

# Psychological Intervention in Employment Guide of Private Colleges and Universities

Hao Wang

College of Humanities & Sciences of Northeast Normal University  
Changchun, China

**Abstract**—In the severe employment situation, the employment of private college students has become one of the hotspots and difficulties in modern society. As a special and huge group of people, private college graduates show a series of psychological problems such as inferiority, anxiety, and imbalance in the employment process. However, compared with public colleges and universities, the setting of majors in private colleges and universities is relatively free, and the relative focus on employment education has become an advantage for students in employment. Based on the characteristics of private colleges and universities, this paper analyzes the current employment situation and problems of private college students, the causes of their psychological problems, and the countermeasures.

**Keywords:** *private colleges, employment guide, psychological problems, analysis and adjustment, countermeasure research*

## I. INTRODUCTION

The development and growth of private colleges and universities solves the problem that China's "elite education" is independently undertaken by the national finance, makes college education evolving from "elite" to "mass" education, and provides a broader way for China's talent output. [1] But with the rise of "mass education", it's no accident that it also brings "mass employment". Compared with public colleges and universities, private colleges and universities have problems such as poor students, weak teaching hardware facilities, unstable funding sources for school running, and inadequate supporting policies, so that their social competitiveness is low. In today's increasingly serious competition for talents, the only way to solve this problem is to take advantages of "relatively free setting of majors" and "relative focus on employment education" in private colleges and universities, tailor the employment plan for private college students in order to improve their comprehensive employment quality in training and guidance. At the same time, in order to make them outstanding in the employment, it is necessary to solve the psychological problems that arise in the employment process of private college graduates to improve their employment competitiveness in combination with employment guide center.

## II. CURRENT EMPLOYMENT SITUATION AND PROBLEMS OF PRIVATE COLLEGE STUDENTS

Since the college expansion of enrollment in 1999, the number of college students has increased dramatically, but the capacity of job market has been shrinking due to the impact of the financial crisis, so that the pressure on employment is increased sharply. Many college students are facing unemployment or continuous employment. Under double pressure, private college students have ushered in one peak after another of employment, becoming the real group with "difficulty in employment". Chinese private college students not only have insufficient objective conditions, but also suffer from some discrimination in public policies. Due to the long-term shrinking employment status, today's private colleges and universities are facing increasing competitors, enlarging competition intensity and continuous expanding competition fields. [2] Therefore, the employment of private college students is becoming increasingly hard. From the perspective of the professional level and career development of graduates, the cause of this status can be generally classified into the following three categories:

### *A. Imbalance in market supply and demand*

There has already been eight years since the 2008 world economic crisis, but its effect has not yet been completely eliminated. The bankruptcy and failure of a large number of enterprises not only caused a sharp reduction in employment, but also increased the number of people waiting for employment. According to the latest survey data, the total number of graduates in China was 6.99 million persons in 2013, 7.27 million persons in 2014, and 7.49 million persons in 2015. This shows that the job market is in short supply; the sooner you graduate, the more difficult it is for you to find a job; and this competitiveness will continue to increase in the short term. Therefore, the time of graduation is the best time to get a job.

What is more worth of mentioning is that the enrollment expansion policy for colleges and universities in 1999 not only greatly increased the proportion of college students, but also led to the decrease and closure of vocational and technical schools, technical secondary schools, and junior colleges; university students become more and more and the "blue-collar" workers with actual skills are getting less and less. The lack of technical personnel and the incompetence

for specific posts are one of the important reasons that make employment difficult.

#### *B. Mismatching between major and employment field*

Structural contradiction is an important cause of the difficult employment situation of private universities today: the rapid replacement of social industries has led to the society's diversified demand for talents. However, the setting of professional courses in colleges and universities is lagging and its adjustment cannot keep up with the replacement pace of the social industrial structure, causing college students to lose their jobs. Although private colleges and universities have the freedom to set majors freely, it will take four years for students to graduate, so this will test the advancement of the setting of majors in private colleges. If you choose a "chicken-ribs" major, the scope of your career choice will be greatly reduced.

At the same time, most private college students tend to study the popular majors such as "computer", "accounting" and "administrative management"; but today the job requirements for such majors are basically saturated, so that students are getting unemployed upon graduation. Nowadays, there is a huge demand for professionals engaging in "social work", "rehabilitation nursing" and the like work, but there are very few talents in these professions. Therefore, blindly pursuing popular occupations and the mismatch between major and employment field are also the causes for the difficulty in employment.

#### *C. Noncompliance between reality and expectation*

Most private college students have relatively good living environment. Due to the protection of their families and the lack of social experience, they often "have grandiose aims but puny abilities" in their job selection process. Irrespective of actual factors, they only blindly pursue high-paying enterprises and institutions, and swarmed to state enterprises and institutions such as civil servants, causing most people to lose their jobs and many units failing to recruit talents. At the same time, according to analysis of survey data over the years, most private college graduates are more inclined to work in popular cities such as "Beijing, Shanghai and Guangzhou", as well as some developed cities in the southeast coastal areas. And only a few graduates may choose the backward areas such as the northwest. The uneven distribution of employees is also one of the important causes of the difficulty in employment of private college students.

### III. ANALYSIS OF PSYCHOLOGICAL PROBLEMS IN EMPLOYMENT OF PRIVATE COLLEGE STUDENTS

Facing the severe employment environment, private college students will inevitably have various psychological problems in employment. According to the latest data survey report, the psychological problems of private college students in employment can be divided into the following categories: inferiority, self-conceit, anxiety, dependence, imbalance, timidity, indifference, conformity, and fear of

suffering. [3] The above psychological problems are prominent among junior students, especially among senior students. The causes of this problem include many factors such as the society, school, family and individual differences. Next, a cause analysis is made in terms of personal factors, so as to intervene in the psychological problems of employment:

#### *A. Personality defect*

Graduates are at the boundary between campus and society and belong to young people. They are in a period of transition from immature adolescence to mature adulthood. At this stage, people's emotions are independent and polar; it is difficult to listen to other people's opinions or suggestions; they have unstable emotions and may suffer large emotional fluctuation due to a small matter. This situation abounds, but it is difficult to be overcome. This is why students are anxious.

#### *B. Inferiority caused by weak professional skills*

Compared with students in secondary universities, private college students are slightly weaker in terms of professional skills, self-control, and time management, which also affect private college students' inferiority and cowardice in their career selection process. They have denied themselves, do not dare to compete with others and are afraid of comparing with others before going to find a job. Those are psychological problems caused by weak professional skills. Another phenomenon is that they may lose job after getting a job due to their weak professional skills, lacking "a golden key" to guard the post. This is also very common. Therefore, strong professional skills are the basic competencies of a good "professional person".

#### *C. Self-cognition bias*

Graduates of private colleges and universities commonly have an employment phenomenon of "being unable to achieve one's heart's desire but unwilling to accept less". This is closely related to their family background and personal employment psychology. Some private college graduates believe or suspect their abilities too much. When choosing a career, they have grandiose aims but puny abilities and are unwilling to start from the bottom. However, they cannot enter high management level. Consequently, they lost the opportunities of employment. This is also the cause of the formation of imbalance and arrogance.

#### *D. Family environment derived dependent psychology*

The process of choosing a career will inevitably be influenced by the family environment, family expectations and public opinion. Almost every private college student's family pursues the "elite training" strategy, coupled with the social bias on cognitive skills and discrimination of some skilled works, resulting in college students' dependence on external conditions. Some parents still adhere to the concept of "guaranteeing job assignment" and tend to find suitable jobs for their children through abnormal channels, which seriously affect student's view of the value of career choice. Moreover, many private college students are born from good

family environment, and are difficult to accept the hardships and grinds required at work, including the fear of suffering and dependence.

#### *E. Fantastical psychology oriented to vocation*

Vocational cognition mainly includes the views of vocational values and professional efficacy. Many private college students do not have an accurate understanding of the occupation they choose, and often choose a "fantastical occupation" when they are looking for a job. They pay more attention to the salaries and benefits of future job such as working environment, wages, job content, holidays and other hardware conditions and rarely pay attention to their major and interests and the staffing demands of the post. They neither integrate themselves with the vocation nor consider whether they are really suitable for the post so that they cannot meet the recruitment requirements of the employer and finally fail to find a job.

### IV. ADJUSTMENT OF PSYCHOLOGICAL PROBLEMS IN EMPLOYMENT OF PRIVATE COLLEGE STUDENTS

School should constantly adjust the psychological problems in employment of college students according to their individual differences and specific conditions. In addition to correctly treat the differences between public colleges and private colleges in some respects, it is also necessary to focus on the employment advantages of private college graduates. Combining with the policy of school employment guide center, school should help students to actively adjust the mentality and sort out correct view of employment and career selection.

#### *A. Employment psychological education relying on employment guide center*

Private college's employment guidance center should provide students with correct psychological guidance and dredge about employment, and help students establish correct views of the values of life, world and employment. School should provide formal employment guide training for juniors and seniors to assist them understanding the current employment situation, their employment advantages, resume production skills and details to be noted in interview. At the same time, "experiential training" is also a very popular employment guidance method nowadays; situational dialogue, role exchanging, non-leader group discussions, in-depth talks, etc., are all methods for rapid improvement of graduates.

Private college students should understand that compared with public colleges, they must not be discouraged despite their disadvantages in hardware facilities. As long as focusing on the cultivation of employability, they can still find a job smoothly.

#### *B. Improving own conditions and enhancing employment competitiveness*

Compared with public colleges and universities, private colleges and universities are practical schools that are closer

to the needs of the society for various professional talents. They are processing plants designed to cultivate composite and three-dimensional "professional talents". This is the general trend of the demand of modern society. Such graduates are more needed in the market today.

Therefore, in addition to studying basic professional theories, it is more important for private college students to develop their practical and innovative abilities practically in a targeted way. On the basis of a solid professional theoretical ability, combining professional and professional abilities in practice will make them become professional persons suitable for the society, and outstanding in the employment.

#### *C. Making good use of psychological methods to properly guide and adjust their psychological problems*

Although the education in private colleges and universities attaches great importance to employment, many graduates are still troubled by employment, resulting in negative emotions such as anxiety, inferiority, and apathy. Hence, college students need to do appropriate psychological adjustment. Psychological adjustment refers to the way of using psychological methods to change or expand the existing cognitive structure to adapt to new situations or new processes. [4] It can help college students recognize the situation they are in today, analyze reasonably, and make effective choices. It is applicable for private college graduates who are facing graduation and have great psychological pressure. After inquiring about professional data, it is concluded that the following ways can effectively relieve psychological stress and relieve tension. [5]

##### *1) Moderate catharsis*

When people are stressed or feel anxious or depressed for some things, they can be resolved through moderate emotional release. Common methods are talking with others, walking or keeping a diary.

##### *2) Relaxation exercise*

Relaxation exercise is to relieve some psychological and physical stress through practice. It can be appropriate exercise or active thinking practice which can help relax the tight brain.

##### *3) Self-consolation*

Self-consolation belongs to self-emotional therapy. This method is to keep telling you in the heart that this will have a good result or let yourself not pay too much attention to one thing, so as to lighten the pressure from another aspect to achieve the effect of decompression.

##### *4) Rational emotion*

It is to make a rational analysis of your situation, find the source of the problem step by step, and solve it step by step. It is applicable to people with strong logical thinking.

##### *5) Transferring emotion*

This method is to do some other things that can transfer your attention to one thing in some devious ways. For example, when you feel anxious because of employment

problems, you can go for a walk or chat with friends to appropriately divert your attention, thereby reducing the original stress.

#### V. CONCLUSION

Private college students' employment psychological problems are long-standing social problems, but as long as they make good use of their strengths, be good at using the hardware advantages, cultivate their employability, and timely adjust their employment mentality, their employment will become much easier. At the same time, they should also pay attention to current social events, analyze the needs of today's society, make continuous self-adjustment to the current contradiction between supply and demand, and truly understand the relationship between social needs and job applicants. In addition, during the school period, it is necessary to develop targeted professional ability training to try the best to cultivate students into "composite" and "three-dimensional" innovative and practical talents. When the above conditions are met, the employment psychological problem of private college students will no longer be a problem.

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