

THE EMPLOYMENT WILLINGNESS OF COLLEGE STUDENTS TO RETURN HOME IN NORTHWEST CHINA

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Abstract: In the process of the continuous development of the times, college students returning home for employment has become a topic of great concern. Encouraging college students to return home for employment can promote rural revitalization and inject new impetus into rural development. This study focuses on the willingness of college students to return home for employment in Northwest China, and makes a statistical analysis of the results of the questionnaire. This paper sorts out the factors that affect college students' willingness to return home for employment, and puts forward suggestions for improvement from three aspects of the area, universities and college students.

Keywords: College students returning home for employment; Northwest region; Rural revitalization and construction; Policy

1 INTRODUCTION

1.1 Research Background

With the development of urbanization, the area of agricultural arable land is decreasing, and the trend of rural population aging is increasing. It is also difficult for young people to return home for employment. Document No.1 of the Central Committee of the Communist of China was published in 2024, which put forward a "road map" to effectively promote the comprehensive revitalization of the countryside[1]. To promote Chinese-style modernization, we must persevere in consolidating the agricultural foundation and promoting comprehensive rural revitalization. In recent years, with the great attention of the national policy, more and more young people have the idea of returning home for employment[2]. However, some people choose to stay in big cities. In this regard, this group takes this opportunity to investigate the willingness of college students to return home for employment. And to provide an optimization plan for the national rural revitalization construction, to drive more young people back to their hometown, to help the development of their hometown.

1.2 Research Ideas (Figure 1)

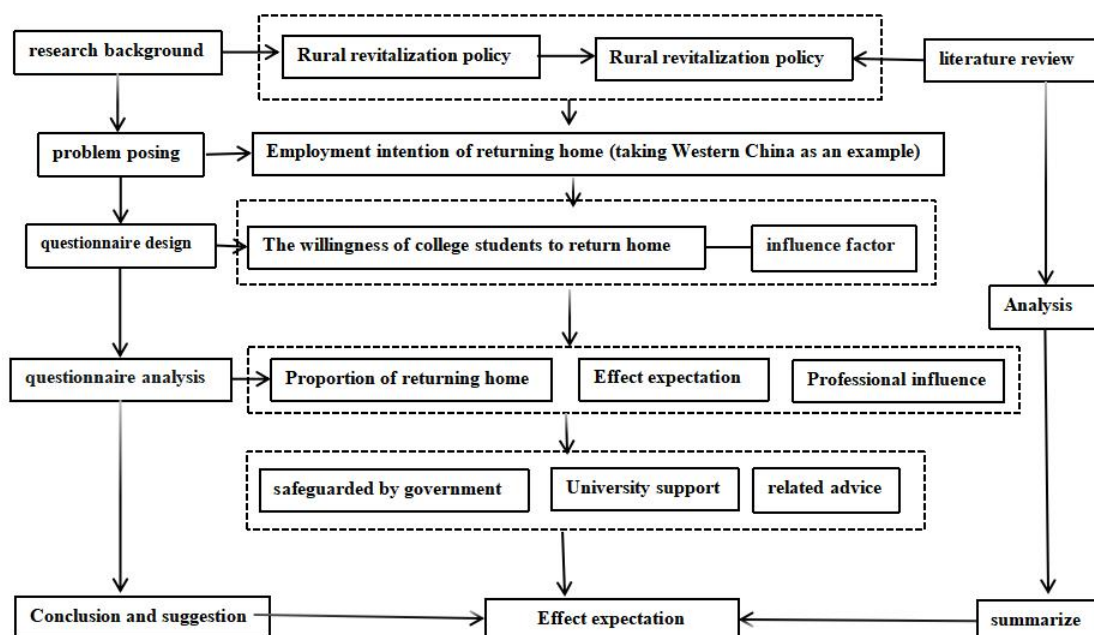


Figure 1 Research Idea Diagram

2 DESIGN AND IMPLEMENTATION OF INVESTIGATION PLAN

2.1 Investigation plan

2.1.1 Purpose of the investigation

The overall purpose of this survey is to understand the reasons and situations for college students to choose to return home for employment after graduation[3]. As well as the attitudes and views of college students on returning home for employment. To explore their considerations in choosing the place of employment and their expectations and contributions to the development of their hometown. This survey is helpful for the area and relevant departments to formulate more targeted policies to promote the employment of college students and the economic development of their hometown. Ring. At the same time, it can also help college students better plan their career and find suitable employment opportunities. To realize the common development of individuals and their hometown.

2.1.2 Subject of investigation

This survey is mainly aimed at undergraduates in colleges and universities in Northwest China, collecting relevant data and summarizing the reasons and situations of their returning home for employment. As well as attitudes and perceptions.

2.1.3 Survey tool

(1) Document investigation method

Using a computer search, On various platforms, we have consulted a large number of relevant documents about the employment path of college students returning home, the policy of college students returning home, and the willingness of college students returning home. To conduct an analysis and determine the direction and purpose of this investigation.

(2) Network survey method

The questionnaire is designed on the questionnaire satellite to control the time for the respondents to fill in the questionnaire, and the questions they want to investigate are concentrated in a limited number of questions. Finally, the collected questionnaires are screened and sorted out according to the needs, and the irregular questionnaires are eliminated. To get the most realistic data.

3 DESIGN OF INVESTIGATION SCHEME

3.1 Investigation Methods

Survey method: sample survey

Survey methods: qualitative: copywriting survey, in-depth interviews; quantitative: network survey

Before the formal investigation, we should adopt the method of document investigation and in-depth interview to obtain relevant information and prepare for the subsequent investigation.

By using the method of document investigation, through manual retrieval and computer retrieval, Consult and collect relevant policies, regulations and academic research documents related to college students' returning home for employment and rural revitalization. Summarize and analyze the existing data, so as to determine the problems and directions of this survey.

After establishing the survey questions and directions, the purpose and reasons of college students returning home for employment are pre-investigated by using the in-depth interview method. According to the established research questions, the interview plan was drawn up, and 30 respondents were selected by convenience sampling to make an appointment for the survey. Interviews are conducted on the network platform (Wechat) or face-to-face. This paper investigates the motivation of college students for returning home for employment and the factors affecting their returning home for employment. It focuses on asking college students about their expectations of existing policies and regulations and where they hope to be satisfied, and making records. Finally, the results are discussed and analyzed, and attention is paid to them in the following.

Finally, the network survey is applied to the pre-survey and formal survey stages: the questionnaire is created on the questionnaire star platform, The pre-survey uses the method of convenient sampling to distribute to the network platforms such as the circle of friends. Through the data collected from the pre-survey, the problems existing in the questionnaire were analyzed, and the revised questionnaire was issued as a formal survey. In the formal survey, the sampling design was adopted, and the non-simple random sampling method was used to collect questionnaires through specialized survey agencies. The reliability and validity of the residual credible questionnaire were tested. Using SPSS and other tools to process the data, correlation analysis, contingency analysis, decision tree and other correlation analysis, the conclusion is drawn. Statistical charts, word cloud charts and other means are used to visualize the data.

3.2 Sampling Design

3.2.1 Sample size

This survey uses a simple sampling method. In the survey, we collect data through Wechat questionnaires and offline interviews. A total of 160 online questionnaires were distributed and 123 valid questionnaires were recovered, with an effective rate of 77%. According to the formula

$$n = Z^2 \times p \times (1 - p) / d^2 \tag{1}$$

The calculation of sample size is based on 95% confidence level and 5% confidence level, and there is a certain bias in sample selection. The results are therefore not fully representative of the population as a whole.

3.2.2 The influence of the majors of college students in Northwest China on their willingness to return home for employment

The influence of the majors of college students in Northwest China on their willingness to return home for employment is a topic of great concern. With the rapid development of China's economy and the gradual narrowing of the gap between urban and rural areas, more and more college students are facing the dilemma of choosing to stay in the city or return to their hometown for employment. Students' major is often one of the important factors affecting their choice.

First of all, the employment prospects and demand of different majors vary greatly, which directly affects the employment choice of college students. According to Figure 2, students majoring in economics and management are the most willing to return home, and students majoring in science and engineering are the second. Art students are willing to return home. College students majoring in art can better explore and utilize local cultural resources and integrate with the local environment. Injecting unique regional characteristics into the works of art can better promote the local culture and let people know the local history. At the same time, returning home for employment can reduce the cost of living and enjoy lower living pressure. They can concentrate more on creating and improving their artistic talents, and the market competition is smaller than that in big cities. It is easier to find opportunities to display and sell works. According to Figure 3, Fourteen of the 29 students majoring in economics and management are willing to return home, and 10 of the 26 students majoring in science and engineering are willing to return home. These majors are in greater demand in the employment market in rural areas or small cities, such as agriculture, environmental science and other majors. Therefore, such students are more willing to return home for employment and are more likely to find ideal job opportunities in their hometown. Therefore, it increases their willingness to return home for employment and makes it easier for them to find jobs.

To sum up, the influence of college students' major on their willingness to return home for employment in Northwest China is a complex and pluralistic issue. The area and schools should strengthen the employment guidance for college students to help them make more rational and self-interest choices. Only in this way can we better promote the economic development and the flow of talents in Northwest China.

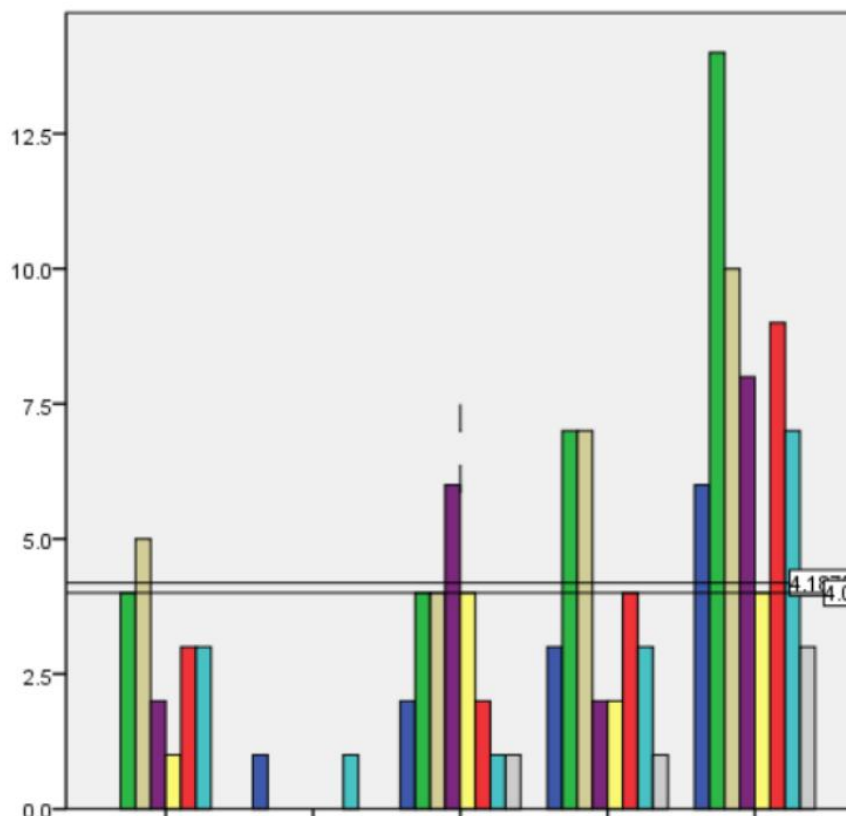


Figure 2 Influence of the Major on the Willingness to Return Home for Employment

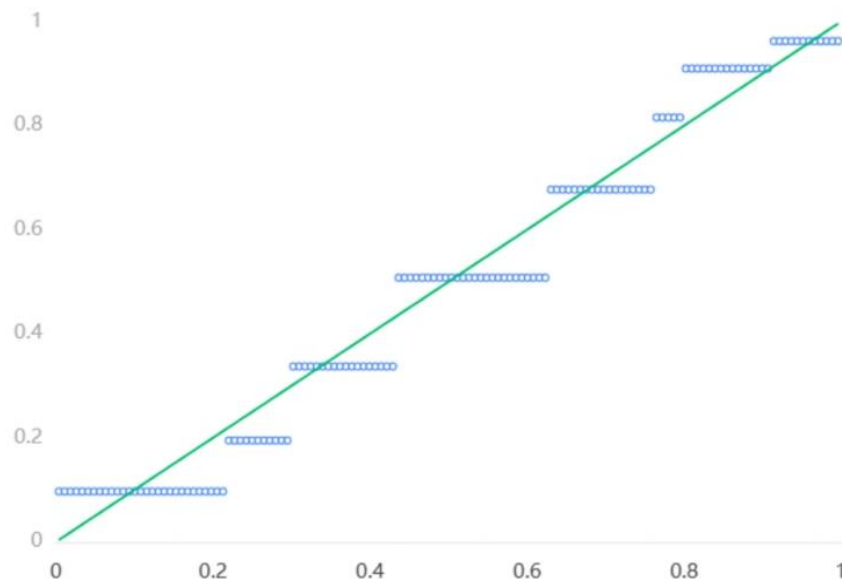


Figure 3 Observation Cumulative Probability and Normal Cumulative Probability

3.3 Data Analysis Method

3.3.1 Research methods

The reliability and validity of the data were analyzed by SPSS analysis to verify the reliability and accuracy of the data. Using the descriptive analysis method, the overall descriptive analysis is carried out on the obtained data. Find out the willingness of college students to return home in the northwest region and the reasons why college students are unwilling to return home for employment. This paper analyzes the influencing factors and influencing mechanism of returning home for employment. It is used to explore the influence of other factors on the important variable of college students' willingness to return home, as well as the degree of influence. It uses the method of combining online and offline research, and uses grounded theory to conduct in-depth interviews and understanding of specific groups. In order to obtain more complete data information.

3.3.2 Reliability and validity analysis (Table 1-2)

Table 1 Cronbach's Alpha Coefficient Table

Cronbach's alpha coefficient	Normalized Cronbach's alpha coefficient	Number of items	Number of samples
0.716	0.674	18	100

Table 2 Statistical Summary of Deleted Analysis Items

	Average value after removing item	Variance after removing term	The relevance of the deleted item to the population after the item was deleted	Cronbach's alpha coefficient after deletion of term
1. Your gender	125.32	2390.482	-0.008	0.718
2. Your age	125.03	2348.171	0.553	0.712
3 for your education.	125.29	2363.986	0.356	0.714
4、 your school's region (province)	108.4	1387.697	0.693	0.642
5. Your place of origin (province)	111.29	1859.562	0.533	0.672
6、 the region where the students come from	125.36	2398.455	-0.171	0.719
7. What is your major?	123.07	2296.429	0.428	0.706
8. Do you know about the policy of college students returning home to start their own businesses?	124.17	2375.233	0.084	0.717
9. Are you willing to return home for employment after graduation?	124.09	2363.275	0.326	0.714
10、 , assuming that your hometown is further developed, which of the following conditions can prompt you to change your mind and choose to return home for employment?	124.5	2421.364	-0.284	0.723
11. As a college student, what are your priorities when you return home for employment?	114.17	1870.87	0.613	0.663

12. What channels do you use to learn about the employment policy for college students returning home?	120.05	2262.21	0.279	0.707
13. Does the school provide a lot of guidance and consultation for returning home?	124.99	2355.828	0.277	0.714
14. What do you think are the factors that hinder college students from returning home for employment?	95.09	1212.265	0.727	0.647
15. What do you think are the reasons for college students to return home for employment?	117.61	2199.695	0.296	0.704
16. , what help do you think the area or schools can provide in promoting rural college students to return home for employment?	120.64	2208.334	0.488	0.696
17. , what kind of work would you prefer to do if you return home for employment?	124.4	2379.354	0.059	0.717
18. If you choose to return home for employment, what contribution do you expect to make to the construction of your hometown?	122.13	2327.549	0.21	0.712

3.3.3 The influence of information sources on the willingness of college students to return home in Northwest China

According to Figure 4, Official information channels: Information released by the area or official agencies may have an impact on the decision-making of college students.If the official information emphasizes the opportunities and policy support for returning home, it may increase the willingness of college students to return home.

Social Media and Networking: Information disseminated through channels such as social media platforms, online news and forums can also influence the perceptions of college students.If the homecoming experience and development opportunities presented on the Internet are positive and noticeable, it may encourage more people to choose to return home.

Family and friends: The views and experiences of family and friends play a crucial role in college students' decision-making.If the majority of family and friends support returning home, it may strengthen the individual's willingness to return home.

Schools and educational institutions: Schools may provide information on employment and development opportunities that also affect student choice.If the school encourages students to return home for development, it may affect their willingness to return home (Table 5).

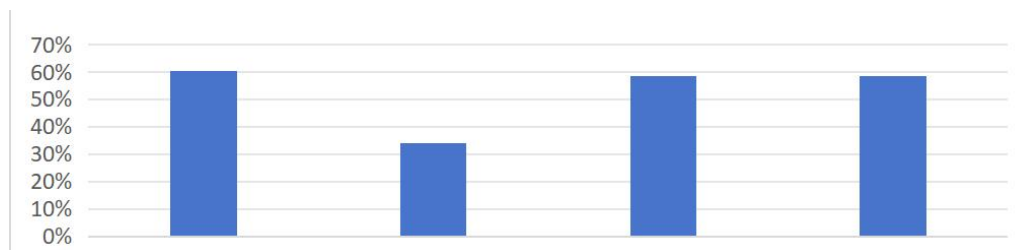


Figure 4 Information Source of Homecoming Employment Policy

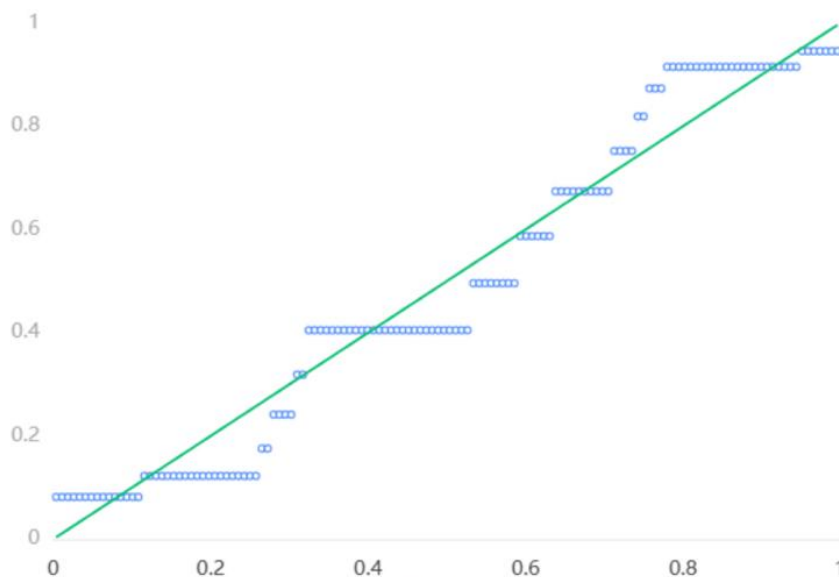


Figure 5 Fitting of Observation Cumulative Probability and Normal Cumulative Probability

3.3.4 The impact of area preferential policies on the willingness of college students to return home in Northwest China

With the continuous development of China's economy, the employment situation in the northwest region has gradually improved. However, the willingness of college students to return home for employment is relatively low. In order to solve this problem, the area has issued a series of preferential welfare policies aimed at promoting college students to return home for employment. We have also conducted a survey on this issue. At the same time, in a total of 123 questionnaires, 68 students said that if the area introduced more preferential welfare policies, college students will be more willing to return home.

3.3.5 The influence of environment on the willingness of college students to return home in Northwest China

The influence of environment on the willingness of college students to return home in Northwest China is multifaceted. The environment of economic development will directly affect the employment opportunities and development prospects of college students. At the same time, educational resources and scientific research environment will also have an impact on college students' willingness to stay. In addition, the social environment and cultural atmosphere are also important factors affecting the willingness of college students to return home. In order to draw practical conclusions based on the actual situation, this paper publishes a questionnaire survey. To explore the impact of environment on the willingness of college students to return home in Northwest China. Among the returned questionnaires, 123 were from Northwest China (Table 6).

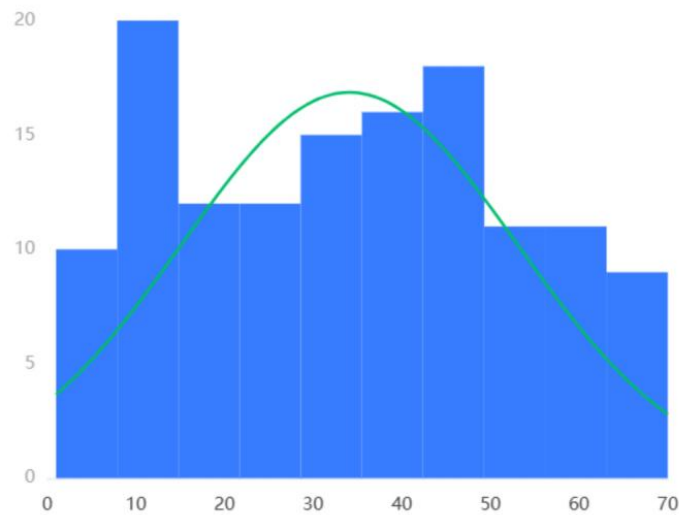


Figure 6 Normality Test Histogram of Factors That Impede College Students from Returning Home for Employment

The figure above shows the normality test histogram of the factors that the respondents think hinder college students from returning home for employment. If the normal chart is basically bell-shaped (high in the middle and low at both ends), it means that the data is not absolutely normal. But is basically acceptable as a normal distribution. It can be seen that the influence of environment on the willingness of college students to return home in Northwest China is comprehensive. Economic development, educational resources, scientific research environment, social culture and other aspects will affect college students' homecoming choice to a certain extent.

4 THE INFLUENCE OF CAREER PLANNING ON THE WILLINGNESS OF RETURNING HOME OF COLLEGE STUDENTS IN NORTHWEST CHINA

4.1 Employment Opportunities (Homecoming Jobs)

College students in Northwest China pay more attention to employment opportunities and their development, and good opportunities can make college students more willing to return home for employment. According to Figure 7 of REF _ Ref22068 ¥ H, 30.9% of college students are willing to work in township enterprises and institutions. 27.6% of college students are willing to work in area organs.

From this we can see that college students have enough knowledge reserves and abilities, and enterprises should pay attention to their own development[4]. Develop new technologies, carry out industrial transformation, promote the development of enterprises, and then improve the visibility of enterprises. Provide more jobs for college students to find jobs and increase the employment rate, thus forming a virtuous circle. So as to promote the development of the northwest region.

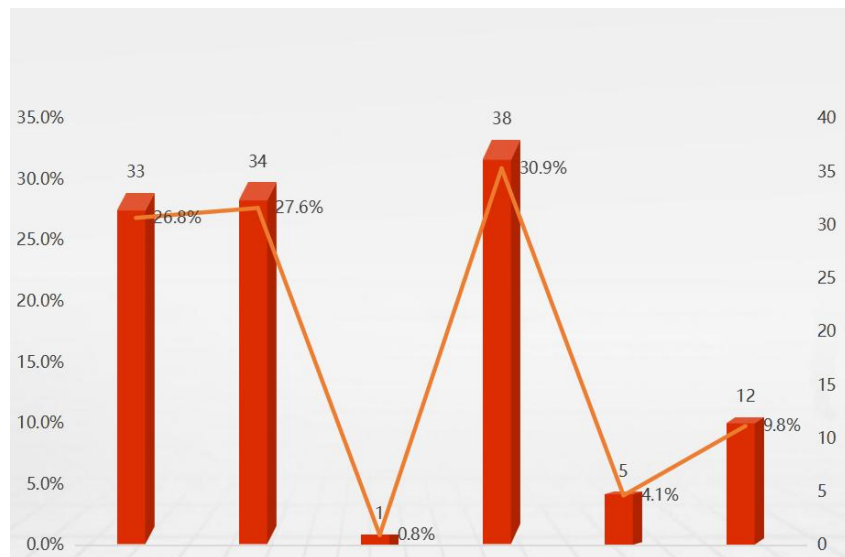


Figure 7 Statistics of College Students Returning Home More Willing to Work

4.2 Future Development Direction

College students returning home in the northwest region have broad development space and potential. In the future, with the sustained economic development and policy support in Northwest China, more college students will be attracted to return home for employment. As can be seen, college students believe that the uncertainty of future development direction is the main factor hindering college students from returning home for employment.

5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 A Summary of college students' willingness to return home for employment

Through the analysis of data models such as correlation and factor, in the investigated samples, 83% of college students are willing to return home for employment and entrepreneurship, and 18% of them are willing to consider returning home for employment and entrepreneurship. From this we can see that with the economic and social development of China's rural areas and the narrowing of the gap between urban and rural areas, more and more college students begin to consider returning home for employment or entrepreneurship. This change not only reflects the renewal of employment concept, but also reflects the effectiveness of the area's strategy of encouraging college students to participate in rural revitalization [5].

5.1.2 The development trend of college students returning home for employment

The situation of college students returning home for employment is the result of many factors, including the changes of macro-policy and market environment. It also involves personal choice and family factors. How will this trend develop in the future? It will be affected by multiple factors such as economic and social development trend, policy orientation and personal values.

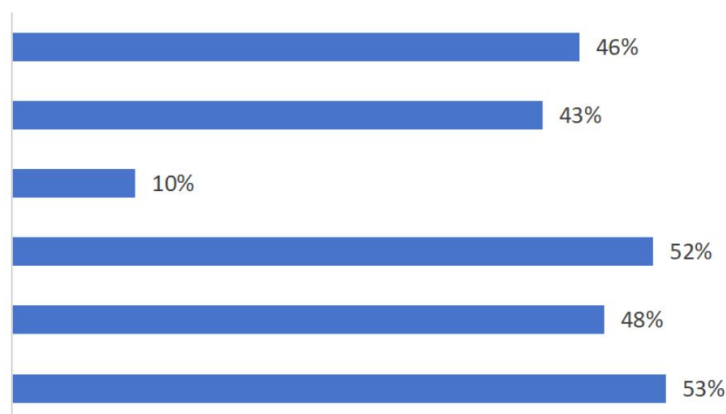


Figure 8 Priority Factors for Employment of College Students

As can be analyzed from Figure 8 of REF _ Ref22407, the main factors for college students to return home for

employment and entrepreneurship are salary, development prospects, employment environment, and whether social security is complete. Whether the position matches the major, the development prospect accounts for the first, accounting for 53%, and the salary accounts for the second, accounting for 32%. Therefore, in order to encourage college students to return home for employment and entrepreneurship, and to gather talents for rural revitalization. It requires the state, society and universities to make corresponding efforts in the above aspects.

5.2 Improvement Plan (Figure 9)

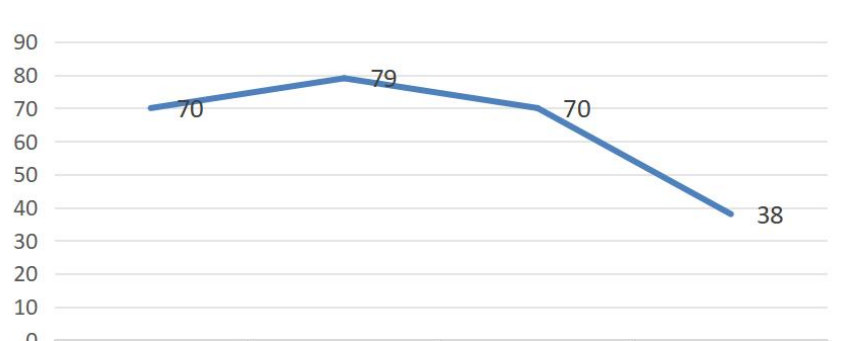


Figure 9 area and Schools can Help

5.2.1 The area's guarantee and improvement of college students' employment and entrepreneurship at home

In recent years, the phenomenon of college students returning home for employment in Northwest China has gradually increased. The area needs to provide more protection and improvement measures. According to Figure 9 of REF _ Ref22486 ¥ H, The introduction of more preferential policies is the most effective help to promote rural college students to return home. As an important measure to support this trend, the area can take the following measures:

The area can increase investment in infrastructure construction in the northwest region to enhance the level of local development and attractiveness. A special financial support plan can be set up to support entrepreneurs and employees in the northwest region. These funds can be used for start-up funds, technical training, market promotion and other aspects of entrepreneurship projects. To help returning college students better integrate into the local social and economic development. In addition, the area can also strengthen vocational guidance and skills training for returning college students to enhance their employment competitiveness. By organizing job fairs, industry training courses and other activities, the area can build more employment opportunities and platforms for returning college students. To help them better realize their dream of employment.

Generally speaking, it is a long-term and complex work for the area to improve the employment security of college students returning home in Northwest China. It needs the joint efforts and support of the whole society. Only when the area, enterprises and all sectors of society work together to promote economic development and increase employment opportunities in the Northwest region, can people in the Northwest region. Only in this way can we realize the benign development of the employment of returning college students. It is hoped that the area's policies will be more humane and precise, and create a better development environment and opportunities for returning college students.

5.2.2 The improvement of college students' support for returning home for employment and entrepreneurship

With the rapid development of China's economy and the imbalance between urban and rural development, the problem has gradually become prominent. College students returning home for employment and entrepreneurship has become one of the focuses of current social attention [6-7]. As the cradle of training talents, colleges and universities are very important to support college students to return home for employment and entrepreneurship. However, at present, there are still some shortcomings in the support for college students to return home for employment and entrepreneurship, which need to be further improved.

Colleges and universities should strengthen policy support for college students to return home for employment and entrepreneurship. To formulate targeted policies to provide more employment and entrepreneurship opportunities and support for returning college students. Employment and entrepreneurship guidance lectures, job fairs and other activities can be held. To provide more employment and entrepreneurship information and opportunities for returning college students. At the same time, a service platform for returning home employment and entrepreneurship will be established to provide students with entrepreneurship guidance, project docking and other services. Help them realize their dream of returning home for employment and entrepreneurship smoothly. In addition, colleges and universities can also strengthen cooperation with local and enterprises to jointly promote the employment and entrepreneurship of returning college students. Through the establishment of industry-university-research cooperation mechanism, we can provide more practical training opportunities for students and enhance their employment competitiveness.

5.2.3 Suggestions on improving college students' willingness to return home for employment and entrepreneurship

Improve social recognition: actively publicize the outstanding deeds of college students returning home for employment and entrepreneurship, and improve the social recognition of returning college students. So as to enhance their self-confidence and pride, and further stimulate their willingness to return home.

By strengthening the construction of social network, we should actively build a social network platform to provide opportunities for college students to communicate and interact; Improve infrastructure, strengthen rural infrastructure construction, improve living conditions and employment environment in rural areas. Provide more jobs to attract college

students to return home for employment; Publicize and promote rural areas so that college students can understand the development opportunities and potentials of rural areas. To stimulate their interest and motivation in returning home for employment.

5.3 Relevant Policy Recommendations

According to the analysis and conclusion of the report, it is suggested that should introduce corresponding policies to ensure that college students return home for employment:

Support the high-quality development of education. We will support the construction of "double first-class initiative" in colleges and universities in the western region, and focus on strengthening discipline construction to meet the needs of the development of the western region. We will continue to promote the pairing assistance of education in the eastern and western regions. We will continue to implement the plan for colleges and universities in the eastern region to support those in the western region and the plan for the state to support the enrollment cooperation in the central and western regions. We will implement the plan for vocational colleges in the eastern region to match those in the western region.

Broaden the employment space at the grass-roots level. Combining with the implementation of strategies such as regional coordinated development and rural revitalization, we should meet the needs of the modernization of grass-roots governance capacity. We should make good use of the resources of all parties. To tap employment opportunities such as social security, medical and health care, pension services, social work and judicial assistance at the grass-roots level. We will continue to implement grass-roots service projects such as the "Three Supports and One Support" Program, the Rural Special Post Teachers Program, and the University Students Volunteer Service Western Program. Reasonably determine the scale of recruitment.

Optimize recruitment services. Promote public employment services into the campus, and gradually realize the public employment recruitment platform and campus network recruitment information sharing. Establish a mechanism for collecting employment posts for college graduates. It extensively collects job demand plans for college graduates from institutions, enterprises and major projects. Publish to the society and update dynamically.

Strengthen employment guidance. We will improve the career planning and employment guidance system for college students and carry out thematic education activities on employment and education. To guide college graduates to establish a correct outlook on career, employment and career choice. It pays attention to the combination of theory and practice, and carries out various forms of simulation training, vocational experience and other practical teaching. Organize college graduates to enter the human resources market, participate in vocational ability assessment, and receive on-site guidance.

Do a good job of publicity and guidance. We will carry out special publicity on employment policy services and provide timely and easy-to-understand policy interpretations. Typical publicity activities such as "the most beautiful graduates of grass-roots colleges and universities" and "grass-roots employment expedition ceremony" were carried out. We should guide college graduates and other young people to integrate their career choices into the development of the country and realize the value of life in their struggle. We should do a good job in guiding public opinion, respond to social concerns in a timely manner, and stabilize employment expectations.

COMPETING INTERESTS

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