

Research on New Media's Role in Rural Talent Revitalization

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Abstract: The revitalization of rural talents is an important aspect of the rural revitalization effort. With the rapid development of the national economy, rural revitalization has become an essential measure to achieve common prosperity. Talent and employment are crucial issues in the comprehensive revitalization of rural areas. Due to the COVID-19 pandemic, college students are finding it more challenging to secure employment. The pandemic has also led to an increased demand for the Internet and new media, indirectly promoting new media's spread and development. This article focuses on how new media formats like short videos and live broadcasts can help revitalize rural talents.

Keywords: Rural talent revitalization; New media; Employment of college students

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1. Research objectives and background

1.1. Objectives

We carried out research on the revitalization of rural talents through new media, such as short videos and live broadcasts. The objective of this research was to explore how to attract and retain talented individuals in rural areas through new media. Data on the willingness of college students to start their short-video businesses were collected through questionnaires and literature review. Through a systematic analysis of the talent needs of rural areas, along with the emergence of new media such as short videos and live broadcasts, and an investigation into the employment and entrepreneurship psychology of post-95s and post-00s college students, we explored the potential of new media in revitalizing rural talents. The goal was to provide valuable insights and new ideas to support the employment and entrepreneurship of college graduates in rural areas, particularly during the pandemic.

1.2. Preferential policies for rural talent revitalization and talent demand

In recent years, with the rapid development of the urban economy and the initiation of rural revitalization, China has attached great importance to integrating college students' employment and entrepreneurship with rural construction. The "Opinions on Accelerating the Revitalization of Rural Talents" issued in 2021 provided

local governments with guidance on promoting rural talents. It provided direction and policy guarantees for revitalizing and assisting college students in starting a business ^[1]. China's rural industry is undergoing a shift towards diversification, offering a broader range of employment opportunities. This trend not only opens up more job avenues but also addresses the pressing employment challenges faced by college students. It enhances the prospects for college graduates who choose to return to their hometowns, facilitating their employment and entrepreneurship endeavors ^[2].

2. Research content

2.1. Research aspects

- (1) Analyzing the role of new media formats in rural talent revitalization strategies Rural revitalization involves the revitalization of the industry, talents, culture, ecology, and organizations. Among these five components, the most critical one is the revitalization of the industry and talents ^[3].
- (2) Discovering the successful cases of new media utilization in rural revitalization By conducting thorough literature reviews, analyzing questionnaire data, engaging in field visits, and employing other relevant methodologies, we aimed to comprehend the pertinent domains associated with rural revitalization. Through this process, we identified successful cases exemplifying innovative uses of new media. Subsequently, we established a control group and conducted a structured, multidimensional, and large-scale comparative analysis.
- (3) Analyzing and determining possible issues and risks in the application and integration process The employment and entrepreneurship of college students have been the top priority of talent training in colleges and universities. Particularly over the past two years, the pandemic has inflicted substantial pressure on the entrepreneurial and employment landscape for students. In response, flexible employment has emerged as a temporary trend. We analyzed key vulnerabilities and influencing factors associated with returning home to start a business and the potential risks. Subsequently, we formulated several strategies to mitigate them.
- (4) Developing specific ideas for solving problems We examined how external factors and personal motivation impact career choices, specifically for new media entrepreneurs returning home. By sharing expert insights and online resources, we offer tailored suggestions for professional guidance in navigating this entrepreneurial journey ^[4-8].

2.2. Key technologies and effects

Taking into account financial support and the concept of green development, the data collected were analyzed using regression analysis. Data was collected by distributing a questionnaire on Questionnaire Star. Policies and research reports were obtained from sites like "Oriental Fortune," "iResearch," "Entrepreneurship State," and "Zhilian Recruitment Research Report," and they were analyzed. The rural supply and demand, grassroots employment willingness of college graduates, and influencing factors were studied through a questionnaire survey. The survey was targeted at senior graduates from ordinary colleges, universities, and vocational colleges in Yantai. Face-to-face interviews, group discussions, field surveys, and other methods were also used to gain an in-depth understanding of the thoughts of graduates. We also interviewed key decision-makers in townships and localities. Altogether, for the questionnaire, there were 210 responses from colleges and 155 responses from people outside of colleges. Besides, we interviewed 20 people. According to our data, contemporary college students know their hometowns' agricultural products and cultural tourism features well. They are also proficient in using short video platforms. Therefore, it is feasible to promote the return of talents and the

revitalization of rural talents through new media platforms. However, many graduates are still reluctant to return to their hometown due to the monotonous and unattractive operation model. More policy support and economic support are needed to encourage talents to reside in rural areas.

3. Research significance

This research is significant because it explores the issues of attracting and retaining talents for rural revitalization through new media. It also helps promote rural revitalization and development of the central and western regions. Additionally, the utilization of short video platforms injects vitality into the traditional “sinking market” by leveraging unique resources and transcending temporal and spatial boundaries. Initiatives such as the “Happy Rural Leaders” plan are instrumental in advancing rural revitalization efforts and narrowing the urban-rural and east-west development gaps ^[9].

Furthermore, leveraging short videos and live broadcast channels to serve the rural agricultural and sideline products sales network enables exploration of the technical talent scale required in the market.

Increasing job opportunities for regular people involves relaxing restrictions in traditional industries, which can help disadvantaged groups earn income and find fulfillment through employment. Short video platforms play a crucial role in this by boosting young people’s earnings, creating new job opportunities, and making it easier to match people with jobs through methods like live recruitment broadcasts. These platforms also break down barriers in traditional job sectors, enabling disadvantaged individuals to earn money and feel valued in their work ^[10-12].

Encouraging the growth of digital industrial clusters can transform industrial networks, foster new economic hubs, and breathe new life into traditional industrial areas, ultimately boosting economic efficiency. By leveraging new media platforms, industry experts can disseminate production technologies to ordinary workers, facilitating the spread of advanced techniques and fostering a diverse employment ecosystem.

Furthermore, highlighting regional characteristics can spur economic progress. Each province and region boasts a rich history and produces high-quality specialty goods. However, many of these products fail to translate into tangible income due to various obstacles, such as limited access to information and inadequate infrastructure. Through the use of short videos, it becomes possible to cultivate a loyal following and address sales challenges effectively, thereby unlocking the full potential of regional specialties and driving economic growth ^[13-15].

4. Suggestions

It is essential to cultivate rural entrepreneurship and innovation leaders, strengthen rural e-commerce talents, cultivate rural artisans, and accelerate the cultivation of rural public service, governance, agricultural, and science and technology talents. Establishing and improving rural talent revitalization systems and mechanisms will help guide graduates in applying their professional skills to securing employment. Other welfare policies should be targeted at grassroots services.

While short videos can be utilized to encourage the return of talent and revitalize rural talents, challenges such as graduates’ reluctance to return home and the unattractive nature of existing operational models must be acknowledged. More policy support and economic support are needed to attract talents to develop rural areas.

As the Internet continues to evolve, foreign information has become increasingly accessible through international student forums and external networks. Consequently, Internet platforms should prioritize expanding their channels and making international content more accessible. Colleges, in turn, should foster

exchanges between on-campus and international students by establishing suitable platforms that promote external communication, thereby enriching students' perspectives. Additionally, local governments must remain adaptive and align with contemporary trends, tailoring their approaches to local contexts. Collaborating with major universities and vocational colleges enables them to address the challenges associated with attracting and retaining rural talents effectively.

Disclosure statement

The authors declare no conflict of interest.

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