Research on College Graduation Employment Predictionbased on Big Data Analysis Technology

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Abstract: Big data technology has been widely used with the development and progress of China's economy and society. It can make accurate prediction of specific research problems by summarizing certain laws of data change. For a long time, the graduation and employment of college students always in the graduation season every year. Especially after China experienced the COVID-19 epidemic, college graduates face a more severe employment situation, which poses serious challenges to the stability of employment, reflecting the contradictions of social structure transformation such as "difficult recruitment" and "difficult employment". Therefore, it is of great significance to use big data technology to accurately guide and predict the employment of university graduation. This paper starts with the current situation of college graduation employment, first discusses the basic application significance of big data technology in college graduation employment, and then deeply analyzes the application difficulties and challenges of big data analysis technology for the employment prediction of college graduation, and then puts forward targeted application countermeasures.

Keywords: Big data analysis Technology;Graduation and Employment;Big data Prediction

In essence, the concept of big data analysis technology itself is diversified, and the more mainstream definition method mainly starts from the volume of data. In this aspect, big data analysis technology refers to the type of information technology that organizes, analyzes and updates data according to traditional data software tools of specific fields and specific scale. Nowadays, China's society has successfully entered a new era of science and technology, which needs to closely rely on big data technology to achieve its development goals. The impact on the society is sustained and far-reaching, and the employment of college graduates is no exception. According to the national official documents " 2006-2020 national information development strategy can be learned, in the background of big data, should establish a multi-functional, multi-level employment service mechanism, at the same time through large data analysis technology, effective employment data statistics, analysis and release, make skills training, employment guidance and policy consulting services have a more solid data analysis, to optimize employment forecast accuracy[1].

1. The current college graduates are facing a grim employment situation

1.1 Basic pain points of the employment problem of college graduates

From the theoretical perspective, the employment problem of college graduation not only involves the practical interests of the people's survival and development of the masses, but also can lay a solid foundation for the social harmony and stability and long-term development. According to the content and spirit of the 2019 Government Work Report, the employment problem of college graduates is still an important part of the people's livelihood in China. In particular, after the successful completion of China's comprehensive work against the COVID-19 epidemic, the macro policies have further enhanced the strategic position of the employment priority policy, and attached importance to and supported the smooth employment of college graduates, which will still be the main work orientation of the country and the government now and for a long time in the future. With the help of big data analysis technology, it is not difficult to realize that the total employment pressure in China is increasing year after year, and many structural development contradictions need to be solved urgently. At the same time, new factors affecting employment are also emerging. As in October 2019, the fourth plenary session of the central committee of the communist party of China 19th by the central committee of the communist party of China on uphold and improve the system of socialism with Chinese characteristics, promoting the modernization of national

management system and management ability several major issue decision " in the, the fundamental goal of steady economic growth is to stable employment, college graduates employment problem must be in the prominent position, the employment of large data analysis technology to provide accurate guidance and prediction, promote high quality employment, is our country's economic and social development and progress of the trend of The Times.

Since 2022, the judgment and prediction of the employment situation of college graduates has been one of the difficulties in social progress, highlighting the unprecedented employment pressure for graduation. According to employment statistics released by the Ministry of Education, in the course of 2022 alone, the total number of college graduates reached 10.76 million, with a year-on-year increase of 1.67 million. At the same time, the total employment of college graduates in previous years still exists, which also seriously aggravates the severity of the employment problem of college graduates. In short, in the context of the development of big data, the overall employment situation of college graduates is still not optimistic.

1.2 Typical manifestation of the employment problem of college graduates

First, the number of college graduates who meet the educational standards has increased year after year, and the job market will remain oversupply for a long time. Compared with the previous job market situation, the employment rate and overall income level of college graduates have decreased significantly, and the phenomenon of high talent and low use is common. At the same time, the internal competition and mobility function of the labor market have gradually weakened, making more and more college graduates have a psychological gap between ideal and reality.

Second, the structural imbalances in economic and social development are becoming increasingly serious. In principle, the gap between urban and rural development is still objective at present, and the perfect labor and job market has not been formally born. On the one hand, it is mainly due to the imbalance of economic development level in China and the lack of corresponding development talents in rural areas; while the upgrading of industrial structure brings the huge gap of high quality talents. However, the training of emerging scientific and technological talents and compound talents is thus limited by the traditional education system, thus it is unable to respond and adjust timely according to the market changes of labor talents. In addition, the courses set up in the talent training programs of many universities also tend to theoretical teaching and lack of social application, which seriously hinders the transformation process from a manufacturing power to a manufacturing power, highlighting the bad phenomenon that highly skilled talents are better than highly educated talents, and eventually leads to the inverted employment rate and educational background.

Third, many college graduates adopt a negative attitude of having a career, showing a blind concept of stability in terms of employment, more inclined to choose national or provincial positions in the system, and then consider the large enterprises with good salary and welfare benefits, and finally reluctantly consider small and medium-sized enterprises. In this way, they tend to have too high expectations for their first job, and are too pursuit of professional matching. When they cannot realize their ideals and goals, more and more phenomena are born, and they are unable to quickly adapt to social changes. If their strength and the actual situation of the job have differences, they will also tend to choose job-hopping or further study.

2.   The practical significance of big data analysis technology to the employment prediction of college graduates

As we all know, the vitality and creativity of college students, especially college graduates, are of irreplaceable significance for China's socialist modernization construction. Therefore, it is imperative to accurately predict the employment situation of college graduates and promote high-quality employment. According to the general office of our country education the official release of the national ordinary institution of higher learning graduates employment entrepreneurship work notice, need to closely rely on large data analysis technology of advanced technology advantage, not only to create accurate push employment service mechanism, docking more professional employment platform, and attaches great importance to accurate employment service work orderly, fully realize the high quality employment of college graduates. This requires universities in the premise of widespread application of large data analysis technology, comprehensive "Internet + employment" new model, on the one hand, to graduate employment intention and each enterprise unit talent demand accurate analysis, on the other hand also want to with the wisdom of employment, new career network employment platform, comprehensive anticipation towards the development of the labor employment market, so as to promote cross-regional, cross-industry, across the category of high quality employment It can be seen that big data analysis technology is of incomparable significance to the graduation employment prediction of universities. Firstly, the big data analysis technology is applied to scientifically process and analyze the latest employment statistics, which can mine the data development laws conducive to employment; Secondly, the big data analysis technology can provide professional and accurate employment prediction

and analysis services for college graduates, allowing them to more fully understand the employment situation, industry prospect, employment policy, job demand and talent matching degree and other frontier information concerning job planning and development, so as to effectively establish a bridge between graduates and the job market. Therefore, big data analysis technology can break through the limitation of time and space in the employment of college graduates, based on its own prediction and analysis function, and effectively promote the virtuous cycle of employment of college graduates, so as to promote college graduates to learn to follow the trend and become jobs as soon as possible.

3. The existing problems in the employment prediction of college graduates

Generally speaking, with the strong support of big data technology, the way of talent training in colleges and universities also naturally ushered in the opportunity of reform and innovation, which also puts forward higher methods and technical standards for the employment prediction of college graduates. However, in this process, many problems and contradictions are also fully exposed.

3.1 Technical level

First, the professional employment data analysis and prediction ability is still lacking. For many colleges and universities, in the big data analysis technology in employment of comprehensive management ability is limited, more concentrated in the analysis of employment, employment, employment, salary level and basic basic aspects, unable to prepare deeper employment information analysis report, more cannot dynamic track graduate career development path.

Second, it is impossible to make full use of big data analysis technology to dynamically track the employment trend of graduates. Although every year after the employment of college graduates, colleges and universities can make the basic graduate employment review work, and collect the basic evaluation information of graduates, but no, in the use of large data analysis technology to collect the dynamic information of graduates work, often because of the workload, involving groups, less information feedback difficult and nothing, let the questionnaire, data statistics and employment quality report work struggling, unable to know graduates long-term career planning information.

3.2 Government level

Government in the use of big data analysis technology for comprehensive analysis of different enterprises, more tend to analyze the adaptation between talent and jobs, pay level and basic aspects such as enterprise culture construction, for whether super strength employment, management specification, graduates can produce enough sense of belonging and a sense of deep aspects not timely anticipation, not only unable to guide enterprises to realize their own shortcomings and deficiencies, but also easy to lead to college graduates after entering disappointment or escape psychology, is not conducive to the construction of employment stability and sustainability.

4. Suggestions for improvement of big Data analysis Technology for employment prediction of college graduates

4.1 Government: improve the employment database and formulate macro policies in advance

In recent years, for the employment of college graduates, the central and local governments have made beneficial exploration from the policy aspects, and are committed to building and improving the employment database to help employers use big data analysis technology to better collect and sort out the job information of college graduates.it is thus clear that, If you want to continue to make good use of big data analysis technology, Make good scientific and appropriate employment policies in advance for the employment problem of college graduates, It can be done by: First, To make an accurate prediction of the job demand, enterprise culture construction, labor security and comprehensive work of employers in different industries, And collect data on changes in the labor market, Create a more professional supervision mechanism for the employment of college graduates, Thus, under the guidance of the big data analysis technology, Actively guide college graduates to flow to industries with labor shortage; second, To rely closely on the advantages of big data analysis technology, Starting with the formulation and adjustment of employment policies, We will further improve employment and social security services, In particular, we should focus on helping graduates from poor families to make precise employment choices, Truly achieve fair employment; third, To actively connect with the employment data and information supervision platform, From the optimization of the employment environment, Build a more standardized macro job market, Ensure the consistency of information between employers and college graduates under the operational framework of big data analysis technology, So as to optimize the job talent matching degree.

4.2 Student: Accurately analyze the employment demand, and actively optimize the employment chips

As the most flexible subject in job-hunting and employment activities, college graduates undoubtedly hold a huge initiative in job-

hunting and employment behavior. first, College graduates should be actively exposed to big data analysis technology, To understand its positive implications for data analysis, Then use this technology tool to make a comprehensive assessment of your expertise and practical skills, Be clear about your strengths and weaknesses, To fully combine their own interests, job-hunting intentions and family conditions and other factors, With the help of big data analysis technology, specify your career direction, Set scientific goals in advance for your career development and advance; next, College graduates should also boldly apply big data analysis technology in the graduation job-hunting season, To independently understand and analyze the current market employment information, To actively link information advantages, predict the prospects of employment development, Let your employment chips become targeted, While reducing the cost of job hunting as far as possible and improving the success rate and matching rate of job hunting, To steadily achieve the preset employment development goals; last, As different industries have changed more or less under the function of big data, Made an innovation, Therefore, with the help of big data analysis technology, We will firmly grasp the dividends of The Times brought by the overall environment such as the sharing economy and entrepreneurship and employment, To actively mobilize the big data thinking, Join in the new flood of employment.

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To sum up, the development and progress of big data technology enables more advanced technology functions to play a positive role in all walks of life. As one of the livelihood issues that are highly paid to in all fields of society, the employment guidance and prediction of college graduates are always closely related to economic progress and talent transmission. Especially today, the big data technology has been widely used in the field of colleges and universities, and its data analysis and prediction function has been able to have a continuous and far-reaching impact on the employment situation analysis and prediction, employment policy formulation, employment utility and guidance, graduate career planning and other different aspects. So, know the big data analysis technology for the significance of graduate employment prediction, and based on different subjects and different aspects, scientifically analyze and solve big data analysis technology in college graduation employment prediction problems, to solve the employment contradiction, effective delivery talent is particularly important, need to continue attention and in-depth study.

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