



The employment of art undergraduates in Local Colleges and Universities: Chengdu University, China

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Abstract

Political outlook, mother's education level, role of communication place, career planning and interpersonal communication have a direct or indirect impact on employment. This paper points out that the employment rate of art graduates of local colleges and universities can be enhanced by strengthening the management of cultural courses, exploring the multi-path of improving the overall quality, strengthening the construction of exchange places, building a part-time employment guidance team, and setting up parent training and liaison projects. First, at present, the employment rate of art graduates from local colleges and universities is relatively low. Under the statistical caliber that only includes entering a higher education and signing employment agreements, the overall employment rate is about 21.44%-34.96%, and it is in the father's education Based on 170 case data from Q University College of Art, using interval estimation, column table analysis and logistic regression analysis, it is found that the employment rate of new undergraduates in the art category of local colleges is low, and there are significant differences in the subgroup variable of father's education level; Variables such as cultural basic course results, level. There are significant differences in grouping variables. Second, variables such as the ranking of cultural class scores, political outlook, mother's education level, and the role of communication venues have a significant impact on the employment of art graduates from local colleges and universities, and the two variables of career planning and interpersonal communication have a substantial impact. The above exists but has the characteristics of concealment and indirectness.

Keywords: Art graduates, Employment Status, Influencing Factors

Introductions

2015 years, The number of college graduates in China reached 7.49 million, a new high, and the task of employment is very difficult. As a relatively special group of graduates of the employment army, the employment situation is particularly serious. According to the 2011 China University Student Employment Report, the art majors of animation, art design and fine arts have become the lowest employment rate for college students, with the highest unemployment rate six months after graduating from undergraduate studies in fine arts. According to the 2014 China University Employment Report released by the Michaels Institute, animation, fine arts and art design became undergraduate red-card majors with high unemployment, low employment rate, lower monthly income and low employment satisfaction in 2014. Fine arts and musical performances have been red-carded in the 2015 and 2016 reports. At present, there are many researches on the factors influencing the employment of college students in academia, and less on the employment of art graduates.

Statement of the Problem

On the whole, there are related researches focusing on qualitative thinking and lacking



empirical analysis in research methods, focusing on the analysis of the current situation in the research content and ignoring the reason analysis, making it difficult for the relevant research to deeply explore the internal causes of employment difficulties for art college graduates, and then difficult to put forward targeted countermeasures and suggestions. Taking the 2015 undergraduate graduates of Chengdu University as an example, this paper empirically analyzes the employment status of art graduates and their influencing factors, and puts forward the policy suggestions to promote the employment of art undergraduates in local colleges and universities.

Literature Review

The main representative studies include: Li Zhiqiang (2009) analyzes the current situation of employment of college art graduates, and puts forward suggestions such as the quality crisis behind the "art examination fever", people-oriented route, and improving the quality of teaching. Jiang Wei (2009) discusses the anxiety of employment of college art graduates, and finds that personality, employment pressure and employment prospects are the main causes. Ba Yuxuan, Ye Furong (2010) analyzed the current art (design) graduates employment education in the existence of the heavy stage education light full course and systematic education, heavy professional knowledge and skills to train light professional training goals and career prospects education, heavy job-hunting skills training light education and teaching reform, heavy common education light personality guidance and other outstanding issues, This paper puts forward that colleges and universities should implement systematic, full-scale and personalized employment guidance, strengthen the cultivation of students' innovative and entrepreneurial qualities, and fundamentally enhance their employability. studied the problems and countermeasures in the employment of college graduates in the arts. further improved the employment quality evaluation system for graduates of professional art colleges based on Michaels' thinking on the analysis of employment data in music schools.

Analysis of data and hypothesis tests

Variable design

This paper mainly designs three categories of variables: basic characteristics of individuals, learning and living conditions during school, employment status: In terms of the basic characteristics of college students, there are six variables: gender (C1), family location (C2), political outlook (C3), family class (C4), father's education level (C5), and mother's education level (C6). Among them, the design of family-owned class variables refers to the top ten social strata divided by Lu Xueyi (2004), from low to high is unemployed, unemployed, semi-unemployed, agricultural workers, industrial workers, commercial service employees, individual industrial and commercial households, enterprises are full-time office workers, professional and technical personnel, private entrepreneurs, managers, State and social managers, taking into account the limitation of the sample size of this study, this paper defines the first three classes as the disadvantaged occupational groups, the last four classes as the dominant occupational class, and the other three classes as the middle occupational class.

In the aspect of study and life during the school period, three variables are set up: the study behavior performance, interpersonal relationship and interpersonal communication, and the importance of learning and living place in the improvement of individual comprehensive quality. Among them, in terms of learning behavior performance, five variables were set up: career planning (X1), pre-class preview (X2), classroom listening (X3), post-class review (X4), and cultural basic course scores ranked (X5) in the class. In interpersonal relationship stoics and interpersonal communication, three variables were set between interpersonal relationships



(X6), the average number of times a week with parents (X7), and the frequency of communication with teachers (X8). In the study and living place in the importance of the improvement of individual comprehensive quality, set up the role of the classroom (X9), dormitory role (X10), the role of the restaurant (X11), the role of the campus (X12) four variables.

In terms of employment status, two variables are set up on the results of job signing (Y1) and the results of examination and research (Y2). At present, China adopts the wide-caliber employment statistics, will sign employment agreement, sign labor contract employment, flexible employment, orientation committee training, study, go abroad (border) and participate in the national local project employment seven forms are included in the scope of employment, but because of the use of this study of the case of flexible employment is less and can not accurately grasp, and go abroad, The forms of orientation and employment of participating in national local projects do not exist or have not yet occurred in the case of this paper, so this paper only considers the signing of employment agreement and the successful examination and study (further education) in the statistics of employment results (Y).

Conceptual Framework

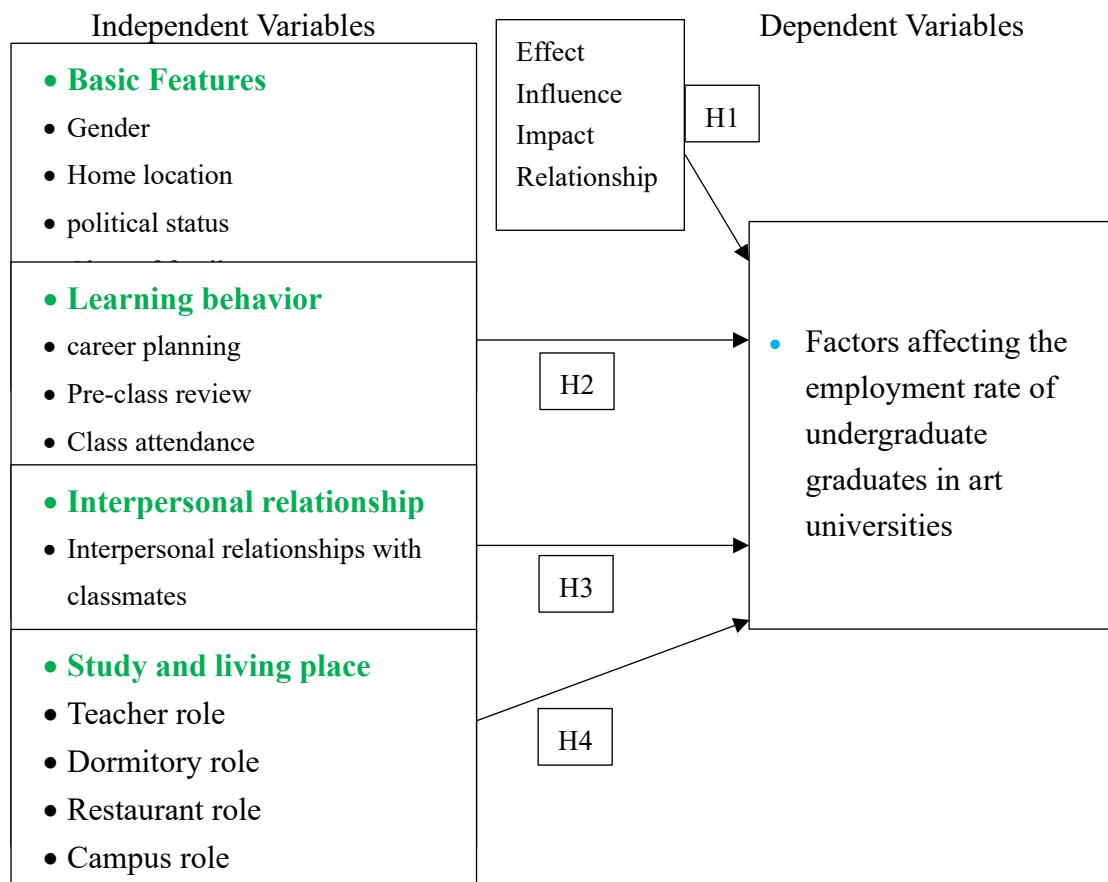


Figure 1, Conceptual framework



E. Hypothesis Test

H1=Does the basic characteristics of college students have an impact on the employment rate of undergraduates in art colleges?

H2=Does the study and living habits of college students have an impact on the employment rate of undergraduates in art colleges?

H3=Do college students' interpersonal and interpersonal relationships affect the employment rate of undergraduates in art schools?

H4=Does the study and living place of college students have an impact on the employment rate of undergraduates in art colleges?

F. Limitation of the Study

The study is limited by time and space constraints.

Research Methodology

(1) Literature research: The literature research method is a kind of research direction through this paper, taking "art undergraduate employment" and "employment factors" as the key words, through the China Knowledge Network and other online inquiries, the relevant documents to read, learn from, organize, analyze. From the Chengdu University Library to find books on graduate sesame, from which to understand and learn about employment of various knowledge, through collection, study and finishing also for the study of this paper to provide some objective theoretical basis and reference.

(2) Questionnaire: The object of this paper is the undergraduate graduates of The Art Department of Chengdu University, who collects information directly from the art professional counselors and graduate undergraduates of Chengdu University by means of telephone, WeChat, chat, interview, etc. by means of questionnaire slot and in-depth interview. Through the understanding and analysis of the employment situation of graduates of the 2015 graduates of the art major of Chengdu University, a practical solution can be proposed.

Significance of the Study

The significance of this paper is to hope that this investigation and research can provide favorable theoretical reference to the country, society, school, family and individual in the future. With the gradual growth of art majors and the increasing enrollment, college art graduates will slowly increase, from the previous talent shortage slowly appeared the situation of talent accumulation, so the employment problem has become a hot and difficult issue of social concern. Employment is the basis of survival, is the key to measure what is learned in school, and even related to a family, society, economy, school and other aspects of the integrated factors. Whether undergraduate sans in the arts of colleges and universities can enter the society quickly and successfully and find a suitable job for them, which arouses people's wide concern. The employment problem of college graduates is not only related to the future career and life dance of each student, but also directly affects the development of higher education in China.

Data Sources

The survey selected the 2015 undergraduate graduates from eight majors in the five departments of art, painting, art design, animation and vocal music in chengdu university's art college as the overall number of students, with a total of 330 students, and the survey was conducted in early May 2015. Under the conditions of the overall capacity of this survey, 50 per cent of the population should be taken as a sample according to the sampling principle situated by Liddy or Omrod (2005). As in the graduation season, most students are in the field



internship or job application, the survey was organized by the college counselors, through the field survey, telephone survey and e-mail survey through a combination of 200 questionnaires, the collection of effective questionnaires 170, the recovery rate reached 85%, 51.52% of the total, to meet the sampling principle. The basic characteristics of the sample are shown in Table 1. These basic characteristics show that among the art college students in local colleges, there are more female students, mainly from county and middle-city students, mainly from middle-to-upper-career classes, and parents' educational level is generally higher.

Table 1 Basic characteristics of the sample

Target	Classification and Coding	Frequency	Percentage(%)
Gender (C1)	Male (C11)	56	32.9
	Female (C12)	114	67.1
Hukou Location (C2)	Countryside (C21)	40	23.5
	County or small town (C22)	66	38.8
Political Status (C3)	Medium-sized cities (C23)	55	32.4
	Big city (C24)	9	5.3
Political Status (C3)	Full party (C31)	16	9.4
	Probationary member (C32)	8	4.7
Class of family (C4)	Party activists (C33)	15	8.8
	Communist Youth League (C34)	117	68.8
Class of family (C4)	Other people (C35)	14	8.2
	Vulnerable class (C41)	81	47.6
Father's education(C5)	Middle class (C42)	42	24.7
	Dominant class (C43)	47	27.6
Mother education (C6)	Elementary and below (C51)	19	11.2
	junior high school (C52)	53	31.2
Mother education (C6)	High school or technical secondary school (C53)	56	32.9
	Specialist (C54)	23	13.5
Mother education (C6)	Bachelor and above (C55)	19	11.2
	Elementary and below (C61)	34	20.0
Mother education (C6)	junior high school (C62)	66	38.8
	High school or technical secondary school (C63)	38	22.4
Mother education (C6)	Specialist (C64)	16	9.4
	Bachelor and above (C65)	16	9.4

Empirical analysis and results discussion

A. Statistical analysis of the employment status of recent undergraduate graduates in the art category of local colleges and universities

The employment outcome (Y) variable sifted and coded the successful and non-successful employment as "1" and "2" respectively, with 48 and 122 cases in the sample, accounting for 28.2% and 71.8% respectively in the sample, i.e. only p equals 28.2% of graduates in the sample, This shows that the employment rate of new undergraduate graduates in the art category of local colleges and universities is not high. Of these, 35 were contracted or about to sign, representing 20.6 per cent of the sample, and 13 were successful in the examination (including transfer success), accounting for only 7.6 per cent of the sample. Since np is 47.94, and np (1-p) is 34.4 x 5, this means that the sample scale p tends to obey the normal distribution.



According to the formula, the overall employment rate of art college graduates is 21.44% to 34.96% under the 95% confidence probability. Of course, the reasons for the low employment rate may include: first, the statistical results of this paper only take into account the two main categories of official employment statistics, not taking into account the various situations of students' flexible employment; Art students generally attach importance to professional skills and neglect the study of professional basic knowledge, self-management ability is poor, resulting in the lack of foundation of student literacy.

With the basic characteristic variable as the group variable, cross-table analysis and card testing are carried out on the variable of college students' employment, and the results are shown in Table 2. The results of statistical testshow show that the employment results of college students have no significant difference in the variables of sex, family location, political appearance, family class and mother's education level, and there are only significant differences in the variables grouped by father's education level, especially for fathers with undergraduate and above education, and the employment rate of their children is the highest. 57.9 per cent. The reason may be that the father in the family generally has a strong voice in decision-making, undergraduate and above the father has the experience of job search or examination, in the collection and analysis of relevant information and high-level network resources in the possession and use, have a comparative advantage, Therefore, the final decision-making of children's employment or examination and research is also relatively objective and rational.

B. Statistical analysis of the measurement results of the employment factors of art undergraduates in local colleges and universities

The 12 variables affecting the employment of art undergraduates in local colleges are defined and coded, as shown in Table 3. The design of the influence factor scale refers to the research conclusions of the existing research, and after many in-depth interviews and experimental surveys on the basis of screening, the set variables can represent the measurement target, so it has better content efficiency. Analysis using the reliability analysis module in SPSS21.0 shows that the kronbach alpha coefficient of the total index of influencing factors is 0.783, and the kronbach alpha coefficient of the three subscales is also greater than 0.6, which indicates that the intrinsic consistency of the topics of the total volume table and each sub-mass is acceptable. In terms of structural validity, the KMO value of the total number of influencing factors is equal to 0.758, and the KMO value of its three subscales is greater than 0.6, and the p-value of the Bartlett spherical test of the total number of influencing factors and its sub-scale series is 0. Further analysis shows that the cumulative contribution rate of variance of the first three male factors in the total volume of influencing factors is equal to 52.984 percent, the load of the three male factors on the variables they represent is basically above 0.6, and the variance contribution rate of the first male factor extracted from the three subscales is about 50%. The load of the male factor on each variable is basically above 0.6. This shows that the structural validity of the total number of influencing factors and their subscales is acceptable.



Table 2 The Group Description of the Employment Results of the Art Class of Local Colleges and Universities and its Card-Side Inspection

Variables and their groupings		Y=1 (People)	Grouping variables	Chi-square test		
				Test statistics	value	Progressive sig.
C1	C11	14	C1	pearson χ^2	0.431 ^a	0.511
	C12	34		Likelihood ratio	0.437	0.634
C2	C21	13	C2	Linear union	0.429	0.509
	C22	4		pearson χ^2	1.690 ^b	0.430
	C23	4		Likelihood ratio	2.768	0.251
C3	C24	19	C3	Linear union	0.278	0.598
	C31	18		pearson χ^2	3.614 ^c	0.164
	C32	11		Likelihood ratio	3.658	0.161
C4	C33	19	C4	Linear union	0.724	0.395
	C41	20		pearson χ^2	0.969 ^d	0.616
	C42	13		Likelihood ratio	0.972	0.615
C5	C43	15	C5	Linear union	0.857	0.355
	C51	5		pearson χ^2	11.315 ^e	.023
	C52	15		Likelihood ratio	10.618	.031
C6	C53	10	C6	Linear union	3.426	.064
	C54	7		pearson χ^2	5.382 ^f	.250
	C55	11		Likelihood ratio	5.055	.282
C6	C61	8	Note: a, c, d and e. 0 cell (0%) expected frequency is less than 5, the minimum expected frequency is 15.81, 14.68, 11.68, 5.36; b. 2 cells (33.3%) expect the desired frequency of 5, the minimum expected frequency is 1.13; f. 2 cell (20%) expect the desired frequency is less than 5, The minimum expected frequency is 4.52.	Linear union	4.196	.041
	C62	15				
	C63	12				
	C64	5				
	C65	8				

From the statistical results of learning behavior performance, only variable X5 exceeds the general level, while the other variables are below the general level. It can be seen that the local colleges and universities art college students in the overall curriculum learning enthusiasm is not high, lack of self-management ability. The statistical results of interpersonal relationship and interpersonal communication can be seen, the interpersonal relationship between the students of the art class in local colleges and universities is more harmonious on the whole, and the communication between parents is maintained, but the communication with teachers is far from enough. Judging from the graduates' perception of the role of learning and living places in the improvement of individual comprehensive quality, the role of the classroom is higher than the general level and higher than that of other places, while the role of restaurants is the least. This may be related to the actual situation of Chengdu University, first, although the school classroom resources are relatively tight but in the university four years of study in



the use of relatively high, so graduates of the role of the classroom evaluation is higher; Second, art graduates need more space for communication in their majors, a role that is difficult for socially hosted restaurants and dormitories to play.

Table 3 Definition and analysis of the scale of employment factors for new graduates of local colleges and universities' art categories

Dimension	variable	Definition and coding	Mean	Intrinsic reliability	KMO and Bartlett spherical test
Learning behavior	X1	No planning =1; Planned but not executed =2; Planned and executed =3	1.88	Cronbach's $\alpha = 0.721$	KMO=0.746 Approximate chi-square =196.105 (p=0.000)
	X2	never =1; occasionally	2.41		
	X3	=2; sometimes =3;	2.88		
	X4	frequently=4; always =5	2.64		
	X5	lowest 20%=1; Second lowest 20%=2; intermediate 20%=3; Second highest 20%=4; highest 20%=5	3.26		
Relationships and Interpersonal Communication	X6	Frequently contradictions =1; Sometimes contradictions =2; general =3; More harmonious =4; Very harmonious =5	4.09	Cronbach's $\alpha = 0.663$	KMO=0.617 Approximate chi-square =18.179 (p=0.000)
	X7	actively contact =1; one time =2; t Never wo=3; three=4; three times or more =5	3.44		
	X8	Never =1; occasionally =2; frequently =3	2.18		
The Role of Learning and Living Places	X9	No effect =1; Have a	3.31	Cronbach's $\alpha = 0.653$	KMO=0.643 Approximate chi-square =112.889 (p=0.000)
	X10	little effect =2; Bigger	2.70		
	X11	effect =3; Very useful	1.96		
	X12	=4; played a major or full role =5	2.81		



Analysis of logistic regression factors in the employment influence of art undergraduates in local colleges and universities

In this paper, the employment results (Y) of recent undergraduate graduates of local colleges and universities are the dependent variables, and the results analysis model is established by taking 6 basic characteristic variables and 12 factor variables as the argument variables. Since the dependent variable is a two-category variable, two Logistic regression models can be selected in the following form:

To simplify the analysis, this paper assumes that the distance between the adjacent levels of the arguments is the same, so you do not have to introduce virtual variables. Using SPSS21.0, using "forward:LR" to gradually regression, the probability value obtained by the largest-like estimate is the basis for variable culling, the Logistic model is established, the parameter estimation and test results are shown in Table 4.

From the test results, it can be seen that the total prediction accuracy rate of the model is 77.1%, and the final model is tested as a whole, the model is well fit and stable and effective. From the model estimation results, it can be seen that the coefficient of C3 in the four variables entering the final model is negative, but the variables are encoded from high to low, the coefficients of the other three variables are positive and their occurrence ratio is greater than 1, so these variables entering the final model have a positive impact on the employment of undergraduate stakes in the art category of local colleges and universities. And the effects from small to large are C6, C3, X11, X5. Among them, the most influential effect is X5, which increases the rate of employment results will be 2.017 times, and the least impact capacity is C6, the variable for each additional grade, the employment rate will be 1.388 times the original.

Table 4 Logistic Regression model and its test results

variable	B	S.E	Variables in the equation			OR:95% C.I.	Omnibustest	Model Test		
			Wald	Sig.	OR (EXP)			mini mum	maxi mum	Sig. (Model)
C_3	-0.381	0.177	4.659	0.031	0.683	0.483	0.966	H-Ltest	χ^2	8.833
C_6	0.328	0.157	4.369	0.037	1.388	1.021	1.887		Sig.	0.357
X_5	0.702	0.209	11.31	0.001	2.017	1.340	3.036	-2 Log likelihood		175.42
X_{11}	0.358	0.161	4.933	0.026	1.430	1.043	1.961	Fake R^2	$Cox\&Snell R^2$	0.147
C	-2.657	1.037	6.570	0.010	0.070				$Nagelkerke R^2$	0.211

Among the basic characteristic variables of graduates, there are two variables of political outlook (C3) and mother's education level (C6) entering the model, which indicates that the more progressive the political, the higher the level of mother's education, the more likely it is that the new undergraduate graduates in the art category of local colleges are successfully employed. The possible explanation is that the political outlook can reflect the ideological tendencies, enterprising spirit and comprehensive quality of college students, and on the whole, party members, reserve party members and party activists have been relatively active in their studies and activities. The mother is the main undertaker of family raising, so in the process of children's growth and the formation of values, the influence of the mother has a stronger persistence and subliminal, therefore, the higher the level of mother's education, the more positive enterprising children and the correct outlook and values of choice. This is consistent with the findings of scholars such as Oosterbeek, H. & van Ophem, H. (2000).



In terms of learning behavior performance, only the cultural curriculum results ranked in the class (X5) as a variable into the model, which shows that the mastery of curriculum knowledge is still one of the main factors affecting the employment of art students, and this result is also in line with the actual situation. The main performance in the following aspects: First, due to the large-scale expansion of art majors, resulting in a shortage of educational resources, the quality of teaching decline. Second, many of the candidates in the art majors of local colleges and universities are students with low scores in the college entrance examination and less interest in learning in the culture course, and after entering the university, they devote their time and energy to the study of professional skills, and lack enthusiasm for the study of the basic course of culture. For example, in the survey of this study, art graduates performed below the general level in pre-course previews, lectures and post-course reviews in basic cultural courses (as shown in Table 3). Third, the expansion of university enrollment has brought some students with poor cultural education and no artistic talent into the art majors of local colleges and universities, which is bound to bury many potential problems for future employment (Pang Zhihua, 2012). Inexplicably, the impact of career planning variables on employment outcomes is not significant. However, this does not mean that career planning for employment has no effect, the reason may be that local college students still lack the necessary study and training in career planning, in reality, such courses are often run by counselors with no job-hunting experience, the teaching method is generally limited to the theoretical teaching in the classroom, This will inevitably lead to a certain skill and practical characteristics of career planning courses, its function is greatly reduced, the average of the career planning variables obtained in this study is only 1.88, can be well illustrated.

In interpersonal relationship stoin and interpersonal communication, there are no variables into the model, the reason is that most students are basically consistent in the three variables, so it does not show that interpersonal relationships and interpersonal communication have no positive effect on promoting employment. In terms of the role of learning and living places, only the restaurant variable entered the model, which shows that the restaurant has a significant impact on the employment results. Through the interview of some art students at Chengdu University, it can be seen that the study of art majors needs to learn skills from each other, especially the need for a relatively independent space and place for close exchange, and Chengdu University lacks such a place, the role of the restaurant is essentially only as such a place of communication. This also shows that interpersonal relationships and interpersonal communication variables are essentially indirectly affected by employment outcome variables through the place of communication.

Conclusion

This article takes the 2015 undergraduate graduates of the Art College of Chengdu University as an example, and empirically analyzes the influencing factors that affect the art graduates of local universities and draws the following conclusions: First, at present, the employment rate of art graduates from local colleges and universities is relatively low. Under the statistical caliber that only includes entering a higher education and signing employment agreements, the overall employment rate is about 21.44%-34.96%, and it is in the father's education level. There are significant differences in grouping variables. Second, variables such as the ranking of cultural class scores, political outlook, mother's education level, and the role of communication venues have a significant impact on the employment of art graduates from local colleges and universities, and the two variables of career planning and interpersonal communication have a substantial impact. The above exists but has the characteristics of concealment and indirectness.



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