

A Study on the Employment Tendency of Post-2000 College Students

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Abstract: Based on the Maslow's hierarchy of needs, this paper analyzes the employment status and problems of post-2000 college graduates, puts forward some countermeasures and suggestions for employment guidance, and solves the current "slow employment" phenomenon, we will ensure social stability and employment.

Keywords: Employment Tendency; "Post-2000" College Graduates; Employment Guidance; Guiding Effectiveness; Personal Quality

1. Introduction

This paper delves into the employment inclinations of post-2000 college graduates, utilizing Maslow's hierarchy of needs to dissect their career motivations. It aims to develop tailored guidance strategies for individuals and educational institutions, encouraging a scientific and rational approach to career planning. By understanding the graduates' intrinsic needs, from basic physiological requirements to the desire for self-actualization, the paper seeks to address the "slow employment" issue. It proposes interventions that align with the graduates' aspirations and the market's demands, fostering a symbiotic relationship between the two. The ultimate goal is to harmonize the job market's supply and demand, thereby mitigating unemployment and contributing to a stable and prosperous society. This approach not only benefits the graduates in achieving their career goals but also supports the broader economic and social fabric.

2. An Overview of Employment Orientation

2.1 Employment Orientation

The employment tendency refers to the

preference and tendency which the individual displays when facing employment choices. Employment orientation refers to an individual's cognition, evaluation and emotional attitude towards various social occupations, as well as the methods and orientations adopted when facing employment choices, it deeply reflects the individual's understanding and expectation of the professional world, and also reflects his inner professional dream and pursuit^[1]. Through understanding individual's employment tendency, we can find out their thinking mode and value orientation in the process of career choice, which is of great significance to understand and study employment behavior. This tendency is affected by internal and external factors, which include personal interests, personality, self-awareness, ability, values and so on. At the same time, the employment tendency is also restricted by the external environment such as family, education, organization and society. Each person's employment tendency is unique, it reflects the individual's career pursuit, life goals and philosophy of life.

2.2 The Employment Tendency of Post-2000 College Graduates

"Post-2000" college graduates are those who were born in 2000 and later, received higher education and graduated then. In a broad sense, "post-2000" college graduates refer to the latest generation of young people with knowledge and self-cultivation. They not only possess rich knowledge and skills, but also are deeply influenced by Chinese traditional culture and foreign culture and thoughts. Therefore, they are usually more open-minded and have more pragmatic pursuit, with core competitiveness of employment, is an important part of the job market.

The characteristics of post-2000 college graduates' employment tendency: first,

post-00s college students' attitude and will to employment are more diversified. They are no longer pursuing a single career path, but according to their own interests, abilities and market needs, flexible choice of various career forms. They have courage to innovate, dare to challenge, and combine personal development with social needs closely, showing a more open and inclusive attitude towards employment. Second, "post-2000" college students pay more attention to personal growth and development. When they choose a job, they value not only the salary and benefits, but also whether they can learn new knowledge, improve their skills and realize their self-worth. Third, "post-2000" college students emphasize more on social responsibility. When they choose a job, they will take into account the social reputation of the enterprise, whether it is conducive to social sustainable development and other factors. They pay more attention to the balance between work and life, pursue the freedom and creativity of work, and pay more attention to individual characteristics and differences as far as the working environment and the requirements of their own development are concerned, which has had the certain impact on the traditional employment idea, also causes the university students to pay more attention to the employment and the self-compatibility degree.

2.3. Maslow's hierarchy of needs

In practical employment, college graduates' consideration of employment presents multi-dimensional characteristics, including survival needs, security, social contact, respect and recognition, and self-realization. These needs are like a compass for social behavior, forming a pyramid of needs. According to Maslow's hierarchy of needs, the needs of college graduates are supposed to be met step by step, but in real life they tend to be interwoven with complex and varied characteristics. Based on Maslow's demand theory framework, survival needs include comfortable working environment, good salary, safety needs, high welfare, good social security, social needs, good interpersonal relationship and wide network. Respect needs: decent work, high social recognition; Self-realization: career development space,

specialty development, which can better understand and guide college graduates' career choice and development path^[1-2].

When formulating the employment policy for the post-2000 college graduates, we should fully consider the needs of different levels and carry out fine design accordingly. The policy should cover many dimensions, such as material level and personal development level, so as to give full play to its incentive effect on college students' employment choice behavior. By optimizing the contents of the policy, we can not only meet the basic needs of the post-2000 college graduates in terms of survival and security, but also stimulate their sense of belonging and respect, and push them to pursue self-actualization. This kind of employment policy design helps to guide the post-2000 college graduates to make more rational and scientific employment choices, and promotes the social harmony, stability, development and progress.

3. The Employment Situation and Problems of Post-2000 College Graduates

3.1 The Employment Situation of Post-2000 College Graduates

3.1.1 The Employment Situation is Grim

Employment is the greatest livelihood, but also the most basic support for economic development. The employment of college graduates is the key to maintaining stable employment. According to statistics from the Ministry of Education and the Ministry of Human Resources and Social Security of the People's Republic of China, the number of 2023 college graduates is 11.58 million, the employment target of 12 million new urban jobs also means that post-2000 college graduates employment pressure still exists. In addition, according to the latest statistics from the Ministry of Education, the number of 2024 college graduates in our country is expected to reach 11.79 million, an increase of 210,000 over the previous year, this data has undoubtedly brought the huge challenge for our country's higher education as well as "post-2000" the university graduate employment market.

3.1.2 There is a strong demand for high-quality jobs

"Post-2000" college graduates are changing from the concept of career-oriented

material-oriented to growth-oriented, that is, they pay more attention to the realization of personal values. Wu Keming found that more and more college graduates choose “squatting test” to improve the quality of employment and the achievement of goals, he believes that “squatting test” is a human capital investment in their own ability, but also in order to achieve higher-quality employment efforts^[3]. The value orientation of post-2000 college graduates is changing from material pursuit to spiritual pursuit when they choose jobs, and they pay more attention to the realization of personal value^[4].

According to Maslow's hierarchy of needs, a person's needs range from low to high, including physical, security, social, respect and self-actualization. Compared with their predecessors, “post-2000” college graduates grow up in a more privileged environment, they do not need to worry too much about survival and security issues, so when choosing a career, they are more likely to pursue higher levels of social, respect and self-actualization needs in order to pursue higher-quality employment. In the process of job selection, the demands of “post-2000” college graduates are more focused on the realization of self-value. Rather than pay and benefits, they value opportunities for personal growth and personal development at work. They are full of energy and thirst for knowledge during the golden period of study, so they are more inclined to choose those jobs which can bring high sense of achievement and high sense of achievement.

3.2 The Employment Problems of “Post-2000” College Graduates

3.2.1 The Phenomenon of “Slow Employment” is Prominent

In recent years, the proportion of “slow employment” college graduates continues to increase, with nearly 20% of 2023 college graduates choosing “slow employment” in the form of further studies, teaching support, study tours and business start-up visits^[5-6]. College graduates are more likely to choose employment in state-owned enterprises, and in 2020, the 2023 of employment in private enterprises will continue to decline, while the employment tendency of state organs will increase.

3.2.2 Imbalance in employment preferences

In the current market economy environment, especially by the impact of the epidemic, some college graduates in the employment process often hold a “one-step” mentality. In the first employment choice, they tend to pursue the ideal employment conditions, including the superior place of employment, job content, pay and working environment. Civil servants, career establishment and teachers' establishment are favored because of their stability, which leads to the emergence of such social phenomena as “teaching resources fever”, “public examination fever” and “examination compilation fever”^[7]. This concept of career choice often lacks in deep analysis of majors, industries and their own conditions, leading many graduates to blindly follow suit, tend to choose big cities, large enterprises and popular industries, there is less focus and enthusiasm for private companies, remote Midwestern Sectional Figure Skating Championships and entrepreneurial opportunities. To some extent, this attitude has caused the abnormal shape of the job market, making a large number of small and medium-sized enterprises face the plight of lack of talents, while large enterprises are facing the situation of excess applicants. Therefore, we need to guide graduates to set up a correct concept of employment, a rational view of the employment market, in order to achieve a more balanced and efficient matching of employment.

4. Countermeasures and Suggestions on Employment Guidance for Post-2000 College Graduates

4.1 Improve the Effectiveness of College Employment Guidance

At present, the employment education and guidance service in colleges and universities are mainly undertaken by counselors, but the proportion of young counselors is high and the experience of employment guidance is insufficient, which leads to the lack of innovation in the work, it is difficult to promote the professional, expert and professional construction of the employment team, which needs to be solved urgently to improve the quality and effect of employment work in colleges and universities^[8]. When training post-2000 graduates, colleges and

universities should focus on cultivating their consciousness of career development planning to adapt to the new era, and systematically disseminate the latest employment policy information at the national and local levels, make students have a deep insight into the actual employment situation and policy trends, respond to the employment market environment rationally, and establish an aggressive and pragmatic employment vision [9].

Colleges and universities should deeply investigate the market trend and demand, combine the characteristics of the university, take the enterprise employment standard and post qualification as the guidance, and establish the idea that the talent training goal and the enterprise demand link up. Colleges and universities play a pivotal role in linking policy, industry and academic research. It is urgent to mobilize and integrate resources to create an all-round learning interaction and development platform for “post-2000” graduates. Each major should carefully adjust and perfect its structure according to its own discipline advantages and characteristics, and help the “post-2000” graduates to tap into their potential and enhance the application efficiency of professional skills, so as to enhance its adaptability to market demand and competitive advantage.

Universities are able to actively communicate and build bridges with enterprises (such as “specialized new” enterprises) and local governments by means of “cooperation between schools and enterprises, and cooperation between schools and local governments”. Integration and expansion of internal employment resources, external export of human resources and human resources^[10-11]. In addition, we should strengthen the guidance of career planning and employment assistance for the post-2000 graduates, to strengthen the employment guidance service in colleges and universities. For example, the establishment of a professional employment assistance working group; the development and improvement of employment guidance programs. The provision of substantive employment guidance assistance, etc., to ensure that “post-2000” graduates are able to cope with the challenges of job hunting, finally achieve a successful transition from campus to the

workplace.

4.2 Enhance Personal Quality and Employment Competitiveness

When “post-2000” college graduates enter the workplace, the first job will be filled with eagerly expectations and expectations, but due to various reasons, it became a disillusionment. To this end, they need to conduct a profound change in thinking and ideas for the job-hunting road to be fully prepared. In the process of job-hunting, post-00s college graduates should realize the identity transformation from students to professionals, adjust their job-hunting mentality and face the challenges of the job market positively. We should make full use of school employment service platform, recruitment software and recruitment website to obtain comprehensive employment information and consultation, through active participation in interviews, field visits, internship experience, etc., in-depth understanding of the industry and post of the real situation, clear career development goals, and develop a scientific and reasonable personal career planning.

The proposed measures include the implementation of personalized career counseling, the integration of industry-relevant curricula, and the promotion of soft skills development. Additionally, the paper advocates for the establishment of robust mentorship programs, internships, and networking opportunities to bridge the gap between academic training and professional expectations. It also emphasizes the importance of fostering a culture of lifelong learning and adaptability to keep pace with the evolving job market.

Furthermore, the paper explores the role of technology in facilitating employment, suggesting the use of online platforms for job matching and skill assessment. It calls for collaborative efforts between educational institutions, employers, and policymakers to create a conducive environment for the post-2000 graduates' successful transition into the workforce.

By tackling the “slow employment” phenomenon and rebalancing employment tendencies, the paper envisions a future where post-2000 college graduates are not only gainfully employed but also positioned to

contribute meaningfully to the economy and society. The collective aim is to cultivate a generation of graduates who are well-equipped to navigate the complexities of the modern job market, thereby ensuring their personal fulfillment and societal prosperity. In addition, “post-2000” college graduates still need to objectively and rationally examine the scope of self-value and ability, find the right self-positioning, establish a practical concept of career and employment. They should actively participate in all kinds of career guidance and training activities, job fairs and so on, and actively search for and select positions conducive to personal potential and long-term development. At the same time, we should continue to strengthen the system of professional knowledge and improve the level of comprehensive skills. Through participating in diversified practical activities, such as skills competition, enterprise training and other ways to accumulate practical experience, and enhance their competitiveness. Facing the employment challenge, they should learn to adjust their mentality timely, strengthen their psychological quality of resisting pressure, and deal with all kinds of difficulties and tests in their working life with a positive and optimistic attitude, strengthen their own competitiveness in employment.

5. Conclusion

Based on the Maslow's hierarchy of needs, this paper analyzes the employment situation and problems of post-2000 college graduates, in turn, the paper puts forward some suggestions on how to improve the efficiency of college employment guidance and personal quality. In order to solve the “Post-00s” college graduates “Slow employment” phenomenon prominent, employment tendency imbalance, and so on, to promote the “Post-00s” college graduates employment.

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