Investigation and Analysis of Voluntary Choice Service in College Entrance Examination

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Abstract. College Entrance examination as an important means of selecting future talents in China, has become the focus of national, social and parent candidates. In addition to the college entrance examination results, voluntary choice of college entrance examination is also the most important part in the follow-up stage of college entrance examination, directly related to the future of the candidates. This paper first expounds the necessity and present situation of college entrance examination consulting service, then summarizes the existing voluntary choice system in China, after that, investigates the two special college entrance examination voluntary choice service institutions on the market, and analyzes its advantages and disadvantages. Finally, the existing voluntary choice problem is summarized and the solution is put forward.

Introduction

China is the birthplace of the examination system and the world's largest examination country today. 1300 years of examination system history has had a profound impact on the development and stability of society, but also left an extremely rich examination culture. The college entrance examination culture, including values, concepts, systems, attitudes and social psychology, is influenced by the potential, deep and extensive influence of the imperial civil examination culture, combining the factors of modernity, as a kind of cultural existence and landscape, dominating people's consciousness and behavior in the treatment of college entrance examination at a deep level. In the 30 years since the resumption of the college Entrance Examination in 1977, although in the form of the college entrance Examination embodies the principle of “equality before the score”, but the “only score judges” has now been questioned, more and more people call for quality education. Therefore, the college entrance examination system has been changed and developed in the controversy, from one chance one year to two chances a year, from one paper though the whole country to several papers, the pace of the reform of the college entrance examination is becoming more and more past.

In 2018, 9.4 million high school graduates took the college entrance examination, the number of admissions is 7 million, admission ratio is 74.46%. And in 1977 years, 5.7 million Senior High School graduates took the college entrance examination, the number of admissions that year is just 0.27 million, the admission rate is 4.8%.

1999, China began a large-scale university expansion of enrollment, the number of admissions from 1998 of 1.08 million soared to 2018 of 70 million. With the rapid increase in the number of candidates, the demand for college entrance examination Information Services is also expanding. Scholars and education consulting company began to pay attention to the college entrance Examination voluntary choice, which is a part that has an important impact on the allocation of social resources.

There are many factors to be considered in the voluntary choice of college entrance examination, and attention should be paid to the uncertain factors that affect volunteering. Candidates need to determine the specific school and speciality, understand the enrollment information and enrollment policy of each university, and rationally arrange the orders between the universities and the majors.

Because candidates have little knowledge on the speciality content and speciality settings, so they are easy to be attracted by some of the speciality’s scenery side in the voluntary choice, and want to
apply to the relevant speciality to imitate them. But they are lack of understanding of the speciality’s curriculums, and no one has analyzed whether the occupation is in line with their own character. According to a survey, 40% students want to change their specialities to make up for their regret, and about 90% candidates do not understand the speciality catalogue of college enrollment. These phenomena and problems highlight the necessity to carry out professional information service in colleges and universities for candidates.

**Historical Evolution of Voluntary Choice Service in College Entrance Examination**

With the expansion of the scale of college entrance examination in China, the voluntary choice service of college entrance examination has gradually flourished. Voluntary choice, from a certain point of view, it has a certain game color, for the candidates and parents have been circulating “good choice than good score.” In this situation, it is necessary to improve the information service, among which the enrollment information of each university is particularly important to the voluntary choice. In addition, aiming at the college Entrance examination volunteer various service, a variety of consulting industries have emerged.

In the era of paper media and the Internet of things is not yet developed, the candidates can be exposed to only the speciality catalogues of universities and the number of admissions. But the overall view of the number of applicants, admission rates and other information is difficult to find.

From 1999, college entrance examination application consulting needs begin to surge. According to the survey, up to 36.6% students are not very satisfied with the major or school they are applying for, Most of them were plagued by a lack of knowledge about the application. Traditional Ministry of Education and university publicity’s consulting service exposed the facts that they were focus on the advantages of the school. a large number of consulting service companies for candidates and parents to provide more comprehensive and objective college entrance examination voluntary choice consulting appeared in the market, gradually formed an industrial chain. There are also monographs on the market for volunteer consultation on the college entrance examination so that candidates can make voluntary choices.

Since we have entered the internet era, there are corresponding institutions analysis and integrate the enrollment information, school information, useing of big data and mathematical methods appropriate processing, reference to economic theory, to provide basic basis and reference for voluntary reporting for students, informations are more open and transparent. Some college admissions information network content, besides the basic information, more introduction of interactive technology, such as the Forum are added. Forum can be divided into several major sections, each plate often gathered a number of candidates and their parents, here to exchange consulting chioce experiences, as well as preparation for the exam. They also can upload or download homemade and collected college entrance examination. This mode has achieved good results. More scholars and experts are concerned about the volunteer for college entrance exams, which is vital to candidates. At this stage, the paper media gradually declined. The agency has also launched an online voluntary choice guide business.

**The College Entrance Examination Voluntary Choice Service Provider**

There are three main types of providers of voluntary choice services for college entrance examination:

First, the Ministry of Education and universities. They provide many years of experience in enrollment work and enrollment data, will generally be published in the University Enrollment Information Network and university web pages, for the reference of all parties. They will also provide information to help candidates to choose, such as volunteer lectures and other activities, on the eve of the college entrance examination.

Ministry of Education has continuously held the “College Entrance Examination online consultation Week activity in “Sunshine College Entrance Examination”, an information platform, for 16 years. During the “Consultation Week”, Provincial admissions management departments and
universities to answer questions online. Besides, Beijing, Shanghai, Jiangsu, Zhejiang, Fujian, Henan, Guangdong, Hainan, Guizhou and Qinghai are also hold a consultation special in the platform.

Second, PhD, Master's degree thesis and academic journals published in the journal Papers. Such research is mainly the use of a certain data analysis method as a basis for decision analysis, to make scientific analysis for the college Entrance examination voluntary choice. The earliest articles on the volunteer research of college entrance examination on the periodical network is 1981’s “talk about how to fill in the college Entrance examination volunteer” and Sun Chengfeng (1981) “What should you pay attention while choosing to fill in your choice?”

Third, research and reports related with the college entrance examination voluntary choice, such results are not many, but the resulting report is based on the establishment of a large number of empirical surveys, so the conclusions and recommendations are more convincing, often provide reference suggestions in the candidates to choose Professional Volunteer.

Investigation and Analysis of Voluntary Choice Consulting Institutions for College Entrance Examination

The professional consultation model is the traditional route of the current consulting company on the market. Their core resource is to have a certain number of influential professional career consulting planners, and professional evaluation software.

There are now two main categories of voluntary consulting companies appearing on the market. The first category is one-to-one service, that is, the company will have a consultant responsible for the examinee's college entrance examination voluntary choice process. The second category is Big Data analytics services, the data mainly come from the online collection of candidates' personal information. Through personal information and big Data comparison, to recommend to candidates the appropriate way to volunteer the college entrance examination. The advantages and disadvantages of the two voluntary choice company are revealed below by analyzing their characteristics.

100 Ying Cai

This agency specializes in volunteering for one-to-one services, with an emphasis on authoritative assessments, top teachers, accurate data and a one-stop service. Among them, the authoritative assessment refers to by the Peking University psychological Department and other experts compiled; top teachers refer to an average of more than 4 years of Voluntary choice Reporting experience; Accurate data refers to the official data source of the Education Examinations Institute; one-stop service refers to the consultant will track the full performance of the candidate in high school, provide academic and voluntary choice planning services.

One-stop service is divided into four parts. First, the positioning stage: according to the performance analysis, personality and interest assessment, to provide learning methods guidance and speciality orientation. Second, the preparatory plan stage: according to the previous examination results, determine the scope of the choice, explain the target institutions and specialties, make alternative plans. Third, the examination preparation stage: outstanding graduates from Peking University, Tsinghua University and other famous school explain the examination strategy, and provide pressure guidance. Fourth, the outcome of college entrance examination: According to the college Entrance examination results adjustment program, make a formal plan to ensure that the application is foolproof, and leave no regret.

Advantages: One-to-one service and one-stop service, greatly reduce the pressure of candidates and parents for the college entrance examination voluntary choice, solve the problem with efficient and aim. Through the guidance of experienced consultant to enable candidates to understand professional information, make better choice of speciality.

Disadvantages: The price is much too expensive, the consultation cost is often tens of thousands.
EYouXue

Based on the comprehensive multi-dimensional measurement of students' interests, personalities, abilities, values and academic performance, the EYouXue uses big data technology and intelligent algorithm to create a set of college entrance examination voluntary choice tools.

Through the questionnaire, they can analyze the students' comprehensive characteristics, explore their interest potential and professional tendency, for them to develop a personalized college entrance examination voluntary choice program, to help students scientifically choose subject majors, reasonably plan their careers, choose their own advantageous subjects, and easy to deal with the new college entrance examination “3 from 6” policy changes.

The main analysis methods are: Holland career interest test, MBTI Professional personality tests, Cartels 16PF personality test, etc.

The main Big data analysis: the Analysis of professional evaluation indicators, 587 speciality analysis of universities, 2800 universities analyze and 0.3 million users’ real experience, 1838 type of national standard occupational analysis, 10 years’ college Entrance examination register analysis, multi-year employment trend analysis.

Advantages. Be able to analyze the personalized interests, specialties, talents, hobbies and personalities of different candidates, and also analyze the trend of other candidates’ voluntary choice and the development and change of society.

Disadvantages. It is impossible to analyze the enrollment policy and specialty training characteristics of each university. It may cause the less popular spaciality last year become a popular one after the big data analysis found, the number of applicants this year is too much. Second, even internationally accepted personality tests are flawed, and people's personalities change with the environment, and personality tests cannot hold good for all time.

Discussion

After the analysis of the historical factors, the status quo and the consultation services for candidates in the market of the current Chinese college Entrance examination voluntary choice, we understand that the voluntary choice consulting activities organize by school, are still general and assembly. Parallel volunteering, collecting application, admission batches, proportion of transferring file and other content, the useful guidance information is very limited, and the enterprise consulting service is expensive and not perfect, the teacher's guidance can not really consider the examinee's personality, big data is also cold data, can not achieve personalized analysis.

On this basis, it is suggested that the public interest College entrance Examination voluntary choice service can not only achieve precision, normality- to set up a consultation window in the school or education department, to achieve one-to-one consultation, pointing to the maze, but also timely release the formal and professional information of college enrollment’s big data, in order to eliminate the asymmetry of information in the voluntary choice.

In addition, combined with the advantages and disadvantages of existing institutions, we provide new service model recommendations: to consider the real comment of the fellow student, to understand the evaluation of college students for their speciality and all aspects of the school. Becoming more comprehensive and predictable in the college Entrance Examination voluntary choice. College students have more open vision compared with junior high school students, and after a period of time connecting with the college life, they must speak a lot of their voluntary choice, can give examinees valuable advice.

Finally, most of the blindness of candidates when they fill in college entrance examination comes from the little knowledge they have about college, occupation and even society. First of all, the information is not very timely and accurate. Next the most important thing is the current education system give students too little education in career planning, students do not understand what they want, let alone confirm which university and major is the most suitable for their own.
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