

# Information Network Application and Career Guidance Model Construction in Education and Teaching



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**Abstracts:** In today's era of digitalization and globalization, information network plays an increasingly important role in the field of education and teaching. With the booming development of Internet technology, information network provides a wide range of learning resources and communication platforms for education and teaching, as well as rich employment information and career development tools for career guidance. By combining students' professional learning and career development, information networks can provide students with more comprehensive and personalized support and guidance. The article discusses the application of information networks in education teaching and the construction strategy of the career guidance model, to provide some useful references and insights for practitioners in related fields.

**Keywords:** education and teaching; information network application; career guidance; model construction

## Introduction

With the rapid development of science and technology and the popularization and application of the Internet, information network has penetrated all fields of life, and the field of education is no exception. At present, information network application has become an important part of education teaching, providing students with quality learning resources and services. At the same time, employment guidance, as a part of quality education, plays a vital role in students' career development and career choice and employment, and information network applications can help students understand the dynamics and needs of the job market, master the employment trend and career development direction, and improve students' competitiveness in employment.

## 1. Information Network Application in Education and Teaching

### 1.1 Online learning platform and course management system

Online learning platform provides students with convenient learning resources, such as e-books, teaching videos, online courses, etc. These resources enrich the students' learning content and enable them to learn independently according to their own needs and interests (Li, 2023), and at the same time, the online learning platform also provides learning progress tracking and management functions, so that the students can have a clear understanding of their learning progress and performance. The course management system can help teachers effectively organize and manage the courses. Teachers can use the course management system to create and release the course syllabus, teaching materials, and homework assignments, better organize the teaching content and schedule, and provide students with unified learning resources and guidance, to make the teaching process more orderly and efficient.

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## 1.2 Virtual laboratory and simulation software

The virtual laboratory provides students with the opportunity to conduct experiments and practical activities, through the virtual laboratory, students can carry out a variety of experimental operations, observe the experimental phenomena, and data collection and analysis, this virtual experiment can help students understand the experimental principles and operational steps, and improve their experimental skills and scientific thinking ability (Jie & Wei & Jun, 2022), at the same time, the virtual laboratory has the safety and reproducibility. At the same time, the virtual laboratory also has the advantages of safety and reproducibility, and students can conduct multiple experiments in the virtual environment, thus improving the accuracy and stability of the experimental results. Simulation software provides simulated experience of actual scenes and situations, students can simulate operations and practical training through simulation software, such as flight simulators, medical simulation software, etc., to immerse themselves in real scenes and practice applying the relevant skills, in addition, simulation software can also provide real-time feedback and evaluation to help students correct errors, improve operations, and improve their ability to apply skills.

## 1.3 Distance Education and Videoconferencing

The distance education system provides flexible learning opportunities for students. Through the distance education system, students can participate in online courses and distance learning programs, and receive quality educational resources no matter where they are (Song, 2022), and this flexible learning method allows students to arrange their studies according to their own time and location, and no longer be restricted by the school. Videoconferencing tools provide opportunities for remote communication and collaboration, students and teachers can communicate in real-time voice and video through videoconferencing tools to discuss learning issues, answer questions, and even work in groups and projects, breaking geographical and time constraints and broaden students' learning channels

and social circles. In addition, distance education systems and video conferencing tools also have recording and playback functions, so that students and teachers can record and archive online courses, seminars, and academic lectures, which are convenient for reviewing and refreshing when needed, making learning resources more accessible.

## 2. The role of information network application in education and teaching in employment guidance

### 2.1 Employment information dissemination and online career counseling

Employment information release and online career counseling provide convenient channels for students to obtain dynamic information about the job market promptly and conduct career counseling and guidance through online platforms, to plan their career development in a targeted manner. Traditional employment information channels are usually limited to employment service centers, job fairs, and recruitment advertisements within the school, however, the information on these channels is not updated in time and the coverage is limited, which can't satisfy the needs of students in the new era. Through the application of the information network, students can browse the latest employment information anytime, anywhere, including job positions, salary, occupational requirements, etc., to timely understand the market demand and grasp employment opportunities (Lu & Yang & Tong, 2020), at the same time, the online employment information release platform can also push relevant job information according to students' background and interests, provide personalized employment recommendations, and improve students' employment matching. Students often face a variety of questions and confusion in the process of career development, such as career choice, resume writing, interview skills, etc. Through online career counseling services, students can communicate and consult with professional career counselors in real-time, they can ask their questions and get professional answers and advice, and then understand the prospects for career development and clarify the

direction of career development, at the same time, the online career counseling can also provide One-on-one guidance to help students formulate personalized career planning and job search strategies so that they can better cope with the challenges of the job market. In addition, the information network application can also build up an interactive communication mechanism between students and career instructors, and industry experts through social media platforms. Students can follow the accounts of career instructors or industry experts to obtain the contents of their career experience and industry news released by them, and at the same time, they can also communicate and interact with them by way of comments and private messages to obtain more in-depth career guidance and advice.

## 2.2 Vocational skills training and Certification

With the increasingly fierce competition in the vocational market, students need to have vocational skills and knowledge that keep pace with the times to increase their competitiveness in the job market. Information network applications provide students with a convenient and flexible way to learn and certify vocational skills through online training platforms and certification mechanisms. Traditional vocational skills training usually requires students to participate in offline training courses, there are time and space limitations, while through the online training platform, students can learn vocational skills at any time and any place (Yao , 2022), the online training platform provides a wealth of learning resources, including course videos, textbook materials, practice questions, etc., and students can choose the appropriate courses to learn according to their interest and demand At the same time, the online learning platform can also provide personalized learning plans and guidance according to students' learning progress and ability, helping students master vocational skills more effectively. Vocational skills certification is the process of evaluating the level of a student's mastery of specific vocational skills, which is crucial for students to enhance their competitiveness in employment and obtain employment opportunities. The information

network provides students with convenient and quick opportunities for vocational skills certification through the online examination and evaluation system, in which students can take the online examination at the designated time and place, and obtain the corresponding certificates of vocational skills certification, which can be used as a strong proof of students' vocational ability and provide a good opportunity for students to acquire vocational skills. strong proof of students' vocational abilities, adding to their confidence and competitiveness in the employment process. In addition, the information network application also provides opportunities for online practice and project cooperation to help students apply the vocational skills they have learned to real work. Through online practice projects or virtual experiments, students can simulate real work scenarios, practice their vocational skills and gain practical experience, and online project cooperation can also cultivate students' teamwork and communication skills, and improve their workplace Adaptability.

## 2.3 Online Interview and Career Quality Assessment

With the trend of globalization and digitalization, online interviews and career quality assessments have become a common part of the modern job market. Information network applications provide students with a convenient and efficient way of online interviews and career quality assessment through online platforms. The online interview platform connects interviewers and students through the Internet, enabling students to participate in interviews in a comfortable environment and communicate with interviewers in real-time through video or text. The online interview platform also provides the function of recording interviews, so that students can play back and evaluate their performances, from which they can learn and improve their interviewing skills. Through online interviews, students can improve the efficiency of interviews, get in touch with more companies and expand their employment opportunities. Career quality assessment is a process of objective

assessment of students' career quality and ability, which can help students understand their strengths and directions for improvement. Through the online career quality assessment platform, students can conduct self-assessments or participate in professional assessment tests to assess their level of career ability, communication ability, teamwork ability, etc. The assessment results can provide a reference for students and help them better. The assessment results can provide reference for students, helping them to better understand their career quality and formulate further career development plans. In addition, the online vocational quality assessment can also provide students with corresponding training resources and suggestions based on their assessment results to help them improve their vocational quality.

### **3. Strategies for building a comprehensive career guidance model**

#### **3.1 Cooperation and Matchmaking between Universities and Enterprises**

Through cooperation with enterprises, colleges, and universities can gain an in-depth understanding of the talent demand, job requirements, and skills needs of different industries, which can help colleges and universities adjust the curriculum and teaching content to ensure that students' learning matches the needs of the job market, and at the same time, colleges and universities can also cooperate with enterprises to carry out industry research and surveys to provide students with information on the job market and trend analysis, so that students can better plan their career development. By cooperating with enterprises to establish internship bases and practice programs, colleges and universities can provide students with opportunities to connect with the actual working environment, in which students can understand the requirements and challenges of occupational positions, accumulate practical working experience (Cai & Zhang, 2023), and develop relevant occupational skills and professional qualities, and enterprises can also select potential talents and cultivate talents who match with the enterprise's culture and needs through cooperation with colleges and universities. matching talents.

#### **3.2 Development of career guidance courses and activities**

Employment guidance courses provide key knowledge and skills for career preparation, including career planning, resume writing, interviewing skills, career development, etc. Through systematic teaching, students can learn how to make career planning, set employment goals, understand how to write excellent job-seeking materials, master the skills of successful interviews, and learn about career development paths and strategies. Career guidance activities provide students with opportunities for practice and career network expansion, including job fairs, career talks, company visits, industry exchanges, etc. By participating in these activities, students can interact and communicate with recruiting companies and industry professionals, learn about the needs and trends of the job market (Song, 2023), expand their interpersonal networks, make valuable career connections, and accumulate social capital.

#### **3.3 Personalized student development planning and tracking support**

Guidance counselors can have one-on-one communication and consultation with students to understand their interests, values, career goals, etc. Based on this information, guidance counselors can help students formulate personalized career development plans, including setting career goals, planning learning and practice paths, clarifying required skills and knowledge, as well as understanding the requirements of the relevant industries and positions, to enable students to have a clearer understanding of their career. This will enable students to have a clearer understanding of their career development direction and to study and prepare in a targeted manner. Guidance counselors can maintain good contact and interaction with students and provide regular follow-up and feedback. Through follow-up support, guidance counselors can understand the process and difficulties encountered by students in the process of career development, and provide targeted advice and assistance to promote students' career growth and development (Wang,

2019). In addition, instructors can also work with students to assess the degree of students' vocational skills, vocational qualities, and the realization of their career goals, provide students with recognition and encouragement, and point out the direction and suggestions for further improvement, and this assessment and recognition can motivate students to continue to work hard to achieve their own career development goals.

### Summarize

In education and teaching, information network applications enable the construction of online learning platforms and course management systems, virtual laboratories, and simulation software, as well as distance education and videoconferencing, which help students to access diversified learning resources, personalize their learning experience, and develop information literacy and digital skills. In career guidance, information network applications provide students with rich employment information, personalized career counseling, vocational skills training and certification as well as online interviews and vocational quality assessment, which help to enhance students' career competitiveness and increase their chances of successful employment. In the future, with the continuous development and innovation of information technology, the information network application and career guidance model in education and teaching will be further integrated, bringing more opportunities and possibilities for students' education and career development.

### Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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