

Research on Influencing Factors of Job-hopping behavior of media workers in the post-epidemic era

Wang Zhongwei

Graduate School of Business, University of the Visayas, Cebu Philippines 60000

Abstract: Based on the special period of the post-epidemic era, in order to explore the factors affecting the job-hopping behavior of media personnel, this paper takes CCTV hosts as the typical representatives of media personnel, and conducts a survey on the current situation of the job-hopping of CCTV hosts. According to the analysis of the investigation results, the reasons leading to the job-hopping of media personnel can be summarized into two aspects: explicit factors and recessive factors. Among them, explicit factors include salary and platform pressure, while implicit factors include platform resources and communication environment.

Key words: The post-pandemic era; Media people; Job-hopping behavior

COVID-19(" Novel coronavirus ") swept the world in the early years of 2020, affecting many countries and regions, affecting more than 90% of the world's enterprises and units, posing unprecedented challenges to the development of information technology. Since 2010, China has intensified its efforts in information construction, introduced corresponding policies and projects, gradually set relevant standards and requirements for citizens' ability to apply information technology, and launched a series of training activities to improve their ability, laying a solid foundation for the normal operation of society in the post-epidemic era.

In recent years, with the development of society and economic progress, job-hopping has become a common social phenomenon. For individuals, job-hopping is a new choice and plan for one's own career, the purpose of which is to jump better and higher. In today's world of endless opportunities and fierce professional competition, people may make new choices at any time in the face of numerous temptations. In real life, the job-hopping phenomenon of young employees is more common, which has become a hot spot of social concern, but also paid attention to by the academic community. After working for a period of time, young people choose to change jobs for various reasons, among which limited career development ranks the first among many reasons. Among young people, the job-hopping rate of media professionals is high in the post-epidemic era. Therefore, in the context of the rapid development of information technology, the frequent job-hopping behavior of media professionals in the post-epidemic era deserves attention, and the substantive reasons reflected by this behavior deserve further exploration.

Therefore, this paper, based on the special stage of the post-epidemic era and on the basis of reading a lot of existing literature and combining with the current job-hopping status of media personnel, explores the causes of this phenomenon in depth, with a view to substantively reducing the frequency of job-hopping of media personnel and providing certain guarantee for job stability in the society. In order to facilitate micro narration, this paper with the CCTV host as the representative of the media, to carry out a series of research work such as current situation, reason analysis and countermeasure exploration.

1 Job-hopping status of media personnel

In order to understand the job changes of employees in China's information technology industry in the post-epidemic era, we made statistics on the former radio and TV station employees who left their jobs from 2020 to 2022 in a province. According to statistics, from 2020 to 2022, a province's radio and TV stations have left 121 employees, including 20 from radio stations and 101 from TV stations, with a ratio of 1:5. 87.6 percent were general editors, reporters or advertising staff, 9.1 percent had been deputy editor or above, and 3.3 percent had been deputy director or above. 41.3% were under the age of 30, 22.3% were between 30 and 35, 19.8% were between 35 and 40, and 16.6% were over 40. On the whole, the departures are mainly concentrated in the younger front-line personnel, including many business backbone and excellent managers.

After further investigation and analysis of the whereabouts of those who quit and job-hopped, it is found that those who quit and job-hopped in the radio and television media mainly work in other media, study off-job, start their own businesses, etc. The specific situation is as follows:

(1) Work for other media. They mainly join the radio and television media in developed provinces and cities, but also jump to the Internet media and we media. Due to the full competition, favorable treatment and good development prospects of radio and television media in other advanced provinces and cities, there are also part of the staff who leave the company choose to develop in developed areas and join the radio and television industry in advanced provinces and cities. In addition, faced with the high salary and new opportunities of Internet media, some media professionals, especially young people, choose to quit their jobs and join Internet media, or set up and operate "we media".

(2) off-job training. Due to the rapid development of radio and television media industry, knowledge update rate is fast, high requirements for talents. Therefore, some media personnel will choose to further their education and recharge themselves when they encounter bottlenecks in their development.

(3) Self-employment. According to the national "mass entrepreneurship and innovation" strategy, management measures have been issued for the on-staff to leave their posts and start their own businesses. Since 2015, 2 people who used to be deputy

director of the department have left their posts and started their own businesses. There are also many phenomena of self-employment among those who have left the original contract.

2 Influencing factors that lead to job-hopping of media personnel

2.1 Apparent causes of job-hopping among media personnel

2.1.1 Remuneration is out of sync with the market level

As a kind of talent capital, excellent hosts are undoubtedly a kind of scarce resources for TV stations. They are willing to realize their own value appreciation through flow. Media people especially CCTV hosts rely on CCTV, the aircraft carrier of TV media, more easily attract attention than ordinary hosts. Almost all the hosts who have changed jobs in the last two years have more than 10 years of working experience in CCTV, and they have a high reputation in both the industry and the audience, so they are more aware of their own value and scarcity. However, CCTV as a national institution, its remuneration is not as rich as people think. Although the host in many people's minds equal to TV "stars", but in fact the system of the host income compared with its market value is not much. People move up, and it's a common reality that media people jump ship to get better pay.

The explicit income of media personnel is mainly composed of basic salary, labor fee, bonus, and various allowances. How much income, according to the working hours and professional title level to decide. Media personnel are mainly composed of permanent employees, Taiwan employees, enterprise employees and temporary workers. Since the mid-1990s, CCTV has basically recruited employees from Taiwan, enterprises and temporary workers in three ways. The welfare benefits of career establishment employees and Taiwan employees are almost the same. The slight difference is that career establishment employees can solve the Beijing hukou while Taiwan employees cannot. But corporate employees, or those hired by CCTV under the name of third-party companies, are far less well paid than the former two, not to mention temporary workers, who contract with other companies and are paid less than corporate employees. Late into CCTV hosts are mostly hired or temporary workers.

2.1.2 Disharmony between platform pressure and psychological endurance

The higher the platform a person stands on, the greater the stress. Lonely at the top to describe the psychological state of many CCTV hosts is not too much. The host works on the mass communication platform, especially the host of CCTV also has the aura of the "front" of the state television, and their words and deeds in front of the camera are more conspicuous, so the mental pressure they bear at work is also very people can understand, and even this kind of pressure will be brought into their life. Cui Yongyuan, the former famous CCTV host, once suffered from depression due to work. He suffered from severe insomnia and even had to take sleeping pills to get some sleep. At that time, he often lamented, "If I could have a good sleep, I would rather not live this seemingly beautiful life." Among the reasons for many host job-hopping, more or less are affected by the high mental pressure brought by CCTV platform.

CCTV as a state television station its task is more heavy than the ordinary TV media. In addition to the daily work. Besides the heavy task, the pressure source of CCTV host mainly comes from the following two aspects.

(1) Pressure caused by program effect and work difficulty

CCTV has very strict regulations on the host. It not only restricts the host in the form and style of the program, but also puts increasing pressure on the host in order to make the program look good and get high ratings. To compete for that one percent, hosts can pay several times their salaries. CCTV is the earliest Chinese TV media to establish and implement the last elimination system, and the punishment for eliminated programs is very harsh. Although CCTV established the last elimination system after many local television to follow, but CCTV punishment is the severity of many TV stations can not be matched. As CCTV adopts the elimination system of the last program, the host is the final disseminator and presenter of the program, which is directly related to the program effect. Therefore, the hosts are burdened with great mental pressure. If the program viewing effect is not good, it is very likely to face the risk of elimination. If the host is eliminated, he or she will not only lose a program and the opportunity to host, but also bring great negative influence to the group he or she is in. Therefore, the host of CCTV needs to bear great mental pressure.

(2) Low fault tolerance and pressure caused by propagation influence

For CCTV hosts, the low fault tolerance rate is an important source of their high mental stress. The low fault tolerance rate is mainly reflected in two aspects. On the one hand, CCTV has a strict monitoring and evaluation system for the host's mistakes punishment measures, on the other hand, because of the reasons of CCTV platform, the communication impact of the host's mistakes is far greater than that of the general media, so it has become an important source of pressure for CCTV hosts.

CCTV can be all the TV media to host the most strict media. The host in the program has an extremely strict punishment for mistakes, light is deducted money, heavy is "snow". Even mispronouncing a word and saying a sound can lead to hefty fines, not to mention major mistakes made on air. This rule is not just for news anchors. It is required of all anchors. CCTV will have a special monitoring team every quarter to check each channel or department for typos. In the past, CCTV hosts were fined 50 yuan for each mispronounced word, but now the punishment has been upgraded to 300 to 500 yuan for each mispronounced word, according to Kang Hui, a CCTV anchor. Thus it can be seen that the mental pressure of the hosts working in CCTV is very great. The platform gives them the halo, but it also creates pressure for them from various aspects. In the face of increasingly strict requirements, many hosts have resigned from CCTV in the past two years and chose the platform with more freedom and less pressure.

2.2 The hidden reasons for the job-hopping of media personnel

2.2.1 Converting Platform Resources into personal Resources

(1) Direct resources

Direct resources refer to the contacts that a CCTV host directly contacts and obtains through working relationships resources. In the process of making a show, the host often has to deal with people from all walks of life, A large proportion of these people

are members of the elite with high social status. Some are senior government officials business elites, experts and scholars, etc., the host is the ultimate presenter of the show, plus the head of the halo of CCTV host, so that they get an equal opportunity to communicate with these people, can be through CCTV platforms are great for building and consolidating strong networks of people.

Wang Lifan, the former host of CCTV, once got acquainted with a large number of top entrepreneurs and economists in China, such as Liu Chuanzhi, Xiong Xiaoge and Jack Ma, through programs like Dialogue and Winning in China, and accumulated a lot of social resources. After leaving CCTV, she founded Beijing Youshimi Network Technology Co., LTD., an online video learning platform for entrepreneurs, college students and professionals. At the beginning of the business, Wang Lifan was supported by many prominent businessmen because of her extensive contacts in the financial industry. Many people offered to invest in her, and she finally achieved success. Wang Lifan's success is most directly related to her own ability, but there is no doubt that she used the resources accumulated by CCTV to provide the most powerful support and guarantee for her successful transformation.

(2) Indirect resources

Indirect resources mainly refer to the popularity, audience and reputation obtained by the host through the CCTV platform. Although these resources can not be directly used like direct resources, they are a kind of accumulation of influence and an important guarantee for their job-changing development. The scarcity of excellent hosts in the whole industry has been an indisputable fact. Liu Yuan, director of the promotion department of Jiangsu Satellite TV, said the entire TV industry lacks mature hosts. In the CCTV platform accumulated visibility and ability of the host experience, naturally do not worry about no good place. Indeed, with the help of social resources obtained from CCTV, these job-hopping hosts have found a new way of development in a very short time, and many of them have even agreed to a new job before they officially quit. Ma Dong joined a video website and became the chief content officer. The programs he created and hosted were also located in other TV stations. Bai Yansheng moved to Hong Kong TV, where he served as the host and deputy director. Apart from their excellent hosting ability, the reason why these hosts who change jobs from CCTV can be invited by various media is nothing but their own hidden value. The existing popularity and influence can help media and programs win a good audience base.

2.2.2 The change of communication environment promotes the flow of hosts

(1) Media environment changes

The job-hopping phenomenon of CCTV hosts began in 1994. Looking at the overall environment at that time, it can be found that the reason why so many hosts left CCTV in the middle and late 1990s was actually closely related to the development of CCTV and the whole media environment at that time. Before the 1990s, CCTV occupied an absolute dominant position in television media. In the 1990s, provincial TV stations began to go on the star one after another, and the original unipolar TV pattern of "CCTV dominated, with one dominant TV station" was broken, and gradually formed a new pattern of five-legged and diversified development of CCTV, provincial TV channels, provincial terrestrial channels, municipal channels and overseas TV media. After the 1990s, it took 10 years for provincial satellite TV stations to complete the strategic shift

from local media to national media. They began to break out of the local vision and set the whole country as their target for market expansion, becoming a new force challenging the status of CCTV. In addition, the Chinese TV market began to open up to foreign media gradually, and the mainland TV media still need to face the impact of foreign TV media. In particular, Phoenix Satellite TV was re-established in 1996. Its existence changed the pattern of Chinese TV in a sense. In the face of the sudden opening of the market, the competition becomes increasingly fierce, for TV media, in the many competitive factors of talent competition is very important, so the excellent host talent naturally become the object of the media to compete for, CCTV host talent outflow phenomenon is not surprising.

(2) Changes of audience environment

Since the middle and late 1990s, with the establishment of the socialist market economic system, the leading role of the market in the allocation of social resources has been paid attention to and given full play to. At the same time, it has also brought about "profound changes in people's consumption concept. The concept of Chinese audience has been transformed from the top-down development model relying on administrative measures to the development trend of blending with the market consciousness." The new market operation mechanism makes the connection between the transmitter and the receiver closer. The choice of the audience can affect the survival and development of the media to a large extent. It can be said that this stage began to step into the audience centric era. With the development of media technology and audience participation consciousness enhancement, the audience of the media literacy get rises, the demand for information, contact the media increase in the number of species, frequency is greatly raised, rich media products also gives them more choice, audience's attitude towards the media have also changed at this time, gradually from fear to doubt, The most prominent manifestation is that the audience begins to supervise the media and evaluate the authenticity and value of the information conveyed by the media. At this time, the knowledge level and cognitive ability of the audience are also constantly improving, and many audiences have gradually formed the ability to think independently, so the audience resources have become the competition object of the media. This change is accompanied by the change of the audience's understanding of the host, and the audience has the preference choice and preference judgment of the host. The host stepped down from the "altar" and was no longer regarded as the authority by the audience as in the past. The recipient-centered era transferred the crisis consciousness to the communicators including the host. On the one hand, the pressure of the host increases, and the requirements for the professional quality of the host are greatly improved. On the other hand, the talent resources of excellent hosts become more valuable, which accelerates the flow of hosts.

3 Conclusion

After three years of resistance against COVID-19, we have officially entered the post-epidemic era. The interaction between the special era and the rapid development of information technology makes the job-hopping of media personnel more prominent. With the host of CCTV as the representative, this paper explores the current situation of job-hopping of media personnel, and explores the influencing factors leading to job-hopping behavior of media

personnel from both explicit and implicit aspects, in order to provide scientific guidance for reducing the job-hopping frequency of media personnel.

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