Research on new paths of college students employment and entrepreneurship in the context of converged media

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Abstract: *This paper provides an in-depth analysis of how the converged media environment impacts college students employment and entrepreneurship. It examines its characteristics including diversified communication entities, fragmented content, integrated channels, and strong interactivity, while exploring the opportunities and challenges arising from these developments. By combining theoretical frameworks with case studies, the research explores innovative approaches to expand information channels, innovate business models, and enhance career education through converged media. Implementation strategies are proposed from three perspectives: government, universities, and students, aiming to offer practical references for improving the quality of college graduates employment and entrepreneurial endeavors.*

Key words: *converged media; college students; employment and entrepreneurship; new path*

1. Introduction

Driven by the rapid evolution of information technology, traditional media and new media have achieved deep integration, forming a multi-dimensional interactive ecosystem for converged media. This system, characterized by real-time communication, leverages digital technologies to transcend geographical boundaries, creating an all-encompassing information network. Through interactive communication mechanisms, it redefines the relationship between communicators and receivers, facilitating the transformation of information dissemination from one-way output to diverse interactive engagement.

This media convergence trend has not only reshaped the whole chain pattern of information production, distribution and consumption, but also exerted a systematic impact on economic operation mode, social governance structure and other socio-economic fields with its permeable function, becoming an important variable to promote the evolution of social form.

As a generation born and raised with the internet, college students exhibit strong alignment between their career-seeking behaviors and the converged media ecosystem. From job information acquisition to startup project promotion, converged media has become deeply integrated into every stage of student career development, forming a crucial platform for their entrepreneurial endeavors.

In this context, systematically exploring innovative pathways for college students employment and entrepreneurship in the converged media environment carries multiple value dimensions: For individuals, it helps enhance their employability and entrepreneurial success rates; For universities, it provides practical guidance for educational reform, driving talent cultivation models to precisely align with societal needs; For society, it activates the potential of youth human resources, injecting sustained momentum into high-quality economic and social development.

2. Core characteristics of the converged media environment

2.1 Diversification of communication subjects

In the era of traditional media, information dissemination was predominantly controlled by professional media organizations with limited diversity. However, in the converged media landscape,

everyone can now become an information disseminator. College students leverage social platforms like Weibo, WeChat, and TikTok to share personal perspectives, creative works, and career-related updates, emerging as a vital force in information exchange. This diversification breaks the monopoly of traditional media, providing college students with expansive spaces for self-expression.

2.2 Fragmentation of communication content

In the era of converged media, information dissemination has become fragmented[1]. As peoples time and attention grow increasingly scattered, content is being sliced into bite-sized pieces. The proliferation of short videos and graphic content allows college students to easily access and share fragmented information during their spare moments, quickly capturing their attention. For instance, short videos on platforms like TikTok deliver knowledge, skills, and career/entrepreneurship insights in concise and engaging formats, which have gained immense popularity among students.

2.3 Integration of communication channels

The convergence of traditional and new media has created diversified communication channels[2]. Traditional platforms like television, radio, and newspapers have launched digital platforms, while emerging platforms continue to expand their services. College students can access and share information through mobile apps, websites, social media, and other channels. This cross-platform integration breaks the barriers of single-medium communication, creating more possibilities for disseminating career and entrepreneurship information among college students.

2.4 Interactive mode of communication

Unlike traditional medias one-way communication, the converged media environment enables highly interactive information dissemination. College students can engage in real-time exchanges, comments, and sharing on social media platforms, providing timely feedback on opinions and needs. Enterprises, universities, and related institutions can also gain insights into students career aspirations and challenges through interactions, offering precise services and guidance. For instance, companies enhance recruitment efficiency by conducting live-streamed job fairs with interactive Q&A sessions for students; universities utilize online platforms to deliver entrepreneurship seminars, where real-time discussions boost educational effectiveness.

3. Opportunities and challenges brought by the converged media environment to college students employment and entrepreneurship

3.1 Opportunities

3.1.1 Expanding Employment Information Channels

In the converged media landscape, employment information spreads rapidly across various platforms. College students can access abundant job opportunities, industry updates, and corporate recruitment needs through recruitment websites, official corporate social media accounts, and WeChat public accounts dedicated to career development. Moreover, career guidance content on short video platforms vividly showcases job responsibilities and career prospects, helping students broaden their employment perspectives.

3.1.2 Reducing startup costs

Through integrated media platforms, college student entrepreneurs can effectively promote their products and brands at lower expenses. Platforms like TikTok and Taobao Live allow direct product demonstrations to consumers, eliminating intermediaries and cutting marketing costs. Utilizing social media for market research enables businesses to swiftly understand consumer needs and market trends, enhancing decision-making accuracy and reducing risks.

3.1.3 A Platform for Self-Promotion

Converged media creates a comprehensive stage for college students to showcase their talents and creativity. Through publishing short videos, writing online articles, and creating digital projects, students can demonstrate their professional skills, innovative ideas, and entrepreneurial ventures to a wider audience.[3] Talented students attract corporate and investor attention by showcasing their work on digital

platforms, thereby securing employment or startup opportunities. For instance, in the design field, some students have secured design project contracts or been hired by design firms through their creations displayed on design websites and social media platforms.

3.1.4 Fostering Innovative Business Models

The evolution of converged media has given rise to numerous new business models and entrepreneurial opportunities. For instance, social commerce platforms leveraging social media, content-driven e-commerce models, and influencer economy ecosystems built on short video platforms. College students can capitalize on these emerging trends by utilizing their unique strengths. Some students have established personal IPs to build fan bases on social media, monetizing through product endorsements and advertising campaigns. Others are developing knowledge monetization services on short video platforms, transforming professional expertise into tangible economic returns.

3.2 Challenges

3.2.1 Information Overload and Screening Challenges

In the era of converged media, the exponential growth of information has created overwhelming information overload for college students. Amidst the deluge of employment and entrepreneurship-related content, theres a significant amount of false or irrelevant information that complicates effective information filtering. Students must invest considerable time and effort verifying the authenticity and reliability of information, which not only reduces information acquisition efficiency but may also result in missed opportunities for quality career development and entrepreneurial ventures.

3.2.2 Intensified Job Competition

The widespread adoption of converged media has expanded the reach and transparency of employment information, allowing college graduates nationwide to access identical job listings. This trend has significantly heightened competition in the job market. Meanwhile, companies now employ comprehensive online assessments during recruitment processes, setting higher standards for candidates. As a result, graduates must demonstrate enhanced overall competencies and competitive edge to stand out in this cutthroat environment.

3.2.3 Entrepreneurial Risks on the Rise

While converged media creates opportunities for college student entrepreneurs, it simultaneously heightens risks. Firstly, lowered entry barriers attract more participants, intensifying market competition. Secondly, rapid information dissemination and swift market shifts in this environment make startup projects vulnerable to imitation, putting greater pressure on young entrepreneurs. Moreover, some students lack understanding of platform operation rules and market dynamics, often launching ventures blindly that risk failure.

3.2.4 Enhanced Professional Competencies and Qualifications

The evolving media convergence landscape demands graduates to possess multifaceted professional skills and comprehensive competencies. Beyond core academic knowledge, students must acquire practical expertise in new media operations, digital marketing strategies, and data analytics. However, the current talent development models in higher education remain disconnected from market requirements. Many graduates lack these essential practical skills, making it challenging for them to meet the demands of employment and entrepreneurship in this integrated media environment.

4. Exploring new paths for college students employment and entrepreneurship in the context of converged media

4.1 Expanding employment information acquisition and dissemination channels by using converged media

4.1.1 Establishing a University Employment Information Fusion Platform

Universities should integrate resources to create a comprehensive employment information platform that combines multiple media formats including websites, WeChat official accounts, apps, and short video accounts[4]. This platform will promptly release employment policies, job listings, career guidance content, and other materials. By leveraging big data analytics, it can precisely deliver relevant

information based on students majors, interests, and career preferences. Additionally, enterprises are encouraged to establish accounts on the platform to post job openings and corporate updates, enabling real-time sharing and interactive communication among universities, businesses, and students.

4.1.2 Enhancing Collaboration with Social Media Platforms

Universities and career service agencies should partner with social media platforms like Weibo, TikTok, and WeChat to conduct online recruitment campaigns. For example, organizing live-streamed job fairs where corporate HR representatives can introduce positions and company profiles while interacting with students in real-time. Leveraging Weibo trending topics and WeChat Moments ads to promote employment information and expand reach. Additionally, encouraging college students to share their job-hunting experiences and insights on social media helps create a positive environment for disseminating career information.

4.1.3 Leveraging short video platforms for career promotion

Create high-quality career promotional videos and distribute them through platforms like TikTok and Kuaishou. The content covers various workplace scenarios, career prospects, and skill requirements, using vivid and engaging formats to attract college students attention and help them clarify their career paths. Additionally, invite industry experts, corporate executives, and outstanding alumni to share online career insights, providing professional guidance and advice.

4.2 Innovation of entrepreneurship mode under the environment of converged media

4.2.1 Developing Social E-commerce Ventures

College students can leverage social media platforms like WeChat and Weibo to launch e-commerce ventures. By building social networks and accumulating fan bases, they can effectively promote products or services. For instance, engaging in community group buying campaigns and social circle marketing activities can harness the social attributes and word-of-mouth effects of these platforms to boost sales and brand awareness. Combining live-streaming sales with other interactive methods enhances consumer engagement and improves conversion rates.

4.2.2 Building Personal Branding for Entrepreneurship

Encourage college students to develop unique personal IPs in fields like short videos, live streaming, and self-media platforms based on their strengths and interests. By consistently producing high-quality content, they can attract followers and build brand influence. This can then be monetized through advertising endorsements, commercial partnerships, and knowledge monetization. For example, makeup enthusiasts could establish a beauty blogger IP on Douyin, sharing skincare tips and product recommendations to gain followers, while collaborating with cosmetic brands to promote products and earn revenue.

4.2.3 Content Entrepreneurship

Leveraging the demand for premium content on converged media platforms, college students can pursue content entrepreneurship. Examples include writing online articles, creating short videos, and developing audio courses. By publishing high-quality content across major platforms, they can attract user attention and traffic, generating revenue through ad revenue sharing, paid reading, and tipping mechanisms. Additionally, by focusing on specific industry sectors, students can develop vertical content entrepreneurship to enhance professional relevance and address personalized user needs.

4.3 Strengthening employment and entrepreneurship education in colleges and universities with converged media

4.3.1 Enhancing Curriculum Development

Universities should integrate media convergence knowledge and skills into career education programs[5]. Courses such as new media operations, online marketing, and short video production & management should be introduced to equip students with cross-media competencies for employment and entrepreneurship. Professional courses should incorporate career development content, guiding students to apply their expertise in media convergence-based career initiatives. Additionally, practical training modules and hands-on projects should be implemented to help students master media convergence tools and acquire essential job-seeking skills through real-world application.

4.3.2 Building a Faculty Team

Strengthen the development of faculty for employment and entrepreneurship education in higher education institutions, cultivating educators who possess both professional expertise and familiarity with converged media operations. By organizing training programs, advanced studies, and practical activities for teachers, we aim to enhance their capabilities in teaching converged media courses and providing hands-on guidance. Additionally, we will invite industry experts, successful entrepreneurs, and business leaders to serve as adjunct instructors, sharing real-world experience in career development and converged media operational strategies.

4.3.3 Conduct Practical Activities

Universities should actively organize employment and entrepreneurship practice activities based on converged media. For example, hosting converged media entrepreneurship competitions, short video production contests, and online marketing planning challenges to provide students with practical training opportunities. Collaborate with enterprises to establish internship and training bases, enabling students to participate in corporate converged media operations and entrepreneurial projects, thereby enhancing their practical skills and problem-solving abilities. Additionally, encourage students to independently initiate entrepreneurial ventures, while the university provides policy support, financial assistance, and technical guidance.

5. Countermeasures and suggestions for the implementation of new paths of employment and entrepreneurship for college students in the context of converged media

5.1 Government level

5.1.1 Enhancing the policy support framework

The government should implement policies to encourage universities in developing integrated media entrepreneurship education programs, providing financial and policy incentives for platforms and practical initiatives[6]. Concurrently, targeted preferential policies should be established for student-led media ventures, including tax breaks, startup subsidies, and loan concessions, to reduce barriers and costs while boosting entrepreneurial motivation.

5.1.2 Strengthen market regulation

Government authorities should enhance oversight of the converged media market, standardize information dissemination practices, and combat false employment/entrepreneurship listings along with unfair competition. Establish robust online content moderation mechanisms and strengthen management of social media platforms and recruitment websites to ensure college students access authentic career information, thereby maintaining a healthy and fair market environment for employment and entrepreneurship.

5.2 University level

5.2.1 Educational Philosophy Renewal

Universities should fully recognize the significant impact of converged media environments on college students career development and entrepreneurship. They must update their educational approaches by integrating converged media elements throughout career education processes. By strengthening partnerships with enterprises and social organizations, institutions can better understand market demands and promptly adjust educational content and methods. This ensures the cultivation of high-quality talents who meet the requirements of the converged media era.

5.2.2 Enhancing university-industry collaboration

Universities should actively partner with enterprises to establish industry-academia-research cooperation mechanisms[7]. Inviting businesses to participate in curriculum design and teaching processes for employment and entrepreneurship programs provides students with internship opportunities and career development projects. Enterprises are encouraged to offer technical support and equipment resources to universities, jointly building converged media-based employment and entrepreneurship practice bases. This approach enables resource sharing and complementary advantages between universities and enterprises.

5.3 College students

5.3.1 Enhancing personal competencies

College students should proactively acquire knowledge and skills in converged media, improving their information processing capabilities, new media operations expertise, and innovative thinking. By actively participating in training programs and practical activities, they can accumulate valuable career experience and entrepreneurial insights to boost their competitiveness. Its crucial to cultivate a balanced perspective on employment and entrepreneurship, embrace innovative approaches to career development, and demonstrate resilience in facing challenges and obstacles.

5.3.2 Cultivating Cybersecurity Awareness

When engaging in employment and entrepreneurship activities through converged media platforms, college students should develop strong cybersecurity awareness to protect personal information and intellectual property rights. They must comply with online laws, regulations, and platform rules, refrain from posting false information or illegal content, safeguard their legal rights, and avoid potential losses caused by cybersecurity issues in their career development.

Conclusions

The evolution of converged media technology has created diversified career opportunities for college graduates while simultaneously introducing practical challenges such as heightened information discernment difficulties and intensified market competition. This dual nature stems from its core characteristics including generalized communication entities, fragmented content, and integrated channels——. On one hand, emerging platforms like short video career showcases and social e-commerce startup incubators enable students to access opportunities beyond geographical constraints. On the other hand, algorithm-driven information cocoons and homogenized competition in traffic monetization models have raised hidden barriers to employment and entrepreneurship.

Through in-depth analysis of its impact mechanisms, it becomes evident that converged media has restructured the dissemination chain of employment information and the allocation methods of entrepreneurial resources. This necessitates exploring adaptive pathways: At the information channel level, a tripartite converged media information matrix integrating "policy, market, and campus" should be established; In terms of model innovation, user profiling-based precision entrepreneurship models should be cultivated; Regarding educational dimensions, a training system integrating converged media skills with professional competencies must be developed.

To ensure the effective implementation of these pathways, a multi-stakeholder collaborative framework must be established. At the governmental level, policies supporting converged media employment and entrepreneurship should be enhanced through legislation clarifying data ownership and privacy protection standards. A cross-departmental regulatory platform should be created to conduct thorough governance of fraudulent recruitment practices and traffic fraud. Higher education institutions need to drive pedagogical transformation by integrating converged media operations into talent development programs. Through industry-academia collaboration in curriculum design and co-established industrial colleges, educational content can be dynamically aligned with industry demands. For individual students, dual cultivation of media literacy and core competencies is essential: mastering practical skills like data analysis and content creation while developing awareness of online ethics and risk management. This enables students to leverage converged media tools within compliance frameworks to achieve career development goals.

The effective operation of this collaborative mechanism not only enhances the efficiency of converged media in resource allocation and value conversion, but also provides institutional safeguards and capability support for college students high-quality employment and entrepreneurship. This, in turn, injects youthful innovative momentum into socioeconomic development. Notably, as technologies like 5G and artificial intelligence deeply integrate with converged media, future employment and entrepreneurship ecosystems will exhibit new characteristics such as virtual-real convergence and cross-sector integration. This demands that academia and industry continuously conduct tracking research to establish dynamically adaptive theoretical frameworks and practical models, thereby addressing the ongoing challenges brought by technological transformations.

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