Construction of the Employment and Entrepreneurship Network Platform for College Students in the "Internet + Context"

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ABSTRACT. *With the rapid development of the Internet and big data technology, the network platform provides the necessary technical conditions for the development of the employability and entrepreneurial spirit of college students. With the development of network technology, China has entered the "Internet +" era. Under this influence, the construction of the employment and entrepreneurship network platform for college students still needs further development and discussion. In view of the current employment and entrepreneurship issues of college students, it is an inevitable trend to develop and improve the employment and entrepreneurship network platform to realize the all-round development of college students in the new era. The construction of the "Internet +" network platform provides opportunities for college students' employment and entrepreneurship, promotes the construction of a comprehensive network platform system for college students' employment and entrepreneurship, and improves the quality of school personnel training. Cultivating college students' employment and entrepreneurship ability has important practical significance for facing and solving the "difficulties in employment" of college students. This article will study the employment and entrepreneurship training strategies of college students under the "Internet + background", and discuss how to build a network platform for college students' employment and entrepreneurship. "Internet + background" can realize the innovation of traditional industries through the Internet. Experimental research shows that the use of the "Internet+ background" network platform has a great effect on the employment and entrepreneurship of college students. The construction of the network platform requires deeper research and improvement. The use of the Internet and the combination of various resources of the employment and entrepreneurship network platform can enable universities to Students have better employment and entrepreneurship.*

KEYWORDS: *Internet +, College Students, Employment and Entrepreneurship, Network Platform.*

1. Introduction

"Internet+" has improved our working environment. The most obvious thing is the change in the employment and entrepreneurship model of college students. Now, the number of graduates is increasing, the employment pressure is increasing, and the employment rate is declining. The threshold for each enterprise is very high and the salary is very low. Therefore, more and more graduates think about "employment and entrepreneurship". How to improve employment and entrepreneurship has been Become a high degree of concern for universities and society [1]. It is necessary to take seriously the background of the information age of "the Internet increases data", seriously consider strategies for cultivating college students' employment and entrepreneurship capabilities, and seriously consider how to establish and improve college students' employment and entrepreneurship network platforms [2]. The rapid development of information technology and the emergence of the concept of "Internet +" help improve the effectiveness of school education. The Internet employment and entrepreneurship network platform model has promoted the innovation of career development and employment and entrepreneurship guidance courses in the past, focusing on cultivating high-quality talents, promoting the professionalization and specialization of college students, and enhancing college students' entrepreneurial and employability capabilities. Therefore, the "Internet+" profession should focus on the construction of a network platform system for college students' employment and entrepreneurship, and give full play to the advantages of "Internet+" for college students' employment and entrepreneurship [3-4].

From the current stage of social development, entrepreneurship and employment of college students have become a new hot vocabulary in today's society. However, market competition is cruel after all, and many problems have been exposed in the employment and entrepreneurial network platforms of students [5]. Colleges and universities should give more attention and support to this, and establish relevant network platforms for most graduates. For all aspects of information materials, for students' entrepreneurship and employment services, and help students work as entrepreneurial groups to reduce resistance, and gradually become the whole society new power of entrepreneurship in employment opportunities [6]. Employment and entrepreneurship of college students is the primary goal of all colleges and universities to strengthen talent training. Especially in the context of "Internet +", the employment and entrepreneurship network platform construction has been continuously improved, and the network platform construction has been studied in depth [7].

The popularization and utilization of the Internet is a characteristic of the current era. Employment and recruitment information is disseminated through the Internet, the connection between students and employers is carried out through the Internet, and the docking of entrepreneurial projects is carried out through the Internet [8]. The Internet has improved the efficiency of students' obtaining employment information. When college students use the online platform to receive employment and entrepreneurship guidance and education, they will no longer be restricted by

time and space. At the same time, universities and universities have established their own employment and entrepreneurship network platforms [9]. However, due to the single channel of the employment and entrepreneurship platform and the lack of employment and entrepreneurship guidance resources, the employment and entrepreneurship network platform has not played the greatest role in serving students' employment and entrepreneurship. Therefore, we need to explore how to establish and improve the employment and entrepreneurship network platform for college students[10].

2. Method

2.1 Statistical Method

Statistical analysis: After obtaining the survey data, it is necessary to analyze the sample data. This study mainly uses Spss19.0 and lisrel8.7 to analyze the data. Then perform descriptive analysis, correlation analysis and Spss19.0 regression analysis to verify the theoretical hypothesis of this research. The SPASS19.0 statistical system was used for statistical analysis, the measurement data was using t-test, and the comparison of rates was using the PearsonX2 test. When the expected count is small (theoretical frequency T<5), the Fisher's exact test is used. P<0.05 indicates a significant difference. Statistical significance. If a function g(f) satisfies the following relationship:

$$\frac{P_r(x_i=0|\{r\}, \ S)}{P_r(x_i=1|\{r\}, \ S)} \geq 1 \tag{1}$$

The space formed by the function g(f) is called a square integrable space, that is, $g(t) \in (R)$. From this formula, we can see that g(t) is an energy finite function.

If the function $y(f) \in (t)$, its corresponding Fourier transform is, when the condition is met:

$$\frac{1}{2}\left(1 + \left(1 - 2P_j^i\right)\right) \tag{2}$$

It is called a basic wavelet function. After the function is translated and stretched, the result is a wavelet sequence:

$$R_{i-j}^0 = \frac{1}{2}\left(1 + \left(1 - 2P_j^i\right)\right) \tag{3}$$

The above probability is

$$R_{i-j}^1 = 1 - R_{i-j}^0 \tag{4}$$

The above formula leads to the following ruling:

$$\begin{cases} x_j = 0 \\ x_j = 1 \end{cases} \tag{5}$$

2.2 Significance of Constructing a Network Platform for College Students' Employment and Entrepreneurship

Strengthen the publicity of student employment and entrepreneurship news, the general traditional method is to use posters, newspapers and other media to conduct recruitment information. On the one hand, this recruitment method not only wastes a lot of manpower and material resources, but also has the limitations of news audiences. Through the employment and entrepreneurship network platform, the promotion of employment news and entrepreneurial projects can greatly expand the scope of publicity. Nowadays, most college students are accustomed to using the Internet to understand the external society. Therefore, disseminating employment and entrepreneurship information through the network platform can enable students to obtain the latest employment and entrepreneurship information at the first time. At the same time, online news is usually accompanied by pictures and audio, which can also make the promotion of employment and entrepreneurial news attract more audiences, and be more targeted and effective. "Platform employment" and "Entrepreneurship employment" are compared with the traditional employment model of employees in specific enterprises. The advantage of "platform employment" is that the demand side can be more intuitive and effective on the corresponding platform. Therefore, more and more college graduates or All walks of life are looking for jobs to communicate and dock more accurately with companies and units. In terms of marketing, the rapid development of the Internet has provided start-ups with a relatively low-cost promotion method, lowering the threshold of entrepreneurial qualifications and "entrepreneurial employment". With the rapid development of the Internet. Promote the transformation of China's traditional employment model to a new model. The emergence of "platform employment" and "entrepreneurial employment" is to reduce the pressure of the government to solve employment problems within a certain period of time, and provide more choices for college graduates and all sectors of society facing employment problems Thereby improving the role of personal value in social value.

2.3 Countermeasures for the Construction of College Students' Employment and Entrepreneurship Network Platform

The traditional employment model is very simple. "Internet + background" will help promote the transformation of employment and entrepreneurship models. "Internet +" will change the employment and entrepreneurship model from single to diversified. In traditional employment, most students only learn about employment and entrepreneurship through specific channels. College students under the "Internet + background" can use the Internet to obtain information from various employment and entrepreneurship channels. We should rely on experience to solve problems and transition to support based on employment and entrepreneurship data. Therefore, "Internet +" promoted the transformation of employment and entrepreneurship models from single to multiple. In the traditional education model, the employment and entrepreneurship experience of the university students determines the development decision. According to the influence of the times, the quality of

employment and entrepreneurship depends not only on experience, but also on education management and students' understanding of employment and entrepreneurship. Online analysis, only a systematic and effective analysis of these complex data can obtain the best employment and entrepreneurial resources. At the same time, it makes employment and entrepreneurship more fluid and active. From the perspective of the overall situation of universities, education management has promoted the transformation of information technology, continuously improved the information sharing network platform, and opened up data to meet the requirements of informatization. The demand for data query between college students and the network platform has also increased the popularity of the employment and entrepreneurship network platform. It is necessary to improve the functions of the employment and entrepreneurship network platform under the "Internet + background" and realize the construction of the employment and entrepreneurship network platform. In terms of platform construction and maintenance, although universities have cultivated a large number of technical talents, there is still a lack of website platform maintenance. Especially with the increase in the number of university graduates, the pressure on employment and entrepreneurship network platforms will continue to show up. Therefore, only by establishing a professional maintenance team can the stable operation of employment and entrepreneurship network platforms be guaranteed.

3. Experiment

3.1 Experimental Investigation Object

In order to be able to analyze the status quo of the employment and entrepreneurship network platform construction in the "Internet +" in more depth, this paper selected 200 college students in a certain place to conduct a related survey and research. Through the survey of the participants of the employment and entrepreneurship network platform, according to the survey results According to the data, the influence of "Internet +" on the employment and entrepreneurship of current college students is obtained. On the basis of a comprehensive review of the research results of the research object of this subject, based on the data obtained, the problems and causes in the construction of the employment and entrepreneurship network platform are analyzed. Then, this article tries to use some characteristics of big data to explore the countermeasures based on the employment and entrepreneurship network platform system. Through the comprehensive processing and analysis of data.

3.2 Experimental Research Design

This survey is aimed at conducting a questionnaire on the spot. An experimental questionnaire was conducted on 200 college students in the region. 100 students are satisfied with the online platform and 100 students are satisfied with traditional employment Investigate and analyze the degree. An experimental questionnaire on

whether the use of "Internet+" has improved the employment and entrepreneurship rate and whether the use of "Internet+" can improve students' employment and entrepreneurship capabilities. Secondly, understand the current status of the function of "Internet +" in the employment and entrepreneurship of college students, objectively analyze its existing problems, explore the causes of the problems, and learn from the development of artificial intelligence technology in the era of big data in the network platform system. Relevant research on the application and function of the employment and entrepreneurship network platform is proposed.

4. Result

4.1 Analysis of Experimental Research Findings

Table 1. Are college students satisfied with online platforms and traditional employment

degree	satisfaction	good	general	Not satisfied
network platform	54	35	8	3
Traditional employment	10	23	49	18

According to the data in the questionnaire survey in Table 1, college students are generally not satisfied with traditional employment, but they are basically satisfied and above good in terms of whether they are satisfied with the employment and entrepreneurship network platform. Under the Internet + background, college students are relatively satisfied with the employment and entrepreneurship network platform. Various network platforms can solve some problems in traditional employment methods to a large extent. However, there are still some students in the survey. I am not satisfied with the "Internet +" employment and entrepreneurship network platform. Through comprehensive data analysis, the construction of the employment and entrepreneurship network platform under the "Internet + background" needs further research and improvement, so as to better bring great convenience to college students' employment and entrepreneurship.
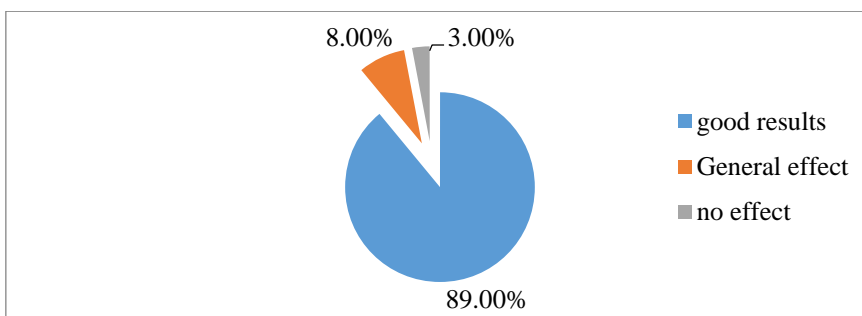

Figure 1. The construction quality of the "Internet +" employment and entrepreneurship network platform

From the data in Figure 1, we can see the quality of the current "Internet +" employment and entrepreneurship network platform construction. According to the data, 89.00% of the survey results show that the employment and entrepreneurship quality of students is extremely high when the employment and entrepreneurship network platform is used. A big improvement, 8.00% of the questionnaires showed that the level of employment and entrepreneurship of the students was generally improved, and 3.00% of the questionnaires showed that the level of employment and entrepreneurship of the students did not improve. The use of "Internet+" in the construction of the employment and entrepreneurship network platform has very important positive significance for the future development of college students. Through the "Internet+" investment in related employment and entrepreneurship-related information construction, to improve the technical level of college students' employment and entrepreneurship. In order to ensure the employment and entrepreneurial ability of college students, it is of significance to the cultivation of college talents.
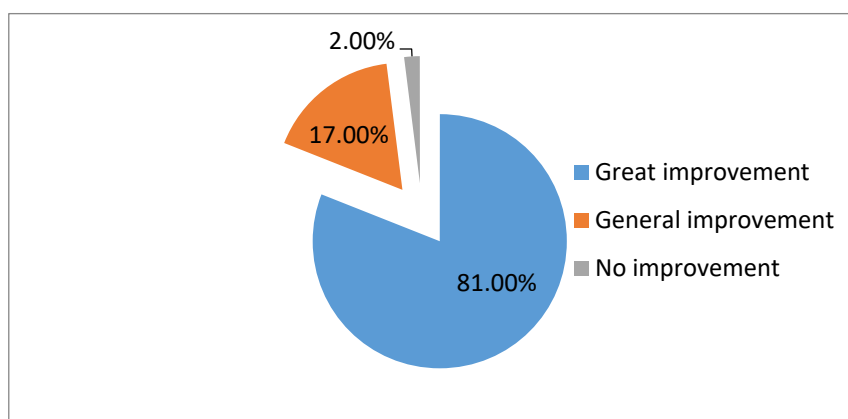

Figure 2. Has the construction of the employment and entrepreneurship network platform improved

According to the data of the survey results in Figure 2, we can see the construction of the "Internet +" employment and entrepreneurship network platform. According to the data, 81.00% of the survey results show that the construction of the employment and entrepreneurship network platform in the "Internet + context" is extremely large. Improvement, 17.00% of the questionnaires showed that the improvement of the network platform construction effect was average, and 2.00% of the questionnaires showed that the construction of the network platform did not improve. "Internet + background" has very important positive significance in the construction of employment and entrepreneurship network platforms. The reasonable allocation of employment and entrepreneurship resources through "Internet +" can maximize the use of employment and entrepreneurship resources to a large extent, with minimal The price of getting more results, which has an

irreplaceable effect on the construction of employment and entrepreneurship network platform.

5. Conclusion

In summary, we must strengthen the construction of the Internet employment and entrepreneurship network platform. Promote entrepreneurship and employment development of college students. First, establish an information service network for college students' entrepreneurship. Set up a hotline for undergraduate entrepreneurship. This website provides relevant training, policies, information and other aspects of consulting services, and helps emerging university students and investors to achieve capital and project docking. Second, use the idea of "Internet +" to create a new model for college students' entrepreneurship. For enterprises founded by college students, we should make full use of the new concept of "Internet +". The integration of enterprise and the Internet, information technology and industry, the integration of industrialization and industrialization. For college students' entrepreneurship, we should make full use of the advantages of the Internet to create an innovation platform to promote the innovation and development of enterprises. Third, encourage college students to develop face-to-face e-commerce business. At present, the overall economic growth rate of the country is slowing down, but the number of employees is huge and facing economic challenges. The transformation has led to increased employment pressure, because in order to get rid of the current predicament, we must use "Internet +". "Internet+" is characterized by openness and low cost. Outstanding achievements have been made in solving the employment problem of college students. Network entrepreneurship has the characteristics of flexibility and openness, which attracts graduates to start their own businesses and find jobs and employment problems are alleviated.

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