

Analysis of Career Development Guidance for College Students Based on Big Data

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Abstract: With the continuous development of Internet technology, it has a certain impact on the development of various industries. Big data is an inevitable result of the development of Internet technology. Big data is related to changes in data processing models, not data growth. Most information is classified and screened using Internet technology. As a place for university talent training, big data also plays a very important role in developing career guidance for college students. At present, the overall employment situation of domestic college students is not optimistic, especially due to the lack of judgment on the market, talents and the job market have not been fully matched, and the emergence of big data can allow college employment guidance departments to pass the theory of big data To accurately match the career guidance of college students and help college students understand the current talent market situation, so as to bring new development to the career guidance work of college students. This article mainly studies the analysis of career development guidance for college students based on big data. Data collection of Chinese universities, in recent years, we can see that the total enrollment rate of college students has reached 38.33 million, with a total enrollment rate of 48.1%. There were 2,633 colleges and universities in China (including 265 independent universities), an increase of 32% and 1.22% over the previous year.

1. Introduction

Big data mainly depends on the development and innovation of massive data and related technologies in data [1]. One of the world's leading consulting companies in the earliest "big data" era: "Today, information has penetrated into various industries and business function areas, and has constituted an important production factor [2]. The extraction and application of massive data represents productivity the new trend of improvement and the arrival of consumer surplus. "A significant feature of the era of big data is massive data [3]. A large amount of data shows" a day on the Internet ", and all data made up of the Internet within a day can be downloaded To 165 million DVDs; 294.1 billion emails sent (equivalent to two years of paper mail in the United States); 2.01 million communities sent (equivalent to 775 texts in Time Magazine); 37.5 sold Ten thousand mobile phones, 371,000 more than the number of babies born every day [4-5]. Since 2012, the amount of data has changed from TB (1024GB = 1TB) to PB (1024TB = 1PB), EB (1024PB = 1EB) and even ZB (1024EB = 1ZB). According to data from International Information Corporation (IDC), the amount of data generated globally in 2008 was 0.47ZB, in 2009 it was 0.6ZB, and in 2010 it was 1.3ZB. Everyone in the world will generate more than 205GB of data [7-8]. By 2012, the amount of data for all human publications was 205PB, and all the sayings in human history were 5EB. According to IBM research, 95% of human civilization data has appeared in the past two years [9]. By 2020, the amount of data generated globally will reach 45 times today. Large data types include video and audio information, image data, location data, web log data, and more. Complex data put forward higher requirements for data processing capabilities [10].At present, the overall employment situation of domestic college students is not optimistic, especially due to the lack of judgment on the market, talents and the job market have not been fully matched, and the emergence of big data can allow college employment guidance departments to pass the theory of big data To

accurately match the career guidance of college students, to help college students understand the current talent market situation, and to bring new development to the career guidance of college students.

This article combines the staged characteristics of social development, and analyzes and summarizes the current research status of university students at home and abroad. The research topic is positioned as the reform and development of university students in the era of big data. The main purpose is to consider the survival of university students in the context of the era of big data. State and development trend, in the context of social change, through the re-examination of college student functions and the accurate positioning of professional roles, explore the reform and reorganization of college student constituent elements to provide dynamic support and long-term protection for the sustainable development of college students [11].

2. Method

2.1 When Using Data Pay Attention to Integrating Existing Ideological and Political Education Methods

In the course of human history, the level of society and science and technology has generally shown a progressive trend, showing a spiraling upward trend. During this period, the methods of human understanding of the world and transforming the world have also been innovating to adapt to changing social and natural environments. In the era of big data, it is necessary to explore the methods of applying data in the field of ideological and political education, which means inheriting the existing methods of ideological and political education and further innovating.

In applying data in the field of ideological and political education, we must pay attention to integrating into the existing ideological and political education methods, because the existing education methods are the essence left by the test of practice, have strong practicality and persuasion, and can produce good ideological and political education. effect. For example, persuasion education law, typical education law, entertainment education law, trial training law, self-education law, psychological counseling law, conflict mitigation law, etc. These ideological and political education methods have proven their value in our long-term practice, and they are scientific and consistent with the laws of ideological and political education. Even in the era of big data and the prevailing trend of data technology, to do a good job of ideological and political education, we cannot abandon these existing excellent methods. It is unrealistic to rely solely on data technology to "start another stove". On the basis of combining with existing excellent methods, relying on big data on the one hand to promote the modern data transformation of outstanding ideological and political education methods, and on the other hand to innovate with big data technologies A new approach based on ideological and political education.

2.2 Use Ideological and Political Education Methods When Using Data

First, when using data in the field of ideological and political education, we need to adhere to the principle of combining science and direction. Scientificity refers to the use of data to adhere to the objective regularity of ideological and political education and follow the regularity of people's ideological activities. Respect for regularity is a scientific premise. Using data, analyzing data, and digging out the potential value of data without the law is like an air tower. Since it is scientific, it is impossible to find a method that can effectively carry out ideological and political education.

Second, we must adhere to the principle of combining theory with practice. In the era of big data, ideological and political education has entered a new realm of using data. It is necessary to master not only the theoretical results of ideological and political education, but also to actively strive to master the relevant theoretical knowledge about big data technology and combine the two organically. The theory of ideological and political education and the theory related to big data are mutually enriching and mutually promote the direction of development.

Third, the combination of solving ideological problems and solving problems. Ideological and political education has always been concerned about solving people's ideological problems and practical problems. Big data technology should not be the "dragon-slaying technique", both of

which are "close people" who are really close to the reality of people's lives.

2.3 The Use of Data can Improve Specific Methods of Ideological and Political Education

The first is the use of data to improve the relevance of existing ideological and political education methods. The ideological and political educator's dream has always been to better understand the specific characteristics of the education object and the actual ideological status. Traditionally, the ideological status of the educated people has been understood through interviews, questionnaires, and practical experiences.

The second is the use of data to improve the comprehensiveness of ideological and political education methods. Due to the diversity of people's ideological behavior and the complexity of the social situation and environment, ideological and political education cannot achieve good results with a single method.

The third is the use of data to try to create new methods of ideological and political education. The constant creation of new methods of ideological and political education that adapt to the trend of the times and meet the ideological state of people is an inherent requirement for ideological and political education to develop in the process of progress and forge ahead in reform.

3. Experiment

3.1. Information Collection Experiment

Collect student information. Data are collected from the first year of student enrollment. First, ask your students about your personal interests. You must be logged in to enter your personal information and more. Academic affairs, student and university employment departments share key information and information for students, and students can add or change information related to the online platform during future maintenance. Managers can delegate management power to secondary schools by reducing labor costs and improving the accuracy of student data sources. First you can add a valid mobile phone number for the whole school graduate to the system. After the school employment office has collected the mobile phone numbers of all employed students, it will be entered into the user database of the system. The mobile phone numbers of these students will be used as the user identity for logging in to the website and mobile website. All kinds of information in the platform can be released to all graduates through the SMS platform, so that students can receive the information in a timely manner and have feedback, and students can adjust their employment resumes in a timely manner based on the employment information received. The second is to collect various employment information of enterprises and related websites. Units with recruitment requirements can first register on the platform. The school employment department reviews the enterprise qualifications based on the relevant information uploaded by the enterprise. After passing the school review, the unit can upload recruitment information through the platform and apply for campus special job fairs. The company has a unique platform account that can update recruitment information in a timely manner and publish it externally through this platform. After the administrator conducts the online review, the information that has passed the review will be sent directly to the graduate's mobile phone in the form of a short message. The graduate can also check the relevant information through the school website or mobile phone.

3.2 Establish a Career Analysis Model Experiment

Collecting job news through big data, analyzing employment data in related industries, establishing career analysis models for college students, helping to predict employment needs of college students, and assisting college students to enter the job market. Some college students with employment problems received specific employment guidance and targeted employment plans, and some college students were warned and corrected for improper employment. Wrong employment behavior. Provide relevant early warnings for college students' misconduct in employment, and help them correct wrong employment behaviors. At the same time, college career guidance staff should also integrate data on employment platforms, analyze and feed back this data, and help schools optimize related employment. Data, help schools adjust professional admissions plans, improve

education and teaching, and provide relevant technical support for the establishment of characteristic colleges and universities and specialized majors. The introduction of big data also helps colleges and universities provide relevant data support in the recruitment of employers and the job search of college students, making it easy for colleges and universities to find some problems and dilemmas in the employment of college students, which can help college students to be more precise Targeted employment services help colleges and universities to carry out related educational management reforms and innovations, improve the quality of employment of college students, serve students, and serve the society.

4. Discuss

4.1 Experimental Results and Analysis

Through experiments we can find that in recent years, the total education of college students has reached 38.33 million, and the overall admission rate of higher education is 48.1%. There were 2633 colleges and universities in China (including 265 independent universities), an increase of 33% and 1.33% over the previous year. Among them, there were 1,248 high schools, an increase of 2 over the previous year; 1,418 institutions of higher vocational (primary schools), an increase of 33% over the previous year. There are 288 adult colleges and universities, 8 fewer than the previous year; 815 graduate training institutions, including 580 institutions of higher learning and 235 research institutions. The average size of colleges and universities is 10,605, of which 1,4896 are high schools and 6,837 are vocational colleges. As shown in Table 1 and Figure 1.

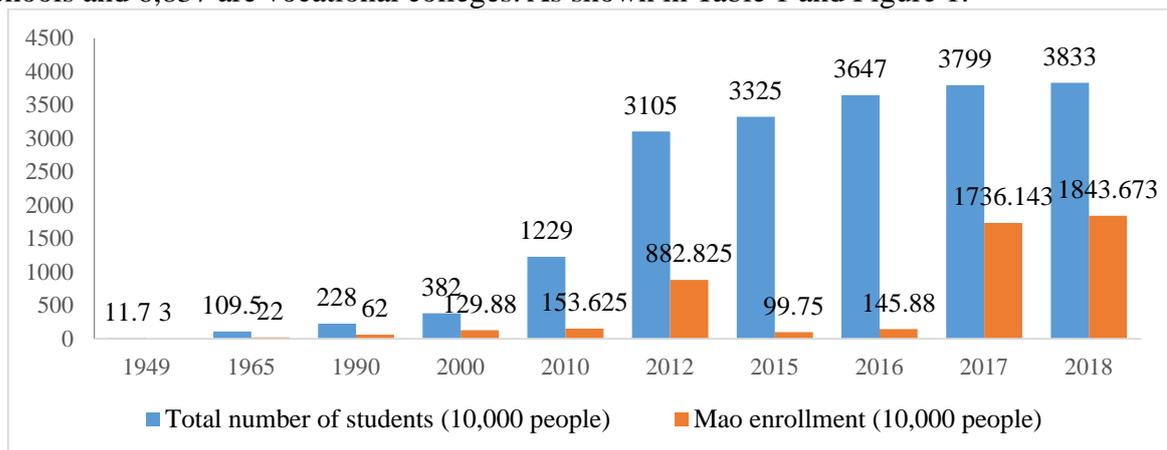


Figure 1. University scale and gross enrollment

Table 1. Student situation

	Graduates (person)	Enrollment (person)	Number of students (person)
Bachelor degree	7533087	7909931	28310348
Undergraduate	3868358	4221590	16973343
Specialist	3664729	3688341	11337005

4.2 Improving Measures for College Students' Employment Guidance in the Era of Big Data

4.2.1 Constructing a new employment guidance model

An important feature of the era of big data is the enhancement of personal value. Therefore, in the new era, universities need to establish a guidance system that reflects the personal value of students in the process of actively improving recruitment to effectively attract students and encourage them to accept. Employment management. Create a new employment management system and set up centers as independent students in business processes. First of all, the relevant factors such as the employment psychology and needs of students should be counted and recorded, and the needs of different professionals in the market should be comprehensively analyzed.

4.2.2 Strengthen the application of data mining and analysis technology

In the new era, Chinese college students must be able to lay the foundation for students' self-development in the management of their own employment process, in order to provide students with targeted education and leadership skills, and help them gradually pursue academic careers. Career planning and progressive achievement of goals through experience and value. At the same time, relevant departments of colleges and universities should pay close attention to the use of high technology, make full use of the Internet to record and absorb personal data of students, and actively understand relevant information in the labor market. Integrate content into students' mobile terminals using a data system that integrates students' identities and promotes employment management services to reflect specific systems and guides them with appropriate employment management services.

4.2.3 Establish an employment management service activity evaluation system

In the new era, Colleges and universities are actively improving the quality and intensity of college student employment management. A new goal must be set, that is, an employment management service activity evaluation system should be established. The application of this system can not only respond to the spread of personal value in the era of big data, but also improve college students' University leadership qualities.

5. Conclusion

The arrival of big data is unhindered, while continuing to grow at a faster rate. In the environment of the current era of big data, college students face more difficulties and challenges in the process of employment. To this end, under the new environment, colleges and universities should provide students with employment guidance, change traditional employment management models and concepts, and apply In the process of different methods and content affecting the psychology of college students, the advantages of big data are actively used. Gradually shape the right mindset about life and employment, enabling college students to choose active careers and conduct business to provide personal services. The number of college graduates is increasing year by year, and the pressure on students' employment is also increasing. The potential force of college employment data is fully utilized to make employment guidance work more efficient, more accurate, more personalized, and more targeted to serve students the era of big data mentioned: "The true value of data is like an iceberg floating in the ocean. At first glance, you can only see the tip of the iceberg, and most of it is hidden below the surface." In this big data explosion in this era, how to correctly use data, analyze data, and master data, anyone can master the future direction. The core value of big data is to predict the future, analyze and predict changes in the job market and employment prospects of various disciplines, which can help colleges and universities Optimize the allocation of teaching resources to enable students to obtain more comprehensive employment knowledge and improve their employability.

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