

Research on the Influence of Internet on College Students' Employment Decision in the Era of Digital Economy

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ABSTRACT

In the era of digital economy, the role of the Internet in the college students' employment decision is a double-edged sword, which can expand the channels of information acquisition, provide broad choices for college students' employment decision, broaden the ways of skill improvement and display, enhance college students' self-confidence, and promote the formation of college students' independent consciousness of career planning. However, it is easy to make college students difficult to make firm employment decisions when making career choices due to the information overload.

KEYWORDS

digital economy era; the Internet; employment decision; channels; comprehensive quality

1 In the Era of Digital Economy, the Positive Impact of Internet on College Students' Employment Decision

1.1 Expand the Access to Information and Improve the Selectivity of College Students' Employment Decision

In the era of digital economy, the Internet can expand the channels for college students to obtain company information, industry development prospects, salary treatment and other information, which can bring significant positive impact on college students to make correct employment decisions. In the past, there were relatively few ways for college students to obtain enterprise-related information, most of which were campus recruitment, and recommendations by relatives and friends. In the era of digital economy, the Internet provides college students with a variety of channels to obtain information, such as various recruitment websites and social media. Through these channels, college students can obtain timely and massive job information and industry trends. In this way, college students can make the employment decision that is most suitable for them and more in line with their own development needs according to their personal interests and abilities^[1].

1.2 Broaden the Way of Skill Promotion and Display, and Enhance the Self-confidence of College Students

In the age of digital economy, with the support of the Internet, college students can continuously improve their professional skills, and at the same time, the ways to show themselves are becoming more and more diverse. Specifically, college students can learn programming, data analysis, marketing and other professional knowledge through various online education platforms on the Internet. At the same time, in the learning process, they can understand the cutting-edge industry

trends and development, as well as valuable career advice, through participating in online lectures and connecting with experts. In addition, college students can also show their skills on the Internet and gain recognition from more people, so that while enhancing their self-confidence, they can be seen by relevant enterprises and further enhance their industry competitiveness [2].

1.3 Promote the Formation of College Students' Independent Consciousness of Career Planning

In the era of digital economy, the rapid development and wide application of the Internet make college students gradually form a consciousness of career planning. Specifically, when surfing the Internet, college students can see the employment situation, salary level and industry development trends of all walks of life, which will help them choose a suitable career according to their own personalities and professional qualities. Moreover, through the interaction with industry professionals on the Internet social platforms, students can obtain relatively professional and valuable career advice, which can provide strong support for the formation of their independent consciousness of career planning.

2 In the Era of Digital Economy, Problems Existing in College Students' Employment Decision with the Help of the Internet

2.1 Diverse Platforms, and Incomplete Data Acquisition

In the era of digital economy, with the continuous increase in quantity, recruitment platforms are gradually showing diversified characteristics. The diversity of recruitment platforms means that college students have to face a large number of scattered and asymmetric information when making employment decisions. The reason for this situation is that the information interoperability among various recruitment platforms is poor. Therefore, in order to obtain valuable job information as much as possible, college students need to browse multiple recruitment platforms, which greatly increases the decision-making cost of college students. Moreover, the recruitment information displayed by some recruitment platforms is not completely true. It means that the recruitment information is inaccurate or lagging, the information is not updated in time, the advantages of the position are over-exaggerated, and the specific requirements of the job are vague. Inexperienced college students can be confused about a huge amount of fragmented information, and find it difficult to determine which information is reliable and which is false when making employment decisions. Therefore, college students need to invest a lot of time and energy to sort out and analyze the information, which will further lead to decision-making paralysis of college students. And college students will be trapped in endless comparison and analysis when weighing various information, and find it difficult to make a decisive choice^[3]. In short, if college students browse only one recruitment platform, they will reduce the trouble of repeated comparison and tangle among multiple platforms, but they will not obtain complete recruitment information data. It is not conducive to college students to make correct employment decisions.

2.2 The complex online public opinion environment affects the mentality of college students' employment decision

In the era of information explosion, the mentality of college students' employment decision-making is easily affected by the network public opinion environment. The information in the public opinion environment does not represent the views of all people, but as a manifestation of group

consciousness, it often has implications for the mentality of college students in employment decision-making. Specifically, when seeing a certain industry that is more popular on the Internet, college students may blindly recognize its value, constantly weaken their autonomy, ignore their own interests, abilities and the actual situation of the industry, and make wrong career choices that are not based on their own analysis and judgment. In addition, the evaluation of certain industries on the Internet often shows a trend of extreme, which is easy to mislead college students, and thus affects their employment decisions^[4]. In addition, the employment information shared by individual bloggers on the Internet can also affect the mentality of college students when making employment decisions. Internet public opinion is often highly contagious and influential. Although the employment information shared by bloggers may be an individual case, it will still cause college students to have overly optimistic or pessimistic expectations when making employment decisions. In this way, college students may have panic and anxiety about the job market, and then feel helpless about their future employment prospects, so that they cannot make accurate employment decisions.

2.3 Information overload leads college students to make hasty employment decisions

College students need to face thousands of recruitment information in multiple recruitment software when making employment decisions. Therefore, they must spend a lot of time and energy on screening, comparison and analysis of the information. As the decision-making process continues to prolong, college students may gradually lose patience and even become bored, and eventually make hasty decisions. For example, after looking up a lot of recruitment information, college students find that different positions have advantages and disadvantages. After constant comparison, they fall into a state of “choice paralysis”, and then randomly choose a position that looks “good” without in-depth thinking, so as to avoid being trapped in endless screening, comparison and analysis again. In addition, college students are not capable of assessing the reliability and quality of information due to the lack of effective information screening and processing ability in the face of massive information, which greatly increases the possibility of college students making hasty employment decisions.

3 In the Era of Digital Economy, Measures to Enhance the Positive Impact of the Internet on College Students’ Employment Decision

3.1 Expand Students’ Knowledge and Improve Their Ability to Search and Discriminate Information

Nowadays, when college students use the Internet to search for job and position information, they are faced with the problems of massive information resources and false information. In this context, if college students want to give full play to the positive influence of the Internet on their employment decision, they need to make full use of Internet resources and constantly improve their ability of information search and identification. In this regard, colleges can set up relevant courses to enable students to master some basic skills of searching and identifying online recruitment information under the guidance of systematic courses, so as to improve the ability to evaluate the reliability of recruitment information. At the same time, colleges can also provide employment guidance courses and career planning courses to students to help them accurately understand the professional terms and requirements in the recruitment information, so as to minimize the employment decision-making errors caused by misunderstanding of information. In the way, the purpose of improving the accuracy and efficiency of college students’ employment decision-

making can be achieved^[5]. In addition, college students themselves should also take active measures to improve their ability of information search and identification, and expand their scope of knowledge. It is a good way to practice constantly and get familiar with various search engines and recruitment software.

3.2 Improve Students' Comprehensive Quality and Eliminate Inferiority and Fear

In the era of digital economy, when college students use the Internet to make employment decisions, they often suffer from inferiority and fear due to wrong self-cognition, which will have a negative impact on their employment decisions. There are some talents with outstanding ability on the Internet. When college students browse the stories and achievements of these successful people, they often feel shocked and admired for their outstanding achievements and extraordinary ability, but at the same time, they may develop a feel of inferiority. Specifically, college students will involuntarily compare themselves with these people, and after realizing the gap between students and them, they will have doubts about their own abilities and qualities, and then gradually see themselves. In this regard, college students must enhance their sense of self-efficacy by constantly improving their comprehensive quality.

For example, college students can listen carefully to teachers' content about career planning education and future development prospects of various industries in class, and use spare time to learn some necessary skills. With the continuous improvement of college students' comprehensive literacy, their inferiority and fear will gradually disappear, and they will be more calm when making employment decisions in the future.

3.3 Provide Professional Guidance and Consultation to Students

In the era of digital economy, if college students want to make full use of the advantages of the Internet to make correct employment decisions, they must obtain professional guidance and consultation, so as to maximize their correct cognition of related industries. To this end, college students need to actively consult and learn first-hand information about the recruitment requirements of different professions. In addition, it is necessary for college students to obtain professional knowledge by participating in relevant training in educational institutions, so as to help them make better choices when making employment decisions.

4 Conclusion

In the era of digital economy, college students are faced with unprecedented challenges and opportunities in the process of making employment decisions. In order to give full play to the advantages of the Internet, college students should not only expand their knowledge, but also improve their ability of information search and identification. It is also necessary to improve college students' comprehensive literacy, and eliminate their inferiority and fear, so that they can be calm and confident when making employment decisions. In addition, professional guidance and counseling should be provided to college students to help them obtain comprehensive career information.

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