

The Difficulties and Breakthrough Paths Faced by College Students in Employment under the Background of the Internet

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Abstract: This study explores the difficulties and breakthrough paths faced by college students in employment under the background of the Internet. Firstly, the Internet has provided more employment opportunities for college students and improved their employment flexibility, but it has also brought challenges such as false recruitment information and online bullying. A survey shows that about 60% of college students have suffered losses due to the inability to distinguish the authenticity of online information. To address these issues, it is recommended that college students improve their ability to discern information and pay attention to authoritative sources of information. Universities should also strengthen education on network literacy, enhance the awareness of network ethics, laws, and security among college students. In addition, college students should improve their professional skills and qualities to meet market demands. Adjusting employment attitudes and concepts is also crucial, establishing a correct awareness of career planning and rationally addressing the issue of employment difficulties.

Keywords: College students; Employment; Network security awareness

1. Introduction

With the rapid development of internet technology, the employment environment for college students has also undergone profound changes. The Internet has brought many new challenges while providing more employment opportunities and improving employment flexibility for college students. This article aims to deeply explore the difficulties faced by college students in employment under the background of the Internet, and propose corresponding breakthrough paths.

In recent years, with the expansion of enrollment in universities, the competition for employment among college students has become increasingly fierce. According to statistics, the number of college graduates in China reached 10.76 million in 2022, an increase of 1.67 million compared to the same period last year, with both the scale and increment reaching historic highs. At the same time, due to various factors such as the epidemic, many enterprises are facing operational difficulties, resulting in a decrease in recruitment demand and further increasing the difficulty of employment for college students.

2. The Impact of Internet Development on the Employment of College Students

2.1 Provide more employment opportunities

The popularization and development of the Internet have given birth to many emerging industries, such as e-commerce, online education, remote work, etc. The rise of these industries has provided a large number of employment opportunities for college students. According to statistics, in 2022 alone, the size of China's e-commerce market reached 47.57 trillion yuan, a year-on-year increase of 13.58%. At the same time, the number of online education platforms has also increased significantly, creating a large number of teaching positions. For example, a certain online education platform recruited over 100000 teachers in 2020, covering various subjects from primary school to high school.

2.2 Improving Employment Flexibility

The Internet has broken traditional geographical restrictions, making the employment choices of college students more flexible and diverse. For example, some college students have found jobs in internet companies through remote work, where they can work

from home or anywhere else without being limited to a specific office location. This flexibility not only improves the job satisfaction of college students, but also helps them better balance their studies and careers.

2.3 Strengthen vocational training and education

There are a large number of online courses and training resources on the Internet, providing college students with rich opportunities for self-improvement and learning. Many well-known online education platforms, such as NetEase Cloud Classroom and MOOC, offer courses covering various fields, allowing college students to engage in in-depth learning based on their interests and career plans. In addition, some companies also provide online training for newly hired college students to help them quickly adapt to the work environment.

2.4 Enhancing Information Transparency

In the traditional job market, information is often opaque, which makes it difficult for college students to find jobs. However, the development of the Internet has made recruitment and job search information more transparent. Nowadays, college students can view the recruitment information of various companies through various online recruitment platforms, understand the company's background, job requirements, and requirements for candidates. This transparency of information helps college students make wiser career choices.

3. The employment dilemma of college students in the context of the Internet

3.1 Difficulties in distinguishing the authenticity of online information

According to relevant surveys, over 60% of college students have encountered the problem of false recruitment information while searching for jobs online. Due to the anonymity and boundedness of the internet, some criminals use this to publish false recruitment information, deceive college students into personal information, or charge recruitment fees. For example, job postings posted on certain websites or social media platforms may actually be scams. Some companies even take advantage of the rush of college students to find jobs and charge fees under various pretexts, but the job opportunities they offer do not exist.

3.2 Cyberbullying and information security issues

The openness of the Internet means that the dissemination and dissemination of personal information is very fast. Some irresponsible remarks, leakage of personal privacy, and other behaviors cause great psychological and social pressure on college students. According to a survey, about 30% of college students have been threatened by cyberbullying or information leakage during the online job search process. This not only affects their normal life, but also has a serious impact on their mental health.

3.3 Overreliance on Internet technology

Although the Internet provides a large number of online courses and training resources, these virtual learning experiences cannot completely replace actual work experience. Many companies place greater emphasis on the practical work experience and interpersonal skills of applicants during the recruitment process, which are difficult to obtain solely through online learning.

3.4 High competitive pressure

With the expansion of college enrollment and the increase in the number of graduates, the competition for employment among college students is becoming increasingly fierce. According to statistics, over 80% of college graduates face employment problems every year. In such a fiercely competitive environment, many college students feel immense pressure and even experience symptoms of employment anxiety.

4. The employment paths of college students under the background of the Internet

4.1 Improving information discrimination ability

With the development of the Internet, a large amount of recruitment information has flooded into the vision of college students. However, these pieces of information are often mixed with false and outdated content, which requires college students to have a high ability to discern information. For example, a graduate from a certain university, Xiao Zhang, discovered during the job search process that the job location mentioned in the recruitment information of a certain company did not match the actual situation. By carefully verifying and comparing information from different channels, he successfully avoided being deceived. Therefore, college students should focus on improving their ability to discern information and learn to verify the authenticity of information from multiple perspectives during the job search process. Meanwhile, they can enhance their information literacy and cybersecurity awareness by participating in relevant training courses or activities.

4.2 Strengthening Network Quality Education

Online quality education is equally important for the employment path of college students. Due to the anonymity and openness of the internet, some criminals use the internet to engage in fraud and criminal activities. For example, a graduate from a certain university fell into the trap of online fraud due to believing in “high paying recruitment” advertisements on the internet. Therefore, universities should strengthen the education of network literacy for college students, improve their awareness of network security and self-protection ability.

4.3 Improving professional skills and qualities

In the context of the Internet, the competition pressure for employment among college students is increasing. In order to enhance their competitiveness, college students need to focus on improving their professional skills and qualities. For example, a computer science student named Xiao Li from a certain university, through independent learning and practical experience accumulation, has mastered various programming languages and technologies and successfully obtained an offer from a well-known internet company. This indicates that college students should pay attention to industry development trends and market demands, and understand what skills and qualities are needed in their field. They can accumulate practical work experience and improve their overall quality by participating in internships, project practices, volunteer services, and other activities. At the same time, universities should strengthen career planning and employment guidance for college students, helping them develop reasonable career development plans.

4.4 Adjusting Employment Attitudes and Concepts

In the context of the Internet, the employment paths of college students have become more flexible and diverse. However, some college students still hold traditional employment concepts and excessively pursue stable jobs and higher salaries. This concept often limits their employment choices and development space. For example, a graduate from a certain university, Xiao Wang, originally worked at a startup company but felt that the job was not stable enough and the salary was not high, so he frequently switched jobs. Over the years, he not only failed to accumulate useful work experience, but also missed out on many development opportunities. Therefore, college students should adjust their employment attitudes and concepts, and establish a correct awareness of career planning.

5. Conclusion

The development of the Internet has had a profound impact on the employment environment of college students, providing more employment opportunities and flexibility, while also bringing new challenges. In the context of the Internet, college students face many difficulties in employment, such as the difficulty of distinguishing the authenticity of online information, network bullying and information security issues, excessive reliance on Internet technology, and high competitive pressure.

In order to effectively address these difficulties, this study proposes corresponding breakthrough paths. Firstly, college students need to improve their ability to discern information and pay attention to recruitment information published through authoritative channels to avoid being deceived. Secondly, universities should strengthen education on network literacy and enhance the awareness of network ethics, laws, and security among college students. In addition, college students should focus on improving their professional skills and qualities to enhance their competitiveness in employment. Finally, college students should adjust their employment mentality and concepts, establish a correct awareness of career planning, and rationally view the issue of difficult employment.

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