

# The Change of College Students' Career Choice Concept in Today's Society

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**Abstract:** Purpose: This study analyzed the factors affecting college students' career choice and the existing pressure. It also discussed the factors for college students to consider when choosing a career, finds problems and puts forward suggestions. Methodology: The main research method is in the form of questionnaire survey and documented approach. Findings: The lack of academic knowledge and without competitive power is the main pressure, and students main consideration is professional abilities and interests. Conclusion: The factors that affect college students' employment and the existing pressure and college students when choosing a relative should consider aspects, students lack of consciousness, at the same time schools lack guide.

**Keywords:** College Student; Career Choice; Social; School

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## 1. Introduction

With the continuous development of society, the competition between people and industries is becoming more and more fierce. College students will face a series of problems such as career choice and peer competition. With the increase in the number of college graduates, coupled with the impact of COVID-19, it has become more difficult for college students to find jobs<sup>[1]</sup>. Famous philosopher Marx once gave pertinent and practical advice to young people when choosing a career<sup>[2]</sup>. It is urgent for college students to set up the employment view and development view guided by career choice and development optimization, strengthen the consciousness and behavior preparation of professional and vocational ability, and form a reasonable employment choice<sup>[3]</sup>. In order to understand college students' employment concept and pressure and put forward the corresponding countermeasures according to the existing phenomenon, cause the attention of the college students, this survey focuses on college students' ideas and encountered difficulties and pressure in the process of choosing a career, as well as the factors that affect choosing a career, finally respectively from from the government, students, school level presents a series of solutions.

## 2. Statement of the Problem

With the continuous development of society, the competition between people and industries is becoming more and more fierce. For college students who have not fully entered the society or are about to enter the society, they will face a series of problems such as career choice and peer competition. In addition, college students' own factors and lack of attention and guidance on this aspect make it more difficult for college students to find jobs.

Particularly the seeks to answer the following question:

- (1) What factors do college students consider when choosing a career?
- (2) What is the main source of college students' employment pressure?
- (3) Do college students have career planning before graduation and what should schools and governments do?

## 3. Objectives

- (1) To analyse influencing factors of college students' career choice risk preference.

(2) To understand concept of college students' career choice and encountered in the process of choosing a career of difficulty and pressure, as well as the influence factors of choosing a career.

(3) To respectively from the from the government, students, teachers level is given a series of solutions.

## 4. Literature Review

With the increasingly fierce social competition, choosing a career is extremely important for the future development of college students, and even determines their life direction. The suitability of choosing a career is related to one's life happiness and career development<sup>[1]</sup>.

The employment situation of college students in China is still grim, and the employment situation of college students themselves is not optimistic. In addition, the initial allocation of employment resources for college students in China is inefficient, and effective and reasonable employment has not been realized. College students have a big problem in choosing a career<sup>[4]</sup>. Several articles have studied the factors that influence career choice: average salary, job stability, job quality level, career development opportunities, etc<sup>[2]</sup>.

The literature also provides a solution: the government needs to optimize the effect of public policies, increase the research support and application of the theory of career choice, emphasize the orientation of career choice, establish and improve the employment system, and optimize the relationship between supply and demand in the employment market and the employment environment. Secondly, colleges and universities should combine professional orientation with vocational orientation, optimize the design of talent training, improve the accumulation and application orientation of college students' professional ability, and improve the effect of college students' resource training from the perspective of market demand matching. On the student side, it is urgent for college students to set up the employment view and development view oriented by career choice and development optimization, enhance the consciousness and behavior preparation of professional and vocational ability, improve the clarity and consistency of career choice, and form a reasonable employment choice<sup>[1]</sup>. Determination of ambition, assessment of self-ability, etc<sup>[5]</sup>.

## 5. Methodology

The main research method of this study is in the form of questionnaire survey. It is an important step to understand the basic situation of college students' concept of career choice through questionnaire. Use a uniform questionnaire to get information or to solicit opinions from respondents, which is acknowledged as a cost-efficient and effective means of data collection<sup>[6]</sup>. It's standardized, it's written, it's sampled. A self-filled questionnaire was used in this study. Collect data through questionnaire survey, then conduct quantitative and qualitative research and analysis, and summarize the survey conclusion<sup>[6]</sup>. This study will first analyze the current situation of college students' learning, and then analyze the factors affecting college students' career choice in the second stage, and finally point out the existing problems and give solutions.

In addition, a documented approach is used. Literature method is a method to collect and analyze all kinds of relevant literature materials and select information from them to achieve a certain purpose of investigation and research. Six relevant articles were referenced in this study.

Finally, there was no control group and the study was declared non-experimental<sup>[2]</sup>.

## 6. Results

### 6.1 What factors do college students consider when choosing a career?

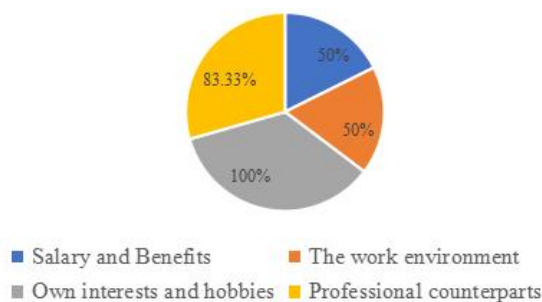


Figure 1. College students choose major to consider what factors

As shown in Figure 1, college students mainly consider their own interests, accounting for 100%. The second factor to be considered is professional counterpart, accounting for 83.33%. Wages, benefits and working conditions all accounted for 50 percent. It can be seen from the data that college students pay more attention to their own ability and interest factors when choosing a career.

## 6.2 What is the main source of college students' employment pressure?

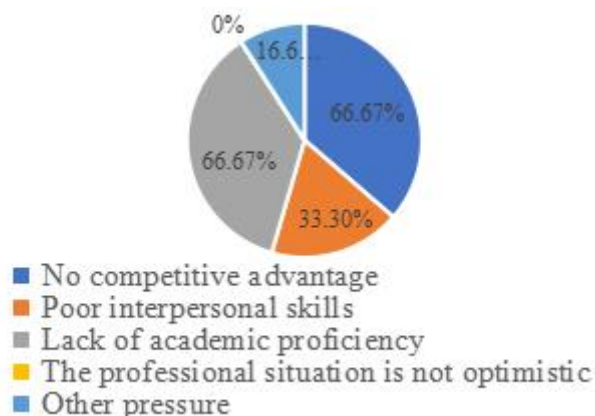


Figure 2. The main source of employment pressure

As shown in Figure 2, pressure from insufficient study, lack of confidence and competition from large graduate base accounted for the highest proportion, all accounting for 66.67%. In addition, 33.33% of college students believe that poor interpersonal skills also cause great pressure, on the contrary, a small number of people from other aspects of pressure, accounting for 16.67%. 0% of the students think that the major situation is not optimistic, there is no employment prospects. The above data show that college students' employment pressure mainly comes from their own and peer competition.

## 6.3 Do college students have career planning before graduation?

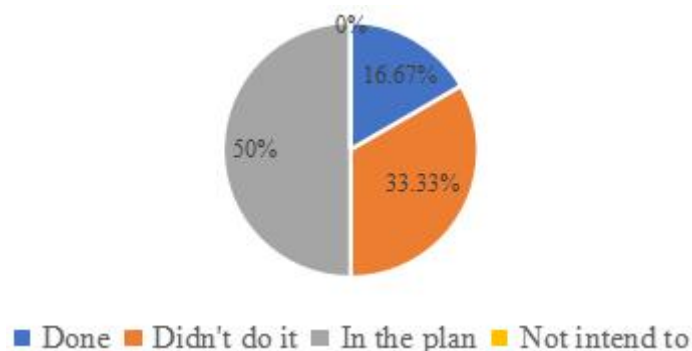


Figure 3. College students making career plans

As can be seen from Figure 3, only 16.67% of college students have made career planning, 50% of them are making career planning, and 33.33% of them have not. Most of the students have not made or are making career plans, which may be related to the poor guidance of school education and tutors.

## 6.4 Discussion

According to the survey results, college students mainly consider their own interests when choosing a career. The second factor to consider is the professional counterpart. Wages, benefits and working conditions are considered less. It also shows that the pressure of choosing a career comes from lack of study and lack of confidence. The above data shows that the employment pressure of college students mainly comes from the competition between themselves and their peers. And it corresponds to the main factors that college students consider when choosing a career. The social development under the new normal of economy provides new environmental factors and brings new challenges and opportunities to the employment of college students. The form of social employment is increasingly severe and there are a series of errors in employment of college graduates. These findings can help us further analyze the

factors and existing pressures that college students consider when choosing a career, so as to find problems and provide more accurate help to college students. There are risk factors in college students' career choice preference, and intervention measures are needed.

## 7. Conclusion

In general, the choice of occupation is very important for the future development of college students. The factors that affect college students' employment and the existing pressure and college students when choosing a relative should consider aspects, students lack of consciousness, at the same time schools lack guide. We should aim at helping them choose their career correctly and carry out their work effectively, and take appropriate intervention measures so that college students can choose their career correctly. Lack of confidence and competition from large graduate base accounted for the highest proportion, all accounting for 66.67%. College students mainly consider their own interests, accounting for 100%. The second factor to be considered is professional counterpart, accounting for 83.33%. In addition, some students did not have career planning, which shows emphasis is low.

## 8. Recommendation

In view of the problems and pressures faced by college students when they are employed, the government should highlight the policies that help employment in a timely manner. Colleges and universities should help students correctly choose their own careers, effectively carry out their work as the goal, and take appropriate interventions. Conduct career planning courses and value them. So that college students can correctly choose their careers, strive to make performance in their jobs, and make greater contributions to society<sup>[6]</sup>. College students should carry out self-analysis, in the career design, College students should carry out self-analysis, in the career design, to use scientific, objective ways and methods, a comprehensive understanding of their career interests, hobbies, personality, ability, clear their strengths and strengths, shortcomings and deficiencies.

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