

Policy cognition of "plan for millions of college students to study in Wuhan for entrepreneurship and employment"

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Keywords: Policy cognition, College students, Qualitative research

Abstract. Stratified sampling method was adopted to collect 12 students in some colleges and universities in Wuhan in May 2019. Qualitative research was used to conduct unstructured interviews, and field recordings and transcripts were made. By analyzing the interview contents and summarizing the understanding, attitude and Suggestions of Wuhan university students on the plan of "millions of college students studying in China for starting businesses and employment", it is found that Wuhan university students have a good policy cognition, but the role and responsibility of students, children and future labor force and their transformation bring some troubles to their policy cognition.

1. Social background and problems

Dozens of domestic cities, including xi 'an, Chengdu, Changsha and Zhengzhou, have drawn public attention for their "battle of wits and courage" in the battle for college students. Liu Jing (2018) believes that the war of grabbing people reflects the anxiety of cities, which is to win the first place and occupy the first opportunity in the battle for demographic dividend. The purpose of "one million college students to stay in China for business and employment plan" is to retain college students. However, it is worth discussing how attractive its policies are to college students in Wuhan when there are olive branches offered to college students all over the country. Of course, the talent policy of each district also exists imperfect place. Shi Su (2018) found in the survey that in the construction of talent strategic innovation system in Liaoning province, the deep development and structural optimization of talent resources are restricted by such factors as lagging concept, imperfect system and mechanism, and unreasonable structure. Qi Jing (2018) pointed out that the "war for talent" still caused the housing market turbulence in the cities where the policy was issued. Comparative talent policy research has become a hot topic. Zhao Jia and Luo Daming (2019) take the typical western cities of Chengdu, Chongqing and xi 'an as examples to compare and analyze the policies of talent introduction in different cities and discuss the future trend of talent introduction in western regions. At present, there are abundant research results on the implementation status and evaluation of talent policy, but there are few researches on the talent policy of a single city, and there is still no research on the policy cognition of "millions of college students studying in China for starting businesses and employment plan".

Policy cognition refers to people's views and views on policy system and policy process, including people's understanding of the function, function, structure and relationship of policy system. There are two basic ways to study college students' cognition of policies. One is quantitative research and statistical investigation. For example, Wang Jilong (2018) designed and issued a scale of haze knowledge level to study the relationship between the level of haze scientific policy cognition and grade and haze risk perception ability. Second, conduct qualitative research, such as in-depth interviews. For example, Wei Shumin and Liu Junwen (2018) conduct interviews around students' understanding, understanding, identification and expectation of policies to explore the policy cognition of the first group of targeted normal university students with public funds. Considering that quantitative research is often unable to deeply understand the inner thoughts of college students. Therefore, this study chooses qualitative research to conduct in-depth interviews with students from

universities in Wuhan to describe their psychological experience of policy cognition and find out the reasons for forming policy cognition, so as to provide reference for improving relevant policies.

Through stratified sampling, all universities are divided into five categories at different levels, namely, former 985 university, former 211 university, provincial key university, private undergraduate college and junior college. The representative objects are Wuhan university, Wuhan university of technology, Wuhan textile university, Wuhan institute of technology and Wuhan vocational and technical college. In order to ensure the fairness and justice of the interview information, no reward is provided to the interviewees, who sign the informed consent voluntarily. Three interviewees, undergraduates of school of Marxism, Wuhan university of technology, have received the study and training of qualitative research, and have a solid grasp of professional knowledge. The interviewees are all the service objects of the policy, familiar with the relevant background knowledge of the policy, and have a relatively clear understanding of the latest situation of the policy. The age and life experience of the interviewees are similar to those of the interviewees, which helps to narrow the distance between them and promote them to express their true feelings. According to the theoretical method of hermeneutic phenomenology formed by Edmund Husserl, in-depth interviews were conducted on 12 interviewees for up to 4 times. Based on the real situation and the implied meaning under the situation, the internal and external components of policy cognition were analyzed, key points were extracted, and the relationship between key points and the policy was discussed.

2. Research results and discussion

Based on the existing research and interview records, it can be found that the policy cognition of "millions of college students studying in China for entrepreneurship and employment plan" can be divided into two aspects: attitude and Suggestions. The attitude towards the policy includes the specific perception of the inner strength, apparent vitality and development prospect of the city related to the policy, which is the overall view and comprehensive evaluation of the policy. Life experience in Wuhan includes people's thinking and emotional activities, and their attitude towards this policy is inevitably affected by life experience. The survey found that college students basically agree with the policy, with their own benefit to measure the purchase of preferential policies, guidelines such as the minimum annual salary policy, or consider the development space of the family to express their willingness to stay in China. Suggestions on the "plan for millions of college students to start businesses and find jobs in China". College students fully understand that it takes time to improve the policy, and put forward Suggestions and Suggestions for the improvement of the policy based on the actual situation, many of which are constructive ideas. From the macro point of view, put forward to strengthen propaganda, improve the quality of the city, strengthen infrastructure construction, increase the intensity of talent policy and other Suggestions; From the micro point of view, put forward to raise the level of wages, reduce housing prices and other Suggestions.

"I agree with this talent policy," said the student, no. D, "Wuhan has made great efforts to retain students and provide internship opportunities, vocational training and entrepreneurial support." After all, entrepreneurial people are few, can afford to buy a few housing, the guidance of the minimum annual salary is not mandatory. Internship and training have been provided in the training program of colleges and universities, and the post quality is not high now. There are not many college students who can afford to buy a house in a short time. Who can guarantee a 20% discount?" "I am most concerned about housing prices and intend to settle down for a long time," said another student from a university named H. The economic development level of Wuhan is much better than that of my hometown. The development of Wuhan in recent years has been obvious to all, and there have been qualitative improvements in many aspects. As far as I know, the high-tech industry in Wuhan is developing rapidly and there is a great demand for talents. My classmates and I are quite optimistic about the development of this city. We have lived here for several years and are quite familiar with the environment. In the future, we are likely to stay in Wuhan and struggle. With the talent policy, Wuhan has many opportunities compared with other provincial capitals, and the cultural atmosphere

of the city is also very good. I believe that more young people like me will come to Wuhan for development.

Further explore the real reasons for the formation of policy cognition among students in Wuhan universities and find out that the policy cognition is formed based on the interaction of different roles played by students in universities. College students need to play different roles in life, mainly including students, children and future workers. Different roles assume different responsibilities and integrate with each other. Obviously, this policy is involved in meeting the needs of these roles, and students in Wuhan colleges and universities are bound to consider the priority development of which role in a comprehensive manner.

2.1 For the role of students

Equations Students do not really step into the society, most of them learn about relevant news through the media or groups around them, and they hope to get help in understanding and interpreting policies. Colleges and universities are platforms that are closely connected with students and have certain responsibilities in the aspect of publicity policy. At the present stage, it is found that students' understanding of this policy has not reached the ideal state, and colleges and universities still have room to improve the basic policy publicity and employment guidance effectively. From the perspective of young talent development, only when young people have the ideal, ability and responsibility, can they become the backbone of the country better. Students also pay attention to the cultivation of their own entrepreneurial and employ ability is worth a great effort. Nowadays, the demand for talents with high academic qualifications is increasing, and the enrollment of graduate students in various universities in China is also increasing. The country has also formulated many policies to encourage college students to continue to study for graduate school after graduation, so many college students choose to study for graduate school after graduation. Students also need to consider further education. As the policy focuses on entrepreneurship and employment, they may not take the initiative to understand the policy or consider studying in China for a while. In the case of leaving Wuhan for further study, there is no necessary connection with policy cognition.

2.2 For the role of children

The reality is that the independent living ability of college students born in the 1990s is declining. One is a familiar environment where I can often gather with my family and relatives to communicate with them and fully meet my social needs. The other is a strange environment where I need to be independent and have a strong sense of drift. Staying in my hometown is a big pull. Now the family structure is simple, college students will support their parents in the future pressure and burden is heavy, tend to conservative, compromise when employment. College students have to consider their parents' feelings. From the aspect of work, the network and other resources accumulated by parents can facilitate their children's work, which may lead more college students to choose a more secure career in their home province. House is the eternal theme of family, college students who plan to have a long and stable development in Wuhan are more likely to consider buying a house, so as to bring a sense of security of old age and home. Of course, college students also need to consider the development of the next generation, so they may choose a city conducive to the development of the next generation. Most importantly, they are the main source of family income in the future and are very concerned about salary and development prospects.

2.3 For the role of laborers

Career development prospect is an inevitable factor for workers to start their own businesses and get employed. This policy promotes the formation of a good environment for starting businesses and getting employed, and creates a good atmosphere for cherishes talents. College students generally agree. To buy a house preferential, the vast majority of college students think that short-term income is limited, short-term rent is a wise decision, in the long run, or will tend to buy a house. Salary is the most frequently discussed concern when starting a business, after all, the guiding minimum annual salary standard is not a mandatory standard, the final salary also depends on the actual operation of the employer. Below the circumstance with good level of economic development of Wuhan, salary

level is higher than directive minimum annual salary originally, below the comparison with house price again, directive minimum annual salary appears not too big attraction. In addition, the guiding minimum annual salary is classified as "basic, master and rich", which ignores the difference within each level to some extent, and the incentive effect may be greatly compromised. Considering commuting, college students pay attention to the comfort and travel experience of public transportation in their workplace. If the quality of public transportation in Wuhan cannot match with the talent policy and cannot fully and high-quality meet the demand of college students, it will bring resistance to stay in Wuhan because the newly graduated college students cannot afford private transportation due to their economic strength.

3. Summary

The limitation of qualitative research is that the interviewees cannot be absolutely objective, and this research is difficult to break the limitation, but try to be scientific and rigorous in every link. In addition, there are many research objects involved, so expanding the number of respondents may extract more policy awareness information. Through in-depth interviews with 12 university students in Wuhan, it is shown that the factors influencing the formation of policy cognition are concentrated in three roles: students, children and workers. At the same time, it suggests that relevant departments need to improve the policy awareness of college students to provide guarantee for the future development of talents in Wuhan. College students pay more attention to talent policy and try their best to avoid misjudgment caused by information asymmetry.

Acknowledgement

National innovation and entrepreneurship training program for Undergraduate+201910497238

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