

Research on the Precision Employment Service Model of College Graduates Based on Big Data Analysis Technology

Xiaorong Yue

Admissions and Career Department, Xi'an Conservatory of Music, Xi'an, 710061, China

Email: xamusic_zjc2017@163.com

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Abstract: At present, the number of college graduates is increasing year by year. At the same time, college graduates have higher requirements for the expectations and treatment of job types, and the incompatibility of work is also presented. Compared with the traditional employment analysis model of college graduates, big data analysis technology is known for its accuracy, efficiency and forward-looking. The employment problem of college graduates based on big data analysis technology can be solved well.

1. Introduction

With the popularization of higher education in China, in recent years, all colleges and universities have expanded their enrollment, and the number of college graduates has increased dramatically year by year. According to statistics, the number of college graduates nationwide in 2014 was 7.27 million, and by 2019 it had reached 8.34 million. The reform and opening up has continued to deepen, and the vigorous development of network technology has forced various industries to continuously carry out industrial upgrading, reform and innovation. For college graduates who are about to enter the society, there have been many incompatibility in the face of employment choices. The employment guidance work of colleges and universities faces a very complicated and severe situation.

2. The status quo of college graduates employment

2.1. The structural contradictions in employment have increased, and the supply and demand of talents cannot be docked

According to the survey and research, employment is not a phenomenon in which talent output is greater than demand, but a structural contradiction in employment. The main reason is that there are too few data samples on the needs of colleges and universities, and the connection between enterprises and universities is incomplete, resulting in brain drain.

2.2. The low turnover rate of college graduates in employment

Nowadays, colleges and universities are effectively implementing education and teaching reforms, and the teaching content has been actively adjusted for changes in emerging industries and traditional industries. However, according to the survey, the adaptation period of college graduates in China usually lasts for two to three years, and college graduates in Western countries only need one year to be fully competent. This is completely unable to keep up with China's fast-growing economy. In the footsteps. This has led to doubts about the ability of current higher education graduates, and graduates are also prone to slack, lack of passion and even loss of confidence in their work.

2.3. Deviation and ability crisis in college graduates employment concept

According to the survey, many college graduates in China are now affected by various values of the society. There are serious deviations in the employment concept. The employment mentality is

impetuous, eager to seek success, and even many ideas of getting rich overnight. Many graduates prefer to be flexible in the first-tier and second-tier cities in China, and they are not willing to go to third-tier cities, county towns or towns, or grassroots grassroots as civil servants. There are also some college graduates who have developed a bad habit of low-handedness and do not look at the so-called ordinary jobs, and their favorite work is not well qualified, and high is not low.

3. The positive role played by big data analysis technology in the employment of college graduates

Big data analysis can be summarized as 4 V, with a large amount of data and fast speed (Velocity), Variety, Value. Big data analysis technology mainly includes data collection, data access, infrastructure, data processing, statistical analysis, data mining, model prediction, and result presentation. Because of its high-speed computing, analysis, and finishing features, data availability can be improved. Big data requires cutting-edge visual data tools to transform all numbers and data points into more specific data.

Therefore, the application of big data analysis technology in the precise employment service of colleges and universities can often be accurately pushed according to the employment intentions of college graduates. Big data analysis technology can play a huge role in the employment of graduates, not only improve the employment success rate. It has great application value for the quality of employment work.

3.1. Using Big Data Analysis Technology to Exactly Match the Employment Intention of College Graduates and the Demand of Employers

Previously, through the talent exchange meeting, the traditional way of graduation recommendation meeting to carry out employment work. It is up to the self-recommended by the graduates and the dictation of the employer or the ppt demonstration to make a two-way choice. The application of big data analysis technology can analyze the talent demand of the employer in accordance with the large amount of data collected, and analyze the operation of the unit and the prospects of the industry, and the prospects for graduates entering the unit. Looking forward to giving graduates clear employment guidance. According to the statistics of the employment direction of graduates, the relevant employers will be invited to face-to-face exchanges to improve the success rate of employment. For each employer, according to big data analysis technology, we can understand the training direction of the school more accurately and completely, the various skills and advantages of the graduates, and accurately find the talents needed by the employer's own characteristics to ensure recruitment. College graduates can quickly adapt to the job, effectively improve the accuracy and scientificity of the recruitment work, and achieve the precise docking of college graduates and employers.

3.2. Using Big Data Analysis Technology to Provide College Students with Suitable Job Suggestions

Due to information asymmetry, some college graduates have insufficient access to market demand information, have not formed stable expectations, and are in a predicament of high and low. Using big data to analyze the dynamics of multi-source heterogeneous, multi-entity and multi-space interactions of complex massive data, and more accurately predict the future development of the economy and industry, and better describe the employment needs. The status quo and future changes will help college graduates rationally adjust their employment expectations to suit the actual needs of the market, so that graduates can extensively understand the competency requirements for upcoming jobs and are targeted during graduation internships. Carry out, improve their ability, and quickly integrate into the job.

3.3. Using Big Data Analysis Technology to Counsel College Graduates' Employment Concept

The core of big data analysis is forecasting and feedback. Through data collection, screening useful data information, correlating and integrating useful information, and mining effective data

value. Therefore, through the employment tracking of college graduates, it is possible to accurately analyze the employment status and ability matching, so as to set the focus and focus of future employment services, accurately predict and prioritize employment services, and make some forward-looking employment guidance. Can improve the efficiency of employment and the quality of employment. High-quality employment data can also provide feedback and support for enrollment and teaching implementation.

4. The exploration of big data analysis technology in the employment precision service model

The role of big data analysis technology in the employment service model of college graduates is self-evident. The service model of accurate employment is the preferred mode for college graduates.

4.1. Establishing a big data platform for employment management and decision-making to make employment management and decision-making scientific

Most of the traditional employment decisions are based on employment experience. In the rapidly changing information age, it is difficult for college employment managers to accurately grasp the complex and changing employment situation. Establishing a platform for employment management and decision-making big data for college graduates, as a basic unit of digitalization of colleges and universities, is conducive to improving the level of employment services, achieving full employment, and standardizing employment management.

4.2. Pushing the right job information accurately and orderly

When college graduates choose their jobs, big data analysis technology can also analyze a large amount of comprehensive information in all aspects. According to the work intention of college graduates, accurate and orderly push appropriate jobs to college graduates. The more complete employment system of colleges and universities can make college graduates more aware of their ability to work, adapt to the environment and the upcoming job, effectively avoiding the incompatibility caused by blindly looking for work and the consumption in the job search process. A lot of manpower and resources.

4.3. Effectively improving the accuracy and scientificity of employment recruitment

Big data analysis technology can more accurately and completely understand the various skills and advantages of students, including the performance during the school and the level of professional courses. The major recruitment companies can accurately find the results based on big data analysis technology. The talents needed to ensure that college graduates can quickly adapt to the job, the skills they master can be fully qualified.

5. Conclusion

Because of the accuracy of big data, the results of its analysis and prediction are forward-looking, which can provide accurate employment guidance for college graduates, meet the needs of college graduates for their work, and combine the personality and interests of the students and students. To make it more subjective in the work, to achieve the two-way satisfaction of the graduates and employers, big data application technology will become an indispensable technology in various fields, this technology can effectively improve the accuracy of work and Efficiency has accelerated the progress of society. The employment precision service model of college graduates based on big data analysis technology effectively improves the employment rate of college graduates, and solves the big problem of college graduates' employment difficulties to a large extent, which has promoted the social progress.

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