years, with the rapid development of China's higher education, the number of university graduates has increased year by year. University education has become popular. Following the policy of the universities expansion, the graduation peak has already arrived. In the talents market, the employment pressure of college students is very high. As we all know there are many people competing in each position. In such a severe employment situation, in

order to increase employment opportunities, college students will choose to obtain popular professional certificates.

### **2.2.2 College Aspect**

#### 1). Mismatch between School Education and Market Demand

The important reason of causing the employment problems is the mismatch between the content and methods of university education and market demand. Due to the popularization of higher education and the marketization of college students' employment, the professional setting of colleges and universities has been seriously out of style and cannot keep up with the ever-changing market demand. There are also many colleges that only teach students knowledge and do not pay attention to the cultivation of students' hands-on ability. Some college students realize their own professional disadvantages and poor practical ability, so they choose to obtain certificates to make up for it.

#### 2). Disregard of employment guidance

There are generally “employment guidance centers” department or something like that in Chinese universities. Its main functions are to provide employment information and organize job fairs for graduates, but it does not pay great importance to employment counseling in other grades.

Some colleges and universities offer courses, for instance, career planning lectures, but they cannot be matched with market needs in specific course content and guidance methods, and cannot play the role of the curriculum. The trend of some college students blindly following going in for certificates and their lack specific goals is related to the problems mentioned.

### **2.2.3 Student Aspect**

#### 1). Deviation in career choice

As we all know, employment is an important life turn for college graduates. So choosing correct attitude towards career is crucial for college students to find a satisfactory job, and even to achieve professional dreams. Some college students have misunderstandings in the career choice, which results in blind research, waste of energy and other consequences. For example, some graduates pay too much attention to material interests when looking for work, do not go non-developed areas, refuse fewer high wages jobs; or they want to be stable, only choose government agencies, schools, state-owned enterprises, etc. These concepts are not good for college students to find the right job, but also to limit their own development.

#### 2). Insufficient employ ability

“The employ ability of college students is an objective reflection of the overall quality of college students and an embodiment of one's knowledge and ability. However, with the increasing intensity of employment competition in recent years, the employment capacity of college students is not enough to meet the current severe employment situation. College students pay attention to the study of knowledge in school, but neglect the cultivation of practical hands-on ability, and most employers require candidates to have practical experience.

Under this circumstance, college students can only choose to obtain a vocational qualification certificate to prove that they have the corresponding ability”[4].

### **3 ADVICE SUGGESTIONS FOR GUIDING COLLEGE STUDENTS TO MAKE REASONABLE RESEARCH**

As mentioned above, there are many reasons for the problems in the research of college students. And to guide the reasonable research of college students requires the joint efforts of all parties. The author will make suggestions from three aspects: society, colleges and students.

#### **3.1 Social level**

##### **1). To Improve Certificate Setting and Strengthen Management**

Relevant government functional departments should fully understand the market demand, that is, realize what kind of professional and technical talents the market needs, strengthen the research and development of relevant certificates, and timely eliminate the qualification certificates that have not adapted to social development and market demand. Government should strengthen management and strictly implement the relevant examination system, which does not only need to examine theoretical knowledge, but also pay attention to the detection of corresponding practical hands-on ability. So, our society can pick out truly qualified talents.

##### **2). To Transform employment standards and promote employment**

The employer must change the idea of the certificates and see the actual ability of the job seeker through the certificate. The actual ability is not clear in a short time, and it takes a certain amount of time. It is necessary to look at college graduates with a comprehensive and developmental perspective. The plasticity of college students is very strong. Employers can cultivate the graduates according to their own needs, which is more conducive to the win-win situation of employers and candidates in the long run.

#### **3.2 University level**

##### **1). Subject setting and teaching methods related to market needs**

University and college should deepen the teaching reform, relying on market demand to adjust the professional structure and discipline setting, and pay attention to the market requirements for the quality of college graduates. In teaching, teachers should help students to establish a systematic knowledge structure, focusing on cultivating students' practical ability to meet the needs of social development and college students' ability to enhance their employment.

##### **2). To Strengthen employment counseling for college students**

“Colleges and universities should establish specialized employment counseling departments to help college students establish career planning that suits their actual characteristics. It is also necessary to pay attention to the problems of students purposeless sitting tests for certificates, it is the one of the most important contents of the lectures how to help college students to reasonably verify, establish an information platform for research, provide timely relevant frontier information, and smooth the connection between the job market and the school”[5].

### **3.3 Students Level**

1). Reasonable analysis of its own conditions, rational choice

For students to take tests for certificates, the most important thing is to clarify the purpose of what they do. If you want to strengthen your own strength and increase your employment opportunities, you must obtain a certificate related to your major and work, and arrange your study time without affecting professional study. You should also consider your own actual situation, not blindly follow the trend, and not be greedy and fickleness.

2). Focus on exercising your practical ability

For college graduates to find a satisfactory job the most important thing is whether they can have the corresponding practical work ability. Therefore, college students pay attention to the exercise of their own hands-on ability, participate in social practice on the premise of learning professional knowledge, and accumulate experience in practice, so that they can "move the brain and develop in an all-round way."

## **4 CONCLUSION**

The continuous development of modern society puts higher demands on the quality of talents. It is necessary for college students to have certain certificates, but they must treat certificates rationally from their own conditions. Students should have a clear career plan combined with your own professional study, purposefully complete the relevant exams, and obtain a certificate of competency, thus adding a strong bargaining chip for ideal employment.

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