

A Summary of Researches on the Construction of Online Employment Platforms in Colleges and Universities under the Background of "Three Micros and One End"

Zhengzheng Chen

Sichuan University of Arts and Science, Admission and Employment Office, Sichuan Dazhou, 635000, China

Abstract

Facing the increasingly severe employment situation, colleges and universities must explore and innovate the employment guidance work model for undergraduates, make use of the emerging "three micro and one end", do a good job in undergraduate employment guidance, change work concepts, cultivate keen data literacy, and learn to mine student data. The relationship between them, push personalized employment information services for graduates, improve the matching degree between college students' resumes and employer employment information, and ensure the pertinence and effectiveness of graduates' job hunting. Allow college students to obtain valuable employment information from the vast network of information and achieve their job dreams.

Keywords

Three-micro and one-end; new media platform; college employment.

1. INTRODUCTION

In recent years, as the world economy has entered a cyclical adjustment and China's economic development has entered the "new normal", the ability of market economies to absorb labor has begun to decline, resulting in an increasingly severe employment situation for college graduates. Especially after the outbreak of the new crown epidemic this year, the employment problem of college graduates has been raised to an unprecedented height. Therefore, in this context, all colleges and universities are making great efforts and painstaking efforts to grasp the employment of college graduates, especially many colleges and universities through WeChat, Weibo, micro-video and client-side "three micro-end". The new media platform used to innovate the ways and methods of school employment work, and many typical practices and results have emerged, and great achievements have been made, effectively increasing the employment rate of college graduates. Therefore, the academic circles are now gradually turning their attention to the impact of the "three-micro-one end" new media platform on university employment and the innovative practices of related universities, and a series of research results have also been achieved.

2. OPERATION AND MAINTENANCE OF THE "THREE-MICRO-ONE END" EMPLOYMENT PLATFORM IN UNIVERSITIES

Tang Rufeng used the WeChat official account of college students as the research object, combined with the research methods of case analysis and content analysis, summarized the communication and marketing characteristics of the WeChat official account in the job hunting of college students, and analyzed its advantages and disadvantages in providing job hunting

information services for college students. Put forward operational suggestions to provide reference for WeChat official account operators to improve and perfect WeChat marketing methods and information services [1].

Luan Leilei started from the construction of the university employment WeChat official account menu, push articles and related data in the first-class universities in the country, designed a crawler program based on the Python language, obtained 33 university employment WeChat official account tweets data as sample data, and used OriginLab drawing and SPSS Analyze the data and combine the WeChat Communication Index (WCI) to analyze the characteristics of first-class universities to build college employment WeChat official accounts, and point out that the operation strategy of the employment WeChat official account needs to do the following: First, combine the communication index to increase the push Quality; the second is to provide dialogue services based on the needs of students; the third is to enrich the form of push and grasp the rules of push; the fourth is to integrate multiple media to improve the communication effect; the fifth is to enrich the menu management and provide diverse services [2].

3. THE STRUCTURE DESIGN OF THE EMPLOYMENT PLATFORM OF "THREE MICRO AND ONE END" IN UNIVERSITIES

Liu Shanshan made an analysis and research on the structural design of the employment information sharing platform for college graduates, and proposed that the design structure of the WeChat employment information public account of undergraduate colleges should follow the following principles: First, the principle of streamlining. Each knowledge point of the platform is as short as possible, and the theme is prominent, and the reading time of each post is controlled within 4 minutes. It is easier to ensure the concentration of students' attention, and at the same time, in order to save traffic, some videos, photos, and audios are compressed. The second is the principle of interaction. The platform can achieve a benign interaction between students, between students and employment units, between students and employment guidance teachers, and achieve the function of transmitting and exchanging employment information. The third is the safety principle. Platform users are college teachers and students and employment units introduced by the employment department of colleges and universities. Real-name registration is required. The platform's functions include facilitating the circulation of electronic and paper-based materials for postgraduate entrance examinations and employment, ensuring the security of transactions [3].

Based on this, the design model of the three modules of the employment information sharing platform for college graduates is proposed. The first is the "postgraduate entrance examination assistant" menu, which consists of ①application classification, ②resource library, ③postgraduate entrance schedule, ④summer camp, ⑤search for fellows Module. The second is the "Employment Navigation" menu, which consists of modules such as ① College Double Election Meeting, ② Career Recruitment, ③ Innovation and Entrepreneurship, ④ Test Resources, ⑤ Enterprise Recruitment. Third, "Contact Us" includes ① query tools, ② postgraduate entrance examination questions and answers, ③ employment questions and answers, ④ fellowships, etc., so that more college students can obtain enough employment information and realize the sharing of similar employment and entrepreneurship information.

Hu Xiaoyin put forward different opinions on the functional design of the WeChat public platform module. He believes that the functional design of the WeChat public platform module should include the following module designs: One is the employment policy module. The employment policy module mainly provides students with relevant national employment policies, including questions about the employment and entrepreneurship policy of college graduates, three branches and one support, special post teachers, western planning, and

enlistment. The second is the recruitment information module. The recruitment information module is mainly used for employment information release and employment guidance. For example, the arrangement of job fairs, the arrangement of civil servants' registration guidance lectures, the arrangement of interview skills lectures, etc. The third is the employment service module. The employment service module mainly provides students with services such as graduation and leaving school, and psychological consultation for job hunting, including registration card reassignment, file inquiry, psychological consultation, etc.

4. PROBLEMS EXISTING IN THE EMPLOYMENT PLATFORM OF "THREE MICRO AND ONE END" IN UNIVERSITIES

Li Ju believes that the construction of existing online employment platforms in universities has the following problems: First, it ignores the matching degree of positions and individual needs of students, and the work efficiency is not high. The second is to ignore the differences of individual students, and the specificity is not strong. The third is the lack of communication with students and their parents. Sun Zhen believes that in the employment and entrepreneurship guidance of the WeChat official account, there are problems such as insufficient application effects of the official account platform and uneven quality of the pushed content.

5. MEASURES FOR THE CONSTRUCTION OF "THREE MICRO AND ONE END" EMPLOYMENT PLATFORM IN UNIVERSITIES

In order to solve the problem of "suspension" existing in online employment platforms of colleges and universities, and divorced from the needs of students, Li Ju proposed that the construction of online employment platforms in colleges and universities should meet three principles: (1) Establish "respect for the subjectivity of students and meet diverse needs" The core service concept. The first is to refine the classification of employment skills guidance content such as job search concepts, resumes, etiquette, written examinations, and interviews; the second is to refine the classification of employment information such as the diverse needs of employers; the third is to classify according to professional characteristics, student source categories, job-seeking willingness, and ability The characteristics, personality characteristics and other factors classify the college students group by layer. (2) Build a "four-in-one" information interactive sharing platform. The platform consists of four parts: students and schools, students and employers, schools and parents, schools and employers. According to the different target groups faced by each part, different platform contents are set up. For example, the interaction platform between students and the school focuses on faculty and departments, and the interaction platform between students and employers focuses on interests, skills, and needs. The school and parents The focus is on regional employment as an interactive platform, and schools and employers focus on talent types as an interactive platform. (3) Strengthen the construction of employment team. First, strengthen the overall management team building. Second, strengthen the construction of employment counselors. Third, strengthen the construction of information processing staff. Finally, it is to strengthen the team building of employers [4].

Sun Zhen pointed out that using WeChat public account to promote entrepreneurship and employment guidance for college students must first be based on the actual needs of students and provide personalized services; second, focus on publicity work and increase the overall number of users; third, improve content Measures to strengthen the practicability of information content.

Yin Guanghua believes that to use the WeChat public platform to improve the quality of employment guidance for college students, except for the establishment of a dedicated management mechanism to manage and maintain the operation of the WeChat official account,

and the information pushed must meet the needs of students. It is also necessary to focus on employment guidance activities mainly to cultivate students' employability and increase employment awareness, thereby increasing the employment rate.

Li Yan believes that facing the severe employment situation of college graduates, college employment should use the current booming micro-media to innovate college employment guidance. One is to establish a graduate employment management network platform based on the WeChat official account. On the WeChat public platform, students can implement mobile autonomous services such as employment information query, resume push, video interview invitation, etc.; secondly, establish a job group for college graduates' employment guidance, using WeChat groups, QQ groups, campus BBS discussion areas and other tools to build A platform for graduate communication. On this platform, students can also timely understand the school's push for graduates such as thesis defense, graduation exams, employment interviews and other information, and managers can also keep abreast of the students' thought dynamics. The second is to flatten graduate employment management through the "Internet +" platform. Through the establishment of the "Internet +" platform, the seamless connection between the school management agencies and the employment platform is realized, so that the employment guidance managers can penetrate the front line of student management through the network, and through the real-time feedback of network information, they can timely understand and grasp the employment dynamics of students . The third is to cultivate a professional work team. Employment workers in colleges and universities must be able to fully understand and master the characteristics of information dissemination in the micro-media era, open corresponding WeChat and Weibo employment platforms, and push information should focus on reflecting the characteristics of the school and the effectiveness of employment information, and avoid homogeneity Information and chicken soup article push.

6. THOUGHTS AND PROSPECTS ON THE CONSTRUCTION OF ONLINE EMPLOYMENT PLATFORMS IN UNIVERSITIES

6.1. Progress Made in Research on the Construction of Online Employment Platforms in Universities

On the one hand, more and more scholars have noticed the importance of online employment platforms for colleges and universities in the context of the rapid development of the "three micros and one end", and they are concerned about all aspects of the construction of online employment platforms for colleges and universities, including the status quo of operation and maintenance, and architecture design. Research on existing problems, etc., and put forward many constructive opinions on this basis. On the other hand, the research method has made great progress. In addition to qualitative analysis, many scholars have used data capture software to mine the data riches of online employment platforms in universities, and conducted in-depth research on the construction and effectiveness of online employment platforms in universities through quantitative analysis tools and methods.

6.2. Problems in the Research of Online Employment Platform Construction in Colleges and Universities

One is that most of them are only limited to the research on the operation mode of WeChat official accounts, failing to integrate micro-media resources such as Weibo, micro-video, and clients. In the current situation of the emergence of "short video" and the prevalence of "weibo hot search", The ability to give full play to the dissemination role of "micro media" is not conducive to the employment guidance of colleges and universities. The second is that most of the current research studies solely on the construction of college employment guidance platforms, and lack of research on the content of employment information push. Third, few

scholars have conducted investigations on the actual results of college graduates using online employment platforms to find employment and job hunting, and there is a lack of user surveys.

6.3. Prospects of Research on the Construction of Online Employment Platform in Colleges and Universities

To make full use of the "three micros and one end" to do a good job of employment guidance for college graduates, first, it is necessary to fully tap the resources of "micro media" and use multiple channels and platforms to coordinate employment guidance. Second, a professional employment guidance team needs to do a good job in the construction and maintenance of each platform. The platform construction needs to fully consider the actual situation of the students' majors in the school, and it needs to combine the needs of students to conduct dialogue services and suggest an employment guidance feedback mechanism. The third is the need to improve the quality of the "content" and increase the credibility and influence of the employment WeChat official account. Only in this way, graduates can easily access employment and entrepreneurship guidance information using a full range of online channels, and subtly accept them in their daily habits, and they can also play a guiding role when they are facing a job search, so that they can find the right one for them. To become an active member of social construction and create more value for society.

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