

A Research on the Cognitive Differences of Female College Students' Employment from the Perspectives of Social Gender

—A case study of female college students in the southeast area

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Abstract—Since the reform and opening policy, the subjective consciousness of Chinese women has been an unprecedented development --women's self-awareness continues to improve; rights awareness is promoting; development of awareness is raising. But in the development of the subjective consciousness, it also showed a variety of problems and deviation at the same time. This paper took female college students in the southeast area as the research object. Through questionnaire survey and in-depth interviews, the author analyzed the gender consciousness of feminist issue, gender awareness, self-awareness, understanding of family and social cognition. What's more, the author investigated the influence of different gender consciousness on employment consciousness, employment orientation, employment goal, employment opportunity and so on. On this basis, we put forward the suggestions on the promotion of gender consciousness and employment cognition of female college students.

Keywords—Female college students; social gender; employment awareness; employment influence

I. INTRODUCTION

¹ Since the reform and opening policy, the subjective consciousness of Chinese women has been an unprecedented development--women' self-awareness continues to improve; rights awareness is promoting; development of awareness is rising. But in the development of the subjective consciousness, it also shows a variety of problems and deviation at the same time. At present, our country's female research gradually forms the scale. The study achievement gradually achieves the theory and the systematization. But the overall development level lags behind the foreign study. Since the last century the mid-90's, many female researchers in China have conducted a detailed survey on female college students, which including psychological quality, value concept, role cognition, the employment situation and development status of female college students and educational countermeasures. Finally, it yielded a rich harvest.^{[1]-[9]}Female college students served as the backbone of the social group of women. Their awakening

¹ The Communist Youth League project (Project No: 2015LX168) in 2015; the Fujian Provincial Communist Youth League and Youth Work Research Project in 2016 (Project No: FJTW2016QYY021).

of self consciousness and development were not only related to whether the female students could realize their own values, but also directly related to female college graduates' employment situation. This paper took female college students in the southeast area as the research object and analyzed their gender awareness. What's more, we understood the impact of gender awareness on female college students' employment cognition so as to provide a reference for the improvement of female college students' employment quality.

II. RESEARCH SURVEY

A. Research Method

This study used the questionnaire survey, the depth interview and many kinds of methods to make a research. The author investigated the gender consciousness and the employment consciousness of female college students by means of questionnaire survey. The collected data were processed and analyzed according to their types. The data obtained from the questionnaire survey and the interviews was analyzed by using SPSS15.0, Excel and other software.

B. Sample Survey

The author conducted a questionnaire survey in the Huaqiao University, Fuzhou University, Xiamen University, Fujian Normal University, Sanming University, Putian University, Minjiang University, Medical University Of Fujian, Commerce of Zhejiang University, Zhejiang University of Technology, Zhejiang University, Nanchang University and those 12 typical universities' female students in the southeast area on March 5, 2016. And it issued a total of 3000 questionnaires which recovered 2520 copies and had 2430 valid questionnaires (Table 1). Its effective rate reached 81% and the number of people that we surveyed through network QQ chat, field visits and individual interviews was 200. The research object mainly involved the art, science, engineering, management, and other categories of subjects. And the grades distribution involved freshman to doctor. We surveyed the area involved in Fujian Province, Jiangxi Province, Zhejiang province, Hong Kong, Macao and Taiwan, including city and

rural areas of female college students, accordingly, the results of the survey were representative.

TABLE I. SAMPLE SURVEY

	Content	Frequency	Percentage
Age	< 20	100	4.8
	21-23	520	23.7
	24-26	1590	61.1
	27-29	150	7.1
	>30	70	3.3
Major	Literature	880	36.0
	Science	630	26.1
	Management	570	13.5
	Engineering	320	23.0
	Other	30	1.4
Grade	Freshman	160	6.1
	Sophomore	540	22.4
	Junior	670	27.6
	Senior	750	33.2
	Graduate student and above	310	10.7
Region	Inside Fujian Province	1380	56.8
	Outside Fujian Province	1010	41.5
	Hong Kong, Macao and Taiwan regions	40	2.7

C. Reliability and Validity Analysis

American Statistical scholar, such as Haier (Hairer, 1998) pointed out that the value of Cronbach was greater than 0.7, so the data reliability was higher [10]. This study used SPSS15.0 for statistical analysis. And it was concluded that the overall coefficient of Cronbach was 0.7881; the modified coefficient of Cronbach was 0.7986; the coefficient of KMO was 0.6881. The Approx. Chi-Square value of Bartlett's was 228.5447, and the corresponding significant efficiency was 6.03256E-14. Thus, the analytic results were effective.

III. A SURVEY AND ANALYSIS ON GENDER CONSCIOUSNESS OF FEMALE COLLEGE STUDENTS IN THE SOUTHEAST AREA

In recent years, with the development of higher education in China, the proportion of female college students has increased year by year. Female college students with higher education will undoubtedly make them more speculative and rational than the ordinary women. Nowadays, under the aspects of female college students' psychological quality, values, role in cognition, what kind of situation are they in? How do they think about self -gender consciousness, self - growth and employment effect? The questionnaire survey's results were as follows:

A. Female college students' understanding of the concept of "feminism" is ambiguous.

"Feminism" is "to strive for completely equal rights as men" or "require women has their own rights and liberation?" or "whether women should not have more rights and opportunities than men?" The concept of the gender is rarely involved in the traditional education. In the process of investigation and interviews, many female students said they couldn't tell the difference between the first option and third options. It explained that 32.9% of female college students selected the first option and 40.3% selected the second option.

They had no clear boundaries of concept (Table 2). It showed the gender consciousness of female college students in the southeast area was vague.

TABLE II. FEMALE COLLEGE STUDENTS' UNDERSTANDING OF THE CONCEPT OF FEMINISM

What do you know about the concept of Feminism	Frequency	Rate	Effective frequency	Cumulative percentage
Feminism claims that women and men have equal rights.	800	32.9	32.9	32.9
Feminism thinks women are better than men, and they should have more rights.	338	13.9	13.9	46.8
Feminism means women's rights and liberation.	979	40.3	40.3	87.1
Feminism is equal to women's movement.	209	8.6	8.6	95.7
Other	104	4.3	4.3	100
Total	2430	100	100	100

First of all, the vast majority of female college students thought "gender equality is progressive and it should achieve". Nearly half of female college students who held this opinion were feminists, but there were also some female college students who held other opinions thought "gender equality is progressive and it should realize". What's more, they insisted that they were not feminists or they didn't know whether they were feminists. Secondly, some female college students of feminist thought that gender equality would not be achieved but to improve. The two phenomena explained that female college students had negative attitudes towards gender equality. Between the traditional and modern thinking, female college students in the southeast area began to have a sense of self anxiety. Obviously, in the process of strengthening and improving the female gender consciousness education to change the phenomenon of female college students' self-anxiety, it needs to attract the attention of the university administrators.

B. The gender consciousness of female college students in universities is awakening.

As is shown in Table 3: 53.1% of the female students realized gender inequality in the life experience. Although there was an indisputable fact that there was a phenomenon of gender inequality 17.7% of the female college students were still obscure to the concept of gender equality in life; 29.2% of the female college students were even lack of awareness of gender equality in general. And female college students' gender consciousness should be improved.

TABLE III. THE AWARENESS OF GENDER CONSCIOUSNESS OF FEMALE COLLEGE STUDENTS IN THE SOUTHEAST AREA

Do you think what is the contemporary attitudes towards gender equality	Frequency	Rate	Effective frequency	Cumulative percentage
Gender equality can not be achieved but to be improved	431	17.7	17.4	17.7
Gender equality is a violation of the rights of men, so it should be abolished	1290	53.1	53.4	53.4
Gender inequality is a reality, and it can not be changed	709	29.2	29.2	29.2
Total	2430	100	100	100

According to Table 3, most female college students in the southeast area had gender consciousness, but they didn't have correct understandings of the social reality from the view of gender equality. We held pessimistic attitudes to whether we would change the gender inequality. Some female college students had gender-blind, lack of awareness of gender equality, lack of thinking abilities of using gender thinking to think, observe, analyze and evaluate the social phenomenon. They even thought that gender equality was a violation of male authority, which would have a negative influence on the employment consciousness of female college students in the future.

C. Female college students' self gender cognition is lack of sense of identity.

48.7% of female college students pointed out that the narrow, dependent, vulnerable, inferiority character defect in the girls was more prominent than the boys (Table 4). In daily life, the girls were stingy, lack of confidence in facing to difficulties and setbacks. Girls generally had difficulties to withstand the blow, recover quickly, solve the problem actively, and were more inclined to get help from others. But the study found that actually women's stress tolerance, patience and tolerance were better than men. Because their subconscious mind insisted on the traditional concept—"Chinese women should be reserved, gentle and help the husband and teach the children".

TABLE IV. THE AWARENESS OF GENDER CONSCIOUSNESS OF FEMALE COLLEGE STUDENTS IN THE SOUTHEAST AREA

What are the disadvantages of girls compared with boys	Frequency	Rate	Effective frequency	Cumulative percentage
Dependency	758	21.2	21.2	21.2
Inferiority	270	11.1	11.1	11.1
Narrow	398	16.4	16.4	16.4
Fragile	418	17.2	17.2	17.2
Vary from person to person, there is no absolute	542	22.3	22.3	22.3
Other	44	1.8	1.8	1.8
Total	2430	100	100	100

81.4% of the girls thought that gender differences were caused by physiological and social reasons; 27% of

investigation object thought that men and women had "no substantive difference". Most female college students were rational and not extreme for gender problems of the society. In their cognition of gender, they hoped that the society could respect gender differences to treat the problem of gender equality and to form a fair employment environment.

D. The female college students' understanding of the gender differences in employment opportunities.

51.3% of the students in the investigation said that there was no gender discrimination in the college, while 45.1% of the students thought that girls were still not treated unequally in college (Table 5). There was gender discrimination in the employment opportunities offered to college students. For example, the opportunities of part-time jobs gave priority to the boys; the teachers liked the boys to answer questions in class; even in the implementation of the task, the teachers did not believe girls. At the same time, some students thought the school enrollment, including some majors which should not set up gender threshold refuse to accept the girls. In addition, graduate teacher also had the tendency of sex selection when recruiting graduate students. Those two phenomena are particularly common in today's colleges, so the current education system still needs to be reformed.

TABLE V. THE AWARENESS OF GENDER CONSCIOUSNESS OF FEMALE COLLEGE STUDENTS IN THE SOUTHEAST AREA

Whether schools have a gender orientation when giving students the opportunity	Frequency	Rate	Effective frequency	Cumulative percentage
No	1247	51.3	51.3	51.3
When giving the chances of part-time jobs, schools will give priority to the boys	270	11.1	11.1	11.1
The teachers obviously do not believe girls in the implementation of the task	151	6.2	6.2	6.2
The teachers like the boys to answer questions in class	179	7.4	7.4	7.4
The school enrollment, including some majors which should not set up gender threshold refuses to accept the girls.	299	12.3	12.3	12.3
The graduate teachers also have the tendency of sex selection when recruiting graduate students	197	8.1	8.1	8.1
Other	87	3.6	3.6	3.6
Total	2430	100	100	100

E. The female college students have the understandings of gender differences on the social status.

When asked whether women could become successful leaders? 51.2% of the female college students were investigated, they agreed with the current status of women's role change and status improvement in the family community, and women

could be competent leadership. In the family, there was no longer an absolute phenomenon that the husband's income must higher than his wife. From the female college students in the attitude of the presidential candidate of the United States Hillary, you could see that the female college students approve of the enhancement of women's social status. (Table 6).

TABLE VI. THE GENDER DIFFERENCES IN SOCIAL STATUS OF FEMALE COLLEGE STUDENTS

Can a woman be a successful leader	Frequency	Rate	Effective frequency	Cumulative percentage
Great. It reflects the development level of the American feminist movement	1244	51.2	51.2	51.2
Female president is a women in a women	277	11.4	11.4	11.4
It's normal and not a big deal. Women and men are both qualified for the presidency.	639	26.3	26.3	26.3
Other	270	11.1	11.1	11.1
Total	2430	100	100	100

F. The understandings of female college students' gender consciousness on the family status.

82.3% of the girls thought that in the family they should work together and did their jobs to support the family. In the family, more than half of the female college students thought that children should jointly undertake child's education and other issues (Table 7). It could be seen that modern women paid attention to their own status in society, the pursuit of their own economic independence, but also wanted to balance the family. From the research results, the modern women were confused about how to find a balance between family and career. Perhaps this is why now "the wave of single" and the phenomenon of delayed marriage and childbearing appear in high intellectuals' women.

TABLE VII. FEMALE COLLEGE STUDENTS' AWARENESS OF FAMILY STATUS AND GENDER CONSCIOUSNESS

In the future career direction, taking into account the family, what do you think of the choice	Frequency	Rate	Effective frequency	Cumulative percentage
Choose both family and career. Men and women support family and educate children together	1196	82.3	82.3	82.3
To give up the career for the family	248	10.2	10.2	10.2
It depends	150	6.2	6.2	6.2
Other	36	1.3	1.3	1.3
Total	2430	100	100	100

IV. THE ANALYSIS ON THE INFLUENCE OF GENDER DIFFERENCES ON THE EMPLOYMENT OF FEMALE COLLEGE STUDENTS IN THE SOUTHEAST AREA.

A. The influence of gender consciousness difference on employment consciousness.

We put the female college students on the "feminism" and "gender equality" concept for comprehensive analysis. They found the idea of intense conflict and someone who thought themselves as feminists still thought that "gender equality violates the rights of men, so it should be canceled" This was a seemingly unbelievable phenomenon in modern society. It reflected a serious conflict between traditional gender consciousness that they received before and gender consciousness in modern society. And it was gradually awakening in higher education, which led to their ideological confusion. Therefore, strengthening the female gender consciousness had an important guiding role on the employment consciousness.

Most female college students in the southeast area had gender consciousness, but they didn't have correct understandings of the social reality from the view of gender equality. We held pessimistic attitudes to whether we would change the gender inequality. Some female college students had gender-blind, lack of awareness of gender equality, lack of thinking abilities of using gender thinking to think, observe, analyze and evaluate the social phenomenon. They even thought that gender equality was a violation of male authority, which would have a negative influence on the employment consciousness of female college students in the future.

B. The influence of gender differences on employment orientation.

The difference of gender consciousness played an important role in the orientation of women's employment. On the issue of employment, in the same conditions, or the same types of jobs, men and women both were suitable, while they recruit men. But in the dismissal, elimination, putting long vacation, women are considered first.

The employing unit openly published a recruitment advertisement for refusing to accept women, which received the social tacitly approve and tolerance. This explained that the subconscious of the society still feared of the wisdom of women. On the issue of labor reward, the phenomenon of male and female workers' unequal pays for equal work had become more and more serious. On the issue of political participation, the number and quality of women's participation in politics was far behind that of men. During the interview, we proved that many female college students felt deeply employment pressure. And the employment pressure deviation further aggravated their gender consciousness. Some of them were willing to be discriminated; some were reconciled to the situation; some gave up career but chose family; some simply went to perform face-lifting to cater to the era of "beauty economy". All of these would form a vicious circle, and became a malignant tumor of affecting female college students' employment orientation on the female college students' understanding of gender consciousness.

Due to the media's propaganda, the female college students paid too much attention to appearance. In the study, we found that many female college students mainly spent money on clothes, cosmetics and other aspects, except to the basic cost of living. Misleading of social media made female college students don't correctly understand their own status in society, and further deepened the "women are men's accessories". When asked about their employment orientation, many girls got their security by her husband and children. When there was a conflict between the family and the career, the majority of female college students could not determine their own choice. In fact, it explained that girls would give up career but chose family in their sub-consciousness. Because the environment occupied an important position in the "situation", and it went without saying that girls gave up career to balance family in Chinese male-dominated culture.

C. The influence of gender differences on employment goals.

In the treatment of male and female students, whether there are intellectual differences? Most female students generally believed that the male and female students had their own characteristics and advantages, and there was no obvious difference in intelligence. They pointed out that girls were generally more self-control than boy, and did things carefully and seriously. What's more, the girls were more diligent in their performance. It will have an important influence on the professional nature of female college students' employment in the future. Female college students can fully recognize the advantages of men and women in terms of intelligence. But in the interview, most of the female students said that the female advantage should not be appreciated in the society and publicity because of the difference of social division of labor and the social status of women was unsure. So, most of the students generally couldn't get a sense of pride from their own advantage. There was no special purpose in the specific and directional of self employment. The difference of gender consciousness played an important role in the influence of the female college students' employment goal.

D. The influence of gender differences on employment opportunities.

The difference of gender consciousness played an important role in the cognition of employment opportunities. In the survey of employment opportunities, the majority of female college students believed that men and women in social life were not equal to the main performance in job opportunities, promotion and salary increase. The society did not have any written gender discrimination in the employment opportunities for college students, but it was not the case when employing units recruited college students. Female college students formed a clear contrast to the desire of improving the social status of women and the current social reality. The difference of gender consciousness also had an important impact on employment opportunities. Many female college students believed that the school provided the employment opportunities for college students in the gender tendency.

E. The influence of urban and rural differences in gender consciousness on employment.

The influence of family environment played an important role in the choice of employment. In the process of actual interview, the author learned that female college students had differences between urban and rural area in gender consciousness and the impact on self growth and employment. In general, women's awareness of female students in city area was strong, and they thought they must have higher education, have a higher income on their own, pursue advanced studies or do a good job after graduation. When they were asked marriage time, they all said relatively late. But female college students in the countryside had heavy gender inferiority. They thought that they needn't further study, and the primary task after graduation was to get married. The consciousness of women in charge was more obvious in the consciousness of the rural students. Rural female college students have higher pressure of employment than the urban female college students.

V. FROM THE PERSPECTIVE OF SOCIAL GENDER OF FEMALE COLLEGE STUDENTS' EMPLOYMENT PROMOTION STRATEGY

A. Promoting the change of social concept and the employment of female college students.

Reforming the gender culture and operation mechanism, removing the bondage of traditional conception and social prejudice to modern women formed a more inclusive social culture system. In modern society, it was better to break the bad employment idea which was opposite to the achievement of the female and the career achievement, and to change the situation in which women were less accomplished than men. We need to understand and support women in the subversion of the traditional role in society, family and life, and agree with women's achievements and contributions to society. Simultaneously, we should actively encourage and guide women to realize their own value to become contemporary intellectual women who have the modern consciousness, capable, with the cause of heart and have certain competitiveness. In this way, we can change their inferior position in their social, political, and economic life.

B. Strengthening the management of school education and improving the self-gender consciousness of female college students.

We should fully understand the particularity of female education, improve the current education system, and promote the education fair. The reform ignored the average education model of gender differences between male and female students. In Chinese universities, we introduced the mode of sex education, and implemented gender education. According to the different physical and mental characteristics of male and female, we arranged specialized courses of gender and implemented education separately. We should improve the balance of the distribution of subjects, at same time play the professional advantages of male and female students. And it is also to make up the disadvantage of their own in some subjects, such as training the girls' abilities in forestry, science, technology, electronic and so on. So it will improve their employment cognition and employment ability. We should

strengthen publicity and education; maintain existing self-consciousness and autonomy in the perspective of female college students. Through the youth generation to achieve the social tradition of gender roles and gender prejudice of the transformation, we can change the old concept of restricting women's development for a long time. Schools should always carry out gender education courses and lectures so as to expand the education of students and strengthen the female college students' the sense of employment--Self-esteem, self-improvement, self-reliance, and self-confidence. Meanwhile, we should pay more attention to the development of changes in various aspects of female students in the teaching process; improve female students' ideological and moral qualities, scientific and cultural qualities. And it will make them develop efficiently, fully develop female human resources, exert the female students' potential for social construction to accumulate more power.

C. To establish the correct concept of gender consciousness and improve the comprehensive employment ability of female college students.

To establish female subject consciousness. In the traditional life, due to the lack of female self-consciousness, women put themselves in the social, work, family, and the position of the supporting role. It illustrates some personality dependency, the decrease of self-confidence in undertaking their social roles and participating in social competition confidence. And bold pursuit of success achievement is weakened. Therefore, female college students must promote the awakening of self-awareness, actively liberated from the traditional mindset and the mind set that hinder women's development and progress. What's more, they should completely get rid of the spiritual shackles of the traditional gender culture in the long term, and improve the comprehensive ability of employment and establish the consciousness of female subject. They contend that the bondage of personal initiative is a rational starting point for the development of modern women.

VI. CONCLUSION

We should enhance the sense of female college students' employment, strengthen the guidance of female college students' employment, and set up the goal of growing up. Female college students need to enhance their own sense of employment, to improve employment awareness, and to develop the correct life goals in the university rather than take college as the pinnacle of life's struggle. Through targeted employment guidance consciousness, we should enhance the understandings of the employment situation of female college students, enhance the awareness of employment policy, promote employment abilities, improve employment skills, cultivate good psychological qualities, dispel the negative effects of their own development, develop jointly between the growth and employment abilities, and continuously improve their employment abilities.

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