

Research on the Impact of Social Network on the Employment Choices of College Students and Countermeasures

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Abstract. In the digital age, social networking has become an indispensable part of college students' employment process. Social networks not only provide a platform for college students to network with other professionals, alums, industry experts, etc., but also provide them with numerous resources and opportunities to help them better plan their careers and achieve their employment goals. Job Platform For college students, social networking is not only a social tool but also an important platform for obtaining information, expanding contacts, and finding employment opportunities. Career planning Studying the impact of social networks on the employment of college students can help deeply understand the demand and trend of the job market, provide more accurate and timely employment information for college students, and help them better adapt to the market demand and improve their employment competitiveness. Social networks, as important social capital, have a significant impact on college students' career development. The study of the impact of social networks on college students' employment can further explore the role and mechanism of social networks in career development and provide more targeted career development suggestions and guidance for college students.

Keywords: Social Network; Employment; Social Capital; Market economy; Countermeasure.

1. Introduction

1.1. Research Background

Social relationship network refers to the relatively stable relationship system formed by various social interactions among individuals or organizations in society. These relationships can be based on blood, geography, business ties, emotions, and other factors, including family relations, relatives, friends, colleagues, business partnerships, etc. These relationships interweave and influence each other in the network, forming a complex and huge social network.

Social relationship networks play an important role in social life. First, it is an important channel for interaction and communication between members of society, through which people can access various information, resources, and opportunities to better adapt to social life. Secondly, social relationship networks are also an important guarantee of social order and stability. Through the bonding function of various social relations, people can support and restrict each other to maintain social harmony and stability.

In modern society, with the development of information technology, some new changes have taken place in the social relations network. For example, the rise of social network media makes it more convenient for people to establish and maintain various social relations. It provides more ways and channels for people to socialize. However, it should also be noted that although network social networking has many advantages, there are also some problems and challenges, such as information leakage, network fraud, social anxiety, etc., which require us to pay attention to protect our privacy and security when using network social networking.

In short, a social relationship network is an important system of people's interrelation and interaction in social life, which plays an important role in maintaining social order and promoting

social development. At the same time, we also need to constantly adapt to new social ways and channels and make better use of social networks to serve our lives and work.

The employment of college students means that after completing their studies, they choose the right occupation according to their majors, interests, and career planning and enter the corresponding post. The employment of college students is an important issue related to their personal development and social development.

The change in the job market and the competitive situation, as well as the quality and ability of college students themselves, will affect their employment success or not.

1.2. Social Relationship Changes and Trends

In traditional life, production mode is based on the family as a unit, through the family, to establish its social relations network. Blood is the primary relationship between human beings, and geography is the relationship between neighbors and villagers. These two simplest and most traditional relations have an inheritance relationship in economic life, which is the guarantee of society.

With the continuous development of society, the relationship between modern people is not only the relationship between relatives and neighbors but also the colleagues, comrades, friends, and classmates established by careers, studies, interests, feelings, aspirations, and transactions. With social connections, people extend their circle of contacts to professional and social relationships. The development of the network also provides convenience for people's communication, and people's relationships have been expanded to a greater extent. The trend of personal social relations networking is more obvious. In modern society, it is still common for people to use social relations to find jobs.

1.3. Social Network and Employment of College Students

College students with good education and higher skills are more likely to find jobs through hard work. For college graduates who have just left school, cultivating a social relations network is a very important means of achieving employment. Nowadays, the supply of college students exceeds the demand, and college students become the largest employment population, and the employment form is quite severe. According to Li's research, the social relation network is a function of social capital. This function has some positive significance for employed people (especially those who have a relative disadvantage in the social capital stock). In the job search and employment of these groups, social networking is a very effective way to collect labor market information and obtain employment opportunities [1]. Zhao said that the capitalization of social networks has a positive effect on some workers while it has a negative effect on those who lack social connections. First, social networks can collect employment information for job seekers and reduce employment costs for job seekers. There are some differences in the social relationship network capital among job seekers, so the influence factors of social relationship networks on job seekers are also different [2]. Networking is a central part of proactive career behavior [3]. Engaging in networking behavior contributes to the development of a comprehensive labor market-oriented network: the connections between a student and other individuals who can provide them with access to relevant information, resources, and people, help them make the right career choices or find a job that fits their career goals, and make them more satisfied with their careers. Wanberg found that job seekers often experience discomfort when networking, which raises concerns about the quality of their networks and the potential support they can draw from them [4]. In short, social network has both positive and negative effects on the employment of college students, and it is easy to generate unnecessary negative emotions when expanding contacts. It is easy to produce exclusive behavior in employment, which is not conducive to the expansion of social relations.

2. Case Description

2.1. Basic Status Research

At present, the competition mechanism of the market economy is gradually improved, which makes the allocation of labor resources pay more attention to the role of the market. Modern interpersonal relations are more and more affected by market factors, and social relations also show a trend of economization. When jobs are scarce, or competition is tight, job seekers can reduce the cost of employment and improve the quality of employment by making use of their social network. Therefore, the quantity and quality of college students' relationships in social life will determine the success rate and satisfaction of job seekers in employment. This is the rational allocation of resources in economic sociology [2].

2.2. Social Networks in Different Labor Markets

In institutional employment, the role and influence of strong social networks are important both in the collection of job search information and in the process of job search.

In out-of-system employment, social connections have little influence on the collection of job-hunting information, but in the job-hunting process, strong social connections have greater influence.

In other words, strong social connections are an important and necessary element for employment, both inside and outside the system [5].

2.3. Influencing Factors in Social Relationship Networks

The stronger the social relationship, the more network members seek support in the social network, and the more powerful the future employment guidance will be.

The help provided by network members is mainly spiritual support, followed by information support, and finally, instrumental support. Among the network members, the support provided by parents ranked first in both scope and quantity.

For college students with different monthly income expectations, there is a significant difference in the number of students who choose to use social networks. In general, college students with clear career goals choose more people to use social networks. At the same time, in the state of median monthly income expectation, the pressure is more moderate, and they will be more rational in finding jobs, so they are more willing to use social networks to seek opportunities [6].

3. Problem Analysis

The evolution of social relationships and their impact on the job market, particularly for college graduates, represents a multifaceted issue that spans societal development, technological advancement, and individual career progression. This analysis delves into the complexities surrounding the role of social networks in employment, highlighting the balance between positive outcomes and inherent challenges faced by job seekers in leveraging these networks.

3.1. The Shift in Social Relationships

Historically, social relations were primarily rooted in familial ties and geographical proximity. These relationships formed the backbone of economic and social life, offering stability and support within a community. However, as society has progressed, the nature and scope of these relationships have undergone significant transformation. The advent of modern technology, especially the Internet, has expanded social networks far beyond traditional bounds, incorporating professional associations, friendships formed through shared interests, and connections made via educational pursuits.

This broadening of social networks reflects a shift from a reliance on inherent social ties to a more dynamic and diverse set of connections. While this evolution offers increased opportunities for networking and professional development, it also introduces complexities in navigating a saturated

job market. For college graduates, this environment presents both a challenge and an opportunity to secure employment.

3.2. The Role of Social Networks in Employment

Social networks serve as a crucial vehicle for job seekers, particularly for those freshly entering the job market. In the context of an oversupply of college-educated individuals, the ability to leverage social connections becomes a critical differentiator in accessing employment opportunities. Social networks act as a form of social capital, providing job seekers with information, resources, and access to potential employers. This capitalization of social networks can significantly reduce the cost and time associated with job searching, facilitating a more efficient entry into the workforce.

However, the impact of social networks on employment is not uniformly positive. The disparity in the quality and extent of individuals' social networks can exacerbate existing inequalities in the job market. Those with robust and well-connected networks often find it easier to access job opportunities, while those lacking such connections may find themselves at a disadvantage. This disparity highlights the need for a more nuanced understanding of how social networks function as a form of social capital in the job market.

3.3. Challenges and Negative Consequences

While networking is undeniably a powerful tool for job seekers, it is not without its challenges. The process of building and maintaining a professional network can be daunting, especially for recent graduates who may lack the experience or confidence to engage effectively. The discomfort and anxiety associated with networking activities can deter individuals from fully utilizing their potential social capital. Moreover, the competitive nature of job searching can lead to exclusive behaviors, where individuals are hesitant to share information or opportunities within their network, further complicating the networking landscape.

These challenges underscore the dual nature of social networks in employment: they can be a source of valuable opportunities and support but also a domain of competition and exclusion. The emphasis on networking in the job search process can inadvertently marginalize those who are less adept at navigating social relationships, leading to feelings of frustration and inadequacy.

3.4. The Importance of Proactive Career Behavior

In light of these challenges, engaging in proactive career behavior becomes crucial. This involves not only the active cultivation of a professional network but also the development of strategies to overcome the potential discomfort and exclusion associated with networking. It requires job seekers to be strategic in their approach, seeking out connections that are not only beneficial in terms of immediate job opportunities but also supportive of long-term career development.

Proactive career behavior also entails a broader understanding of networking, recognizing that it is not solely about securing a job but also about building relationships that can offer guidance, mentorship, and support throughout one's career. This perspective helps mitigate the negative emotions associated with networking and fosters a more inclusive approach to professional development.

4. Social Network Suggestion

4.1. Navigating the Shifting Social Landscape

Digital networking opportunities have grown in popularity since the pandemic. 96% of job searchers use social media when finding a suitable job, whereas 92% of employers utilize social networking sites and professional networking platforms to recruit candidates. Interacting and engaging with relevant actors in desired sectors or industries via social media platforms can be a convenient approach to broaden networks, gather valuable insights, and increase their chances of

success in obtaining desired opportunities in their desired sectors or industries. These platforms, such as Facebook, LinkedIn, and Twitter, offer room for individual and group presentations, as well as a way to communicate and share information. Social networks have grown in importance during the job search process. Companies are using social media more regularly to find potential employees than traditional advertising tactics. This tendency is bolstered by the fact that personalists and recruiting agencies believe that communication via social media is more effective than traditional marketing in addressing specific professions or groups of people. By utilizing the Internet, graduates can navigate the evolving job market and position themselves for success in their chosen career paths [7].

4.2. Maximizing Social Capital

To reap the most benefits from social networks, students should analyze their network's traits and dynamics. They should invest time in networking with both strong and weak ties within their social network. Larger networks provide more access to information and facilitate the transfer to the job market. Strong relationships, defined by frequent contact and information sharing, provide social and emotional support and immediate job leads. Weak ties, on the other hand, serve as conduits between various social circles, giving unique information and chances for job searches, self-reflection processes, network expansion, and advocating for employment opportunities. In addition, it is crucial to regularly review and update one's networking goals and strategies to adapt to changing circumstances and maximize career prospects [8,9].

The success of job search practices, particularly networking, may be decided by their quality rather than intensity. Job searchers should prioritize the quality of networking encounters, such as purposefulness and rapport development, over the quantity of time spent networking. Networking with people in the social network who have a higher educational, occupational, or general life status may supply job seekers with more useful information. As a result, job searchers should prioritize networking with persons who have higher-status connections. While networking is useful, job searchers should not rely solely on it as their search approach. It is critical to diversify job search behaviors and not overlook alternative channels such as print advertising, internet searches, and public employment agencies. It is worthwhile mentioning that organizations looking to attract potential applicants can benefit from encouraging job seekers to spread the news about open positions through their social networks, particularly with people to whom they are connected, such as family and friends [8].

4.3. Building Bridges and Proactivity

Accessing the hidden job market is an important component of obtaining work using social media. This refers to unadvertised job positions that are frequently filled via referrals and recommendations. Connecting with individuals who have access to such opportunities, such as alumni networks, professional associations, and mentors, increases students' chances of knowing about employment openings that are not publicly announced. Moreover, knowledge sharing is crucial for students to match their abilities and qualifications to the demands of the labor market. Participating in discussions, attending networking events, and joining sector-specific networks can provide useful insights into industry trends, in-demand skills, and emerging career opportunities. This information can help students properly demonstrate their skills and adjust their job search efforts. Referrals and endorsements from individuals in a student's extended network are important in finding employment. When experts, graduates, or mentors have a close connection with a potential employer, they can attest to the student's talents, qualifications, and character, boosting their credibility and chances of being hired. Students might also benefit from the reputation of their institution and its alumni network. Leveraging these connections can lead to unique job search chances and industry insights [9].

Mentorship is a vital resource for students commencing their job search adventure. Establishing connections with mentors who can help students with resume writing, interview preparation, and professional branding can have a significant impact on their performance. Mentors provide significant insights by relying on their own experiences, allowing students to navigate the complexity of the job

market better. Mentors who are working experts in the business area provide critical insights into the labor market and numerous career pathways, allowing students to make educated decisions and effectively navigate the ever-changing employment landscape. Furthermore, mentors play a critical role in assisting students in overcoming counterproductive job search characteristics such as procrastination and impulsiveness, which can impede the job search process. By offering direction and unwavering support, mentors keep students on track with their career aspirations and goals[10].

5. Conclusion

5.1. Key Findings

This research shows that with the popularization of the Internet, the scope of social networks continues to expand, and there are more diversified ways to extend personal social networks. The reduced cost and time resulting from social networking capitalization could help college students enter the labor market more efficiently. However, the increase in opportunities also comes with a complicated job market. The pros and cons of social networking vary with each individual. The nature of job hunting is competition. The differences in the quality and scope of social networks are bound to create inequality, and it is not easy to build and maintain social networks. Therefore, proactive professional behavior is very important. College students should learn how to build and use social networks to maximize their benefits. It is now more effective to compete for job opportunities through social media platforms than traditional methods. The relationship between strengths and weaknesses in social networks also has different uses. Strong ties provide social support and direct employment opportunities, while weak ties can also be a source of access to a wealth of information. At the same time, job seekers should first consider the quality of social networks because, in general, people with higher education and a certain social status are more valuable. These people often have ample social experience and unique insights into the job market, which can gain important resources to help college students make choices in the process of building strong relationships.

5.2. Research Significance

As an important channel for social members to interact and share information resources, social networks play an important role in social life. The purpose of this study is to explore the application of social networks in the job market of modern college students so as to help college students find high-quality and suitable employment opportunities more efficiently. At the same time, according to the changes in information technology and competition forms, this study finds more favorable ways for college students to expand their social networks and puts forward suggestions.

5.3. Limitations

This article mostly relies on secondary data sources, such as research. Future studies can substantially benefit from gathering primary data using methods such as interviews in order to acquire firsthand insights from job searchers, companies, and recruiters. This will allow people to gain a more direct and thorough grasp of the key stakeholders' experiences and viewpoints during the job search process.

The article underlines the value of examining one's network and devoting effort to both strong and weak links. However, it is critical to remember that the context and characteristics of individuals' networks can differ greatly, limiting the generalizability of the findings. To solve this restriction, future research could look at different industries, vocations, and populations to better understand the intricacies and variances in optimizing social capital in various circumstances. This would provide a more thorough picture of how people might efficiently use their networks in various professional settings.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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