

# *Empirical Research on the Barrier of Rural Migrant Worker Entrepreneurship Digital Training*

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**Abstract**—The purpose of the empirical research is to take advantage of network ethnography method to acquire the statistics of the entrepreneurship training need of rural migrant workers, which are based on online communication record from their We Chat and QQ records. In addition, with a panel interview about specific barrier which influence migrant workers effective entrepreneurship learning, it can be concluded that knowledge of the entrepreneurship policy, changing of vocational skills, choice of entrepreneurship, and adoption of rural advantaged source altogether influenced entrepreneurship learning behavior significantly. From the perspective of regression predict procedure of entrepreneurship learning, the front three factors have positive correlation with demographic variable and digital platform variable, which indicates that digital training platform can provide learning opportunity in the front three aspects, and the digital training model premise is in line with migrant workers using contact and media dependency.

**Keywords**—Barrier; rural migrant worker; network ethnography; entrepreneurship training; digital platform

## I. INTRODUCTION

Rural migrant workers are marginalized from the mainstream of urban life, which consists of career developing and family life. There children has to live without parents, which results in serious family and social problems. The pressures from urban living force the migrant workers, to seek some professional skills and knowledge to chase for a higher income. As for young migrant workers, the future career plan has not appeared generally, but a large proportion of migrant workers who have more than 10 years working experience in urban or have married and children have scheduled their own developing future and their children future. The paradox of struggling in urban area or going back to the rural village has also stimulated new thoughts to find some opportunities to integrate their professional skills into the construction of the village.

In fact, migrant workers have the awareness and demand to return home and start up a new business, but they are in the environment which is lack of entrepreneurship experience training opportunity. The limitation of Working time, lack of training model in the working place, limitation of budgets for training, no professional developing plan, have altogether become the barrier for the migrant workers to get

entrepreneurship opportunities. “Migrant workers’ career develop better, career life and career income will become increased more huge, elite migrant workers will be easy to get better professional developing opportunity, income level will be significantly enhanced.”[1] In the view of professional education, the regular training aiming to meet the demand of the migrant workers is not fully available to the migrant workers. Some organizations or communities occasionally operated migrant workers theme activities have gained the attention and agreement of migrant workers, but these activities quantity are limited and training topics have not been focused on the migrant workers’ entrepreneurship need. “In order to adapt migrant workers regular professional training demand, government should build society attendance and vocational school, even media channel provide public service model, enhance migrant workers living level”. [2] With the development of digital media and information channel, migrant workers professional training platform should attempt to take advantage of these sources.

The increasing scale of rural Internet users has made the enhanced new media literacy of migrant workers possible. In order to integrate into the new urban life circumstance, the migrant workers have attempted to find comprehensive ways to solve realistic questions, which are familiar digital media function and experience sharing. “On the gratifications individual seek, and on the roles the mass media play in meeting people needs, but it seems obvious that people do use media in varying ways” [3]. Many observers believe that the mass media generates huge amount of ‘social teaching’ which played an essential role to change people learning attitude and behavior, especially, in the digital communication environment, where audiences have more opportunities to attend activity, and great emphasis has been put on the demand of the audience, which helps to change themselves.

This empirical research is based on the theory of Uses-and-Gratifications. Katz, Blumler, and Gurevitch[4] reviewed some early works on Uses and Gratification theory. Kartz pointed out that the focus of mass media research should shift to the audience. By investigating the diversity of rural migrant workers’ choice of media, we are able to identify the differentiation within the group. The concept of audience activity should be included in the study of internet communication, which has already been incorporated in one examination of the Cleveland Free net[5]. Specifically speaking, through the interactive digital media, the migrant workers try to seek opportunities to get access to the

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communication media and obtain the same life experience as their peers in the cities do, which involves professional developing demand.

## II. METHOD

### A. Participants

In order to collect diverse sample statistics of rural migrant workers, several steps. Firstly, online ethnography research method has been adopted primarily to get 20 migrant workers chat record, which is about the demand of entrepreneurship training through QQ and We Chat, which is the two social media which migrant workers use daily. Secondly, on the basis of the classification on these record, four aspects have been found, which are entrepreneurship policy knowledge, vocational skills changing, entrepreneurship project choice, rural advantaged source using. Thirdly, a panel interview has been conducted to make sure this influence factors, and a self-complied questionnaire has been designed to differ influenced factors.

Looking into the choosing of the migrant workers' working locations, the train and bus stations in the rural areas where they will be on festival vacation are quite suitable for us to implement questionnaire issuing. The demographic variables are divided into gender, educational level, income level, registered residency, living residency, and profession classification. The study was implemented from January to March, 2016. Questionnaire was used to investigate 200 rural migrant workers. Valid samples are 165(N=165). At the 95% Confidence coefficient condition, maximum error has been no more than  $\pm 3.1\%$ .

### B. Procedure

This migrant workers entrepreneurship training needs self-complied questionnaire including 26 items. Policy knowledge involves 6 items, vocational skill changing involves 8 items, project choice involves 8 items, and rural advantaged source using involves 4 items. The questionnaire took advantage of Likert 5-point scale assessment, from 'very unimportant' to 'very important'. The more score of the scale form, the stronger the influence factor level. Confirmatory factor analysis: CFI=0.90, NFI=0.94, TLI=0.91, RMSEA=0.07, which indicates that the questionnaire has good structural validity. The whole questionnaire coefficient of  $\alpha$  is 0.86, with public training platform service (included government sponsored, community sponsored, organization sponsored) and relevant media channel coefficients are 0.88 and 0.82, respectively.

## III. RESULTS AND DISCUSSION

### A. Network Ethnography Results

#### 1) Entrepreneurship policy knowledge needs aspect

Online research record indicates that migrant workers have stronger demands to be a boss or have own business, especially, in some profession area, such as hairdressing, decorating, catering, and marketing. These migrant workers have career plans, which are usually having their own career after practicing in their work for several years. The reason of no

definite direction on going back to hometowns or stay in urban areas to some extent is that they are not familiar with entrepreneurship policy knowledge. Only 40% of investigated migrant workers have professional skills training experience. Furthermore, nobody have experience relevant to entrepreneurship knowledge training. Meanwhile, migrant workers have the experience of professional training, which is also thought very boring and a waste of time. They hope that the knowledge training can focused on their demand, interesting, and establish learning space to inquire some people who have business and management experience.

#### 2) Vocational skill changing need aspect

According to the online investigation, migrant workers vocational skill level is relevant to their education level. Migrant workers graduated from high schools or vocational schools have better working opportunity to get professional skill enhancement. On the other hand, vocational skill improvement is significantly related to the working experience and working field. Some migrant workers acquired vocational skill from their master worker, such as automobile repaired skill and catering. It costs them considerable time and efforts to acquire such skill and most of them have few opportunities to change their previous skills into a new one when it is necessary. In spite of which, most of the migrant workers depending heavily on their urban vocational skills are in trouble with making a living when they returns their hometown, which is on the top of the priority list of most of them.

#### 3) Business project choice need aspect

Business project choice is considered as the most important problem among all of the training demands. Previously, migrant workers went into urban area, not only for making a living, but also for widening the horizon and enriching the experience. They expected that the urban experience could reduce the gap between them and the urban peers. Gradually, rural migrant workers felt the convenience of the urban society service. Furthermore, by discovering the difference of the business model between urban and rural areas, they can assure that there are some business opportunity when they come back to their hometown. For example, they can copy the urban business model and adopt their skills to the rural society. Compared with urban area, consumers quantity, level of consumption, scale of business are the three factors which been the highest frequency topic in online research in rural area.

#### 4) Rural advantaged source using need aspect

Migrant workers are little acquainted with rural society specific status, which significantly suggests the difference between them in gender, age, relationship with hometown, which generates effect on the cognitive motivation to rural society. Older age migrant workers have two-sides development attention, not only on keeping urban living hardly, but also on preparing for the going back to their hometown at any time, which will depends on profession developing prospect in rural or urban area and keeping in touch with person at hometown. Compared with male group, female group of migrant workers pays more attention on urban area than rural hometown. Meanwhile, the spouse choice influences female workers attention. Rural business resource exploitation are organized by government or investment institution, which is supervised by mainstream channel, and attracts their

attention, they hope that some expert or training organization in some training activity can provide consulting service on rural resources and their own priority, and help them with value evaluation.

## **B. Regression Results**

### *1) Prediction of entrepreneurship policy knowledge needs*

Demographic variables and digital platform can predict migrant workers entrepreneurship policy knowledge need dimension significantly ( $F=5.433$ ,  $p=0.000 < 0.001$ ). Among the variables: income level, public platform, and relevant media channel all predict the positive policy knowledge need dimension ( $\beta_1=0.28$ ,  $p=0.01 < 0.05$ ;  $\beta_2=0.49$ ,  $p=0.000 < 0.001$ ;  $\beta_3=0.36$ ,  $p=0.001 < 0.05$ ), and the public platform > relevant media channel > income level.

The influences of digital platform on rural migrant workers entrepreneurship policy knowledge need are based on professional development and society identification, in which they have to make use of the digital platform learning resource. The conclusion of positive prediction is due to two factors. Firstly, platform sponsored by government or organization, such as government website and traditional media institution which have the “gate keep” function, have attracted more migrant workers credibility, and lead to strong influences on the policy knowledge of migrant workers who trust. New media relevant channel fails to become their important professional media choice mainly because of its disadvantages in information accuracy and media supervision, which is a principal consideration in new generation migrant workers’ media demand. Secondly, government function in cultivating public opinion is mainly focused on public service field, which undertakes the mass media service rights protection, thus affecting rural migrant workers using attitude and behavior in the long term.

In addition, migrant workers tend to take the choice of profession as their living direction. As a result, the influence of income variable is obvious and reflects their living style and differences in policy knowledge information channel contact and psychological acceptance. Higher income level migrant workers have more widely entrepreneurship policy information channel. Meanwhile, their interpersonal circle is made up with similar social identity, which also produces information communication through the relationship environment.

### *2) Prediction of vocational skill changing needs*

Demographic variables and digital platform can predict the changes of the needs of migrant workers vocational skill significantly ( $F=6.217$ ,  $p=0.03 < 0.05$ ). Among the variables, education level and public platform can predict the positive vocational skill changing needs dimension ( $\beta_1=0.47$ ,  $p=0.02 < 0.05$ ;  $\beta_2=0.32$ ,  $p=0.001 < 0.05$ ), and education level > the public platform.

Regression results reveal that rural migrant workers with higher educational level pay more attention to digital platform. The influence of public platform exceeds the other training channel in vocational skill changing aspect. Migrant workers vocational skill level is relevant with education level, and migrant workers who graduated from high school or vocational

school have better working opportunities to get profession changing. For the reason, rural migrant workers with higher educational level have higher level of media literacy, which will influence their abilities of profession changing in digital communication situation. By involving in the preparation of entrepreneurship process, higher educational migrant workers will take advantage of the digital platform resource, and change the passive and ritualized media use behavior in order to bring business benefits back to the rural society effectively.

### *3) Prediction of business project choice needs*

Demographic variables and digital platform can predict migrant workers entrepreneurship business project choice needs dimension significantly ( $F=4.930$ ,  $p=0.000 < 0.001$ ). Among the variables: income level, public platform, and relevant media channel all predict the positive policy knowledge need dimension ( $\beta_1=0.44$ ,  $p=0.001 < 0.05$ ;  $\beta_2=0.60$ ,  $p=0.02 < 0.05$ ;  $\beta_3=0.21$ ,  $p=0.001 < 0.05$ ;  $\beta_4=0.39$ ,  $p=0.000 < 0.01$ ), and the public platform > relevant media channel > profession classification > education level.

During the process of integrating into urban life, the ability to build up new social capital and to break away from the original rural social model is an important indicator to evaluate whether the migrant workers successfully adapted into the new environment or not. Looking into the social capital establishment, most of the migrant workers make living without previous capital advantage, because their forefathers cannot provide effective urban social capital support. Even though migrant workers have reached a higher capital accumulation speed than they have at hometown, they still struggle for pressures from different business areas, and are urgent to get business project choice advice from outside world, which proves that education is a very important factor to maintain social identification in urban life. The result also suggest that migrant workers with higher education level attach more attention to relevant entrepreneurship information, and the increasing intensity of the using of the digital channel will influence the probability of entrepreneurship success.

It is substantial to take advantage of digital platform and private relevant media channel to get analysis ability in business choice for migrant workers. Beyond working time, rural migrant workers have adopt digital channel to meet their own demand, such as, listening to music, watching video, playing online games, posting messages in online forums, reading e-books, and chatting in the interest circle through virtual space, through which the life style of these migrant workers has been changed entirely. With the popularization of the network function of mobile phones, the entertainment function of new media plays an even more important role for the new generation rural migrant workers gradually, which can mediate changes in the daily life consumption, promote professional skills improvement, assisting to plan future career, or even starting up a new one.

Digital media and some new media use and dependency facilitate the migrant workers to improve their abilities of participation and interaction in the process of using the media, and create many opportunity to communicate and exchange advice in profession area and share some experience. Information communication sets out environment, in which

rural migrant workers attempt to play their sociology role on the basis of professional situation. In the virtual communication context, most of rural migrant workers gain the chances to release themselves emotion, boost self-confidence, face their mental world more easily, and form their identify through mass media culture.

#### IV. CONCLUSION

In brief, different from most previous studies, the study adopted social layering study method and used layering standards such as gender, educational level, income level, registered residency, living residency, and profession to examine the media communication function with different groups of samples. It was found that digital media communication influence on rural migrant workers may not be integrative. In fact, rural migrant workers tend to have high frequency of job change. Although location and direction of rural migrant workers job change in similar pattern which is usually wandering in a lot of cities, when entrepreneurship plan become a new future scheme, some of rural migrant workers will be capable of and prefer staying at their hometown. In order to adopt better business entrepreneurship skill in their hometowns, migrant workers have to prepare at the same time for urban living. Digital media can not only provide convenient and free information, but also match the resources with their using habit properly.

Therefore, government should incorporate digital platform into public service system, to facilitate the adaptation of rural migrant workers, and build effective entrepreneurship training channel, to help them to return their hometown, which will accelerate urbanization and reduce the gap between the rural and urban. It is very important to formulate relevant policy and safeguard measures through digital training platform to tackle the obstacle in migrant rural workers' process of starting up a new business, in which the stability of returning the hometown can be ensured and more public service problems in rural society can be avoided in the future.

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