

# PSYCHIATRIA DANUBINA

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E-mail: [psychiatria.danubina@gmail.com](mailto:psychiatria.danubina@gmail.com)

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UNIVERSITATIS STUDIORUM  
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PRO MENTE d.o.o., Zagreb  
on the behalf of the Danube Psychiatric  
Association.

Tel/fax: +385 1 37-79-444;

Website: [www.medicinskanaklada.hr](http://www.medicinskanaklada.hr)

E-mail: [pzmaic@medicinskanaklada.hr](mailto:pzmaic@medicinskanaklada.hr)

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### Guest Editor

Prof. Yongli Lou, MD

Associate Chief Physician of Department of Neurosurgery,  
Zhengzhou Central Hospital Affiliated to Zhengzhou University

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## ABSTRACTS

### STUDY ON THE STRATEGY OF RELIEVING CHILDREN'S ANXIETY IN THE TREATMENT OF CHILDREN WITH KAWASAKI DISEASE

Yanjun Wang<sup>#</sup>, Li Tong<sup>#</sup>, Shunjun Xiong<sup>\*</sup> & Ying Xiong

*Zhongnan Hospital of Wuhan University, Wuhan 430071, China*

**Background:** Pediatric anxiety disorder is common in school-age children, especially in girls. Children with infantile anxiety disorder often worry and fear because of poor academic performance and sensitive response to strange environment, and even panic, crying constantly. They are very sensitive to the criticism of teachers and the views of students. They often worry about being ridiculed by others, pay too much attention to the situation that has not yet happened, and are accompanied by unfounded troubles. He is also overly anxious about some trivial daily things. When acute anxiety disorder occurs, children show symptoms of autonomic nerve dysfunction such as excessive irritability, anxiety, poor sleep, nightmares, dream talk, loss of appetite, heartbeat, shortness of breath, sweating, frequent urination, headache and so on. Children often dare not sleep alone at night, afraid of darkness, often need their mother's company, often accompanied by nocturnal enuresis. The nervous system of such children is often underdeveloped and too sensitive to subtle changes in the outside world. Some parents have anxiety and give their children an "imitation" influence. If parents can't correctly guide their children's anxiety, but they also have a sense of anxiety, it may make their children indulge in the low mood, can't get rid of it, and gradually deteriorate. Kawasaki disease can also be called skin mucous membrane lymph node syndrome. The incidence rate has gradually increased in recent years. The main pathological change of Kawasaki disease is the allergic reaction of small and medium-sized arteries in the whole body. Children will have acute fever with rash, mucosal congestion and bayberry tongue. In the recovery period, there will be damage to the cardiovascular system and enlargement of lymph nodes. Kawasaki disease will invade multiple systems of the whole body, and the most serious is the damage to the coronary artery. Kawasaki disease in children is a common disease in clinical pediatrics. The specific etiology is still unknown. In the early stage of onset, there are clinical manifestations such as fever and rash, eye conjunctival membrane congestion, bayberry tongue, palm and plantar erythema, hand and foot hard edema and so on. With the continuous development of the disease, it can induce serious cardiovascular complications and pose a threat to the physical and mental health of children. Therefore, it is necessary to give effective psychological nursing to children in the treatment of Kawasaki disease in order to reduce the occurrence of related psychological diseases and ensure the prognosis. Routine nursing is a common means of clinical intervention. Although it has a certain effect, it is not flexible and cannot meet the reasonable needs of children.

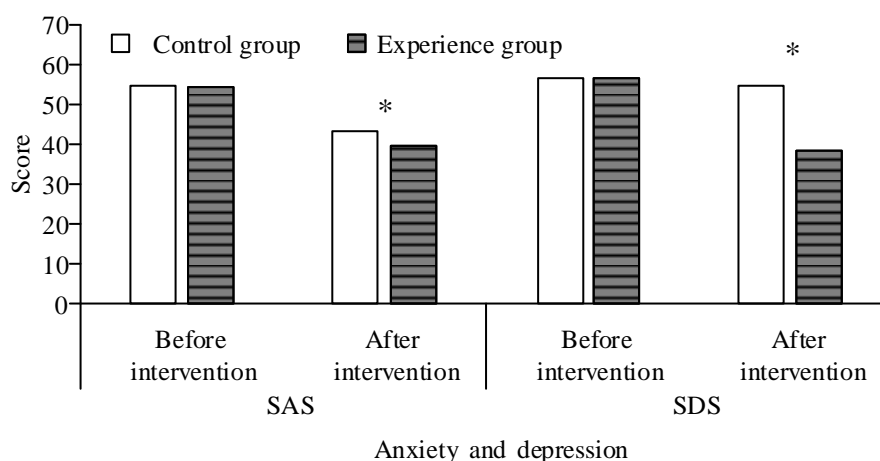
**Objective:** This study intervened the prognosis of children with Kawasaki disease through psychological comfort nursing, carried out nursing content with patients as the core, and implemented nursing through psychological comfort nursing, life comfort nursing, diet comfort nursing, health education, posture comfort nursing and other aspects, so as to effectively ensure the physiology and psychology of children, so as to improve the effect of intervention.

**Subjects and methods:** 160 children with Kawasaki disease treated in a hospital in 2021 were selected as the research objects. They were divided into control group and experimental group, with an average of 80 cases in each group. The control group was given routine nursing and the experimental group was given psychological comfort nursing. There were 50 males and 30 females in the experimental group, with an average age of  $(3.64 \pm 1.59)$  years. There were 52 males and 28 females in the control group, with an average age of  $(3.69 \pm 1.60)$  years. The comparison of general data between the two groups was not statistically significant ( $P > 0.05$ ). This study has been approved by the medical ethics committee, and all subject guardians have signed the informed consent form.

**Study design:** Before and after psychological comfort nursing intervention, the subjects were evaluated by Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS), and the scale was scored and counted by full-time staff. Among them, the score limit of SAS scale is 50 points. More than 50 points indicate anxiety. The lower the score, the healthier the mind; The score limit of SDS scale is 53 points. More than 53 points indicate depression. The lower the score, the healthier the psychology.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0 software.

**Results:** As shown in Figure 1, after the intervention, the SAS and SDS scores of the experimental group were significantly lower than those of the control group ( $P < 0.05$ ). The results not only show the effect of psychological comfort nursing on children's psychological improvement, but also show that this intervention mode is significantly better than the traditional nursing mode.



**Figure 1.** Comparison of anxiety and depression between the two groups  
 Note: Comparison between groups, \* $P < 0.05$ .

**Conclusions:** Psychological comfort nursing refers to an individualized nursing method centered on patients, which is mainly to care for patients as much as possible, help patients recover as soon as possible, and help patients reduce their fear of disease. At the same time, it carries out humanized care and nursing, improve patients' compliance and improve the treatment effect to the greatest extent. The results showed that after the intervention, the scores of SAS and SDS in the experimental group were significantly lower than those in the control group ( $P < 0.05$ ), indicating that psychological comfort nursing can help reduce the time of symptom relief, help parents recognize Kawasaki disease and improve nursing satisfaction.

**Note:** Yanjun Wang and Li Tong are tied for the first author.

\* \* \* \* \*

## REGULATING EFFECT OF PHYSICAL TRAINING ON DEPRESSED STUDENTS

Shufang Duan<sup>1</sup> & Jiangbo Liu<sup>2\*</sup>

<sup>1</sup>Yunnan Vocational College of Finance and Economics, Kunming 650222, China

<sup>2</sup>Hebei Institute of Communications, Shijiazhuang 050000, China

**Background:** In recent years, reports of depression among college students have been appearing in the public view. Depression is characterized by depression, slow thinking and reduced speech and movement. Depression not only causes pressure on patients' life and work, but also a serious burden on patients' families. About 15% of patients with depression die of suicide every year. Research shows that 12.29% of people in China suffer from depression, which has become the second largest disease in China. According to statistics, more than 300 million people worldwide have suffered from depression, and these data are still rising year by year. Nearly 25% of Chinese college students have experienced depression, but less than 10% of them have received professional treatment. College students belong to the later stage of their youth physically. They also need to constantly improve themselves in psychological exploration. They are moving from dependence to independence in life. Now college students are facing increasing pressure, and college students' depression has become an invisible executioner in life. The study points out that 29% of college students have varying degrees of depression, including 20% mild depression, 7% moderate depression and 2% severe depression. The situation is not optimistic. Depression has become a public concern. Therefore, how to solve college students' depression has become an important problem. Some scholars pointed out that sports training is a kind of sports activity that people choose themselves according to their physical needs and use various sports means to develop their body, enhance their physique, improve their health and adjust their mental state. It can effectively reduce the degree of depression of patients. This is because reasonable physical training can speed up the blood circulation of the brain and the whole body, which is good for the development of the patient's intelligence and creativity. It can also distract the patient's attention and get rid of the troubled events. Therefore, from the perspective of improving college students' mental health and treating mental disorders, we should vigorously promote and organize college students to actively participate in physical training, and pay attention to the synchronous development of physical health and mental health in exercise.

**Objective:** This study uses the method of data analysis to put forward an effective physical training intervention scheme, which can effectively alleviate the depression of college students. This study explores the relationship between physical training and college students' depression, and then deeply studies the influencing factors of physical training on college students' depression.

**Subjects and methods:** Through the relevant literature website, find and collect the relevant literature on the intervention of physical training on college students' depression. The key words were physical training, depression, college students and depression, physical training and depression. The relevant literature published from 2005 to 2020 was searched.

**Study design:** This study passed Stata13.0 meta-analysis of SDS depression evaluation scale, and put forward the corresponding research hypothesis: physical training can improve and promote college students' depression. By combining the relevant indicators of SDS scale, this study makes relevant assumptions on the control of four regulatory variables: intervention mode, intervention cycle, intervention frequency and intervention time.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0, Stata13.0 software for calculation and statistics.

**Results:** The meta regression results showed that the intervention mode, intervention cycle, intervention frequency and intervention time showed that there was no statistical significance in the explanation of the heterogeneity of college students' depression physical training intervention effect ( $P > 0.05$ ), as shown in Table 1.

**Table 1.** Meta-regression analysis

<u>Es</u>	Coef.	Std. Err.	t	P >  t	95% conf	Interval
Intervention mode (group project)	-0.5660126	0.5815940	-1.00	0.338	-1.775383	0.6433570
Intervention period (more than 15 weeks)	-1.0257479	1.1294351	-0.92	0.380	-3.409400	1.3579030
Intervention period (less than 12 weeks)	-1.1659329	0.8726761	-1.36	0.203	-3.002315	0.6704493
Intervention frequency (less than 4 times / week)	0.0064471	0.8515008	0.00	1.007	-1.775100	1.7879940
Intervention time (more than 60 min)	0.1055554	0.5443277	-0.17	0.873	-1.213702	1.0470350
Cons	1.0256751	0.5652749	1.84	0.098	-0.155497	2.2068470

**Conclusions:** In the treatment of depression, physical training has become an indispensable way of intervention. A total of 11 relevant literatures with high correlation were included in this study, and the bias risk test and bias analysis were carried out on the included literatures. The results show that no obvious bias was found, which proves that the combined results of this study are stable and reliable. The overall effect test results show that the total effect of physical training on college students' depression is  $d=0.28$ , which is statistically significant. That is, hypothesis (H) is verified, physical training has an effect on college students' depression, and the existing research results of college students' depression are comprehensively analyzed to provide a scientific scheme for college students with depression to carry out physical training and provide a basis for further intervention research.

\* \* \* \* \*

## ROLE OF RAPID REHABILITATION NURSING IN REDUCING PSYCHOLOGICAL ANXIETY OF INPATIENTS DURING PUBLIC HEALTH EVENTS

Lijuan He<sup>1</sup>, Shengguang Yan<sup>2\*</sup>, Yang Zhang<sup>1</sup>, Liran Ma<sup>1</sup>, Yuxia Huo<sup>1</sup> & Ying Zhu<sup>2</sup>

<sup>1</sup>Kailuan General Hospital, Tangshan 063000, China

<sup>2</sup>North China University of Science and Technology, Tangshan 063210, China

**Background:** Public health emergencies mainly refer to the sudden occurrence of major infectious diseases, mass unexplained diseases, major food and occupational poisoning and other events that seriously affect public health. Once it happens, it not only seriously threatens the health and life safety of all groups in the whole society, but also brings serious psychological stress response and psychological disorders. The novel coronavirus pneumonia is the most serious infectious disease in a century. It is easy to cause public

anxiety and panic because of its transmission and susceptibility. Especially during this period, the psychological crisis of hospitalized patients has been varying degrees. Among them, the psychological anxiety of hospitalized patients during public health events is particularly serious. The patient group during hospitalization has been under pressure from physical, health, economy, society and other aspects. There are not a few patients with psychological diseases, which will even lead to anxiety and depression, which will seriously affect the prognosis of patients. People's mental anxiety is becoming more and more serious. Anxiety has become a common phenomenon, especially for hospitalized patients. Due to people's lack of understanding of their own anxiety, their lack of understanding of influencing factors, and their families' lack of attention to the anxiety of hospitalized patients, it brings trouble to hospitalized patients. Research shows that anxiety is a very common phenomenon in today's society, and nearly two-thirds of hospitalized patients have anxiety, which reflects the prevalence of this problem, and patients' mental health problems should be paid more attention. Anxiety and other adverse emotions will affect the patient's health, rehabilitation process and the degree of cooperation with doctors. The psychological factors of patients should be highly valued by family members and doctors. Family members should encourage and accompany more to jointly resist the invasion of disease and improve the anxiety of hospitalized patients.

**Objective:** In order to make more people aware of the importance of such problems and avoid the adverse consequences caused by the aggravation of psychological problems. The purpose of this study was to explore the role of rapid rehabilitation nursing in reducing the psychological anxiety of inpatients during public health events, and to analyze the degree of anxiety of inpatients and its influencing factors.

**Subjects and methods:** 180 patients with colon cancer treated in a hospital were divided into experimental group and control group. The patients were given routine nursing mode in the control group and rapid rehabilitation nursing mode in the experimental group. Among them, the rapid rehabilitation nursing model mainly includes pre radiotherapy nursing, admission nursing, health education, psychological nursing, diet nursing, life nursing, colostomy nursing and pain nursing. Finally, the Self-rating Anxiety Scale (SAS) was used to score the anxiety status of the experimental group and the control group before and after radiotherapy.

**Study design:** SAS scale adopts 4-level scoring method, with a total of 20 items. It mainly evaluates the frequency of symptoms defined by the items, and 1 point indicates no or little time. 2 points means a small part of the time. A score of 3 indicates a considerable amount of time. A score of 4 indicates most or all of the time. The higher the SAS score, the more serious the symptoms. Those whose total anxiety score is less than 50 are normal; 50-60 points are mild, 61-70 points are moderate, and more than 70 points are severe anxiety.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** As shown in Table 1, the anxiety of the two groups before and after radiotherapy was significantly lighter than that of the control group by SAS scale ( $P < 0.05$ ).

**Table 1.** Compare students' TAS-20 scores before and after teaching

Degree of anxiety		Control group	Experience group	<i>t</i>	<i>P</i>
Before radiotherapy	Mild anxiety	38	42	0.182	0.682
	Moderate anxiety	30	30	0.000	1.000
	Severe anxiety	22	18	0.268	0.603
After radiotherapy	Mild anxiety	24	54	10.192	0.002
	Moderate anxiety	48	24	6.677	0.010
	Severe anxiety	18	12	0.731	0.407

**Conclusions:** Public health emergencies not only pose a threat to people's health and life safety, but also have a huge psychological impact. Covid-19, compared with past disaster events, new crown pneumonia is characterized by high pathogenic, high infection rate, fast transmission speed and wide spread. It is very easy to arouse public anxiety and anxiety. Especially in hospitalized patients requiring surgery, psychological stress is more obvious. Health education in rapid rehabilitation nursing can improve patients' understanding of colon cancer diseases, make patients do a good job in self prevention, psychological intervention to alleviate patients' negative emotions such as anxiety and tension, dietary nursing can ensure patients' intake of sufficient nutrition, and life nursing can reduce patients' infection risk and postoperative complications.

**Acknowledgement:** The research is supported by: Research Plan of Hebei Provincial Health Commission (No.20211885).

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## TO STUDY THE PSYCHOLOGICAL PROBLEMS OF EDUCATIONAL MANAGERS

Guiju Zhang\*, Xin Chen & Yu Wang

*Beijing Institute of Technology (Zhuhai), Zhuhai 519088, China*

**Background:** In the process of social development, people are the most dynamic factor. People can become not only the most positive and active factor to promote the development of productive forces, but also a negative and passive factor. The key lies in people's quality. Human quality is a relatively stable and long-term basic quality structure obtained through acquired environmental impact and education and training on the basis of congenital genetic physiological characteristics. Among them, the most critical is psychological quality, which is not only the intermediary of physiological quality and social quality, but also permeates and restricts the quality of other aspects, and plays a very prominent and unique role. Psychological quality mainly refers to the comprehensive psychological ability formed by individuals on the basis of genetic quality through their own efforts and the influence of the environment. The quality of psychological quality is reflected in three aspects of psychological state: whether it is normal or not, the quality of personality psychological quality and the strength of psychological ability. Human behavior is a function of the interaction between human and environment. The influence of objective environment on human is universal and diffuse. It is an objective existence that is not transferred by human will. Therefore, the study of people's psychological quality is inseparable from the objective reality of economic and social development. In the past, people mainly relied on labor and capital to compete with nature and the future created by mankind. But now and in the future, in the information society where information and knowledge are important strategic resources and become an important lever to promote the development of science and technology, economy, culture and education, people achieve their goals through interpersonal competition. Therefore, the future will be a competition between people, then there will be winners and losers. Therefore, as high-level talents in the new century, university managers must first have good psychological quality. Only by improving their psychological quality can they face the stressful competitive era and not be eliminated. Therefore, a person's psychological quality plays a very important role in a person's success.

**Objective:** With the continuous reform of China's education, the quality, specification and training mode of high-level talents are also changing, and higher requirements are put forward for college education managers. College education is the core work of the school. Teaching management plays a key role in college education management. The psychological quality of educational managers has an important impact on the quality of teaching, which is also related to the realization of talent training objectives. Therefore, this study mainly discusses the deficiencies in the psychological quality of college education managers, in order to provide a feasible idea for the smooth development of college education management.

**Subjects and methods:** 160 educational administrators from several universities in a certain area were tested for personality, including academic affairs office, student office, teaching directors, teaching secretaries, academic administrators, directors of teaching and research offices and other relevant teaching managers of various departments (departments).

**Research design:** The test scale is the cartel 16 personality factor evaluation scale (16PF), which mainly includes 16 dimensions and a total of 187 items. Each item includes three options, namely "yes", "no" or "between the two". The original scores of the obtained factors are converted into standard 10 scores  $t$  through the norm table.  $t \geq 8$  is high score and  $t \leq 3$  is low score.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Table 1.** Comparison of mean and standard deviation of significant factors between full-time and part-time teaching managers

Factor	Mean value		Standard deviation	
	Full-time	Part-time job	Full-time	Part-time job
X2: Introversion and extroversion	5.65	5.70	1.79	1.75
O: Anxiety	5.59	6.84	2.12	1.46
C: Stability	5.80	5.61	1.75	2.01
H: Daring	5.99	6.16	2.01	1.72
Y1: Mental health status	5.88	7.34	2.10	1.67
X1: Adaptation and anxiety	6.09	6.56	2.13	1.89
Q4: Tension	5.67	6.43	2.25	2.23

**Results:** Table 1 shows the comparison results of the mean and standard deviation of the factors with



significant differences between full-time and part-time teaching managers. The results show that full-time managers show more anxiety, worry and tension than part-time teachers, while part-time teachers have significantly better mental health than full-time managers, showing more risk-taking, emotional stability and extroversion.

**Conclusions:** Through the research results, it can be concluded that only education managers with excellent psychological quality can cultivate the next generation of mental health. How to comprehensively improve the psychological quality of teaching managers, make the management of colleges and universities truly scientific, standardized and effective, and make higher education vibrant is the biggest problem and challenge we face. The requirements for the psychological quality of teaching managers in colleges and universities should not only be based on their professional nature, function and characteristics of the times, but also focus on the future development trend. We should not only be based on our own cultural and educational background, but also face the trend of educational internationalization.

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## EFFECT OF PSYCHOLOGICAL NURSING ON THE RECOVERY OF CLINICAL PATIENTS

Beibei Zhao<sup>1\*</sup>, Yunping Zhang<sup>1</sup>, Lan Luan<sup>1</sup> & Qingjie Zhao<sup>2</sup>

<sup>1</sup>*Jiangsu College of Nursing, Huai'an 223005, China*

<sup>2</sup>*Blood Purification of Second Affiliated Harbin Medical University, Harbin 150086 China*

**Background:** Psychological nursing refers to the psychological treatment method in which nurses actively influence the psychological activities of patients through various ways and means in the process of nursing, so as to achieve the nursing goal. In the whole process of nursing, nurses actively affect the psychological state of patients through various ways and ways to help patients obtain the most appropriate physical and mental state under their own conditions. In recent years, many scholars began to use psychological therapy such as interpersonal relationship and cognitive behavior to treat patients with coronary heart disease, which has achieved good results in improving depression, anxiety and prognosis. Positive psychology is a kind of psychology that can help others find and use their own resources to improve the quality of life and the overall quality of individuals. Many scholars have applied positive psychology to clinical nursing practice, such as improving the self-care ability and quality of life of patients with advanced cancer and stroke. Coronary heart disease is the most common cardiovascular disease. It has high incidence rate and mortality rate. It is a commonly recognized psychosomatic disease. Some studies have pointed out that under the control of biological risk factors such as blood pressure and cholesterol, mental factors such as depression and anxiety will still be the risk factors of coronary heart disease, and it is also one of the main factors for the decline of prognosis quality. According to statistics, about half of the hospitalized patients with coronary heart disease in China are more or less accompanied by depression or anxiety symptoms. It is very difficult for patients with coronary heart disease to overcome the negative factors in the environment and social intervention.

**Objective:** This experiment introduced positive psychology into nursing intervention, and evaluated the effects of Major Adverse Cardiovascular Events (MACE), the number of acute exacerbations, depression, anxiety and quality of life in patients with coronary heart disease.

**Subjects and methods:** 164 patients with coronary heart disease in a hospital were divided into experimental group (74 cases) and control group (84 cases) according to different nursing methods. The patients in the experimental group were given positive psychological nursing intervention, including five stages: psychological suggestion training, relaxation training, gratitude training, feedback and continuous practice. The patients in the control group were given routine nursing programs in the ward, including preoperative and postoperative nursing of coronary angiography, health education and so on.

**Study design:** This study used the self-designed Generalized Anxiety Disorder (GAD-7), Patient Health Questionnaire-9 (PHQ-9) and China Questionnaire of Quality of Life in Patients with Cardiovascular Diseases (CQQC) to evaluate the patients. Among them, GAD-7 has a total of 7 items, including patients' troubled problems such as "worrying too much about various life problems" and "difficult to relax" in the past two weeks, the Cronbach's  $\alpha$  coefficient is 0.892. The score of each item is 0-3, and the total score is 21. The final score is 15-21 points for severe anxiety, 10-14 points for moderate anxiety, 5-9 points for mild anxiety and 0-4 points for no anxiety. There are 9 items in PHQ-9 scale, including sleep disorders, eating disorders, loss of pleasure, negative ideas and other measurement items, the Cronbach's  $\alpha$  coefficient is 0.763. The score of each item is 0-3, and the total score is 27. The final score is 15-27 points for severe depression, 10-14 points for moderate depression, 5-9 points for mild depression and 0-4 points for no depression. There

are 24 items in CQQC questionnaire, including disease, physical strength, social and psychological status, medical status and other measurement dimensions. The total score is 154 points, Cronbach's  $\alpha$  when the coefficient is 0.91, the higher the score of patients, the higher the quality of life, and vice versa.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** As shown in Table 1, the baseline scores of depressions and anxiety in the control group were not significantly different from those in the first and third months of this group ( $P > 0.05$ ). Compared with the baseline score of the experimental group in the first and third months, there was significant difference in anxiety score ( $P < 0.01$ ), but there was no significant difference in depression score ( $P > 0.05$ ). There was no significant difference in the scores of depressions and anxiety between the experimental group and the control group in the first month after discharge ( $P > 0.05$ ). There was significant difference in the scores of depressions ( $P = 0.011$ ) and anxiety ( $P = 0.024$ ) between the two groups in the third month ( $P < 0.05$ ). Where, \* represents the scores of the experimental group compared with the baseline and the first month within the group,  $P = 0.003$ , \*\* indicates the scores of the experimental group at baseline and the third month compared within the group,  $P < 0.01$ , # indicates the score of the third month of comparison between groups, anxiety  $P = 0.024$ , depression  $P = 0.011$ .

**Table 1.** The depression and anxiety of the two groups were compared [M ( $P_{25}$ ,  $P_{75}$ ), Score]

Group		Anxious	Depressed
Experience group	Baseline score	2(0,4)	1(0,5)
	The 1st month	0(0,1)*	2(0,3)
	The 3rd month	0(0,1)**	0(0,3)
Control group	Baseline score	0(0,3)	1(0,5)
	The 1st month	0(0,1.25)	0(0,4)
	The 3rd month	0(0,4)#	3(0,7)#

**Conclusions:** The nursing program based on positive psychology for patients with coronary heart disease can not only reduce the incidence of mace and acute exacerbation, but also reduce the level of depression and anxiety, so as to improve the quality of life of patients.

\* \* \* \* \*

## THE ROLE OF COLLEGE PHYSICAL EDUCATION REFORM UNDER HUMANISTIC PSYCHOLOGY IN ALLEVIATING STUDENTS' ANXIETY

Yang Liu<sup>1</sup> & Liu Lu<sup>2\*</sup>

<sup>1</sup>Guangdong University of Science & Technology, Dongguan 523083, China

<sup>2</sup>Jiangxi Normal University, Nanchang 330022, China

**Background:** In recent years, some college students have some anxiety under the pressure of all aspects. Colleges and universities should effectively intervene the students with anxiety disorder. Long term anxiety tendency is a negative emotional reaction, and severe anxiety will even affect daily behavior and life. The research shows that at present, a considerable number of college students have anxiety disorders, but they seldom take the initiative to go to the hospital for diagnosis, which makes anxiety disorders have a certain concealment, seriously damages students' physical and mental health, greatly reduces students' learning efficiency and quality of life, and affects students' adaptation to college life and their own healthy development. Humanistic psychology focuses on people. For people, this theory pays attention to rationality, needs, value and development potential. Humanistic psychology theory holds that we should carry forward people's subjective enthusiasm and pay attention to people's reasoning, introspection, creation and imagination. Some scholars pointed out that everyone is looking for a perfect self. While actively preserving themselves, they are also trying to find ways to expand themselves, hoping to finally achieve self-perfection. Rogers, an important representative of humanism, puts forward that people have the ability to be self-directed. Individuals not only rely on this potential to survive, but also rely on this potential to develop and fully realize. Humanistic care is manifested in the maintenance, pursuit and concern for human dignity, personality, value and destiny, and the concern for human subject, status, needs, living conditions, living conditions and security. Humanistic care is the affirmation and shaping of the ideal personality of all-round development. Therefore, the reform of college physical education under humanistic psychology needs to

continue to be people-centered, take improving the humanistic quality of physical education teachers as the premise of teaching reform, and take the enhancement of students' physique and the improvement of mental health problems as the ultimate goal of physical education reform. By analyzing the actual situation of students, this paper formulates the physical education reform plan that needs to be implemented by the school, takes respecting students as the primary principle of teaching reform from the perspective of humanistic psychology, and finally enhances students' enthusiasm for physical exercise and improves students' negative psychological emotions, so as to endow colleges and universities with a new direction of physical education reform in the process of humanistic psychology teaching.

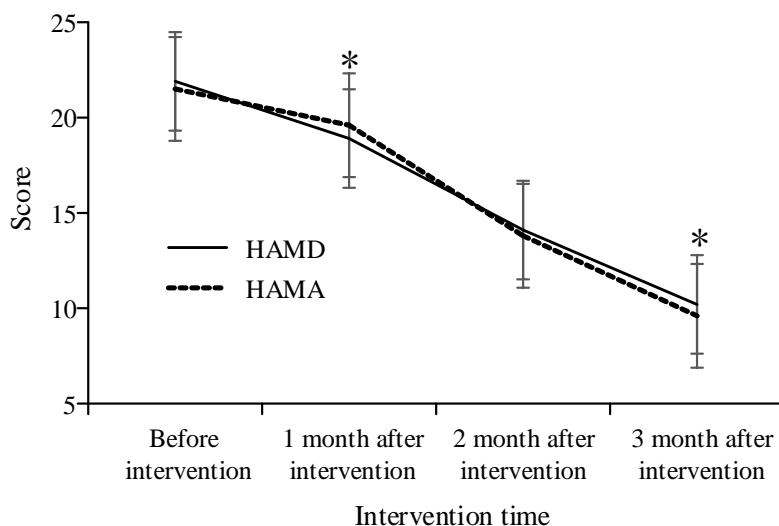
**Objective:** This study hopes to explore the impact on students' anxiety through the reform mode of college physical education under humanistic psychology, so as to further alleviate college students' anxiety.

**Subjects and methods:** This study used stratified cluster random sampling method to conduct a questionnaire survey on 320 college students with anxiety disorder in many colleges and universities in an area. A total of 320 questionnaires were distributed, 295 were recovered, and the number of effective copies was 284. To investigate students' psychological status and the relief of anxiety under the intervention of college physical education reform mode under Humanistic Psychology.

**Research design:** After the teaching, the students were evaluated by Hamilton Depression Scale (HAMD) and Hamilton Anxiety Scale (HAMA) to judge the psychological status of college students and the relief of anxiety before and after the intervention of college physical education reform mode under humanistic psychology.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The HAMD and HAMA scores of students at four-time nodes were compared, which were before the intervention, 1 month, 2 months and 3 months after the intervention, as shown in Figure 1. The HAMD and HAMA scores of college students before intervention were significantly higher than those 1 month, 2 months and 3 months after intervention ( $P < 0.05$ ). The scores of HAMD and HAMA at 2 months after intervention were significantly lower than that at 1 month after intervention ( $P < 0.05$ ). The scores of HAMD and HAMA at 3 months after intervention were significantly higher than those at 1 and 2 months after intervention ( $P < 0.05$ ).



**Figure 1.** The HAMD and HAMA scores of students before and after intervention were compared  
Note: \* $P < 0.05$ .

**Conclusions:** For a long time, China's physical education teachers' education has always attached importance to specialty and despised culture, especially ignoring the personality education of how to be a man, how to do things and how to live. As a result, the trained physical education teachers generally lack of humanistic quality. From the perspective of humanistic care, physical education teaching should formulate the physical education reform plan that needs to be implemented by the school, take respecting students as the primary principle of teaching reform from the perspective of humanistic psychology, and finally enhance students' enthusiasm for physical exercise and improve students' negative psychological emotions, so as to give colleges and universities a new direction of physical education reform in the process of humanistic psychology teaching.

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## EFFECT OF MISOPROSTOL IN OBSTETRICS AND GYNECOLOGY ON PATIENTS' MENTAL ANXIETY

Yanhui Zhang<sup>1</sup>, Shurong Li<sup>2</sup> & Xiaoze Sun<sup>1\*</sup>

<sup>1</sup>Huanghe S & T University, Zhengzhou 450063, China

<sup>2</sup>The First Affiliated Hospital of Henan University of Traditional Chinese Medicine, Zhengzhou 450000, China

**Background:** Mental anxiety is a common mental disorder, which is caused by many factors. The investigation of many patients with mental anxiety found that patients with mental anxiety are often accompanied by symptoms such as emotional tension, restlessness, nervous tension, dizziness and vomiting. Serious patients will even have problems such as auditory hallucinations and visual impairment. Being in the state of mental anxiety for a long time will have a great impact on the psychology and physiology of patients. With the accelerated pace of modern people's work, more and more people have mental anxiety problems. For example, in the field of obstetrics and gynecology, pregnant women are easy to suffer from anxiety disorders. Many medical experts have carried out research on pregnant women and patients, and found that there are many factors for postpartum pregnant women to produce anxiety disorder, which is mainly caused by postpartum cognitive disorder of pregnant women. These patients are vulnerable to external factors. They are always in a tight state of mind, depressed and affect their own health. At present, there are many ways to treat mental anxiety, such as psychological counseling, physical auxiliary training and common clinical drug treatment. Generally speaking, most patients prefer psychological counseling to solve patients' mental anxiety problems, but the treatment time is long and the effect is not obvious. At present, drug treatment is the most effective and conventional method, which can improve patients' mental anxiety problems.

For the mental anxiety problems of pregnant women, considering the physical, mental and physical weakness of postpartum pregnant women, there is no very effective treatment drug to cure the mental anxiety problems of patients. However, for the mental anxiety problems of postpartum pregnant women, misoprostol can be used to improve the physical condition of pregnant women and alleviate the mental anxiety problems of pregnant women. Misoprostol is a prostaglandin E-derived drug. Aiming at the problems of the cervix of postpartum pregnant women, the drug can soften the cervix of women, improve the tension of cervix and intrauterine pressure, and alleviate the discomfort caused by postpartum pregnancy. Many postpartum pregnant women are prone to ulcer and other symptoms. This drug can also promote the digestion of pregnant women, alleviate and improve the symptoms of peptic ulcer in clinic. Many postpartum pregnant women have the problem of excessive gastric acid, which leads to stomach pain, mental tension and other phenomena. Misoprostol has also played a good effect in the clinical treatment of patients. Therefore, it can be found that misoprostol drugs have good clinical value in the physical and mental regulation of postpartum pregnant women. Therefore, misoprostol drugs are used to treat postpartum pregnant women with mental anxiety, and study whether misoprostol can improve the mental anxiety of postpartum pregnant women.

**Objective:** Aiming at the mental anxiety problems of postpartum pregnant women in obstetrics and Gynecology, this paper analyzes the physical and mental effects of mental anxiety on patients, and discusses whether misoprostol has therapeutic effect in patients with mental anxiety.

**Subjects and methods:** Take 60 postpartum pregnant women with mental anxiety disorder in a hospital as the research object, and divide the patients into two groups. One group adopts the traditional psychological counseling scheme, the other adopts the psychological counseling plus drug treatment scheme, constructs the treatment process for patients, analyzes the difference between drug treatment and ordinary treatment scheme, and evaluates whether misoprostol drugs have therapeutic effect on patients' mental anxiety.

**Results:** The changes of the two mental anxiety treatment schemes are shown in Table 1. The patient's ability is graded from 0 to 4. 0 indicates poor ability and 4 indicates very good ability. Table 1 shows that patients with mental anxiety perform significantly better in all aspects after drug treatment, which also shows that misoprostol has a certain therapeutic effect on postpartum patients with mental anxiety.

**Conclusions:** It is a common phenomenon for postpartum pregnant women to have mental anxiety problems, especially with the acceleration of modern people's pace of life and the emergence of pressure such as work, emotion and study. The object of this study is postpartum pregnant women with anxiety disorder. Many first-time pregnant women are prone to this problem. Therefore, doctors and family members need to take it seriously. While strengthening the psychological counseling of patients, they should

also increase the care and care of patients. At the same time, they can also use auxiliary drug treatment. The corresponding drugs can be used according to the situation of patients, which can improve the mental anxiety of patients. Misoprostol can improve the postpartum pregnant women with mental anxiety disorder, such as improving the patient's eating ability and regulating the patient's emotional state. At the same time, misoprostol can regulate the postpartum cervical pain of pregnant women. All drugs have good regulatory effects, and finally alleviate the patient's mental tension.

**Table 1.** Changes of two treatment schemes for mental anxiety

	Project	General scheme	Drug program	P
Capability type	Emotional enthusiasm	1	3	<0.05
	Dietary performance	2	4	
	Athletic performance	1	2	<0.05
	Comprehensive quality	1	3	

\* \* \* \* \*

## RESEARCH ON HEALING FEEDBACK OF NATIONAL CULTURE CLOTHING COLOR MATCHING TO WEARERS FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

Jia Wei & Zhiqiang Wang

*Jiangsu College of Engineering and Technology, Nantong 226001, China*

**Background:** As a subject of great importance, color psychology plays a significant role in all aspects of natural appreciation and social activities. From an objective point of view, color can stimulate people's thinking mode and psychological emotion. Focusing on the subjective perspective, the influence of color on people can be regarded as a reaction or behavior. Color psychology starts from visual influence and gradually deepens. It has a diversified impact on individuals in different aspects such as perception, emotion, memory, thought and will, which has a certain complexity and variability. The application of color depends on the accumulation of color experience, and gradually evolved into the psychological norms of color. Individuals will have different reactions after being stimulated by different external stimuli, which are the key content of color psychology. In different times or fields, due to certain differences in individual ideology, any single individual will have different color preferences. In the theory of color psychology, color can have a certain impact on individual brain waves. Different colors stimulate individuals through different physical light to produce corresponding direct psychological effects and physiological reactions. For example, red and blue will accelerate and slow down the individual's pulse respectively, making their emotions excited, impulsive or calm. As one of the core elements of fashion design, color can have different effects on people's emotional consciousness. In order to realize the embodiment of the value and significance of color, it can be applied to clothing color matching to express emotion. From the perspective of color psychology, the color matching of national cultural clothing plays an important role. It can reflect people's aesthetic form through different color matching and application methods, and achieve the role of in-depth beautifying the human body. For the wearers of national cultural clothing, reasonable color matching can highlight their aesthetic taste and mood changes, play a certain healing role for the wearer, and achieve the purpose of soothing their mood and improving their mental health level.

**Objective:** To explore the determinants and mechanism of national cultural clothing color matching from the perspective of color psychology, and then analyze its psychological intervention effect on national cultural clothing wearers, so as to obtain detailed curative feedback results.

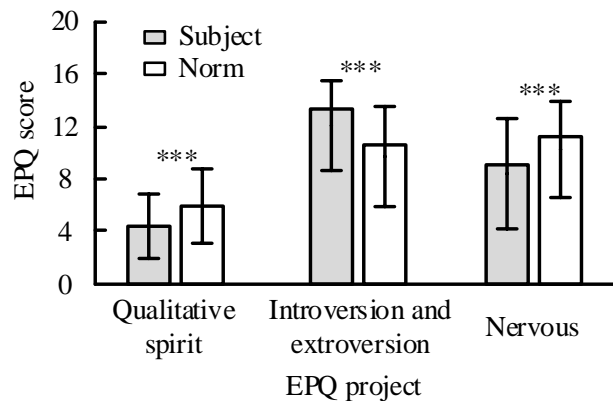
**Subjects and methods:** From the perspective of color psychology, C4 The decision tree algorithm explores the color matching patterns of different types of national cultural clothing, and uses the method of stratified cluster random sampling to select 152 national cultural clothing wearers as the research object. All subjects were tested and evaluated by Eysenck Personality Questionnaire (EPQ).

**Research design:** In EPQ, the type model and trait model of personality are organically combined, and are divided into three basic dimensions: introversion, neuroticism and psychoticism. Personality can be divided into extroversion type and introversion type according to extroversion and introversion dimension, emotional type and stable type according to neuroticism, and mental disorder type and spiritual integration according to psychoticism. EPQ includes 88 items in total, and the answers of each item are set to "yes", "no" and "hard to say", which are divided into two forms: forward scoring and reverse scoring. A high score of introversion and extroversion scale indicates extroversion, and a low score indicates introversion. A high

score in the neuro quality scale indicates emotional instability, and a low score indicates emotional stability. The high score of mental quality scale indicates that the subjects have pathological personality.

**Methods:** The data obtained from all evaluations were statistically analyzed by MATLAB software and Smartbi software.

**Results:** Figure 1 shows the comparison results of EPQ scores of national cultural clothing wearers with the norm. According to figure 1, the EPQ scores and subscale scores of national cultural clothing wearers are significantly better than the norm, and the difference is statistically significant ( $P < 0.05$ ).



**Figure 1.** Comparison between EPQ score and norm of national culture clothing wearers  
Note: \*\*\* Indicates  $P < 0.05$ .

**Conclusion:** As one of the core elements of fashion design, color has a certain difference in the impact on people's emotional consciousness. From the perspective of color psychology, the color matching of national cultural clothing has an important influence. Through different color matching and application methods, it can deeply beautify the human body and improve its mental health level. From the perspective of color psychology, the color matching of national cultural clothing has a significant curative effect on the wearer. The EPQ scores and subscale scores of national cultural clothing wearers are significantly better than the norm, which shows that the color matching of national cultural clothing based on the perspective of color psychology can effectively alleviate the negative psychological emotions of the wearer, improve their mental health level, and achieve a significant curative effect.

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## AN ANALYSIS OF THE CURATIVE EFFECT OF LITERARY TRANSLATION ON ANXIETY STUDENTS

Pingyun Qian<sup>1,2</sup>

<sup>1</sup>Shanghai Normal University, Shanghai 200234, China

<sup>2</sup>Shanghai University of Electric Power, Shanghai 200090, China

**Background:** Anxiety can be summarized as a vague and unpleasant emotional state. Patients may have psychological characteristics of anxiety, fear, pain and anxiety. Anxiety comes from excessive irresistible stimulation. Unlike tension, anxiety is the result of long-term inhibition. Anxiety occurs when tension accumulates in some people and breaks through a critical point. The emergence of anxiety is a long process and varies from person to person, mainly because everyone is affected by various conditions or factors. When people feel nervous about something, their thoughts will be disturbed by it repeatedly and make all kinds of exaggerated imagination and assumptions. When it exceeds the critical point, anxiety begins to appear. Anxiety is usually manifested in negative emotions such as self-doubt, anxiety and tension. Literary translation is by no means a simple conversion between codes. The purpose of students' literary translation is to express the author's inner world and beautiful imagination to be expressed in literary works. When teaching, teachers must always strengthen students' psychological quality and fully understand students' current negative emotions. Chinese and English sometimes cannot reflect equivalence in surface meaning and form. However, from the perspective of pragmatics, students can take appropriate translation methods

to guide students in order to solve the problems of cultural differences in literary works. Through the translation of the whole poem, students enter the author's world and space well, and feel the author's good mood at that time. Students can feel the beauty of artistic conception in literary translation, so that students can introduce western cultural literacy into the translation process. When translating poetry and prose works, students must follow this principle, consider the author's era background, the poet's mood and external environmental factors, and strive to translate the beauty of form, sound and artistic conception of the original poem, so as to further improve students' cultural and psychological quality.

**Objective:** Literary translation is not only a complex process of language conversion, but also a process of aesthetic reproduction. In the classroom of literary translation teaching, teachers should take students as the main body, correctly guide students to carry out literary translation from the perspective of students' psychology, emphasize the importance of psychological quality, and effectively improve students' comprehensive quality while improving students' ability to translate literary works.

**Subjects and methods:** Taking 100 students with anxiety disorder in a university as the research object, combined with the current situation of literature translation teaching, this paper adopts the literature translation classroom anxiety scale according to the characteristics of college students' literature translation learning, in order to judge the improvement of college students' anxiety disorder before and after literature translation teaching.

**Research design:** The literature translation classroom anxiety scale was used to evaluate the anxiety disorder of college students. The scale is divided into four dimensions: worry, nervousness, fear of translation and fear of classroom questioning. It includes 33 questionnaire questions, and each question has 5 answers to choose from. The 5-level scoring system is adopted, with a full score of 5 points. Answer 1 means completely non-conforming (1 point), answer 2 means not quite conforming (2 points), answer 3 means not sure (3 points), answer 4 means relatively conforming (4 points), and answer 5 means fully conforming (5 points). The internal consistency coefficient of the scale is 0.887, indicating that it has very good reliability and institutional validity.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The overall situation of college students' anxiety in literature translation teaching is shown in Table 1. According to Table 1, the average anxiety score of college students is 3.12, which is higher than the national norm score. The score range of each factor of college students is 3.13-3.19, which reflects that college students have more or less moderate learning anxiety in the learning process.

**Table 1.** Correlation analysis between students' positive psychological quality and anxiety

Factor	Maximum	Minimum value	Average	Standard deviation
Worry	1.12	4.68	3.15	0.68
Nervous and tense	1.51	4.90	3.19	0.69
Fear of translation	1.58	4.72	3.13	0.63
Fear of classroom	1.59	4.73	3.18	0.72
Total learning anxiety	1.92	4.28	3.12	0.56

**Conclusions:** Teachers should adopt new teaching methods at multiple levels and angles, properly process literary works, and carry out comprehensive, systematic and scientific teaching activities for students' mental health problems while cultivating students' literary translation ability. In the process of translation teaching, teachers carry out sub divisional and sub divisional training for students from the aspects of vocabulary, semantics, syntax, sentence pattern and pragmatics, and carry out comprehensive exercises according to different students' psychological states. On the basis of improving literary translation ability, teachers can effectively improve students' negative emotions, so that college students with psychological anxiety can effectively alleviate their symptoms.

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## ON THE RELATIONSHIP BETWEEN ANXIETY PSYCHOLOGICAL ACTIVITIES AND PHYSIOLOGICAL FUNCTION IN VOCAL MUSIC SINGING

Yinying Cai<sup>1\*</sup>, Weiping Zhou<sup>2</sup> & Maizi Fang<sup>3</sup>

<sup>1</sup>College of Music, Zhejiang Normal University, Jinhua 321000, China

<sup>2</sup>College of Teacher Education of Zhejiang Normal University, Jinhua 321000, China

<sup>3</sup>School of Health and Biomedical Science, Royal Melbourne Institute of Technology, Melbourne 3000, Australia

**Background:** The psychological activities of music students in vocal music singing are relatively complex, which often affects the students' physiological function. The dynamic psychological quality of vocal performers is one of the main factors affecting the effect of stage performance. Vocal performers with insufficient dynamic psychological quality are prone to excessive anxiety on the stage, which will affect the performance effect of the stage. Stage anxiety is a common phenomenon of vocal performers in singing, which has a great impact on the live performance of vocal performers. Stage anxiety is stage tension, also known as performance anxiety. When singing in a strange environment and on a strange stage, each vocal performer will have varying degrees of anxiety. If the degree of anxiety is moderate and vocal performers can make good use of their anxiety psychology, stage anxiety will become the driving force to promote vocal performers to perform better. However, if the anxiety is too serious, and the vocal performers cannot well control their anxiety, it will affect the performance effect of vocal performers on the stage and become an obstacle to the progress of vocal performers.

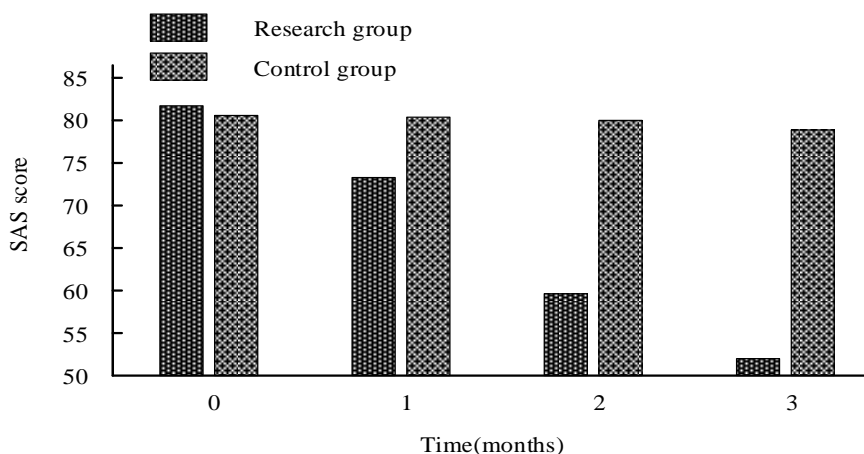
Educational psychology is a psychological theory put forward for teaching reform. It has important theoretical and practical significance in deepening the reform of education. Educational psychology theory is more complex, including learning theory, learning motivation, learning strategies, learning styles, learning transfer, network and learning, learning and teachers and so on. The main research content of educational psychology is the change and development law of students' psychological activities under the relief of education, including the psychological law of students' mastering knowledge and skills and the psychological law of students' personality formation. The application of educational psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. Therefore, based on educational psychology, the research improves the vocal music teaching curriculum, so as to improve students' psychological quality in singing, alleviate students' stage anxiety, and enable students to better show themselves on the stage.

**Objective:** The psychological activities of music students in vocal music singing are relatively complex, which often affects the students' physiological function. Stage anxiety is a common phenomenon of vocal performers in singing, which has a great impact on the live performance of vocal performers. Based on educational psychology, the research improves the vocal music teaching curriculum, so as to improve students' psychological quality in singing, alleviate students' stage anxiety, and enable students to better show themselves on the stage.

**Subjects and methods:** Two classes in the music department of a university were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety level of the subjects.

**Research design:** One class (32 people) was selected as the research group, and the improved vocal music course based on educational psychology was used for teaching. The other class (28 people) served as the control group and used the traditional sound course for teaching. After teaching for a period of time, record the stage anxiety of the two groups of students during vocal singing.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.



**Figure 1.** SAS scores of two groups of students



**Results:** Before teaching, there was no significant difference in SAS score, SDS score and HADS score between the two groups ( $P > 0.05$ ). After a period of teaching, the SAS score, SDS score and HADS score of the students in the research group were lower than those in the control group, and the difference was significant ( $P < 0.05$ ). The SAS scores of the two groups of students are shown in Figure 1.

**Conclusions:** The psychological activities of music students in vocal music singing are relatively complex, which often affects the students' physiological function. The dynamic psychological quality of vocal performers is one of the main factors affecting the effect of stage performance. Vocal performers with insufficient dynamic psychological quality are prone to excessive anxiety on the stage, which will affect the performance effect of the stage. Based on educational psychology, the research improves the vocal music teaching curriculum, so as to improve students' psychological quality in singing, alleviate students' stage anxiety, and enable students to better show themselves on the stage. The results showed that there was no significant difference in SAS score, SDS score and HADS score between the two groups before teaching ( $P > 0.05$ ). After a period of teaching, the SAS score, SDS score and HADS score of the students in the research group were lower than those in the control group, and the difference was significant ( $P < 0.05$ ).

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## A COMPARATIVE STUDY OF CRIMINAL PHILOSOPHY AND CRIMINAL PSYCHOLOGY IN CRIMINAL LAW FROM THE PERSPECTIVE OF SOCIOLOGY

Licong Du

*Weifang University, Weifang 261061, China*

**Background:** The theory of social psychology was first put forward by Irving psychologist. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. The research content of social psychology is the behavior occurrence and change law and psychology of groups and individuals in social interaction. Social psychology explores interpersonal relationships on the basis of social group level and individual level. Individual level includes the influence of school, living environment, family, partners, speech development, communication and individual socialization process on individuals. Social group level refers to culture, customs, racial prejudice, aggressive behavior, attitude, group communication structure, etc. The development of social psychology can be divided into three stages: the germination of western social psychology, the determination of the discipline system of western social psychology, and the expansion of the research field of western social psychology. Based on the interaction between individual and society, social psychology analyzes the occurrence, development and change law of individual psychological activities under certain social living conditions.

From the perspective of social psychology and "criminal integration", the concepts of crime in criminal psychology and criminal law are highly similar, but there are differences in concepts. In the research field of criminal law, the definition of the concept of crime has different degrees of understanding, and countries have different understanding of the concept of crime. As a normative discipline, crime in criminal law refers to the behavior that should be punished according to law, violates the criminal law and seriously endangers the society. It has the punitive nature, criminal illegality and serious social harmfulness of criminal law. Article 3 of China's criminal law clearly stipulates that if the law expressly stipulates that it is a criminal act, it shall be convicted and punished according to the law. If the law does not expressly stipulate that it is a criminal act, it will not be convicted and sentenced. As the last line of defense to safeguard public interests and social order, criminal law is very severe and punitive. If we want to strictly distinguish crimes in criminal psychology and criminal law, we need to take the age of 14 as a strict division standard. Minors under the age of 14 have essential differences in their own behavior and legal cognition from adults. Different from the view of criminal law, criminal psychology pays more attention to individual behavior and criminal behavior based on specific stimulation and psychology. The crime of criminal psychology can be understood as the behavior that the perpetrator with criminal responsibility meets the needs of the through the way that the society does not recognize and cannot tolerate, which seriously violates the mainstream value protected by the law and will be punished by the corresponding criminal law according to the law. There are obvious differences in the definition of crime between criminal psychology and criminal law. Criminal law pays more attention to the requirements of objective imputation. Criminal psychology pays more attention to the behavior of individual actors.

**Objective:** This paper analyzes the correlation between criminal psychology and crime in criminal law

under the background of social psychology, in order to promote the research of criminal psychology.

**Subjects and methods:** 100 criminals defined as crimes by criminal psychology and criminal law in four regions are selected as the research object. They are divided into criminal psychology group, criminal law crime group and joint crime group according to different definition types. The harmfulness, illegality and criminal behavior motivation are classified by ordering points to identify the clustering structure (OPTIONS) algorithm. Set the scoring range of harmfulness, illegality and criminal motivation to 1-4 points. The higher the score, the more serious the situation is. The standard of moderate or above is equal to or greater than 3 points. In order to avoid the influence of subjective factors on the research results, all subjects in each group were analyzed.

**Methods:** Through the Pearson product moment correlation coefficient, the relationship between criminals and harmfulness, illegality and criminal motivation in the three groups is studied.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

**Results:** Table 1 refers to the relationship between the three groups of criminals and harmfulness, illegality and criminal motivation. As can be seen from Table 1, the correlation coefficients between criminal psychology group and harmfulness, illegality and criminal behavior motivation are 0.632, 0.578 and 0.756 respectively, and the correlation coefficients between criminal law group and harmfulness, illegality and criminal behavior motivation are 0.752, 0.753 and 0.512 respectively. The correlation coefficients between joint crime group and harmfulness, illegality and criminal motivation were 0.726, 0.758 and 0.768 respectively. This shows that the three groups of criminals are positively correlated with harmfulness, illegality and criminal behavior motivation, but there are differences among different groups of criminals.

**Table 1.** The relationship between the three groups of criminals and harmfulness, illegality and criminal motivation

Category	Relevance	Significance	
Crime psychology group	Harmfulness	0.632	<0.05
	Illegality	0.578	<0.01
	Criminal motive	0.756	<0.05
Crime psychology group	Harmfulness	0.752	<0.01
	Illegality	0.753	<0.01
	Criminal motive	0.512	<0.05
Crime psychology group	Harmfulness	0.726	<0.05
	Illegality	0.758	<0.01
	Criminal motive	0.768	<0.05

**Conclusions:** Criminal psychology group, criminal law crime group and joint crime group are positively correlated with harmfulness, illegality and criminal behavior motivation respectively, but there are differences among different criminal groups, so criminal psychology and criminal law focus on crime differently.

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## STUDY ON THE INFLUENCE OF ATHLETES' PHYSICAL HEALTH AND PRE-COMPETITION ANXIETY AND EMOTIONAL STRESS IN THE PROCESS OF PHYSICAL TRAINING

Jiwang Sun

*School of Physical Education, Inner Mongolia University, Hohhot 010021, China*

**Background:** From the macro level, mental health is an extremely broad concept. If individuals are mentally healthy, they show a very good state of internal and external regulation, including not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. For athletes, they are often in a tense environment and atmosphere, which will lead to corresponding changes in their psychology in the long run. Anxiety disorder is a very complex psychological

and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. Athletes will face great negative emotions in the preparation stage of the competition. At the same time, with the approaching of the competition time, their anxiety will further increase and their psychological tolerance is poor. Their mental health problems are becoming increasingly prominent. The international health organization claims that the number of athletes with anxiety and depression is increasing and the incidence rate is becoming younger. At present, in most clinical studies, sports competition anxiety scale and sports cognitive trait anxiety scale are the most common anxiety evaluation scales.

The research on athletes' physical health and pre competition psychological anxiety in the stage of physical training is a hot topic at this stage, but there are relatively few mature theories. At present, there are relatively many reports on the impact of anxiety on athletes. The specific performance is that if athletes are in a state of anxiety for a long time, it will have a negative impact on their mood and reduce the training efficiency. Coaches need to pay close attention to the mental health of athletes. Some scholars also believe that there is a close relationship between psychological state and competition anxiety, and anxiety can damage sports training to a certain extent. It is worth noting that whether athletes can play a normal level in the process of competition is of great significance to athletes themselves and coaches. If teachers have a certain level of self-confidence and regulation, athletes will not have a high level of anxiety. At present, most studies believe that the higher the physical health level of athletes, the lower the psychological anxiety level before the competition. The reason may be that there is a positive correlation between athletes' physical health level and their self-confidence.

**Objective:** This paper analyzes the correlation between athletes' physical health and pre competition anxiety pressure in the process of sports training, in order to provide theoretical support for the improvement of athletes' anxiety.

**Subjects and methods:** Thirty athletes in a city were selected as the research object to analyze the correlation between psychological anxiety and physical health level of badminton athletes through Pearson product moment correlation coefficient. Badminton players' psychological anxiety is obtained by sports competition anxiety scale and sports cognitive trait anxiety scale. The physical health level of athletes is measured by the score of two coaches. The score range is 1-100 points. The higher the score, the better the physical health of athletes. In order to prevent the impact of the coach's research results, take the average of two factors as the final analysis.

**Methods:** The study uses SAS statistical analysis software to analyze the correlation data between athletes' physical health and pre competition anxiety and emotional stress in the process of sports training. The measurement data in line with normal distribution is expressed by mean  $\pm$  standard deviation.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

**Results:** Table 1 refers to the correlation between athletes' psychological anxiety and athletes' physical health level. It can be seen from Table 1 that the correlation between sports competition anxiety scale and athletes' physical health level is 0.832, and the significance value is lower than 0.05. The correlation between sports cognitive trait anxiety scale and athletes' physical health level was 0.878, and the significance value was lower than 0.01. This shows that there is a positive correlation between athletes' psychological anxiety and athletes' physical health level.

**Table 1.** Correlation between athletes' psychological anxiety and athletes' physical health level

Gauge	Relevance	Significance
Sports Competition Anxiety Scale	0.832	<0.05
Motor cognitive trait anxiety scale	0.878	<0.01

**Conclusions:** In the process of sports training, the correlation between athletes' physical health level and psychological anxiety is positive. Subsequent research can alleviate athletes' tension and anxiety before competition by improving athletes' physical health level, so that athletes can play a normal level in the process of competition and improve the probability and opportunity of winning the competition.

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## STUDY ON THE INFLUENCE OF PHYSICAL TRAINING ON ALLEVIATING COLLEGE STUDENTS' ANXIETY AND EMOTIONAL PRESSURE

**Huisheng Zhang**

*Innter Mongolia Normal University, Hohhot 010022, China*

**Background:** With the improvement of material living standards and the increasingly fierce social competition, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Anxiety psychology of college students is one of the very common psychological problems. It can be clinically manifested as persistent nervous symptoms such as anxiety and tension, which will increase students' sense of failure and attack students' self-confidence. Anxiety will directly affect college students' daily life and learning, disrupt their life and learning order, and then affect their healthy growth. According to different performance types, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. The methods, contents, tasks and professional knowledge of university learning have changed, which will lead to their inability to adapt to the current learning life, lack of interest in learning and decline in performance, and then produce anxiety. In addition, the political future, honors and other academic honors of college students are related to the test results, which may put pressure on their psychology and lead to anxiety.

At this stage, outdoor physical exercise has been confirmed by many scholars at home and abroad that it can play a good intervention role in individuals with psychological problems. If they live alone or in a stressful environment for a long time in college, their anxiety cannot be well relieved, which will further have a malignant impact on their psychological mood. If anxious college students are placed in a positive and optimistic environment, their thinking, thoughts and behavior will be positively guided, which will greatly reduce the psychological anxiety of patients. Sports can be regarded as creating a positive environment for patients. Patients can reduce their attention to anxiety itself by relaxing their muscles and pleasing their hearts. Authoritative medical journals point out that the anxiety phenomenon of anxious individuals can be greatly improved after physical training. The effect of aerobic exercise in the treatment of mild and moderate anxiety is similar to that of drugs, which has also been demonstrated by most experts. Sports training not only has been proved to play an auxiliary role in anxiety, but also can reduce the incidence rate of anxiety and effectively prevent anxiety.

**Objective:** This paper analyzes the influence of physical training on college students' anxiety and emotional stress, in order to make corresponding contributions to the improvement of college students' anxiety.

**Subjects and methods:** 100 college students with different degrees of anxiety were selected as the research object. They were divided into control group and experimental group by digital random grouping method, with 50 students in each group. The students in the control group taught normally, while the experimental group increased physical training on this basis. The experimental period was 6 months. After that, the improvement of anxiety in the two groups was compared and analyzed. The Self-rating Anxiety Scale (SAS) was used to analyze the anxiety of the two groups of students, and the decision tree classification algorithm was used to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, SAS can measure the improvement of anxiety in the process of intervention. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement. In order to avoid the influence of subjective factors on the research results, the average score of all subjects is taken as the final result.

**Methods:** The effect of physical training on college students' anxiety and stress was analyzed by SPLM data statistical analysis software.

**Results:** Table 1 refers to the improvement rate of the two groups of subjects in the experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both groups increased, but the improvement rate of the experimental group was more significant. This shows that physical training intervention can greatly improve the anxiety of college students in the process of learning.

**Table 1.** Improvement rate of two groups of subjects in the experimental cycle

Group	After 1 month	After 3 months	After 6 months
Control group	46.0	58.0	68.0
Experience group	68.0	82.0*	88.0*

**Conclusions:** The anxiety and stress of college students have a serious impact on their normal life, which needs special attention and attention from all walks of life and their families. The results show that

compared with normal teaching, the psychological intervention scheme of increasing physical training has obvious advantages in improving college students' anxiety and pressure, and can be implemented in the management of psychological problems in colleges and universities.

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## THE INFLUENCE AND RESEARCH OF CHINESE NATIONAL DANCE EDUCATION ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

Qingjun Ke

*Zhanjiang Preschool Education College, Zhanjiang 524400, China*

**Background:** Anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. With the improvement of material living standards and the increasingly fierce social competition, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Anxiety psychology of college students is one of the very common psychological problems. It can be clinically manifested as persistent nervous symptoms such as anxiety and tension, which will increase students' sense of failure and attack students' self-confidence. Anxiety will directly affect college students' daily life and learning, disrupt their life and learning order, and then affect their healthy growth. According to different performance types, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. For social anxiety psychology, every student in the school is an independent individual. In terms of interpersonal communication and emotional needs, students need to have the ability to adapt and accept. With the growth of age and the maturity of thought, students are eager to communicate with the opposite sex, and this feeling becomes stronger and stronger. However, in view of the lack of experience in the emotional process faced by college students, it will make them unbearable psychologically and lead to mental stress.

In order to alleviate the anxiety of college students, scholars at home and abroad have put forward a variety of auxiliary treatment methods such as music, dance, vision, space and education, which have been proved to have obvious effects. Chinese national dance is a form of artistic expression that shows regional and national characteristics. It can not only convey positive and optimistic emotional experience to people, but also help them relax their mood and devote themselves to the edification of other cultures. As an art course, the corresponding teaching process, form and content of Chinese national dance are diverse and personalized. According to previous research results, Chinese national dance education can improve depression, irritability, anxiety and other bad emotions to a certain extent. The reason is that Chinese national dance education can expand students' cognitive ability, improve their views on anxiety, help them experience different emotions, and then enable them to focus their attention and prevent the adverse effects of anxiety.

**Objective:** This paper analyzes the alleviating effect of Chinese national dance education on college students' mental anxiety, in order to provide ideas for the improvement of students' anxiety.

**Subjects and methods:** 100 students with different degrees of psychological anxiety in colleges and universities were selected as the research object. According to the digital random grouping method, they were divided into control group and experimental group. The students in the control group adopted the conventional teaching scheme, while the students in the experimental group added Chinese national dance education on the basis of the conventional education scheme, and the cycle lasted for 6 months. After the experiment, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA) 5 decision tree algorithm was used to analyze the anxiety of patients and evaluate the level. The HAMA scale is divided into two factors, mental and physical, with a total of 14 items. Each item is measured by grade 5 score, and the total score is 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety. The improvement rate is the proportion of the number of people without anxiety and possible anxiety and the total number of people. In order to ensure the reliability of the research results, the study needs to analyze the average anxiety of all personnel in each group.

**Methods:** The influence of Chinese folk-dance education on the mental health level of patients with depression was analyzed by jmppro15 data statistical analysis software.

**Results:** Table 1 shows the improvement of patients in the two groups after the experiment. In the seven dimensions of mental factors, the improvement of mental anxiety in the experimental group was more obvious, while that in the control group was only improved to a certain extent. Therefore, the introduction of Chinese national dance education in the experimental group has an obvious effect on the intervention of patients.

**Table 1.** The Improvement of depressive symptoms in the two groups after the experiment (%)

Dimensions of anxiety measurement	Control group (n=50)	Experience group (n=50)
Sense of despair	86	80
Sleep disorder	92	82
Block	88	82
Diurnal variation	92	78
Weight	86	82
Cognitive barriers	88	80
Anxious	90	80

**Conclusions:** College education combined with Chinese national dance education has an ideal effect on alleviating college students' mental anxiety, especially in the two aspects of will and emotion. The follow-up research can apply the proposed Chinese national dance education to other colleges and universities, so as to realize the management of students' psychological problems.

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## A STUDY ON THE INFLUENCE OF ONLINE AND OFFLINE MIXED TEACHING OF COLLEGE ENGLISH ON COLLEGE STUDENTS' ANXIETY PSYCHOLOGY

Ran Cao

*The University of Sydney, Sydney 2006, Australia*

**Background:** At present, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Anxiety psychology of college students is one of the common psychological problems, which can be clinically manifested as persistent nervous symptoms such as anxiety and tension. If college students will directly affect their daily life and learning, disrupt their life and learning order, and then have an impact on their healthy growth, increase students' sense of failure and attack students' self-confidence. According to different performance types, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. As a specialized institution to transfer knowledge, culture and skills, colleges and universities are also an important base for college students' psychological development. Some colleges and universities do not pay attention to students' mental health and education, which leads to their anxiety problems cannot be effectively solved. At the same time, the ideological and political education curriculum does not respect the real ideological situation of students, which hinders the improvement of psychological quality. In addition, students live in the school family, and interpersonal relationships will inevitably lead to emotional damage, conflict and friction, which will also lead to students' anxiety.

With the increasingly serious anxiety of college students and the continuous improvement of information technology, college English online and offline hybrid teaching came into being. College English online and offline hybrid teaching organically combines the network platform and on-site teaching activities with the help of the network environment to maximize the efficient utilization of online and offline resources. The strategies of online and offline mixed teaching of college English are as follows: make full use of online learning resources, teachers' online learning guidance, and organically combine online and offline English knowledge. English learning is a long-term process. Teachers and students need to optimize learning activities together. Before classroom learning, teachers need to organize and plan in advance to ensure that students complete their learning efficiently. In classroom teaching, teachers organize students to complete the teaching activities of combining questioning learning outside the group and discussion learning inside the group. In online teaching activities, teachers need to adjust the teaching content according to students'

different learning situations. Teachers can also record video courses to help students review their knowledge after the course.

**Objective:** This paper analyzes the impact of college English online and offline mixed teaching on college students' anxiety, in order to improve college students' mental health level.

**Subjects and methods:** 100 college students with different degrees of anxiety were selected as the research object. They were divided into control group and experimental group by digital random grouping method, with 50 students in each group. The control group had normal English teaching, while the experimental group used English online and offline mixed teaching. The experimental period was 6 months. After that, the improvement of anxiety of the two groups was compared and analyzed. The State Trait Anxiety Inventory (ATAI) was used to analyze the anxiety of the two groups of students, and Support Vector Machine (SVM) was used to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, ATAI can measure the improvement of anxiety in the process of intervention. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the average score of all subjects is taken as the final result.

**Methods:** This paper analyzes the influence of college English online and offline mixed teaching on college students' anxiety through NIOSA data statistical analysis software.

**Results:** Table 1 refers to the improvement rate of the two groups of subjects in the experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both groups increased, but the improvement rate of the experimental group was more significant. This shows that college English online and offline hybrid teaching can greatly improve college students' anxiety in the process of learning.

**Table 1.** Improvement rate of two groups of subjects in the experimental cycle

Group	After 1 month	After 3 months	After 6 months
Control group	56.0	58.0	68.0
Experience group	60.0	82.0*	88.0*

**Conclusions:** The anxiety and stress of college students have a bad impact on their normal life and study. All sectors of society and their families need to pay special attention to it. The results show that compared with normal English teaching, online and offline hybrid teaching has obvious advantages in improving college students' anxiety and stress, and can be applied in the management of psychological problems in colleges and universities.

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## EFFECT EVALUATION OF CHILDREN'S MENTAL HEALTH EDUCATION IN PRESCHOOL EDUCATION STAGE

Li Liu

*Xinxiang University, Xinxiang 453000, China*

**Background:** With the increase of national attention to quality education, mental health has become more and more important. Mental health education is also called psychological education. It carries out comprehensive activities according to the objective development law of psychology and body, and establishes students' good psychological quality through psychological education methods. Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. As an important period of mental health development and physiological function development, early childhood is also an important stage for them to determine their correct outlook on life and positive attitude towards life. Only with basic living ability, healthy living habits and good physical quality can we promote the healthy growth of children's body and mind. Children's mental health problems are psychological obstacles caused by excessive psychological conflict, poor

adaptability and physiological dysfunction. The common children’s mental health problems are ADHD, social behavior problems, personality and emotional problems, neurological disorders, bad habits and learning problems.

Based on the analysis of children’s mental health problems in preschool education, this paper puts forward a new educational path, which is as follows. First of all, mental health education has been gradually infiltrated in four fields. First, the field of health. Introduce health education into health education and health education to help children cultivate a positive attitude and brave spirit in the face of difficulties. Second, the field of language. Create an environment of free communication, encourage children to actively communicate with others, and eliminate timidity. At the same time, in the process of communication with others, consciously adjust the language expression habits. Third, the social field. Cultivate children’s confidence and courage to face any activity, and learn to communicate with others in the activity. Fourth, the field of art. Guide children to find and feel beauty in life, and improve their ability to feel beauty. Secondly, teachers play a main role in cultivating children’s good morality.

**Objective:** This paper puts forward a scheme of preschool education combined with mental health education, and analyzes the effect of the scheme on children’s healthy psychology.

**Subjects and methods:** 200 children from four regions were selected as the research object. The effect of preschool education scheme combined with mental health education on children’s psychology was analyzed by support vector machine algorithm. The whole experimental cycle lasted for 3 months. The mental health of residents passed the Symptom Checklist 90 (SCL-90), which includes 90 items and 10 sub scales, of which sub scale 10 is not used for these statistics. The nine factor subscales were somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, phobia, paranoia and psychosis. The maximum score of each item in each sub scale is 4 points. The higher the self-score of each item, the more serious the symptoms. If children’s self-evaluation of each item is equal to or greater than 3 points, it will be used as the standard to determine the degree of moderate and above. In order to avoid the influence of subjective factors on the research results, the average value of all subjects was taken for analysis.

**Methods:** The effect of preschool education program combined with mental health education on children’s psychology was analyzed by EPINFO data statistical analysis software.

**Results:** Table 1 refers to the effect of preschool education program combined with mental health education on children’s psychology. It can be seen from Table 1 that after applying the preschool education program combined with mental health education, the mental health level of young children has been significantly improved, which is specifically reflected in 9 aspects: somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis.

**Table 1.** The effect of preschool education program combined with mental health education on children’s psychology

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	3	2	1
Obsession	3	3	2
Interpersonal sensitivity	3	2	1
Depressed	3	2	2
Anxious	3	2	2
Hostile	3	3	2
Terror	2	2	1
Paranoid	3	2	1
Psychotic	3	2	1

**Conclusions:** The preschool education program combined with mental health education proposed by the research institute can improve the mental health level of children, and greatly improve the health problems in the nine dimensions of somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis. The program can be applied to the improvement of children’s psychological problems.

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## EFFECT OF OUTDOOR PHYSICAL TRAINING ON MENTAL HEALTH OF DEPRESSED COLLEGE STUDENTS

Jianwei Zhang

*China University of Geosciences, Beijing 10083, China*

**Background:** According to the authoritative data of the World Health Organization in 2021, the number of patients with suspected depression worldwide exceeded 400 million, and the number of patients with confirmed depression in China exceeded 100 million. Mental diseases mainly represented by depression have become the second largest killer threatening human health. The clinical manifestations of depression are high prevalence, high recurrence rate and high suicide rate. Patients usually have symptoms such as no new pleasure, low interest and low mood. The incidence rate of depression is increasing year by year, but the pathogenesis and etiology of this disease have not been confirmed. Most people, especially the family members of depression, cannot correctly understand depression. They usually regard the pessimism, depression, physical disorder, depression, heavy sleep in the morning and light sleep in the evening, slow thinking and lethargy shown by patients with depression as individual willpower weakness or individual laziness. This phenomenon of social support leads to the serious condition of patients with depression. Patients cannot achieve normal study, life and work when their condition is relatively mild. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to patients through regular lectures on mental health knowledge, and provides patients with channels to obtain psychological assistance. The latter alleviates and improves psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these depression intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the psychological problems of patients with depression.

At this stage, outdoor physical exercise has been confirmed by many scholars at home and abroad that it can play a good intervention role in mental diseases. If patients with depression are alone or in a stressful environment for a long time, it will have a malignant impact on their psychological mood. If patients with depression are placed in a positive and optimistic environment, their thinking, thoughts and behavior will be positively guided, which will greatly reduce the degree of psychological depression. Outdoor physical exercise can be regarded as creating a positive environment for patients. Patients can reduce their attention to depression by relaxing their muscles and pleasing their hearts. Authoritative medical journals point out that patients with depression lack serotonin, which is a pleasure hormone, and exercise can promote the secretion of this hormone, especially aerobic exercise. The effect of aerobic exercise in the treatment of mild and moderate depression is similar to that of depression drugs, which has also been demonstrated by most experts. In addition to the adjuvant treatment of depression, exercise can also reduce the incidence rate of depression, and effectively prevent the occurrence of depression.

**Objective:** To analyze the clinical value of outdoor physical training in the mental health recovery of depressed college students, in order to enrich the intervention means of depressed patients and improve their mental health level.

**Subjects and methods:** 100 patients with depression were randomly divided into control group and experimental group, with 50 patients in each group. The control group took the routine psychotherapy mode for intervention, while the experimental group increased outdoor physical training on this basis. The experimental period was 3 months. After the end, the improvement of depressive symptoms of the two groups were compared and analyzed. Hamilton Depression Scale (HAMD) was used to measure the depressive symptoms of the two groups, and Drosophila optimization algorithm was used to classify the improvement effect of depressive patients. The HAMD scale includes seven factors: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement.

**Methods:** Through the latest version of CHISS data statistical analysis software to analyze the impact of outdoor physical training on the mental health level of patients with depression.

**Results:** Table 1 shows the improvement of depressive symptoms in the two groups after the experiment. The improvement of depressive symptoms in the experimental group was more obvious in the seven dimensions, while the depressive symptoms in the control group were only improved to some extent. Therefore, the introduction of outdoor physical training in the experimental group has an obvious effect on the intervention of patients.

**Conclusions:** Depression has a serious impact on people's normal life. All sectors of society and their

families need to pay special attention to it. The results show that compared with the general psychological intervention program, the psychological intervention program of outdoor physical exercise has obvious advantages in improving the psychological mood of patients with depression, and can be popularized and applied in clinic.

**Table 1.** The Improvement of depressive symptoms in the two groups after the experiment (%)

Dimensions of anxiety measurement	Control group (n=50)	Experience group (n=50)
Sense of despair	88	80
Sleep disorder	90	82
Block	88	80
Diurnal variation	92	78
Weight	86	84
Cognitive barriers	90	80
Anxious	92	82

\* \* \* \* \*

## ANALYSIS ON THE EFFECT OF INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON RELIEVING STUDENTS' SPIRITUAL AND EMOTIONAL PRESSURE

Lijie Wang

*Hechi University, Hechi 546300, China*

**Background:** As one of the compulsory courses in colleges and universities, ideological and political education occupies an important position under the school running goal of building morality and cultivating people in colleges and universities, and undertakes the great mission of cultivating qualified socialist builders and successors to the revolutionary cause. The content of ideological and political education in colleges and universities mainly includes five aspects: ideological and ideological education, education to maintain national unity, moral code education, discipline and law-abiding education and mental health education. Ideological and political education in colleges and universities cultivates students' Ideological and moral level, political literacy level and mental health level from different aspects. Through the main contents of Ideological and political education in colleges and universities, we can find that its educational characteristics are mainly comprehensive, adaptive, scientific and reasonable, and its main guiding ideology is the relevant core theory of socialism. The reason why colleges and universities attach great importance to ideological and political education is that ideological and political education in colleges and universities can play an important and positive role in the cultivation of students' ideological quality and the establishment of the direction of life development. Ideological and political education in colleges and universities can help students make reasonable plans for their career, improve their ideological quality and moral level, and finally achieve the purpose of building a harmonious society by building a good campus study atmosphere environment. In the current environment, the trend of economic globalization continues to strengthen, and the cultural ideas of various countries flow into China, which has affected some students' national consciousness and value orientation. On the other hand, with the continuous improvement of social and economic level and the expanding demand for high-quality professionals, students may be difficult to realize the correct role transformation between colleges and universities and society, resulting in varying degrees of mental and emotional pressure. The causes of college students' mental and emotional stress have a certain diversity, which is mainly divided into three aspects: the emotional fluctuation in the stage of individual growth and development, the imbalance and conflict of social development, and the negative impact of the prosperity of network culture. If students have too much mental and emotional pressure, it will make it difficult for them to effectively carry out normal learning activities and social activities, make their thoughts or behaviors deviate, and have a great negative impact on their normal learning life and personal development. The traditional ideological and political education in colleges and universities can no longer meet the changing needs of talents. The innovative development of ideological and political education in colleges and universities is an inevitable move for talent training in colleges and universities.

**Objective:** In the process of continuously promoting the process of talent training in colleges and

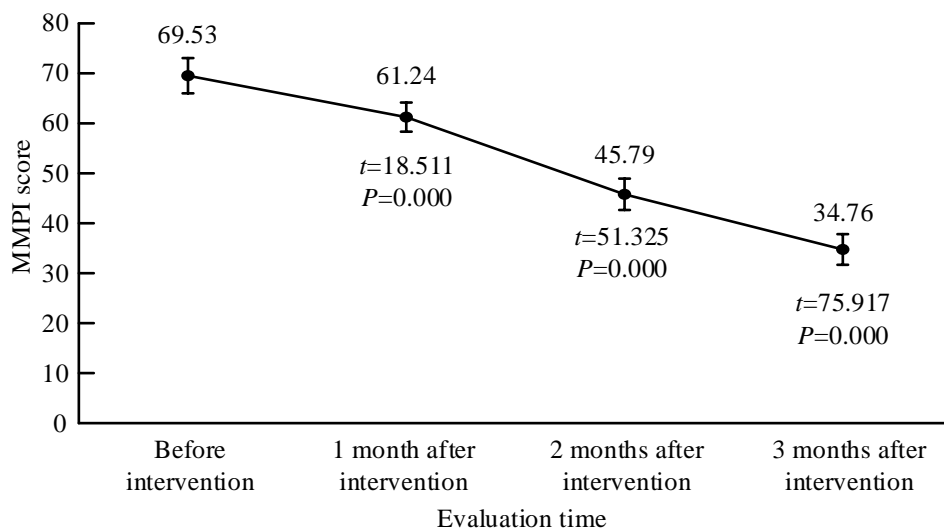
universities, the quality of ideological and political education is affected by many factors, which is mainly reflected in the relief effect on the spiritual and emotional pressure of college students. College students are in a critical period of psychological maturity and are vulnerable to external interference factors, such as heavy academic tasks, the conflict between rapid social development and personal ability level, and the bad temptation of the virtual network world, which may lead to negative results such as students' ideological decline or behavior deviation. The research will focus on the innovative development of Ideological and political education in colleges and universities, and explore its alleviating effect on students' spiritual and emotional pressure.

**Subjects and methods:** Using stratified sampling, 52 college students were randomly selected from each of the two colleges and universities, a total of 104. All college students were given ideological and political education intervention after innovative development, and the intervention time was set as 3 months. At different time nodes before and after the intervention, explore the changes of college students' mental and emotional stress level and its external performance, and then get the actual effect of the innovative development of college ideological and political education in alleviating college students' mental and emotional stress.

**Research design:** Before and after the implementation of the innovative ideological and political education intervention measures, the students were evaluated by Minnesota Multiphasic per Personality Inventory (MMPI). MMPI contains 10 clinical scales on psychosis, mental weakness and social introversion, as well as four validity scales of lying, correction, doubt and fraud. It can objectively and accurately evaluate the degree of psychological disorder, mental health level and psychological quality of talents. If the MMPI score of the tested students is higher than 60, it means that they are accompanied by some psychological deviation or abnormal behavior, and have serious mental and emotional pressure. The higher the MMPI score, the higher the degree of psychological abnormalities of the subjects.

**Methods:** The MMPI scores and other relevant data of 104 college students before and after the intervention were analyzed by SPSS25.0 software and MATLAB software for statistics and analysis.

**Results:** As shown in Figure 1, before the implementation of innovative and developed ideological and political education intervention in colleges and universities, the MMPI scores of all students were high, indicating that they had a certain phenomenon of mental and emotional pressure and psychological deviation. After one month of educational intervention, the MMPI score of students decreased, but the decrease was small. After 2 months of intervention, the MMPI score of the students decreased to about 45.79, indicating that their psychological deviation or abnormal behavior had been well improved. After 3 months of intervention, the MMPI score of the students further decreased, which showed that their mental and emotional stress had been effectively relieved.



**Figure 1.** Changes of MMPI scores of students at different time nodes before and after intervention

**Conclusions:** The innovative development of ideological and political education in colleges and universities has a good practical application effect, which can significantly alleviate the mental and emotional pressure of students, effectively correct the psychological deviation of students, reduce the degree of psychological abnormalities, and improve their mental health level, ideological and moral level and political literacy level.

\* \* \* \* \*

## RESEARCH ON COLOR MULTI FOCUS IMAGE FUSION METHOD DYNAMIC MONITORING AND ANALYSIS OF ANXIETY PSYCHOLOGY OF COLLEGE STUDENTS

Zhifang Cai

*Beijing Polytechnic, Beijing 100176, China*

**Background:** With the rapid development of microelectronic technology and digital image processing technology, the application scope of various image sensors has gradually expanded, including military positioning, geological science, medical imaging and other fields. Image sensor is mainly divided into two types: multi-channel sensor and single channel sensor. The former can carry out multi-directional data acquisition for the target object, and then obtain rich and accurate image information, but it has high redundancy. The image data collected by the latter only includes part of the information, and cannot be used alone, lack of convenience. Based on this, using image fusion technology can effectively integrate the key information of image data, and finally generate a single composite data with high availability. In the image fusion technology, the color multi-focus image fusion method is a technology optimized based on the gray image fusion method. It can take the brightness component of the color image as the fusion object, and then realize the accurate selection of the pixels of the source image, effectively improve the problem of color distortion, reduce the error of image component fusion, and finally obtain a good image fusion effect. At present, college students are in the key stage of psychological development and social role transformation, their psychological maturity is low, and they are very vulnerable to various external factors, so there are different degrees of anxiety. The severity of anxiety psychology of college students will have different effects on their daily study and life. Anxiety psychology in the normal range will promote students' enthusiasm in study and life. If their anxiety is very serious and even develops to a morbid level, it will be difficult for students' normal learning or life activities to maintain a normal state. Accurate dynamic monitoring and analysis of college students' anxiety psychology is helpful to grasp students' psychological changes and mental health status, so as to take corresponding measures in time to effectively alleviate their anxiety psychology.

**Objective:** In view of the current widespread anxiety psychology of college students, it is extremely necessary to take certain measures. Serious anxiety psychology will lead to psychological or behavioral deviation of students, showing excessive anxiety, panic, fear and other emotions in the face of unknown things, and even difficult to maintain normal study or life. The research will use the color multi-focus image fusion method to dynamically monitor and analyze the anxiety psychology of college students, in order to alleviate the anxiety psychology of college students, improve their mental health level and ensure the normal development of their learning and life activities.

**Subjects and methods:** 83 college students were selected as the research object, and the color multi-focus image fusion method was used to intervene and dynamically monitor and analyze their anxiety psychology. The twenty-four-color hue ring is used to detect the anxiety of college students, especially the four colors of blue, green, pink and purple, which represent four different types of anxiety: tension, irritability, loneliness and depression.

**Research design:** Before and after the intervention experiment, the intervention effect was evaluated and analyzed by Beck Anxiety Inventory (BAI). BAI contains 21 evaluation items. The level 4 score of 0-3 is used to evaluate the subjective anxiety of the evaluation object. The evaluation standard is "0", which means no anxiety. "1" indicates mild anxiety, "2" indicates moderate anxiety, and the degree of anxiety is in a tolerable range, "3" means severe anxiety, that is, the degree of anxiety is extremely serious and unbearable. The BAI score is positively correlated with the anxiety degree of the subject. If the BAI score of the subject is less than 5, it means that the subject has no anxiety. A score between 5 and 25 indicates mild anxiety. A score in the range of 26 to 35 indicates that the subject is accompanied by moderate anxiety. If the score is 36 or above, it indicates that the subject is accompanied by severe anxiety.

**Methods:** For the BAI score of college students, it needs to be multiplied by 1.19 and rounded. The rounded result can be used as the final BAI score. All evaluation data were statistically analyzed by Minitab software and statistical software.

**Results:** 83 college students were intervened and evaluated by using the color multi-focus image fusion method. It was found that before the intervention, there were a large number of students with four different types of anxiety: tension, irritability, loneliness and depression. Most of the students were in mild, moderate and severe anxiety states respectively. After the intervention, the number of students with tension, irritability, loneliness and depression decreased significantly, and the number of students evaluated

as no anxiety increased to 65.

**Conclusions:** The color multi focus image fusion method has high accuracy in the dynamic monitoring of college students' anxiety psychology. It can effectively monitor the changes of students' anxiety psychology, effectively alleviate their anxiety, reduce their BAI score and improve their mental health level.

**Table 1.** Anxiety changes of college students [n (%)]

Time		Before intervention (%)	After intervention (%)
Hue map appearance	Blue	21 (25.30)	7 (8.43)
	Green	17 (20.48)	4 (4.82)
	Pink	25 (30.12)	6 (7.23)
	Purple	15 (18.07)	2 (2.41)
	Normal 24 colors	5 (6.02)	64 (77.11)
BAI rating	0	8 (9.64)	65 (78.31)
	1	20 (24.10)	11 (13.25)
	2	31 (37.35)	5 (6.02)
	3	24 (28.92)	2 (2.41)

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## STUDY ON THE PSYCHOLOGICAL IMPACT OF NETWORK VISUAL MEDIA ON PEOPLE WITH AFFECTIVE DISORDER

Xuejin Hu

*Xiangshan Film and Television College, Ningbo University of Finance and Economics, Ningbo 315010, China*

**Background:** Since the 21st century, with the continuous development of big data technology, media integration has gradually attracted extensive attention. The original intention of media integration mainly refers to the integration of various types of media under the active promotion of digital electronic technology, showing the development trend of multi-functional integration. In the process of practical application and development, the concept of media integration is gradually upgraded from narrow sense to broad sense. The former mainly means that different traditional media forms penetrate and integrate with each other, forming a new media form while producing qualitative change. The latter refers to the integration and alliance of different media elements, including media form, media practice, media technology, media organization and so on. In the environment of media integration, network visual communication media has broken through various limitations of traditional media, showing the advantages of information reconstruction, diversified communication, cross-border integration and Paradigm Innovation. Compared with traditional media, online visual media is no longer limited to non-screen media, such as newspapers, impurities, radio, etc. instead, it takes screen delivery as the leading force, and uses TV, advertising, Internet and other platforms, as well as various mobile terminals such as mobile phones and tablets as communication carriers to form a new communication ecosystem of online visual communication. Network visual communication media has a larger scope of influence and influence, and its audience is large, which can achieve better visual communication effect. In the huge audience, people with affective disorders account for a large proportion. In the current environment of increasingly fierce social competition and increasing life pressure, affective disorders show significant multiple occurrences. Affective disorder is a kind of mental and psychological disease. Its pathogenic causes are mainly divided into three categories: genetic factors, biological factors and psychosocial factors. The clinical manifestations of affective disorder include mania and depression. The former is accompanied by high emotion, high energy, increased speech activity and so on. The latter is characterized by depression, fatigue and dullness, and a significant reduction in speech activities. Different from the general population, people with affective disorders usually have different psychological effects and external manifestations when facing the network visual media.

**Objective:** In the process of continuous updating and optimization of network visual media, the feelings of the audience continue to change and show some differences. The research will focus on the psychological perspective of people with affective disorders and explore the psychological impact of online visual media on people with affective disorders.

**Subjects and methods:** 248 online audiences with affective disorders were randomly selected as the

research objects. Multiple regression analysis was used to compare and analyze the psychological impact of different online visual media on people with affective disorders, and the most appropriate online visual media were selected.

**Research design:** The psychological impact of online visual media on people with affective disorders was graded, and the influence was expressed by a 5-level scoring standard of 0-4. 0 means no impact, 1 means little impact, 2 means general impact, 3 means great impact and 4 means significant impact. According to the influence evaluation results, we can choose the most suitable online visual communication media for people with affective disorders, and then we can use this media to alleviate the negative emotions of people with affective disorders. The study used Minnesota Multiphasic per Personality Inventory (MMPI) to evaluate the mental health status of people with affective disorder under different online visual media. The score higher than 60 indicates that the subjects are in a state of psychological abnormality.

**Methods:** The relevant data obtained in the study were expressed in the form of mean  $\pm$  standard deviation, and the statistics and analysis of the data were completed by Minitab software and EViews software.

**Results:** Table 1 shows the psychological impact of different types of online visual media on people with affective disorder. Among them, the Internet and mobile phone have a great psychological impact on people with affective disorder, and the impact evaluation results are 4. Television and advertising have a great impact on the psychology of people with affective disorders, and the evaluation results of their influence are 3. Although tablet computer has certain convenience and fast information dissemination speed, its audience group is small, so its influence evaluation result is 1, that is, it has little influence. Therefore, for the negative psychological emotions of people with affective disorders, positive and healthy information can be transmitted to them through the Internet and mobile phones, so as to alleviate their mania and depression and improve their mental health level.

**Table 1.** Psychological impact of different online visual media on people with affective disorder

Network visual media	Effect	MMPI score
Television	3	47.62 $\pm$ 5.47
Advertisement	3	42.19 $\pm$ 6.05
Internet	4	32.94 $\pm$ 6.23
Mobile phone	4	35.27 $\pm$ 5.84
Tablet PC	1	54.25 $\pm$ 5.18

**Conclusions:** In the process of continuous updating and optimization of network visual communication media, the feelings of the audience continue to change. Among them, the Internet and mobile phone have the greatest psychological impact on people with affective disorders. We should make rational use of these two media. Spreading positive information content through the Internet and mobile phones can effectively reduce the MMPI score of people with affective disorders, ensure their emotional stability and alleviate their affective disorders to the greatest extent.

**Acknowledgement:** The research is supported by: Zhejiang Provincial Department of Education Visiting Scholar Professional Development Project, Visiting Engineer University-Enterprise Cooperation Project: Research on regulation of network broadcast (No. FX2016092); 2020 School Education and Teaching Reform Research Project "Blended Teaching on the Line Learning Community Construction Strategy Brief Research and Practice—A Case Study of "Advertising Media Analysis" Course (No. 20JYZD14).

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## INTERVENTION MEASURES OF HIGHER VOCATIONAL TEACHERS' PSYCHOLOGICAL CRISIS ORIENTED TO PERFORMANCE APPRAISAL

Li Zhang

*Suzhou Chien-Shiung Institute of Technology, Taicang 215400, China*

**Background:** In order to improve the teaching quality in higher vocational colleges, the fundamental lies in strengthening the construction of teachers, and the core of teachers' construction is mainly teachers' quality development and performance appraisal. For human resource management in higher vocational colleges, performance appraisal plays an important role. The smooth development of performance appraisal determines the professional development of teachers and the future planning of higher vocational colleges.

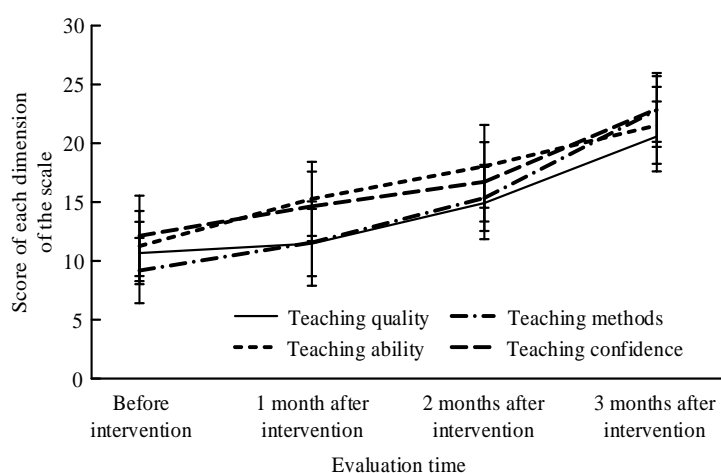
In the actual process of performance evaluation in higher vocational colleges, performance evaluation personnel evaluate and analyze teachers' various work tasks with a fair and objective attitude, and put forward certain guiding opinions, in order to optimize and improve their professional knowledge level and teaching ability. The content of performance appraisal of college teachers has a certain richness, including ideological and moral level, political literacy, teaching ability and scientific research level, which puts forward higher requirements for teachers' comprehensive quality. Although the purpose of performance appraisal is not to distinguish between the high and low of teachers, but to promote the improvement of their work efficiency and work quality, stimulate their work enthusiasm and subjective initiative, and then realize the effective promotion of the development of education. However, in the face of performance appraisal, higher vocational teachers are often prone to various types of psychological crisis and negative emotions under the influence of various factors, such as fear of failure, anxiety about appraisal and fear of falling behind others in performance appraisal. Higher vocational teachers' psychological crisis facing performance appraisal is more common. To a certain extent, psychological crisis can promote teachers to actively improve their teaching and scientific research level, and explore ways to improve teaching quality; Serious psychological crisis will lead higher vocational teachers to fall into the misunderstanding of self-doubt or self-denial, lose interest and confidence in teaching, and it is difficult to ensure good teaching status and teaching quality, which will have a great negative impact on their normal teaching work and even the development of daily life activities.

**Objective:** When higher vocational colleges carry out performance appraisal for teachers, some teachers may have a certain psychological crisis, which will greatly hinder the development of their normal teaching activities, and even lead to their inability to maintain their normal mental health level and daily life, which has a great negative impact on the development of teachers, student groups and higher vocational colleges. The research will deeply analyze the psychological crisis of higher vocational teachers facing performance appraisal, and put forward corresponding intervention measures, in order to eliminate the psychological crisis of higher vocational teachers and improve their mental health level and teaching ability level.

**Subjects and methods:** 360 higher vocational teachers were randomly selected by stratified cluster sampling in four higher vocational colleges. In view of the psychological crisis of higher vocational teachers facing performance appraisal, some intervention measures should be taken. Before and after the intervention, the self-designed psychological crisis evaluation scale for higher vocational teachers was used to evaluate and analyze the elimination of psychological crisis and mental health level.

**Research design:** Aiming at the psychological crisis and externalization of higher vocational teachers, this paper puts forward four intervention measures, including carrying out teacher communication activities, enriching the form of performance appraisal, encouraging teachers to face up to their own problems and guiding teachers to improve their self-teaching level. The psychological crisis evaluation scale for higher vocational teachers independently designed and applied in this study mainly includes four dimensions: teaching quality, teaching methods, teaching ability and teaching self-confidence. Each dimension includes several secondary evaluation indicators, which can accurately evaluate the psychological crisis mitigation of higher vocational teachers from different aspects. The scale adopts a 5-level scoring standard, with 0-4 indicating extremely poor, poor, average, good and excellent respectively. The total score of the scale is 100. The higher the score, the smaller the psychological crisis and the higher the mental health level of higher vocational teachers.

**Methods:** The relevant data obtained from the evaluation of the scale were counted and analyzed by MATLAB software and tableau software.



**Figure 1.** Comparison of scale scores of higher vocational teachers before and after intervention

**Results:** Figure 1 shows the changes of higher vocational teachers' scale scores at four different time nodes before and after the intervention. Before the intervention, the scale scores of all tested higher vocational teachers were at a low level, indicating that their psychological crisis was serious, which had a great negative impact on their teaching work and life activities. After the intervention in January, February and March, the scale score of higher vocational teachers shows a growing trend, which shows that the intervention measures for the psychological crisis of higher vocational teachers oriented to performance appraisal have a good intervention effect, which can significantly improve the scale score level of higher vocational teachers and eliminate their psychological crisis.

**Conclusions:** When higher vocational teachers face performance appraisal, the serious psychological crisis will have a great negative impact on their work and life. The intervention measures proposed by the research can effectively alleviate and eliminate the psychological crisis of higher vocational teachers, improve their scale score level and mental health level, and then ensure the smooth development of higher vocational teachers' teaching activities.

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## ATTRIBUTION AND COUNTERMEASURES OF CONSUMERS' PSYCHOLOGICAL OBSTACLES IN THE ERA OF E-COMMERCE

Shiqi Jiao

*Yangzhou Polytechnic Institute, Yangzhou 225127, China*

**Background:** With the continuous improvement of social and economic level, the process of information construction in China continues to accelerate, and Internet technology shows a vigorous development trend. In this environment, e-commerce has effectively reformed and optimized the traditional marketing model, broke through the shackles of the traditional commodity marketing model, and people have ushered in a new era of e-commerce. As an innovative business model with great development potential, e-commerce has formed a strong impact on the traditional commodity business model and marketing means, resulting in significant changes in consumers' consumption ideas. E-commerce has three consumption characteristics: high efficiency, initiative and comprehensiveness. Among them, efficiency refers to the significant improvement of consumers' consumption efficiency compared with the traditional commodity marketing model in the process of e-commerce marketing activities. The main reason for this situation is that consumers' purchase desire and purchasing power show a significant upward trend under the rapid development of the Internet and the improvement of economic level. On the other hand, the convenient consumption mode has greatly promoted the emergence of more consumption behaviors. Initiative means that consumers get rid of the old model of passively accepting the details and prices of goods, and can complete the selection and purchase of goods online. Comprehensiveness mainly refers to that in the process of online consumption, consumers can browse more kinds of goods that are difficult to buy in real life and easily complete online purchase. However, in this process, consumers may not be able to quickly and effectively identify the operation characteristics of e-commerce. It is difficult to adapt to the new business model of e-commerce, and e-commerce has poor timeliness when returning and exchanging goods, which leads to diversified psychological obstacles for consumers. In order to promote the sustainable development of e-commerce and ensure the orderly development of e-commerce activities, it is very important to effectively explore the attribution of consumers' psychological barriers. On this basis, e-commerce can put forward highly targeted and practical improvement countermeasures for different types of consumer psychological barriers.

**Objective:** In the era of e-commerce, consumers have positive and negative psychological characteristics. The former includes the admiration and desire for high quality and low price, the demand for shopping convenience, the pursuit of personalized fashion and the expectation of comfortable consumption. The latter mainly refers to the lack of trust of consumers in e-commerce and online shopping mode in the process of e-commerce, which mainly refers to the vigilance of commodity quality, after-sales service and payment guarantee. The main purpose of this study is to thoroughly analyze the psychological obstacles of consumers in the era of e-commerce, and put forward corresponding countermeasures, in order to promote the sustainable development of e-commerce.

**Subjects and methods:** 112 e-commerce consumers with psychological disorders were randomly selected as the research objects. Use C4 By analyzing the different types and manifestations of consumers' psychological barriers, we can obtain the attribution of consumers' psychological barriers in the era of



e-commerce, and put forward the corresponding countermeasures.

**Research design:** Under the classification of decision tree algorithm, this paper obtains the types and causes of psychological obstacles of consumers in the era of e-commerce, and puts forward four improvement countermeasures, which are to strengthen the quality control of online goods, formulate online price marketing strategy, improve the security mechanism of online transactions, and improve the online after-sales guarantee system. Then we independently designed the e-commerce consumer psychological disorder evaluation scale, and the total score of the scale is set to 100. According to the scale, explore the level of psychological barriers of consumers before and after the implementation of four improvement measures. If the score of the psychological disorder evaluation scale of the tested consumer is higher than 60, it means that it is accompanied by psychological disorder. The higher the score, the more serious the psychological disorder is.

**Methods:** According to the order from small to large, the influence of improvement countermeasures and the elimination of consumers' psychological barriers was set as 0-4, in which 0 represents minimal, 1 represents small, 2 represents general, 3 represents large and 4 represents maximum. SPSS24.0 was used in the study for the rating data of e-commerce consumers and SAS software for calculation and analysis.

**Results:** The four improvement measures have different application effects, can reduce the score of e-commerce consumers' psychological disorder evaluation scale to varying degrees, and play a certain role in alleviating consumers' psychological disorder. Among them, the formulation of online price marketing strategy and the improvement of online transaction security mechanism play the most significant positive role. They can significantly reduce the score of consumers' psychological disorder evaluation scale, and have a great impact on consumers' psychological disorder. See Table 1 for details.

**Table 1.** Impact of four improvement measures on consumers' psychological barriers

Countermeasure	Influence size	Scale score reduction range
Strengthen commodity network quality control	3	17.69
Formulate network price marketing strategy	4	42.09
Improve the security mechanism of online transactions	4	35.47
Improve the network after-sales guarantee system	3	24.62

**Conclusions:** The targeted countermeasures put forward according to the attribution of consumers' psychological obstacles in the era of e-commerce have good application effect, can significantly reduce the score of consumers' psychological obstacle evaluation scale, achieve the purpose of effectively alleviating consumers' psychological obstacles, and then promote the sustainable development of e-commerce.

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## RESEARCH ON THE INFLUENCE OF THE INTEGRATION OF TRADITIONAL AESTHETICS AND MODERN ART DESIGN ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Jun Chu

*Shandong Management University, Jinan 250300, China*

**Background:** As an objective art form, traditional aesthetics has been developing and sublimating under the joint action of the development of the times and the accumulation of history, which has a far-reaching impact on modern art design and people's artistic aesthetic experience. In the core concept of traditional aesthetics, aesthetic activity is an activity that transcends the material world and constructs a new image world. Traditional aesthetics mainly includes three aspects: one is that beauty lies in image, the other is to instruct the image world to light up the real world, and the third is that aesthetic activity is a spiritual activity of human beings beyond rationality. As a large cultural country, China has a long history and profound cultural heritage, including diversified traditional arts such as calligraphy, pottery, painting, ancient architecture and so on, which contains unique charm and cultural connotation. Rich and colorful artistic elements wear the past and break the present. With the accumulation of time, its deductive form has changed, showing a long-standing cultural and artistic effect, which has a significant impact on modern art design. In the process of carrying out modern art design activities, we need to look at each specific art design work from the perspective of development and deeply understand the deep meaning of each aesthetic element. Under the guidance of innovative thinking, adopt diversified art forms, reconstruct

various aesthetic elements, and improve the artistic beauty of modern art and design works. The organic integration of traditional aesthetics and modern art and design can effectively improve the taste of modern art and design, and finally create art and design works with both traditional significance and contemporary value. In the process of increasing social competition, people are prone to produce certain psychological anxiety under the negative influence of various factors. Anxiety is a negative emotional state. Anxiety in the normal range can play a positive role in promoting people's continuous struggle. Excessive anxiety will lead to serious interference in people's thoughts, mainly reflected in negative feelings such as self-doubt, tension and fear, and even externalized into all kinds of actions that hurt themselves or others. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience to a certain extent through the form of artistic aesthetic experience.

**Objective:** Psychological anxiety has a great negative impact on individual emotional experience and external performance, and hinders the effective development of their normal life activities. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience from the perspective of individual heart and with the help of artistic experience and aesthetic enjoyment. The research will analyze the integration of traditional aesthetics and modern art design, in order to explore their impact on the audience's psychological anxiety and alleviate the effect.

**Subjects and method:** 146 individuals with psychological anxiety were selected from the majority of art audiences by using the random number table method. The fluctuation of psychological anxiety was evaluated and analyzed by State Trait Anxiety Inventory (STAI).

**Research design:** STAI is mainly divided into two sub scales: state anxiety scale and trait anxiety scale. In STAI, there are 40 items in total, and all of them adopt level 4 evaluation criteria. 1 means almost none, 2 means some, 3 means moderate or frequent, and 4 means very obvious or almost always. The higher the total score of STAI, the higher the anxiety level of subjects. At different time points before and after the integration of traditional aesthetics and modern art design, STAI was used to evaluate the psychological anxiety state of 146 subjects, and to explore the mitigation effect of the integration of the two on the audience's psychological anxiety.

**Methods:** All the data obtained according to the scale were statistically analyzed by Python software and MATLAB software.

**Results:** According to Table 1, before the integration of traditional aesthetics and modern art design, the STAI scores of 146 subjects were in a high state, indicating that they had a high level of psychological anxiety. One month after the integration of traditional aesthetics and modern art design, the STAI score decreased, and the difference was statistically significant compared with that before the integration ( $P < 0.05$ ). After 2 months of fusion, the STAI score continued to decrease and the decline increased. After 3 months of integration, the decline of STAI score decreased, but it still maintained a downward trend. This shows that the integration of traditional aesthetics and modern art design can effectively reduce the subject's STAI score and play a significant positive role in alleviating the audience's psychological anxiety.

**Table 1.** STAI scores of audiences before and after the integration of traditional aesthetics and modern art design

Evaluation time	STAI score
Before fusion	76.59±4.29
One month after integration	67.85±5.47*
2 months after intervention	51.23±5.13*
After 3 months of intervention	43.84±4.91*

Note: Compared with before fusion, \*  $P < 0.05$ .

**Conclusions:** Traditional aesthetics has profound historical and cultural heritage. Integrating it with modern art design can effectively alleviate the audience's psychological anxiety and have a positive impact on the elimination of their psychological anxiety and the improvement of their mental health level.

\* \* \* \* \*

## RESEARCH ON PANIC COMMUNICATION AND GROUP COGNITIVE IMPAIRMENT UNDER THE MODE OF SOCIAL PUBLIC GOVERNANCE

Zheng An

Henan Police College, Zhengzhou 450046, China

**Background:** The power operation direction of traditional public administration is from top to bottom. It mainly relies on the political authority and social discourse power of the government to manage social public affairs in a single direction by formulating and implementing relevant policies. In contrast, the social public governance model, as a top-down interactive management process, eliminates the repression and singleness from top to bottom, can also bring the social public into the management system, convert the existing control role into coordination role, and can truly establish cooperation based on market principles, public interests and legitimacy recognition. Since the reform and opening up, China's social economy has developed rapidly, and the level and ability of government management have been significantly improved. However, the public governance model still fails to fully meet the needs of the public, and there is still great room for improvement. Its focus of improvement mainly lies in repositioning the functions and roles of the government and promoting the transformation of the relationship between the government and civil society. The model of social public governance can be summarized as a complex of the interaction of economic model, political model and social model. In the process of social operation, certain public crisis events will inevitably occur, which will lead to people's panic and then group irrational events. The main reason for this phenomenon is that when people encounter public crisis events, their own preferential cognitive effect on negative emotional information will lead to a higher degree of panic instinctively, and then produce a certain cognitive impairment under the negative effect of panic, forming a "panic arousal cognitive impairment" spiral, and finally break out different group irrational behaviors. It is possible for individuals to take irrational thinking and exaggeration to avoid the unexpected consequences of their own unfortunate events, and then take irrational thinking and exaggeration to alleviate their own unfortunate consequences. For individuals, panic is a strong fear reaction that individuals lose trust and fear of their environment when they realize that they are facing a huge crisis, and then gradually lose their sense of security and self-control. For groups, panic is the objective reflection of the whole society in the face of sudden public crisis.

**Objective:** To explore the main manifestations of panic communication and group cognitive impairment in the mode of social public governance, and compare and analyze the changes of the level of group cognitive barriers before and after social public governance, and then obtain the most effective way to alleviate panic communication and group cognitive barriers.

**Subjects and method:** 125 patients with cognitive impairment were randomly selected in the society. Use C4 5 decision tree algorithm analyzes the changes of cognitive impairment scores of patients with cognitive impairment under the mode of social public governance.

**Research design:** For all patients with cognitive impairment included in the study, the intervention means of social public governance model was adopted to compare and analyze the spread of panic before and after the intervention and the changes of cognitive impairment level of cognitive impairment groups. The spread of panic is divided into four types: A, B, C and D. A means high arousal but low infectivity, B means low arousal and high infectivity, C means low arousal and infectivity, and D means high arousal and infectivity. Montreal Cognitive Assessment (MoCA) was used to evaluate the level of cognitive impairment of the subjects. The total score of MoCA was 30. If the score of MoCA was less than 26, it indicated that the subjects had cognitive impairment, and the lower the score, the more serious the cognitive impairment.

**Methods:** For all data information, MATLAB software and SPSS26.0 were used for statistical analysis.

**Results:** Table 1 shows the evaluation of cognitive impairment of the subjects before and after the intervention. According to Table 1, before the intervention of social public governance model, the MoCA score of 125 patients with cognitive impairment was at a low level, indicating that their cognitive impairment symptoms were more serious. After 2 weeks of intervention, the subjects' MoCA score increased, indicating that their cognitive impairment symptoms were alleviated to some extent, but the remission effect was not very significant. After 4 weeks of intervention, the MoCA score continued to improve. After 6 weeks of intervention, the subjects' MoCA score increased to more than 26, indicating that their cognitive impairment symptoms had been effectively alleviated.

**Table 1.** MoCA scores of cognitive impairment groups at different time points before and after intervention

Time	MoCA score
Before intervention	16.59±1.07
2 weeks after intervention	17.92±0.89*
4 weeks after intervention	23.65±1.13*
6 weeks after intervention	28.05±0.94*

Note: Compared with before intervention, \* $P < 0.05$ .

**Conclusions:** For individuals, panic is a strong fear reaction that gradually loses their sense of security and self-control when they realize that they are facing a huge crisis, which has a great negative impact on themselves and the group. After the intervention of social public governance model, the panic and cognitive impairment symptoms of patients with cognitive impairment have been effectively alleviated.

\* \* \* \* \*

## ANALYSIS OF THE EFFECTIVENESS OF FINANCIAL AND MONETARY CHANNELS AND CREDIT CHANNELS ON CONSUMERS' MENTAL ANXIETY

Hanwen Hu

*Chongqing University of Education, Chongqing 400067, China*

**Background:** In the financial and monetary channels, the transmission mechanism of monetary policy occupies an important position and has received extensive attention. The transmission mechanism of monetary policy is mainly divided into two different levels: monetary channel and credit channel. The former mainly refers to that the continuous fluctuation of money supply often leads to the change of interest rate level and has an indirect impact on real economic factors such as investment and consumption. Based on the asymmetric information in the credit market, the latter emphasizes the special status of bank credit, and puts forward that in the case of low investment interest rate elasticity and many liquidity traps, although there are obstacles in the transmission channel of interest rate, monetary policy still has strong practicability, which can affect the willingness of banks to provide credit and ultimately affect the real economy. The transmission mechanism of monetary policy is of great significance to the effect of monetary policy regulating the national economy. The key to the effectiveness of monetary policy lies in its smooth transmission mechanism. Monetary authorities must understand when, to what extent and through what channels monetary policy will have an impact on the economy. This is the transmission mechanism of monetary policy. The accuracy of judgment on this problem plays a decisive role in the realization of the ultimate goal. In the financial process, the effectiveness of the monetary channel and credit channel mechanism determines the rationality of the financial market and the rate of return of consumers. Consumers will have huge psychological fluctuations under the continuously changing financial situation. Once they suffer from financial shocks or investment failures, they are prone to mental anxiety. Mental anxiety refers to a negative emotional state, which is mainly manifested in tension, unhappiness, anxiety, confusion, uneasiness and so on. Mental anxiety comes from different types of external factors or internal psychological pressure, including the pressure of social life, increasing social competition, the deterioration of financial or living environment, economic or emotional impact and so on. Excessive mental anxiety will have a huge negative impact on the smooth development of individual normal life activities. For consumers, once accompanied by excessive mental anxiety, they will not be able to make reasonable and accurate financial decisions and carry out correct and objective financial activities.

**Objective:** To analyze the effectiveness of financial and monetary channels and credit channels, and then explore the impact of their effectiveness on consumers' mental anxiety, and finally put forward corresponding measures to effectively alleviate and eliminate consumers' mental anxiety.

**Subjects and method:** 118 consumers with mental anxiety were selected by random number table. Combined with the method of grey correlation analysis, this paper analyzes the effectiveness of different mechanisms of financial and monetary channels and credit channels, and the impact on consumers' mental anxiety.

**Research design:** For consumers' mental anxiety, the self-designed consumer mental anxiety scale was used for evaluation. The scale is divided into four different evaluation dimensions: worry, nervousness, fear of financial fluctuations and fear of financial investment failure, including 37 questions. There are 5 answers for each question in the scale. The 5-level scoring system is adopted, with a full score of 5 points. Answer 1 means completely non-conforming (1 point), answer 2 means not quite conforming (2 points), answer 3 means not sure (3 points), answer 4 means relatively conforming (4 points), and answer 5 means fully conforming (5 points). The internal consistency coefficient of the scale is 0.885, which shows that it has very good reliability and validity, and the evaluation results have strong reliability and accuracy. Set the effectiveness of financial and monetary channels and credit channels as independent variables to explore the impact of consumers' mental anxiety under the condition of continuous growth of independent variables.

**Methods:** Smartbi software and python software were used as the main data analysis tools to count and analyze the data related to consumers' mental anxiety.

**Results:** Table 1 shows that the average score of consumers' mental anxiety is 3.165, which is significantly higher than the national norm score. The scores of mental anxieties of the tested consumers in different dimensions remained in the range of 3.14 to 3.19, reflecting that consumer were accompanied by a certain degree of mental anxiety in the financial process. The effectiveness of financial monetary channel and credit channel mechanism had a significant impact on consumers' mental anxiety.

**Conclusions:** The effectiveness of financial monetary channel and credit channel mechanism determines the rationality of the financial market and has a significant impact on consumers' rate of return and mental anxiety. Consumers will have huge psychological fluctuations under the continuously changing financial situation. Once they suffer from financial impact or investment failure, they are very prone to mental anxiety. If consumers' mental anxiety is serious, it will be difficult for them to make reasonable and accurate financial decisions.

**Table 1.** Correlation analysis between consumers' positive psychological quality and anxiety

Factor	Maximum	Minimum value	Average	Standard deviation
Worry	1.13	4.69	3.16	0.66
Nervous and tense	1.52	4.91	3.17	0.71
Fear of financial fluctuations	1.59	4.73	3.14	0.68
Fear of financial investment failure	1.57	4.74	3.19	0.69

\* \* \* \* \*

## ANALYSIS ON THE THERAPEUTIC EFFECT OF THE CONSTRUCTION OF SPORTS HUMANITIES AND SOCIOLOGY COURSE PLATFORM ON COLLEGE STUDENTS' DEPRESSIVE PSYCHOSIS

Yang Liu<sup>1</sup> & Liu Lu<sup>2\*</sup>

<sup>1</sup>*Guangdong University of Science & Technology, Dongguan 523083, China*

<sup>2</sup>*Jiangxi Normal University, Nanchang 330022, China*

**Background:** Depression is a very common mental disease. Its main clinical symptoms are long-term depression. It is one of the main mental diseases of contemporary people. Research shows that if people are unhappy in real life or feel depressed for a long time, they will cause continuous depression and depression, and even develop into grief. They feel that every day's life seems to be torturing themselves in despair. Feelings of inferiority, pain, pessimism, pessimism, negativity and avoidance continue to appear, which may eventually lead to personal suicidal tendencies. In addition, patients with depressive psychosis also have somatic symptoms, such as chest tightness and shortness of breath. Patients do not want to go out and are unwilling to communicate with others. There is an obvious sense of anxiety. Serious patients may have schizophrenia symptoms such as auditory hallucination, victim delusion and multiple personality.

Depression is the fourth largest disease in the world. However, there are still some limitations in the medical prevention and treatment of depression in China. The recognition rate of this disease in some prefecture level hospitals is still less than 20%, and no more than 10% of patients with depression have received relevant drug treatment. According to statistics, the onset of depression has begun to show the characteristics of younger age, and is developing towards the direction of younger age. Therefore, it is urgent to pay attention to the science popularization, prevention and treatment of depression. The prevention and treatment of depression has been listed as the focus of national mental health work. Research shows that colleges and universities are one of the important institutions to prevent and treat depression. The purpose of constructing the curriculum platform of sports humanities and sociology in colleges and universities is not only to cultivate excellent talents, but also to effectively prevent and treat college students' depressive psychosis and form a correct concept of talent education. In recent years, China's ministry of education has issued a number of documents, requiring schools to integrate sports, sports psychology, sports sociology and other disciplines in the process of curriculum teaching, and build a new teaching model. The goal of the construction of sports humanities and sociology course platform is to establish an information platform on the basis of implementing the specific requirements of educational policies, so as to help students popularize sports humanities education courses, establish correct sports humanities concepts and improve students' negative spiritual emotions.

**Objective:** With the development of information technology such as the Internet and big data, the multi-level sports humanities and social sciences knowledge is continuously integrated. It is required to

cultivate students' innovative thinking and scientific thinking in learning, reasonably integrate into educational psychology, mobilize students' enthusiasm for learning sports humanities and social courses, and guide college students to use the current sports education concept to improve college students' negative emotions. In short, strengthening the platform construction of sports humanities and social courses aims to optimize the discipline group from the perspective of educational psychology, focusing on the mental depression of college students.

**Subjects and methods:** 400 college students with depressive psychosis were randomly selected, including 214 girls and 186 boys. The subjects were randomly divided into experimental group and control group. The experimental group was given a teaching scheme based on the curriculum platform of sports humanities and sociology, and the control group was given a conventional teaching scheme. Before and after teaching, the mental depression of the two groups were compared.

**Research design:** Before and after teaching, college students were evaluated by Beck Depression Inventory Scale (BDI) and Hospital Anxiety and Depression Scale (HADS-D). The BDI scale contains 21 categories, each of which is scored at 4 levels, with a full score of 63 points < 13 points are no depression, 14-19 points are mild depression, 20-28 points are moderate depression, and 29-63 points are severe depression. The internal consistency coefficient of the scale is very ideal, and the coefficient is 0.903. There are 7 items in HADS-D scale, with 0-3 points for each item, and the total score is 21 points. The final score is 15-21 points for severe depression, 11-14 points for moderate depression, 8-10 points for mild depression and 0-7 points for no depression.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The pre-school (M0), the first month (M1), the second month (M2), the third month (M3) and the fourth month (M4) after teaching were taken as the time points of student evaluation. The HADS-D scoring results of college students after teaching are shown in Table 1. For HADS-D score, there was no significant difference between the two groups at M0, M3 and M6, while the values of M9, M12 and M12-M0 in the experimental group were significantly lower than those in the control group ( $P < 0.05$ ). For SDS score, there was no significant difference between the two groups at M0, M3 and M6, while the values of M9, M12 and M12-M0 in the experimental group were significantly lower than those in the control group ( $P < 0.05$ ).

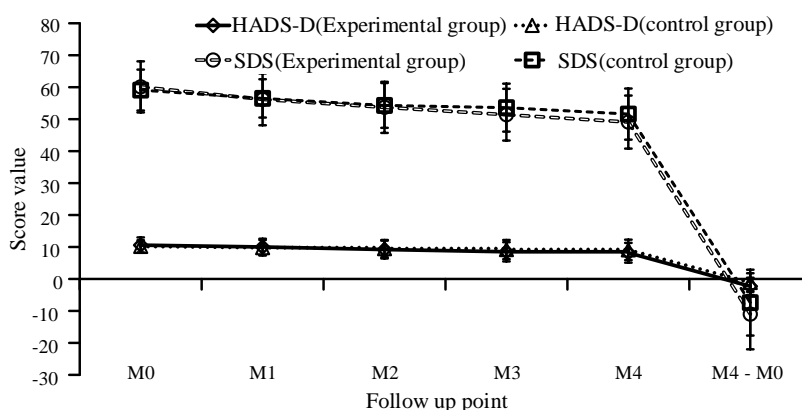


Figure 1. Comparison of HADS-D and SDS scores between the two groups at different follow-up points

**Conclusions:** The construction of sports humanities and sociology curriculum platform is based on professional knowledge and subject knowledge, around specific curriculum teaching objectives, give full play to the advantages of curriculum groups, and effectively help the construction of curriculum platform specialization. It is of great significance to cultivate sports professionals with professional skills and innovative spirit.

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## STUDY ON THE DISSEMINATION MODEL OF FIRE SAFETY KNOWLEDGE IN URBAN COMMUNITY CONSIDERING PATIENTS WITH COGNITIVE IMPAIRMENT

Xuanxia Guo<sup>1,2</sup>

<sup>1</sup>Jinan University, Guangzhou 510632, China

<sup>2</sup>Hunan City University, Yiyang 413000, China

**Background:** Cognition is the brain's comprehensive perception of external things, mainly including psychological processes such as execution, perception, thinking, attention, memory and judgment. Cognitive function is mainly reflected in executive function, attention and memory. Cognition is also a process in which the human brain receives external information, processes it and converts it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual's daily or social ability, which can be diagnosed as dementia. Mild cognitive impairment is a concept formed after decades and with the development of Neurology and neuropsychology. It mainly refers to the existence of mild memory loss, but the ability of daily living. Some scholars pointed out that patients with cognitive impairment are often accompanied by mental symptoms. Among patients with cognitive impairment in the outpatient department of Neurology of a hospital, it was found that the incidence of depression, indifference and anxiety were 59.4%, 56.8% and 50.2% respectively. Clinically, cognitive impairment is classified, such as executive dysfunction, memory impairment, visuospatial disorder, etc. targeted and repeated training is adopted, and attention is paid to purpose and interest in training, so as to make it easier for patients to accept. Research shows that the urban community fire safety knowledge dissemination model can effectively improve the symptoms of patients with cognitive impairment and bring unique feelings. The dissemination of fire safety knowledge in urban communities refers to the work of improving the people's awareness of fire safety, using all media that can affect the people, so as to achieve the purpose of stabilizing social development. The arrival of the new media era provides a convenient way for the transmission of information. The traditional fire publicity can no longer meet the development needs of the new media era. Therefore, the dissemination of fire safety knowledge in urban communities should be changed accordingly based on the characteristics of the new media era, so as to improve the efficiency of fire publicity. This study mainly considers the special situation of patients with cognitive impairment, and uses new media to construct the dissemination mode of fire safety knowledge in urban communities. The main contents include three points: first, it improves the dissemination speed of fire knowledge, second, it enriches the publicity forms of fire knowledge, and third, it improves the publicity of fire knowledge.

**Objective:** At present, there are still many deficiencies in the current situation of fire safety knowledge dissemination in urban communities. In order to better construct the fire safety knowledge dissemination model, this study integrates new media ideas into the model construction according to the cognitive impairment symptoms of patients, hoping that the model can improve the cognitive impairment symptoms of patients.

**Subjects and methods:** 200 urban residents with cognitive impairment were selected as the research objects. The urban community fire safety knowledge dissemination model constructed in this study was used to publicize the knowledge of patients for 8 weeks. After the intervention, the symptom relief of patients with cognitive impairment before and after the intervention was analyzed.

**Study design:** To evaluate the improvement of cognitive impairment symptoms after the intervention of urban community fire safety knowledge dissemination model. The self-designed Montreal Cognitive Assessment (MoCA) was used in the study. The scale is mainly used to screen patients with mild cognitive impairment. It includes eight dimensions: visuospatial ability, executive ability, attention and calculation ability, language ability and orientation. The total score is 30 points. The lower the score, the more serious the symptoms of cognitive impairment. The internal consistency of the scale was 0.98 and the test-retest reliability was 0.86-0.93.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The MOCA scores of patients before and after the intervention were compared through the analysis of variance of repeated measurement data of general linear model. The results are shown in Table 1. It can be seen from Table 1 that the time main effect results shows that  $F = 47.552$ ,  $P < 0.001$ , reflecting that the cognitive function score of patients changes significantly with time after the intervention of the model proposed in this study without interference factors. The main effect of intervention was statistically significant ( $P < 0.05$ ). The results of cross effect showed that  $F = 9.806$ ,  $P < 0.001$ , reflecting the trend of cognitive function score changing with time. The longer the intervention time, the better the effect.

**Conclusions:** The advent of the new media era has provided convenient conditions for the development of fire protection publicity. China's major fire departments should improve their awareness of new media, constantly carry out fire protection publicity with the help of new media, recruit and train talents for the use of new media, innovate and improve the content and form of fire protection publicity, so that the people can comprehensively learn fire protection knowledge with the help of new media. It not only improves the effect of fire knowledge publicity, but also promotes the improvement of the fire quality of the people in China, and ensures the harmonious and stable development of China's social environment. It is

hoped that the new media model can help patients improve their psychological adjustment, let residents with cognitive impairment understand their psychological state, master self-regulation methods, and improve their ability to deal with setbacks through the dissemination of fire knowledge, so as to enhance their social adaptability.

**Table 1.** The MOCA scores of patients before and after intervention were compared

Intervention time	Before		
	Before	4 weeks	8 weeks
	16.73±2.328	18.39±3.342*	20.46±3.447*#
Time main effect	<i>F</i>	47.774	
	<i>P</i>	0.000	
Main effect of intervention	<i>F</i>	6.986	
	<i>P</i>	0.010	
Cross effect	<i>F</i>	9.917	
	<i>P</i>	0.000	

Note: Compared with before intervention \**P*<0.05. Compared with 4 weeks after intervention #*P*<0.05.

\* \* \* \* \*

## ANALYSIS ON THE INTERACTIVE RELATIONSHIP BETWEEN FINANCIAL INNOVATION INVESTMENT PSYCHOLOGY AND STOCK MARKET CHANGE

Juzheng Song

*Nankai University, Tianjin 300350, China*

**Background:** Behavioral finance integrates the theories of psychology and behavioral science into finance, which is of great significance to the innovation and development of traditional financial theory. Traditional financial theory holds that people's decision-making is based on rational expectation, risk avoidance, utility maximization and other assumptions. Many studies show that people's actual investment decisions are not so. For example, people always believe too much in their own judgment, and people often make decisions according to their subjective judgment on the profit and loss of decision-making results, and so on. Some scholars pointed out that people's deviation from rational decision-making is systematic and cannot be eliminated because of statistical average. In the previous theory, it is believed that in the process of market competition, rational investors can always seize every arbitrage opportunity created by irrational investors, so rational investors are easier to survive in the market competition. However, the market in reality is not as perfect as the theory describes. The emergence of many small probability events makes the traditional financial theory unable to deal with it. Not every market participant can act completely rationally according to the model in the theory. People's irrational behavior plays an important role in the economic system. Therefore, human factors can no longer be excluded as assumptions. Behavior analysis should be included in theoretical analysis, and theoretical research should turn to "what actually happened", so as to guide decision makers to make correct decisions. Emerging financial market anomalies question the existence of a perfect financial market. Behavioral finance affirms the position and role of investors' psychological factors in decision-making behavior, which is closer to the real financial market than the complete rational hypothesis in traditional finance. As one of the main contents of behavioral finance theory, the role of investors' emotional changes in investment psychology in asset pricing and investment decision-making and the impact of market historical return information on future investor sentiment have become a research hotspot.

**Objective:** China's stock market investors have high irrational components and great uncertainty in the macro policy environment. Therefore, adding investor sentiment theory to the research and analysis of the stock market can more objectively and accurately dig out the deep-seated reasons affecting the stock price, help investors understand the internal price operation law of the stock market, and provide scientific theoretical reference for investors' investment decision-making and operation. At the same time, it helps regulatory authorities and policy makers grasp the psychological characteristics of investors and provides a theoretical basis for policy regulation.

**Subjects and methods:** The research data of this study selects the data of nearly 8 years in a financial database, and uses the good and bad index published every week by a weekly magazine as the index of investors' psychological emotion. At the same time, the good short-term and medium-term indexes of the



same period (2013-2020) are used to reflect the bullish and bearish expectations of market participants on the stock market in the next week and month, with a total of 102 groups of data.

**Research design:** Using Vector Autoregressive Model (VAR) to study the relationship between investors' psychological emotion and stock market changes. VAR model takes each endogenous variable in the system as a function of the lag value of all endogenous variables in the system to construct the model, so as to extend the univariate autoregressive model to the "vector" autoregressive model composed of multivariate time series variables. VAR model has the advantage of determining the dynamic structure of the model by the data itself.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software and EViews software for calculation and statistics.

**Results:** As shown in Table 1, the values of judgment criteria of order 0-5 VAR model in the short and medium term are given. It can be seen from Table 1 that for both short-term and medium-term good short index, the maximum lag order of the judgment criteria marked by each judgment criterion is 4, so 4 lag periods should be selected. In order to test the accuracy of the measurement results, we use different lag periods to regress respectively. According to the comprehensive judgment of AIC, SC value minimum and other criteria, it is confirmed that the optimal lag order is 4.

**Table 1.** Values of various judgment criteria of VAR model

VAR model	Lag	Log L	LR	FPE	AIC	SC	HQ
Short-term	0	-327.2897	-	3.057484	6.800808	6.853895	6.822274
	1	-312.0468	29.55404	2.427264	6.568996	6.717156*	6.633393
	2	-307.0956	9.403223	2.380674	6.549382	6.814816	6.65671
	3	-302.4888	8.559648	2.351965	6.536872	6.90848	6.687132
	4	-290.6194	21.53629*	1.991388*	6.363516*	6.852397	6.556707*
	5	-289.2546	2.431213	2.115551	6.428949	7.012904	6.665072
Metaphase	0	-289.4364	-	1.406908	6.020326	6.073413	6.041792
	1	-283.0969	12.29784	1.341228	5.97209	6.131351	6.036487
	2	-269.4049	25.9836	1.100452	5.772255	6.026589*	5.879583
	3	-263.5065	10.9566	1.047871	5.733112	6.10472	5.883372
	4	-254.9827	15.46582*	0.955094*	5.628738*	6.11762	5.821930*
	5	-252.0591	5.195312	0.988496	5.662031	6.245986	5.898154

Note: \* indicates lag order selected by the criterion.

**Conclusions:** The results of this study show that there is a two-way causal relationship between the change of Haodan index and the return of Shanghai composite index. Both the change of the good light index and the yield of the Shanghai composite index are affected by their own lag term. Third, the relationship between the good and bad medium-term index and the yield of Shanghai composite index is stronger than the short-term good and bad index. It shows that although investors have large short-term emotional fluctuations and high randomness, they still pay attention to the long-term expectation of the future market and take it as an important basis for investment decision-making.

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## THE IMPACT OF MIGRANT WORKERS' ECONOMIC STATUS ON DEPRESSION

Miao Li

*Shanxi University, Taiyuan 030006, China*

**Background:** With the increasing pressure of people's life, depression has become a common psychological disease, which seriously affects people's physical and mental health. At present, the incidence of depression in China is increasing year by year. The depressive state of patients and their accompanying adverse symptoms have a great impact on the quality of life of patients. Construction migrant workers are the country's grass-roots assumptions. Because they work at the forefront for a long time, the living environment is poor and the labor intensity is also high, they have become a high-risk group of depression. Farmers' work is the backbone of the development of social modernization. Its economic

status and mental health are directly related to the development of the whole society. This problem has gradually attracted the attention of many scholars in relevant research fields. Nowadays, there are many researches on migrant workers, but most of them focus on demography, socio-economic variables and life events. Studies have shown that most of the depression of the new generation of migrant workers in China is caused by stress events. Some studies also pointed out that the current subjective quality of life of domestic migrant workers is poor, which is related to economic conditions, personality traits, social support and other issues. Some scholars analyzed the subjective well-being factors of migrant workers. The results showed that the influence degree of demographic variables and external environment accounted for only 20% and 15% respectively, while personality could predict life satisfaction, happy emotion and positive emotion. The subjective evaluation of quality of life is an index based on personal feelings and attitudes. Personality traits, as the only driving force of an individual's response to external things and the environment, determine an individual's perception of quality of life. Therefore, quality of life is the core factor leading to depression and affecting the evaluation of quality of life, and economic status is the main factor reflecting quality of life.

**Objective:** This study discusses the impact of the economic status of migrant workers in the construction industry on the condition of depression and the relationship between them, in order to screen the personality traits related to depression and subjective quality of life evaluation, so as to cultivate the healthy personality of migrant workers and improve their emotional state and quality of life.

**Subjects and methods:** Eight construction sites of a large-scale project in a city were selected as the research sites, and 200 male migrant workers were selected as the research objects. All the subjects were front-line workers, aged no less than 18 years old. There are 21 people with a monthly income of less than 2000 yuan, 132 people with a monthly income of 2000 yuan to 4000 yuan and 47 people with a monthly income of more than 4000 yuan. The patients were evaluated and analyzed by Center for Epidemiological Survey, Depression scale (CES-D), NEO Five-factor Inventory (NEO-FFI) and World Health Organization Quality of Life-BREF (WHOQOL-BREF).

**Research design:** CES-D scale is mainly used to evaluate the depression status of migrant workers, mainly including four dimensions: positive emotion, negative emotion, physical symptoms and interpersonal relationship. It adopts a four-level scoring method, with a score of 0-3 points. The final score limit of the scale is 16 points. A score lower than 16 indicates no depressive symptoms, and a score greater than or equal to 16 indicates the presence of depressive symptoms. The NEO-FFI scale consists of five sub scales, which are neuroticism, extroversion, openness, agreeableness and sense of responsibility. Each sub scale has 12 items, which adopts the 5-level scoring method, with a score of 1-5. The WHOQOL-BREF scale includes 26 items, which need to be evaluated according to the actual personal situation of the subjects. It adopts the 5-level scoring method, with a score of 1-5 points. The scale has two total scoring items: the general evaluation of health status and the general evaluation of quality of life, of which 7 items are physiological evaluation, 6 items are psychological evaluation, 3 items are interpersonal evaluation and 8 items are environmental evaluation. The higher the score, the higher the evaluation of quality of life.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0 software.

**Table 1.** The NEO-FFI and WHOQOL-BREF scores of the two groups were compared

Project	Experience group	Control group	<i>t</i>	<i>P</i>
General evaluation of quality of life	3.2	3.7	-3.55	<0.001
General health evaluation	3.5	3.8	-2.51	0.008
Physiological field	58.7	72.3	-5.87	<0.001
Psychological field	55.3	68.2	-5.51	<0.001
Interpersonal relationship	56.0	68.4	-4.26	<0.001
Environmental field	45.8	57.4	-4.42	<0.001
Nervous	39.9	29.5	9.13	<0.001
Extroversion	40.4	44.9	-4.33	<0.001
Openness	38.0	37.8	0.28	0.876
Agreeableness	39.3	43.5	-4.96	<0.001
Responsibility	44.9	47.9	-3.23	0.002

**Results:** All subjects were evaluated by CES-D scale, and the number of migrant workers with depression was 28. These 28 migrant workers with depression were used as the experimental group, and the remaining 172 migrant workers without depression were used as the control group. The scores of NEO-FFI and WHOQOL-BREF of the two groups are compared, as shown in Table 1. It can be seen from Table 1 that the

scores of the overall quality of life, health status and four fields of the experimental group are lower than those of the control group, the neuroticism score of the experimental group is higher than that of the control group, and the scores of extroversions, agreeableness and sense of responsibility are lower than those of the control group.

**Conclusions:** Because people are influenced by traditional ideas, migrant workers are often discriminated against in cities. Individuals with poor emotional stability are prone to become sensitive, irritable and irritable, accompanied by inferiority complex. Self-concealment is negatively correlated with subjective well-being, in which divine personality plays a partial mediating role. At the same time, individuals with poor emotional stability have the tendency of self-concealment. They are unwilling to disclose their difficulties in life, so that others cannot understand their own difficulties. On the other hand, their poor introversion and agreeableness lead to their lack of ability to communicate with others, so they are not easy to get social support, and their depression cannot be effectively eliminated.

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## ANALYSIS OF PSYCHOLOGICAL FACTORS OF ORAL ENGLISH EXPRESSION DISORDER

Lingkai Meng

*Tianjin Foreign Studies University, Tianjin 3002700, China*

**Background:** Thinking is an important feature of human spiritual activities. Normal thinking is purposeful, that is, pointing to a certain purpose, solving a certain problem and consistency. In the process of thinking, the concepts before and after are connected and logical. The main form of expression of thinking is language, which can also be expressed through writing, art or action. Therefore, the abnormality of thinking is also manifested in the abnormality of speech and writing. The clinical manifestations of thinking disorder are diverse, which can be roughly divided into two types: thinking form and content disorders. In terms of thinking form, the obstacles are mainly the obstacles of association process, including the acceleration and deceleration of association process, the irregular synthesis between appearance and concept, and the obstacles of thinking content are mainly delusion, overpriced concept and forced concept. Paranoia is common in schizophrenia, such as relationship paranoia, victim paranoia, love paranoia, and non-lineage paranoia. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as the acceleration and deceleration of association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, over price concept and compulsion concept. Alexithymia, also known as “affective dyslexia”, refers to the lack of ability to describe emotions in words, lack of imagination, mostly pragmatic thinking mode, and obstacles to self-emotional information processing. It is mostly used to describe the personality characteristics of patients with psychosomatic diseases who “can’t recognize, process and regulate emotions”. At present, it is generally believed that alexithymia people often use organ language to express emotional problems, which is a susceptible factor of somatic symptoms that are difficult to explain in medicine. In severe cases, it is manifested as somatic form disorder. This symptom is a dominant concept accompanied by continuous worry and belief in a variety of somatic symptoms, but there is no corresponding verifiable organic disease. Oral English is a way of thinking creation and social communication. Some college students often have different degrees of obstacles in oral English expression. How to treat students’ anxiety objectively and find out the causes of anxiety is an important research direction in oral English teaching. It is particularly urgent to analyze the current situation of college students’ thinking logic obstacles, find problems in time and take appropriate measures to solve psychological obstacles.

**Objective:** This study starts from students’ thinking and expression barriers in oral English, analyzes the main psychological factors of oral English expression barriers, and explores the improvement effect of targeted teaching methods based on thinking and expression barriers on students’ thinking and expression barriers.

**Subjects and methods:** 200 college students with thinking expression disorder in 5 colleges and universities in a certain area were selected as subjects. The targeted teaching method based on thinking

expression disorder was carried out for 16 weeks. The symptoms of thinking expression disorder were evaluated by Toronto Alexithymia Scale (TAS-20).

**Research design:** TAS-20 has 20 options, mainly including three dimensions: inability to distinguish emotion, inability to describe emotion and extroverted thinking. 5-level scoring method is adopted, with a minimum of 1 point and a maximum of 5 points. The higher the score, the more you agree with the option. The total score is between 20 and 100. The higher the score, the more serious the symptoms are.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** After the intervention, the scores of emotion discrimination, emotion description and extraversion thinking of all subjects were significantly lower than those before the intervention ( $P < 0.05$ ).

**Table 1.** Compare students' TAS-20 scores before and after teaching

Time	Before teaching	After teaching	<i>t</i>	<i>P</i>
Emotional discrimination	26.74	17.14	10.127	<0.001
Emotional description cannot	16.91	13.63	6.994	<0.001
Extroverted thinking	27.61	22.41	9.816	<0.001
Total score	70.86	53.18	10.928	<0.001

**Conclusions:** Alexithymia patients have problems in emotional perception, processing and management, which leads to emotional regulation disorder. Patients mostly adopt export-oriented thinking, often adhere to external things, and lack the ability to express and describe their internal feelings in appropriate words. On the basis of clinical drug treatment for patients with thinking disorder, we should actively supplement psychotherapy, pay attention to the emotional state of patients, identify the deep social and psychological factors of physical symptoms, and change the wrong cognition of patients. Help patients feel their own emotional response and improve their ability to correctly describe and express their feelings. Guide the patient to find the correct way to deal with setbacks. Therefore, it is particularly urgent to analyze the current situation of college students' thinking logic obstacles, find problems in time and take appropriate measures to solve psychological obstacles.

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## THE VALUE OF ONLINE COMMUNITY LEARNING IN ALLEVIATING LEARNERS' PERSONALITY DISORDER

Jiawen Zhu

*East China Normal University, Shanghai 200062, China*

**Background:** Personality disorder originated in childhood or adolescence and lasted until adulthood. It is a mental disease that deviates from normal personality. Some scholars pointed out that personality disorder is mainly formed on the basis of biological genetic factors, because individuals are affected by early traumatic experience. Personality disorder usually occurs in the period of severe depression. Patients will have negative psychological emotions for a long time, such as depression, anxiety, listlessness, unhappiness, guilt or chagrin, and patients will have a negative, pessimistic, derogatory and critical attitude towards themselves and things around them. Personality disorder will obviously deviate from normal and deep-rooted behavior, and has the nature of maladjustment. Its personality is abnormal in content, quality or the whole personality. Patients suffer great pain and are easy to bring adverse effects to individuals or society. Abnormal personality hinders the emotional and will activities of patients, destroys the purpose and unity of their behavior, gives people a unique feeling, and is particularly prominent in dealing with people. Personality disorders usually begin in childhood, adolescence or early adulthood and continue into adulthood and even throughout life. Some of the patients with personality disorders have eased in adulthood. Adolescence is a key period of personality formation and development. Personality disorder not only deeply affects and restricts the physical and mental health of teenagers, but also a huge hidden danger of campus safety and social stability and harmony. Personality disorder has become an urgent social psychological and behavioral problem to be solved. Online community learning is a new learning method that integrates advanced information technology means and educational ideas, based on network interaction, learning and completing community work, in order to achieve the purpose of learning.

**Objective:** At present, a lot of research has been done on the application of e-learning in youth education, but there is little attention to learners' attitude towards technology and psychological problems

in the learning process, such as what is teenagers' attitude towards online community learning after technological innovation, whether teenagers can well accept this learning method, whether this new learning method can effectively improve learning efficiency, etc. Based on the theory of technology acceptance model, this study attempts to analyze the value of online community learning in alleviating learners' personality disorder.

**Subjects and methods:** 4000 college students who may have psychological problems in 8 colleges and universities in a city are selected as the research objects. Through the construction of online community learning program, we can create a network virtual environment that can help the group members realize resource sharing and experience exchange.

**Research design:** PDQ-4 + scale is mainly a revision of the personality disorder diagnosis scale based on DSM-IV, including 107 items, which are classified into 12 types of personality disorder factors, with scores ranging from 3 to 5, including antisocial type (3 points), paranoid type (4 points), schizoid type (4 points), avoidance type (4 points), compulsive type (4 points), automatic type (4 points), performance type (5 points), schizoid type (5 points), narcissistic type (5 points) There are 12 personality disorders, including borderline (5 points), dependent (5 points) and depressive (5 points). Before and after the intervention of online community learning program, PDQ-4 + scale was used to evaluate college students.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** According to the demarcation score (3-5 points) of each subscale of PDQ-4 +, 116 college students with personality disorder were detected. The college students with personality disorder were randomly divided into experimental group and control group. The experimental group was given online community learning program intervention and the control group was given routine treatment intervention. Compare the PDQ-4 + scores of the two groups before and after the intervention, and the results are shown in Table 1. It can be seen from Table 1 that there is no significant difference between the control group and primary school students with personality disorder tendency in age, nationality, only child or not and the place of origin ( $P > 0.05$ ), which is comparable.

**Table 1.** Comparison of demographic data between the two groups

Demographic data		Experience group	Control group	$\chi^2 / t$	$P$
	Age (years)	19.26±1.65	19.23±1.64	0.425	0.869
Nation	Han nationality	51(87.93)	50(86.21)	0.413	0.64
	Ethnic minority	7(12.07)	8(13.79)		
Only child or not	Only	21(36.21)	22(37.93)	0.199	0.796
	Non independence	37(63.79)	36(62.07)		
Place of origin	Countryside	23(39.66)	24(41.37)	0.195	0.66
	City	35(60.34)	34(58.63)		

**Conclusions:** It is of great significance to explore the acceptance and adoption of online community learning in adult education and teaching, and to study how the internal psychological activities of learners or participants affect the acceptance of online community learning. Online community learning model can not only effectively analyze learners' acceptance of online community learning form, but also effectively explain the learners' attitude towards this new learning model.

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## THE INFLUENCE OF THE SINICIZATION OF MARXIST PHILOSOPHY ON THE CONSTRUCTION OF PEOPLE'S SOCIAL PSYCHOLOGY

Yan Hu

*Henan Polytechnic, Zhengzhou 450046, China*

**Background:** From the perspective of social psychology, the complete process of the Sinicization of Marxist philosophy should be divided into the following two processes: First, on the basis of the general recognition of the social psychology of the Chinese people, Marxism, which has many similarities with Chinese philosophy and the ideal of great harmony, can be spread and developed in China, and then Marxist

philosophy can also be integrated into Chinese society to realize the Sinicization of Marxist philosophy, Produce Chinese Marxist philosophy. Second, the Sinicized Marxist philosophy has the function of guiding, transforming, restricting and influencing the social psychology of the Chinese people. Some scholars pointed out that the Sinicized Marxist philosophy is the construction process of Marxist philosophy on the social psychology of the Chinese people. Therefore, exploring Marxist philosophy has important theoretical and practical significance for the construction of Chinese people's social psychology. In the past, scholars tend to pay more attention to the general recognition of the social psychology of the Chinese people, and will more discuss the coincidence relationship between Marxist philosophy and Chinese philosophy, Chinese culture and people's psychology, so as to illustrate the inevitability, feasibility and reality of the Sinicization of Marxist philosophy.

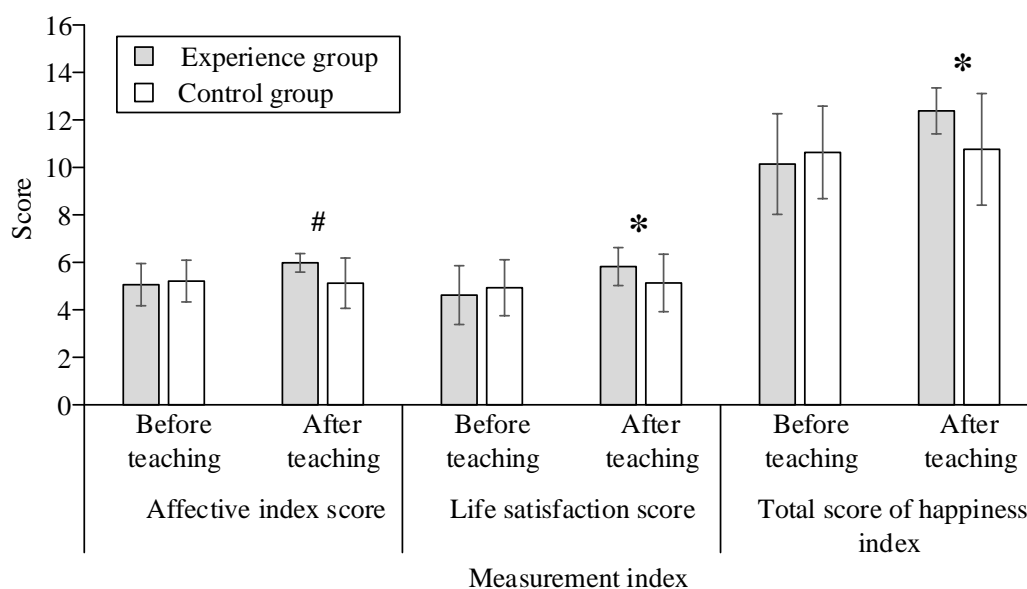
Studying the construction of Marxist philosophy on people's social psychology is an urgent need to strengthen the class foundation and mass foundation of Marxism and expand the influence of Marxist philosophy. Although there are many articles and Monographs on the Sinicization of Marxist Philosophy in the theoretical circle, the Sinicization of Marxist philosophy mostly stays in the articles of theorists, which can also be said to be the "Sinicization" of theorists. If the Sinicized Marxist philosophy cannot win the social and psychological recognition of the people, how can we talk about its guiding role in the socialist cause.

**Objective:** Theoretically, to explore the construction of Marxist philosophy on the social psychology of Chinese people is not only the logical end point of the Sinicization of Marxist philosophy, but also the logical starting point of the further Sinicization of Marxist philosophy. Those who create history are realistic people who are driven by certain enthusiasm and pursue their own goals. It is difficult to understand history without the study of human social psychology. The popular feeling usually refers to social psychology. Therefore, paying attention to analyzing and guiding social psychology with Marxist world outlook and cultivating good social atmosphere plays an important role in promoting the development of socialist cause. Giving full play to the guiding role of Marxist philosophy on social psychology, establishing a good social psychological atmosphere in the whole society and resisting all kinds of bad social thoughts are the basic purpose of discussing the construction of Marxist philosophy on the social psychology of the Chinese people.

**Subjects and methods:** 200 people in a city were randomly divided into experimental group and control group, with 100 people in each group. The experimental group was educated in the social and psychological construction mode of Sinicization of Marxist philosophy, while the control group was not educated. After education, the two groups were evaluated by Index of Well-Being (IWB).

**Research design:** The two groups were evaluated before and after the beginning of education to investigate the happiness experienced by the people before and after class. IWB scale is mainly divided into two parts: overall emotion index scale and life satisfaction questionnaire. Among them, the total emotion index scale has 8 items, which describe the connotation of emotion from various angles. The life satisfaction questionnaire has only one item. The closer you are to the questionnaire with a score of 7, the more hopeful you will score all items with a score of 1.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.



**Figure 1.** Compare the IWB scores of the two groups before and after education

Note: \* indicates  $P < 0.05$ , and # indicates  $P < 0.01$ .

**Results:** As shown in Figure 1, there was no significant difference in the total score of subjective well-being index, life satisfaction score and emotion index score between the two groups before education ( $P > 0.05$ ), indicating that the levels of various measurement indicators of the two groups before education were the same. After education, all indicators of subjective well-being in the experimental group were significantly improved. Compared with the control group, the total score of subjective well-being index, emotion index score and life satisfaction score in the experimental group were significantly higher than those in the control group ( $P < 0.05$ ).

**Conclusions:** The establishment of China's market economy has brought about great changes in the whole social life. Marx's philosophy, as the essence of the spirit of the times, will inevitably reflect and participate in shaping the spiritual life of our times. The communication and collision between cultures brought by globalization also makes it an urgent problem how to maintain and develop the advanced national social psychology in the face of the impact of strong culture in the era of globalization. As the core part of China's advanced social psychology, Marxist philosophy shoulders an important task. These problems require a fundamental development and reform of Marxist philosophy. The fundamental task faced by Marxist philosophy is to carry out a creative reconstruction of the traditional people's social psychology under the background of this era, and build a new social psychological atmosphere with a sense of the times for the Chinese people.

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## RESEARCH ON MITIGATION STRATEGIES OF PERSONNEL COMMUNICATION OBSTACLES IN THE REFORM OF PUBLIC SECURITY INFORMATION THINKING

Jing Yang

*Shaanxi Police College, Xi'an 710021, China*

**Background:** Thinking is the reflection of human brain's indirect generalization of objective things. It has the characteristics of indirectness, generality and theory. Maintaining correct logical thinking can help people analyze things correctly and solve problems effectively. Logical thinking plays a key role in the research and judgment of information, which can effectively understand the hidden information in the information. Research shows that the stronger the logical thinking ability, the higher the accuracy of information judgment. In the mechanism of intelligence information leading investigation, intelligence information occupies the core position. All investigation decisions and investigation actions are carried out around intelligence information. Intelligence information cuts into investigation decisions at all levels, and intelligence information is the decisive factor affecting investigation decisions. Obviously, under this working mechanism, logical thinking is more important in the research and judgment of information. Communication disorder is one of the common psychological diseases. Patients will have adverse emotions such as mental tension and anxiety. Communication barriers include physical, psychological, language, culture, environment, status, number of people and other barriers. Among them, physique disorder is mainly the expression of wrong views through the information conveyed by the limbs. Most patients will have a certain degree of physique disorder, which can be tested by thematic apperception. Psychological disorder is a kind of communication disorder caused by expression problems, which can be divided into stress and long-term persistence. Language barriers are mainly communication barriers caused by local language, which can be overcome through continuous adaptation and learning. Cultural barriers mainly refer to the differences in customs between different countries and regions, which is very difficult to eliminate. Environmental barriers mainly refer to the fixed habits and behaviors formed by patients in different environments, and then the communication barriers. Status disorder mainly refers to the influence of authorities on patients, resulting in communication problems. The number barrier refers to the different states produced in different occasions. For public security intelligence, investigators need to conduct efficient communication and continuous learning in order to improve the symptoms of communication adaptation disorder.

**Objective:** Investigators should carefully use logical thinking to study and judge information, and strive to transform information into fresh intelligence, so as to make due contributions to accurately crack down on crime, ensure normal social security and order, and maintain national security and social stability.

**Subjects and methods:** 100 policemen with communication barriers in a city were selected as the research object. The subjects were intervened based on Internet thinking and public security information for a period of two months. After the intervention, the relief of communication barriers before and after the intervention was analyzed.

**Research design:** Public Security informatization is to make information technology act on public security organization system and business process, and make corresponding changes or optimization and reorganization of the old organization system. After the intervention, the improvement of communication adaptation disorder symptoms of subjects before and after the intervention was evaluated. Among them, the significant effects were the significant improvement of cognition, emotional behavior and will. Effectively improve cognition, emotion and will. Ineffective means that the mental state is still abnormal or no improvement.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** After the intervention, the improvement rate of communication disorder symptoms of all subjects reached 88.46%, reflecting that the intervention method based on Internet thinking and public security information has high application value.

**Table 1.** Improvement of communication disorder after intervention (n/%)

Remarkable effect	Effective	Invalid	Total effective
55(55.0)	34(34.0)	11(11.0)	89(89.0)

**Conclusions:** Logical thinking is an important tool for the study and judgment of public security information. The use of logical thinking can study and judge whether the information is true or no. It can study and judge the characteristics and deep-seated reasons of things reflected by intelligence information. It can study and judge the suspected factors of crime reflected by intelligence information. The information that can reflect the possible development trend of the information. It can study and judge the early warning measures to solve the problems in intelligence information. It can also study and judge the same or similar characteristics between cases. Practice has proved that the role of public security information work in preventing and combating crime is becoming more and more obvious. However, due to insufficient data model, low quality, insufficient integration of it and management system and mechanism, and less high-end applications, the informatization of public security information work still needs to be improved. Only by looking at the public security information business with completely different ideas and integrating the core ideas of the Internet such as focus, perfection, reputation and speed into the work, can we bring earth shaking changes to the public security information work.

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## BEHAVIORAL PSYCHOLOGY ANALYSIS OF INDIVIDUAL INVESTORS IN STOCK MARKET BASED ON ECONOMIC BIG DATA

Liuping Cheng

*Jiangxi University of Applied Science, Nanchang 330100, China*

**Background:** Behaviorism holds that psychology should not study consciousness, but only behavior. The so-called behavior is the combination of various physical reactions that organisms use to adapt to environmental changes. These reactions are nothing more than muscle contraction and gland secretion. Some are expressed outside the body, some are hidden inside the body, and the intensity varies. Behaviorists believe that people's psychological consciousness and spiritual activities are unpredictable and inaccessible. Psychology should study people's behavior. Behavior is a combination of the body's responses to environmental changes, which are nothing more than muscle contraction and gland secretion. Psychological research on behavior is to find out the relationship between stimulus and response, so as to infer the response according to the stimulus, infer the stimulus according to the response, and achieve the purpose of predicting and controlling human behavior. In the 1980s, investors found that in the financial market, they could not use financial theory to explain the phenomena in the market. People call unexplained phenomena "anomalies", including income predictability, the mystery of equity premium, excessive volatility of stock price, investor behavior deviation and closed-end fund pricing. These anomalies show that modern finance cannot fully explain the real economic behavior of investors, and there are often some deviations. At present, the research on the behavioral psychology of individual investors and the influencing factors of investment decision-making is quite lacking both at home and abroad. After the outbreak of the COVID-19, the market failed seriously on a large scale. Governments of various countries are trying to activate the



market by various means. When the government formulates policies, securities investors are most directly affected. Understanding the psychological status of individual investors in China is conducive to the formulation of relevant policies and regulations by government agencies.

**Objective:** This study will conduct an empirical study on the psychological and behavioral characteristics of individual investors in China through a questionnaire survey in the developed areas of China's financial industry, in order to promote the popularization and development of behavioral finance in China.

**Subjects and methods:** More than 20 securities business departments in 6 cities with developed financial industry were selected to conduct a field survey to the staff in the form of questionnaire, and a total of 165 valid questionnaires were collected. The investors surveyed are widely distributed, and strive to make the data obtained from the questionnaire truly reflect the commonness of Chinese securities investors.

**Research design:** This study uses a self-designed questionnaire, which includes the survey of basic information of investors and the survey of factors affecting decision-making. Among them, the basic information survey includes a series of questions such as gender, age, education level and income level. The investigation of factors affecting decision-making mainly includes five factors: macro environmental factors, policy and market factors, information acquisition factors, listed company factors and individual factors.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics, and the cluster analysis method is introduced for iterative cluster analysis of sample data.

**Results:** The investigation results of factors affecting decision-making are shown in Table 1. The results show that among the various factors that may affect investors' trading, investors pay different attention to different factors.

**Table 1.** Factors that may affect the trading of individual investors

Influence factor	<i>n</i>	Minimum	Maximum	Mean	Std. Deviation
Stock evaluation	165	1	5	3.50	1.224
Friendly recommend	165	1	5	3.46	1.223
Media information	165	1	5	3.23	0.880
Market trend	165	1	5	3.82	1.222
Stock trend	165	1	5	3.80	1.036
Zhuanggu trend	165	1	5	3.18	1.078
Stock type	165	1	5	3.21	0.845
Market rumors	165	1	5	3.15	1.217
Participation popularity	165	1	5	3.57	1.114
Personal experience	165	1	5	3.68	0.751
Emergency	165	1	5	2.54	1.198
Speculative psychology	165	1	5	3.25	1.060
Individual stock index	165	1	5	3.14	0.974
Market index	165	1	5	3.07	1.088
Industrial policy	165	1	5	2.91	1.201
Domestic situation	165	1	5	3.24	1.203
Foreign situation	165	1	5	2.74	1.264
Investment risk	165	1	5	3.29	1.186
Company status	165	2	5	3.26	1.188

**Conclusions:** The survey data show that China's securities market is supported by relatively young investors with low knowledge level and immature investors. Therefore, it is very important to strengthen investor risk education and investment level education. The government needs to strengthen risk education for investors, effectively correct the impact of cognitive bias and irrational preference on investors, and prevent gambling psychology from becoming an investment culture. The government should establish a perfect investor protection mechanism, carry out investor risk education, advocate correct values and investment ideas, and cultivate long-term investment ideas. The government should win the trust of the people, and the formulation and promulgation of policies and regulations should be forward-looking, stable, continuous and transparent, so that market participants can have a certain predictability of the prospect of the securities market, and effectively give full play to the function of independent regulation of the market.

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## ANALYSIS OF THE IMPACT OF THE INNOVATIVE REFORM OF ENGLISH TRANSLATION TEACHING MODEL BASED ON COGNITIVE PSYCHOLOGY ON THE MENTAL HEALTH OF INTERNS

Xuezhong Wu

*Zhejiang Yuexiu University, Shaoxing 312000, China*

**Background:** Cognitive psychology is a theory that inherits the strict experimental method of behaviorism. In the process of application, it adopts the achievements of cybernetics, information theory, computer and other disciplines to study the development process and law of human psychological cognition. His thoughts, viewpoints and theories in the field of education and teaching also have very important enlightenment to the reform of college English teaching. Cognition mainly refers to the subject's ability to acquire knowledge and solve problems, which is the product of human individual internal psychological activities. Cognitive structure is an organized whole composed of a series of cognitive items according to a certain way of contact. Some scholars pointed out that cognitive structure can be regarded as all the ideas and organizations of a person in a certain field of knowledge, as well as all the contents and organizations of a person's ideas. Usually, whether people can have a correct understanding of objective things depends on the existing cognitive structure in their mind. A large number of studies have shown that in the process of re learning, people recognize new knowledge through the existing cognitive structure. It can be considered that a good cognitive structure plays an important role in learning. Good cognitive structure is not only the basis of subsequent learning, but also the core task of learning. English translation teaching based on cognitive psychology is to enable students to make rational use of their existing translation knowledge and experience. In terms of organizational characteristics, it refers to the level of experience in translation knowledge. That is, learners' understanding and perception of translation theory, knowledge of vocabulary and grammar of source language and target language, knowledge of both cultures, and experience accumulated in previous translation practice. English translation teaching based on cognitive psychology not only helps students form the habit of storing translation knowledge, but also has the ability to assimilate new knowledge and deal with new topics through processing. The success or failure of the English translation teaching model based on cognitive psychology lies in whether to make rational use of students' existing cognitive structure and incorporate new knowledge into the old cognitive structure, so as to enrich and strengthen the existing translation theory and practical experience, or change and adjust the original cognitive structure, so as to establish a new translation cognitive structure.

**Objective:** To explore how to alleviate college students' negative psychological emotions and improve their mental health level through the English translation teaching model based on cognitive psychology, so as to provide an effective way to solve the mental health problems of college students in China.

**Subjects and methods:** This study adopts the English translation teaching model based on cognitive psychology, adopts the stratified cluster random sampling method, randomly selects 200 English majors in a university as the intervention object, and analyzes the mental health status of college students after the intervention.

**Research design:** This study was conducted with Eysenck Personality Questionnaire (EPQ), which has 88 questions, including introversion (E), neuroticism (n), psychoticism (P) and concealment (L). Among them, the high score of *P* scale indicates that the subjects have pathological personality. A high score of *e* scale indicates extroversion, and a low score indicates introversion. A high score of *N* scale indicates emotional instability, and a low score indicates emotional stability. A high score on the *L* scale indicates that the subject has a high ability of concealment. EPQ questionnaire has gradually developed and matured in China. It is a personality questionnaire with great influence in China.

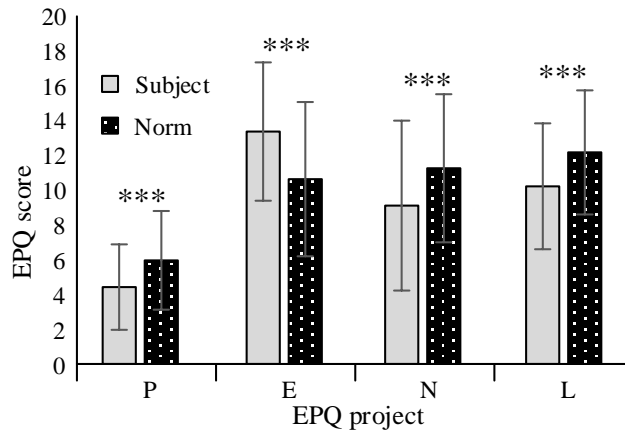
**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** Figure 1 shows the comparison between the EPQ score of college students and the norm. The results showed that the scores of EPQ subscales of all college students were compared with the norm ( $P < 0.01$ ). The scores of each subscale were significantly better than the national norm ( $P < 0.01$ ).

**Conclusions:** Cognitive psychology can bring more changes to education and positively affect the practice of adjacent disciplines and related fields. The role of cognitive psychology in computer science or artificial intelligence will become more and more prominent with the development of a new generation of

intelligent computers. Scientists are now trying to integrate several independent cognitive disciplines, such as psychology, artificial intelligence, logic and epistemology, to form a single discipline, which is currently called cognitive science. The results show that the personality of English majors tends to be extroverted, sociable and impulsive, and there are very few negative emotions such as anxiety and depression. More gregarious, and can get along better with others, with strong ability to adapt to the environment. Relatively honest, but the level of socialization needs to be improved.

**Acknowledgement:** The research is supported by: Chinese Fund for the Humanities and Social Science, the key research project of “Bamboo and Chinese Culture” (No. 20WMZB004). The author, Xuezhong Wu, is in charge of the project.



**Figure 1.** Comparison of EPQ scores between college students and norm  
Note: \*\*\* Indicates  $P < 0.01$ .

\* \* \* \* \*

## ON THE PERSONALITY DISORDER OF RUSSIAN ELITE FROM THE PERSPECTIVE OF CULTURAL TURN OF PSYCHOLOGICAL DEVELOPMENT

Mengmeng Yuan, Xu Si\* & Yubing Yang

*Ural Federal University, Yekaterinburg 620000, Russia*

**Background:** The development of contemporary psychology is facing an unavoidable major problem, that is, the problem of culture. The cultural problems in psychological research are mainly reflected in two aspects: one is how to treat the cultural connotation of people’s psychological behavior, and the other is how to treat the cultural characteristics of an independent scientific category. These two aspects are often closely combined. Psychology and some branches related to psychology also specialize in culture and cultural psychology, but researchers can take different ways to deal with the existence of culture. There are not only differences between different research orientations or branches of disciplines, but also differences between different propositions and viewpoints in the same research orientation or branches of disciplines. Whether psychological research should involve cultural issues and how to involve cultural issues are important and key issues related to the development of psychology. Therefore, it can be said that the trend of psychological localization indicates that psychology itself is undergoing profound changes. This profound change is mainly reflected in the re understanding of psychological research objects and the positive change of psychological research methods. In the process of scientific psychology, the research of western mainstream psychology tends to understand human psychology as a natural phenomenon, or has the same nature as natural phenomena. On the one hand, it promotes psychology to become an independent scientific category and makes psychology more and more precise, but on the other hand, it also makes the research of psychology have some defects. The defects are mainly reflected in two aspects. Personality psychology is a highly comprehensive branch of psychology. Its research contents include education, personality traits, individual personality, school management, social effects and so on. Personality psychology belongs to applied psychology, which mainly studies people’s learning and the role of educational intervention, teaching psychology and social psychology organized by schools under the educational background. “Personality” in personality psychology includes not only personality, but also people’s beliefs and self-concept. It is an individual’s internal tendency in behavior. Personality psychology

is an important branch of psychology. Its main research direction is the relationship between people's unique behavior patterns and psychological activities.

**Objective:** Psychology used to develop itself by getting rid of, giving up, avoiding or surpassing the existence of culture, but now psychology must develop itself by accommodating, revealing, exploring or reflecting the existence of culture. In the early stage, psychology excluded the existence of culture to ensure its universal applicability to all cultures, while psychology now includes the existence of culture to ensure its universal applicability to all cultures. Aiming at the cultural turn of psychology, this paper traces back to the essence of psychology, that is, the way psychology understands consciousness. Taking the cultural turn of psychological development as the research direction, this study aims to explore the personality disorder of Russian elite.

**Subjects and methods:** A questionnaire were sent to 100 Russian elites in the form of online mail, and 80 valid questionnaires were finally obtained. This study uses the cultural turn of psychological development to analyze the personality disorder of Russian elite.

**Study design:** A questionnaire was developed based on the mental disorder diagnosis scale, and 80 patients were investigated and analyzed. According to the results of the questionnaire, the correlation between mental disorders and psychological symptoms of college students was counted and analyzed.

**Methods:** The corresponding data were processed and analyzed by software SPSS17.0.

**Results:** The reliability test results of the questionnaire showed that the reliability of the questionnaire designed in the study was excellent and had high reliability, as shown in Table 1.

**Table 1.** Reliability test of questionnaire survey

Kaiser-Meyer-Olkin	Measurement sampling appropriateness	0.972
Bartlett's spherical test	Approximate chi-square	8214.662
-	DF	354
-	Significance	0.000

**Conclusions:** Although psychology takes psychological behavior as the research object of this discipline, the early goal of psychology is how to transplant the successful research methods of modern natural science into psychology, and little consideration is given to the unique nature of the research object of psychology. A direct consequence of this is to understand and treat people's psychological behavior in the way of modern natural science. Taking psychology as the research object is not completely equivalent to taking nature as the research object, but they should all be the object of scientific research. Human psychology has the nature of nature, society and culture, so psychological science can break through the boundaries of the original natural science, break through the gap between natural science, social science and humanities, and reshape the traditional view of science. Of course, such work is very arduous, which is also the task that must be faced by the localization of psychology and the unremitting pursuit of the cultural turn of contemporary psychological research.

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## AN EMPIRICAL STUDY ON FINANCIAL SUPPORT FOR ECONOMIC DEVELOPMENT IN THE ECONOMIC ZONE ON THE WEST BANK OF THE TAIWAN STRAIT UNDER THINKING OBSTACLES

Wei Zhu<sup>1</sup>, Yan Sun<sup>1,2\*</sup> & Dongjing Chen<sup>2</sup>

<sup>1</sup>*Shandong Management University, Jinan 250357, China*

<sup>2</sup>*Qingdao University, Qingdao 266071, China*

**Background:** Thinking disorder belongs to cognitive disorder, in which thinking represents the indirect or general reflection of an individual's brain on objective things. In this thinking process, media is known knowledge, not actual objects. Thinking reflects an internal connection, which comes from the relationship between things and themselves. The thinking process includes analysis, judgment, reasoning and other related processes. In this process, association and logical process are required. Previous experience, psychological state, social and cultural background will affect the individual's thinking process. Thinking disorder means that there are abnormal phenomena in the process of thinking. There are four types of thinking obstacles, namely, obstacles in thinking form, thinking speed, thinking control and thinking content. Among the obstacles of thinking speed, it shows that the speed of thinking is faster or slower. In the disorder

of thinking form, there will be loose association structure, no clear target direction, misuse of some symbols and other related symptoms, such as loose thinking. The obstacle of thinking control shows that individuals do not feel that they have independent thinking activities, which are controlled by external forces, specifically changing into thinking insertion, thinking dissemination and so on; In the obstacle of thinking content, it shows the symptoms of obsession, delusion and so on.

The economic development and financial development of the West Strait Economic Zone complement each other. Private lending is an important part of the financial development of the West Strait Economic Zone. At present, the number of private lending capital in the West Strait Economic Zone is very large, and its scale has been expanding. The service objects of private lending are enterprises, self-employed households and urban and rural residents of all sizes. The scope of personal lending continues to expand. Private lending is carried out from emergency use of temporary funds to running schools and hospitals. Self-employed households and small and medium-sized private enterprises can only carry out private lending under the restriction of the credit loan limit of rural credit cooperatives. In addition, private lending has a variety of lending methods, the relevant procedures are relatively simple, the lending time is short, but the interest rate is high. To analyze the reasons for the rapid development of private lending in the Economic Zone on the West Bank of the Taiwan Strait, we can start from the perspective of individual thinking obstacles. Due to the needs of economic development in the Economic Zone on the West Bank of the Taiwan Strait, there is a shortage of funds, and limited by the credit line of rural credit cooperatives, individual merchants or farmers are prompted to have the idea of private lending under the obstacle of thinking control, so as to promote the development of private lending market. Under the trend of high profit and profit thought, the borrower has formed a thinking content obstacle, so as to carry out private lending activities. In addition, under the influence of the simple procedures of private lending, the restrictions of the financial system in Haixi district and the weak external environment of financial supervision, relevant individuals are prompted to have thinking control obstacles, so as to promote the rapid development of private lending, but non-standard private finance will affect the economic development of the Economic Zone on the West Bank of the Strait to a certain extent. Therefore, from the perspective of thinking obstacles, this paper studies the financial support for economic development in the Economic Zone on the West Bank of the Taiwan Strait.

**Objective:** There is an interactive relationship between economic development and financial development in the Economic Zone on the West Bank of the Taiwan Strait, and private lending occupies an important position in financial development. Therefore, it is very necessary to understand the causes of private lending. From the perspective of thinking obstacles of leaders of small and medium-sized enterprises, this paper makes a specific analysis on the causes of private lending, Discuss the development countermeasures of private finance, promote the development of private finance through legislation to regulate private lending behavior, strengthen the financial services of small and medium-sized enterprises, improve the credit guarantee system of private capital, and strengthen financial and legal awareness, so as to have a positive impact on the economic development of the Economic Zone on the West Bank of the Taiwan Strait.

**Subjects and methods:** The research objects are individual merchants in the Economic Zone on the West Bank of the Taiwan Strait. 100 individual merchants are randomly selected from a county-level city in Haixi district to understand their operation, capital lending sources and other relevant information, record relevant data, and evaluate the impact of private financial development countermeasures on individual merchants' thinking obstacles through fuzzy evaluation method, The degree of influence is divided into five levels, 0-4 respectively indicates the impact on the thinking disorder of individual merchants, and the relevant data are processed by SAS software.

**Results:** As an important way of financial development in the West Strait Economic Zone, private lending has a certain impact on the economic development of the West Strait Economic Zone. It can not only promote its development to a certain extent, but also have a negative impact on it under the influence of non-standard private finance. By taking relevant visible financial development countermeasures to improve private finance, the impact score of fruit selling individual merchants on legislating and regulating private lending behavior is 3 points, which is 1 point lower than that of barbecue individual merchants. The relevant results are shown in Table 1.

**Conclusions:** Through the establishment of private finance laws, regulate private lending behavior and rationalize private lending. Strengthen the financial services of small and medium-sized enterprises in the Economic Zone on the West Bank of the Taiwan Strait from the aspects of raising funds, improving service means and improving service quality, so as to promote the financial development of the Economic Zone on the West Bank of the Taiwan Strait.

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**Table 1.** The influence of different private financial development countermeasures on the thinking obstacles of individual merchants

Individual merchant type	Legislation to regulate private lending	Improve the private credit guarantee system	Improve the investment environment of private capital
Fruit sale	3	3	3
Barbecue	4	3	4
Agritainment	4	4	4

\* \* \* \* \*

## RESEARCH ON THE TRAINING PATH OF ENVIRONMENTAL ENGINEERING PROFESSIONALS IN COLLEGES AND UNIVERSITIES UNDER THE OBSTACLE OF THINKING LOGIC

Weidong Li<sup>1\*</sup>, Xia Jiang<sup>1</sup>, Huayun Yang<sup>1</sup>, Qi Liu<sup>2</sup>, Yong Cao<sup>1</sup> & Yan Sun<sup>1</sup>

<sup>1</sup>Hangzhou Normal University Qianjiang College, Hangzhou 310018, China

<sup>2</sup>Hangzhou Normal University, Hangzhou 311121, China

**Background:** Thinking disorder refers to the process of objective things acting on the human brain. Due to the confusion of thinking starting point, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and the interference of thinking, it is difficult for the human brain to display the normal thinking results of objective things. It can be divided into abnormal thinking process and abnormal thinking content. The logical barrier of thinking is often manifested in the lack of proper logic in the connection of semantics, that is, when combing the language information organization, the thinking process is limited by relevant conditions or there are conflicts and differences with the original knowledge and ideas, which leads to symbolic thinking, new words, logical fallacious thinking and sophistication thinking. Thinking logic disorder will not only affect people's thinking ability and cognitive ability, lead to their easy to fall into the inherent thinking set, and then lack of comprehensiveness and objectivity in the analysis and treatment of problems, but also affect the depth and breadth of people's views on things, resulting in certain physical and mental damage. Thinking logic barriers will limit the open development of people's thinking, reduce people's sensitivity to things, and then have different common-sense judgments on people's behavior, decision-making and action, limiting their overall development. With the acceleration of China's educational system reform, innovative talent training program is one of the key points and objectives of current research. However, in the current situation of Pei training of environmental engineering major in colleges and universities in China, the teaching guidance of neglecting practice and emphasizing theory makes the classroom teaching effect of environmental engineering major unsatisfactory, and its training objectives and programs are divorced from the practical ability of the society, and the practicality and applicability of the major are poor, making the learning contents and theories obtained by the students of this major become "a piece of empty talk". The deviation of the training path of environmental engineering professionals will make students lose their confidence and enthusiasm in learning, produce negative emotions and psychological problems, and further limit the reform of teaching path and the all-round and healthy development of students.

**Objective:** To improve the mental health level of students with thinking logic disorder, alleviate their symptoms, improve the teaching quality on the premise of meeting the psychological needs of students, and promote the all-round development of students majoring in environmental engineering.

**Subjects and methods:** The research first evaluate the mental health status of environmental engineering students in a university, and then takes the students with thinking logic obstacles as the research object, constructs the index level and target level with the help of analytic hierarchy process, and innovates the current environmental engineering teaching model. The teaching mode of innovative talent training path constructed is applied to the research object. The experimental time is three months. After the experiment, explore the psychological improvement and application effect of the talent training path of environmental engineering specialty in colleges and universities under the obstacle of thinking logic.

**Method design:** Bring the learning status and problems of students with thinking logic disorder into the teaching design process, optimize and improve the teaching means and teaching scheme, in order to design a teaching mode that meets the students' psychological needs and talent training scheme, collect and sort

out the data of the thinking status and learning effect of the research object before and after the experiment, and draw the experimental conclusion.

**Methods:** The exploration of diversified vocal music teaching mode was realized by analytic hierarchy process, and SPSS21.0 statistical Fenix tool to process and analyze data.

**Results:** The major of environmental engineering is to cultivate talents with solid basic theoretical knowledge and excellent practical ability. The employment channel it faces also requires students to have high comprehensive quality. The emphasis on teaching content and targeted teaching of teaching means can effectively improve students' professional quality and improve their negative emotions and psychological problems caused by their majors. Table 1 shows the scores of classroom behavior and thinking cognition of students with thinking logic disorder before the experiment.

**Table 1.** The scores of classroom behavior and thinking cognition of students with thinking logic disorder before the experiment

Dimension	Mean	S.D.
Self-cognitive value	2.324	0.642
Differences in thinking disorders	4.287	0.569
Self-efficacy	2.312	0.623
Objectivity of things evaluation	2.957	0.511

**Conclusions:** Environmental engineering majors pay attention to students' application and practical ability in teaching objectives, and have high requirements for students' comprehensive quality. Adjusting and optimizing the teaching mode and teaching scheme will help to improve the talent training scheme on the premise of meeting students' needs, and effectively improve students' negative emotions and thinking obstacles in teaching. From the perspective of thinking obstacles, optimizing the talent training scheme of environmental engineering specialty can significantly improve the mental health level of students.

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## ANALYSIS ON THE CULTIVATION STRATEGY OF INNOVATIVE THINKING ABILITY IN GARDEN PLANT TEACHING UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Wenyong Qin<sup>1,2</sup>

<sup>1</sup>*Changzhou University, Changzhou 213164, China*

<sup>2</sup>*National Chiayi University, Chiayi 600355, Chinese Taiwan*

**Background:** Educational psychology is an interdisciplinary subject that applies psychological theories and methods to the field of human education. Its research focus is to improve courses and teaching methods, stimulate students' learning enthusiasm and help students face various challenges and difficulties in the process of growth. Educational psychology has dual tasks. It has both pedagogical and psychological tasks. In educational psychology, we first need to study and reveal the nature, characteristics and types of students' learning in the education system, as well as various learning processes and conditions. So that psychology can develop in depth in the field of education. Secondly, we also need to study how to use students' learning laws to design education, reform the education system and optimize the education system, so as to improve educational efficiency and accelerate talent training. With the continuous advancement of China's socialist economic construction, great changes have taken place in urban construction and greening, and the national aesthetic standards for garden plants have also been improved, which puts forward higher learning requirements for students majoring in garden plants in China. However, some students majoring in garden plants suffer from different degrees of cognitive impairment due to heredity, childhood experience and other reasons, which will affect the cultivation of students' professional courses and innovative thinking ability.

**Objective:** To explore the current situation of cognitive impairment, main symptoms and causes of garden plant related majors. Then the teaching experiment is designed with the theoretical method of educational psychology to explore the effect of the theoretical method of educational psychology on improving students' cognitive impairment.

**Subjects and methods:** Collect domestic academic materials and books on the teaching innovation of landscape plant related majors in recent years, and summarize the cognitive difficulties in the teaching and education of landscape plant related majors after careful study. Then select a vocational college with certain competitiveness in vocational education from China, and then select 188 students of landscape plant related majors who are willing to participate in the experiment and suffer from different degrees of cognitive impairment as the research object. The students are divided into reform group and control group, with 94 people in each group. First, the age, grade According to the statistics of basic information such as academic performance, family economic status and parents' marital status, if there are items with significant differences between the two groups of students' basic information, the grouping should be adjusted or regrouped until there is no significant difference in all basic information between the two groups. The teaching experiment is conducted on the two groups of students, and the teaching contents are consistent. However, the teachers of the reform group are required to use the method of educational psychology to analyze the students' learning state in the teaching process. When it is found that the students have learning difficulties due to cognitive impairment, they should provide help to the students in time, such as reducing the teaching speed, repeating the teaching of the contents that the students have difficulty in understanding, etc. The teaching experiment lasted for one semester. MMSE (Mini Mental State Examination) scale was used to understand the severity of cognitive impairment of all students before and after the experiment. The characteristics of all measurement types in the study are displayed in the form of mean  $\pm$  standard deviation, and the *t*-test is conducted. The significance level of the difference is taken as 0.05

**Results:** After the experiment, the effective data were entered into the computer and SPSS20.0 was used for statistical analysis, and Table 1 is obtained.

**Table 1.** Statistics of MMSE scores of two groups of students before and after the experiment

Group	Before teaching	After teaching	<i>P</i>
Reform group	21.2 $\pm$ 3.5	25.3 $\pm$ 3.0	0.011
Control group	21.1 $\pm$ 3.8	21.3 $\pm$ 4.2	0.763
<i>P</i>	0.984	0.010	-

Note: Students whose MMSE scores are in the range of "0-9", "10-20", "21-26" and "27-30" have severe, moderate, mild and asymptomatic cognitive impairment.

It can be seen from Table 1 that the MMSE score data of the two groups of students before the teaching experiment are not significantly different and comparable. After the experiment, the average MMSE score of the reform group is 25.3, an increase of 4.0 points compared with the control group, and the test results of difference significance show that the data difference is statistically significant.

**Conclusions:** With the development of national economy, the aesthetic standard of garden plants has increased, which puts forward higher learning requirements for students majoring in garden plants. However, some students suffer from cognitive impairment, which will affect the learning effect and the cultivation of innovative thinking. This study designs a teaching experiment to verify whether the application of theoretical knowledge of educational psychology in teaching can improve students' cognitive impairment symptoms. The experimental results show that after the experiment, the average MMSE score of the reform group is 25.3, an increase of 4.0 points compared with the control group, and the difference is statistically significant. In other words, teachers integrate educational psychology methods into relevant courses of garden plant specialty to guide students' learning state and cognitive state, which can effectively alleviate students' cognitive impairment symptoms, improve students' cognitive ability, and make it easier for students to learn and master the innovative thinking of teachers and professors.

**Acknowledgement:** The research is supported by: "14th Five-year Plan" Project of Jiangsu Higher Education Institute: "Optimization and construction of undergraduate curriculum system of landscape architecture in Jiangsu universities from the perspective of emerging agriculture (No. YB030)"; Research Project on Education and Teaching of Changzhou University: "Research on the talent training mode of landscape architecture in colleges from the perspective of industry-education integration (No. GJY2021022)".

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## ANALYSIS ON THE INFLUENCE OF COLLEGE STUDENTS' ANXIETY ON COLLEGE MANAGEMENT INNOVATION

Yuxi Wang, Gan Fang & Keyan Yao\*

*Nanjing Agricultural University, Nanjing 210095, China*

**Background:** With the continuous improvement of the concept of social science and the social popularization of psychological knowledge in recent years, the topic of social individual mental health has gradually attracted more attention in any social group. The current social environment and economic pressure lead to the anxiety atmosphere of the whole society. Therefore, anxiety symptoms have become a more common mental disease in the current social environment. In all social groups, the psychological balance of college students is more fragile and their psychological defense is weaker. Therefore, college students are more prone to anxiety than other groups. It is true that the appropriate anxiety state of individual psychology is beneficial to promote individual learning efficiency, but long-term and continuous anxiety will make individuals biased against various negative factors in learning and life, amplify the impact of negative factors in life, and seriously affect their own learning and life. As an important life stage for college students' psychological growth and the formation of self-consciousness, college students are likely to have various problems due to their immaturity in the process of their first contact with the social environment, including not only the problems in contact with others, but also the problems in combing their own psychological state. Although these problems are common, However, under the influence of college students' anxiety, their negative effects may be magnified several times, seriously affecting students' mental health and forming a vicious circle of adverse psychological interaction. In the process of university management, it includes not only the management of students' learning and life process, but also the management of students' psychological state. Therefore, in the process of management, we need to pay special attention to the source and transmission path of college students' anxiety, and infiltrate the correct way of thinking in the process of management, Through the innovative way of cognitive psychological influence, improve students' tolerance and dominance of anxiety, so as to help students get rid of anxiety, improve students' comprehensive psychological quality, and improve students' life enthusiasm and learning results.

**Objective:** Through the analysis of the source and deterioration path of contemporary college students' Anxiety Psychology, this study brings the control of college students' anxiety into the efficient management system, so as to strive to provide colleges and universities with college management means that can more effectively intervene students' psychological state and improve the control ability of college students' anxiety.

**Subjects and methods:** This study analyzes the relationship between college students' depressive symptoms and efficient management by combining the investigation method with the binary logistic regression model and constructing the correlation factor model.

**Study design:** This study takes college students as the main survey object. After sorting out the survey data, the binary logistic regression model is used to establish the model of college students' anxiety, sources of psychological stress and efficient management means. The variables are screened through stepwise regression, and finally the relationship between different factors is analyzed.

**Methods:** EpiData was used to sort out and input the relevant data in this study, and SPSS24.0 for data calculation and analysis.

**Results:** The impact of university management on students' anxiety is shown in Figure 1.

Among the different college management approaches in Figure 1, the two management approaches of psychological factor management and emotional life management have a significant impact on students' anxiety symptoms, reaching level 5 of the impact level, while the two management approaches of learning process management and group social management have a slightly lower impact on students' anxiety symptoms than psychological factor management and emotional life management. Reached level 4 of the impact level.

**Conclusions:** As college students are still in the stage of physical and mental growth, they are more sensitive to the impact of external information and their psychological balance is relatively fragile, so they are more likely to have anxiety than other social groups. In the process of university management, we should not let go of the psychological situation of college students. We should only pay attention to the learning situation of students. Students' learning situation is often closely related to their physical and mental health. Therefore, in the process of university management, we should pay close attention to students' mental health through psychological factor management, emotional life management, learning process management the four aspects of group social management comprehensively guide and manage college students' study, life and physical and mental health in colleges and universities, help students establish self-help consciousness and correctly judge their own psychological state, improve students'

tolerance and dominance of anxiety, promote students to actively get rid of the control of anxiety, and promote the development of students' physical and mental health, have a more positive campus life.

**Acknowledgement:** The research is supported by: The Special Task Program of humanities and Social Sciences Research of the Ministry of Education (College counselor). Research on improving the function mechanism of short video education in new media by using the theory of subcultural style, No. 21JDSZ3105; Topics in education management of Nanjing Agricultural University, Construction of Labor Education Evaluation System for Agricultural University Students, No. X20220107.

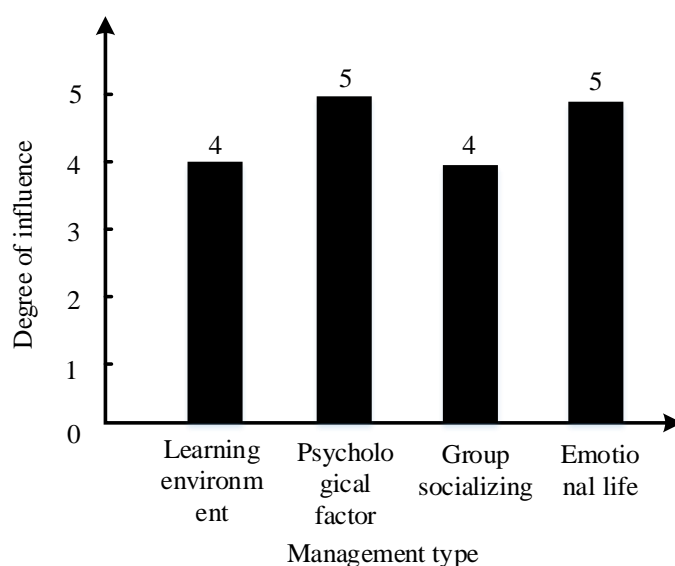


Figure 1. The influence of college management on students' anxiety

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## ANALYSIS OF PUBLIC AESTHETIC COGNITION IN MODERN CALLIGRAPHY AESTHETIC DESIGN WORKS UNDER COGNITIVE IMPAIRMENT

Peijun Xiong

*Zhaoqing University, Zhaoqing 526061, China*

**Background:** The identification of modern cognitive impairment is no longer limited to normal senile dementia and mild senile dementia. According to modern diagnostic criteria, the main diagnostic principles of cognitive impairment include subjective memory and cognitive impairment, objective memory and cognitive impairment. In both categories, the normal sexual life ability of social individuals is taken into account, that is, although the cognitive ability of social individuals is damaged, they can have the ability of self-management and living alone in a certain range. The symptoms of cognitive impairment are diversified, which can be mainly manifested in four types: one is a single memory impairment, and the other is the impairment of multiple memory and cognitive fields. These two types are mainly the impairment of memory function. The third is the impairment of a single non memory cognitive field, and the fourth is the impairment of multiple non memory cognitive fields. These two types are mainly individual cognitive functions other than memory function. Cognitive impairment with impaired memory often simply includes memory impairment, while other cognitive abilities such as individual language ability, executive ability, visual space and other cognitive function modules are relatively complete. On the contrary, patients with cognitive impairment without memory impairment have relatively complete memory ability, but individual cognitive function modules such as language ability, executive ability and visual space are damaged. Due to the impairment of cognitive abilities such as visual space, people with cognitive impairment may not be able to independently complete their normal cognition of the aesthetic value and even functional value of modern calligraphy aesthetic design works. In the process of public aesthetics, aesthetic design works are often tacitly oriented to the normal cognitive public. This neglect of the people with cognitive impairment violates the basic principles of public aesthetics. Therefore, starting from the characteristics of cognitive impairment of cognitive impairment groups, this study establishes a cognitive function auxiliary path for the

functional and artistic communication of modern calligraphy aesthetic design works, bring the people with cognitive impairment into the category of public aesthetics.

**Objective:** Starting from the people with cognitive impairment, this study helps the people with cognitive impairment recognize modern aesthetic works of art by establishing an auxiliary path for the cognitive impairment of modern calligraphy aesthetic design works, so as to achieve the mass aesthetic promotion without group difference.

**Subjects and methods:** This study uses the random forest algorithm to classify the cognitive impairment groups, and on this basis, measures the impact of different aesthetic cognitive intervention means on the cognitive impairment groups through the form of group intervention, so as to achieve the effect of establishing a special aesthetic cognitive assistance system for the cognitive impairment groups with different characteristics.

**Study design:** This study uses the random forest algorithm to classify the groups of cognitive impairment according to the main symptoms of cognitive impairment, classify them according to the symptoms of cognitive impairment such as visuospatial impairment, attention impairment and abstract cognitive impairment, and make a comparative analysis of multiple groups according to the groups.

**Methods:** This study preliminarily set the random forest algorithm code according to the characteristics of cognitive impairment, and the statistics and sorting of grouped data rely on Excel.

**Results:** The dimension analysis of cognitive impairment intervention is shown in Table 1.

**Table 1.** Analysis of intervention dimensions of cognitive impairment

Measurement index	Intervention factors		Interaction	
	<i>F</i>	<i>P</i>	<i>F</i>	<i>P</i>
Visuospatial impairment	11.26	0.00*	12.91	0.00*
Attention impairment	10.36	0.03*	11.21	0.00*
Impairment of language ability	2.51	0.12	2.43	0.79
Abstract cognitive impairment	9.26	0.02*	10.38	0.00*
Delayed recall impairment	1.63	0.22	2.06	0.92
Directional force damage	0.03	0.85	3.12	0.83
Executive damage	2.31	0.13	1.51	0.85

Note: "\*" indicates  $P < 0.05$ , which is statistically significant.

As shown in Table 1, in the process of intervention, the  $P$  values of visual spatial ability impairment, attention impairment and abstract cognitive ability impairment in the process of intervention are all below 0.05, which is statistically significant, and the  $P$  values of these three elements in the process of interactive cognition between patients and calligraphy works of art are also below 0.05, which is statistically significant. Obviously, the aesthetic cognitive assistance for the three damage dimensions is more effective.

**Conclusions:** The current public aesthetic concept is aimed at normal cognitive groups, but there is a lack of relevant aesthetic cognitive guidance measures for cognitive impairment groups. This study makes an interactive and intervention analysis on the main cognitive ability dimensions of cognitive impairment patients. The results show that the impairment of visual spatial ability, attention and abstract cognitive ability have the greatest impact on the interaction process between cognitive impairment groups and calligraphy works of art. Therefore, aesthetic cognitive assistance should mainly start from these three impairments to help cognitive impairment patients occupy a place in aesthetic cognition and form a real public aesthetic promotion.

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## EDUCATIONAL DEVELOPMENT TREND AND TEACHING INNOVATION OF JOURNALISM AND COMMUNICATION SPECIALTY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xin Zhou

*Sichuan Film and Television University, Chengdu 610000, China*

**Background:** Educational psychology originated in the early 20th century. In recent years, educational psychology is closely related to psychiatry, medicine, sociology, anthropology, education and other fields. The main research content of educational psychology is the basic psychological laws of education and teaching in education and teaching situations. Based on psychology, the research involves teaching design, educational technology, special education and classroom management. Educational psychology can improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. As for research methods, the main research methods of educational psychology are quantitative methods and qualitative methods. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. The teaching subject of educational psychology theory is the workers engaged in education, and the purpose is to guide teachers to complete teaching work. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work.

Under the background of the continuous maturity and development of educational psychology theory, the educational development of journalism and communication specialty is facing very severe challenges, which is mainly reflected in teaching methods, comprehensive ability and so on. The teaching mode of Journalism and communication specialty needs to constantly update the communication concept, reasonably allocate practice and theory, integrate discipline construction and enhance application ability. The innovation of teaching mode is reflected in the effective integration of the educational methods of journalism and communication specialty and other teaching methods, and the collaborative completion of the curriculum system. The curriculum content needs to take the professional knowledge of journalism and communication theory course as the main teaching content. From the perspective of media development, practitioners of journalism and communication major need to improve their comprehensive strength and make themselves high-level applied talents to adapt to the high speed of the industry. The discipline courses set up cover multiple fields, which will avoid students' passive acceptance of knowledge and promote the integration of theory and practice. The teaching of journalism and communication major attaches importance to students' enthusiasm to participate in learning and discussion, cultivate students' abilities in decision-making, leadership and analysis, enhance students' overall concept and sense of industry mission, and comprehensively improve the comprehensive professional ability of students majoring in journalism and communication electronic information.

**Objective:** This paper analyzes the educational development trend and teaching innovation of Journalism and communication specialty under educational psychology, and provides constructive suggestions for the improvement of teaching innovation theory of Journalism and communication specialty in colleges and universities.

**Subjects and methods:** The students majoring in journalism and communication in two schools are selected as the research object to evaluate the educational development of journalism and communication under educational psychology through K-means + clustering analysis algorithm. The number of students in each school is 100. The evaluation contents include updating communication concepts, reasonably allocating practice and theory, integrating discipline construction and enhancing application ability. The evaluation results are very satisfied, quite satisfied, satisfied, slightly satisfied and not very satisfied. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** Through JMPPro15 data statistical analysis software, this paper analyzes the educational development and teaching innovation results of Journalism and communication specialty under educational psychology.

**Results:** Table 1 refers to the educational development of Journalism and communication major in school P under educational psychology. It can be seen from Table 1 that there are obvious differences in the satisfaction of the four grades. Among them, freshmen majoring in journalism and communication have the highest satisfaction, with a value of 76.0%. This shows that after the introduction of teaching psychology, the educational development of Journalism and communication specialty can be generally recognized by students. In the future, this development model can be applied to the teaching reform of journalism and communication specialty in schools.

**Conclusions:** The education and teaching innovation scheme of Journalism and communication specialty combined with educational psychology proposed by the Institute has high satisfaction. The teaching of

Journalism and communication specialty needs to carry out an integrated and innovative teaching mode to maximize the effective integration of Journalism and communication specialty and teaching resources of other disciplines.

**Table 1.** The educational development of journalism and communication major in school P under educational psychology

Type	Very satisfied	General satisfaction	Satisfied	Dissatisfied	Very dissatisfied
Freshman	6	7	6	4	2
Sophomore	5	6	7	3	4
Junior	4	6	5	4	6
Senior	5	3	6	6	5

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## ANALYSIS OF PSYCHOLOGICAL FACTORS OF APOLOGY SPEECH ACT DISORDER IN ORAL ENGLISH

Li Yang

*Nanjing University of Posts and Telecommunications, Nanjing 210023, China*

**Background:** Behavioral disorder is the result of various psychological disorders. This result can be found through observation to observe whether individual behavior is abnormal. According to the symptoms, behavioral disorders can be divided into two types: psychomotor inhibition and psychomotor excitement. The autonomy and non-autonomy of individual behavior are judged according to whether they are controlled by will. Autonomous behavior accounts for the majority of individual behavior. Judging behavior according to whether it is learned or not can be divided into habitual behavior and instinctive behavior. The former can be formed through learning, while the latter is congenital and innate. Although instinctive behavior is innate, it will also be influenced by thoughts, such as people's eating behavior. Behavior disorder is the abnormality of these different behaviors. In the psychomotor excitement, the individual's actions will be extremely excited, and the behavioral actions will increase greatly. When this behavior is coordinated with thoughts and emotions, and the actions of various parts of the body are coordinated as a whole, this kind of behavioral excitement is called coordinated excitement, such as the individual's behavioral excitement in emotional excitement or irritability. In contrast, uncoordinated excitement is common in schizophrenia. Psychomotor inhibition shows that the individual's behavior and actions have been greatly reduced, which has affected the individual's daily life. This abnormality is morbid. For example, numbness indicates that the amount of behavior and actions has reached the point where it can no longer be reduced. The individual is silent and does not eat. The response to external stimuli is very slow, his eyes are absent, there is no expression, and even incontinence. In addition, it can also be realized as wax flexion, disobedience, loss of use and loss of writing. In depression, motor inhibition also includes compulsive action, stereotyped words and deeds, continuous speech, imitation of words and deeds, eccentric and childish behavior, movement disorder and speech disorder. The experience of continuous language repeats an action that needs to be done several times before continuing to do the next action. For example, when the doctor asks the patient's name, age and other simple personal information, the patient will repeat each answer many times, which is a symptom of organic psychosis. Patients with eccentric behavior will show strange opposites in behavior and expression, which is common in schizophrenia.

In English learning, due to various psychological obstacles, students will show slight abnormal behavior and awkward behavior. They will hesitate, repeat for many times, or rarely have oral communication in oral English expression. They have no expression in the face of oral English communication and are more exclusive, showing the slight behavioral disorder of oral English expression and communication. Among them, there is the speech act disorder of apology in oral English. There are many influencing factors, such as ability factors and psychological factors. In the psychological factors, including attitude problems, introverted personality, too nervous and so on. This paper analyzes the psychological factors of apology

speech act disorder in oral English, and puts forward some methods to overcome this kind of behavior disorder.

**Objective:** To analyze the specific manifestations of apology speech act disorder in oral English and study its influencing factors, especially the psychological factors affecting this behavior disorder. This paper discusses these psychological factors in detail, and gives the methods to overcome this behavior barrier. Through these methods, students can alleviate the speech behavior barrier of apology in oral English.

**Subjects and methods:** The research objects are college students. 270 college students with apology speech act disorder were randomly selected from three universities. These students come from different majors and have different personality characteristics. Understand their English learning situation, their views on oral English apology and other relevant information, apply the methods to overcome the apology speech act barriers to these students, and record the relevant data. Through fuzzy evaluation, the influence of overcoming apology speech act disorder on college students with apology speech act disorder is evaluated. Grade 0-4 is adopted. The score is positively correlated with the degree of influence. Excel software and SAS software are used to process and analyze the data.

**Results:** In college English learning, due to students' lack of ability and introversion, students have different degrees of apology speech act barriers in oral English. Analyze the influencing factors of the behavior disorder and put forward relevant solutions. Through the application of these methods, students' apology speech act disorder has been improved to some extent. The impact of self-psychological suggestion on freshmen's apology speech act disorder is scored as 4 points. The results are shown in Table 1.

**Table 1.** The influence of ways to overcome apology speech act barriers on college students with apology speech act barriers

Grade	Self-psychological suggestion	Reduce psychological stress	Teachers give encouragement
Freshman	4	4	3
Sophomore	3	4	3
Junior	4	3	4

**Conclusions:** In view of the apology speech act obstacles existing in college students' oral English, relevant solutions are put forward. Through the methods of students' self-psychological suggestion and teachers' encouragement, students' apology speech act barriers are gradually alleviated and their learning efficiency is improved to a certain extent.

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## MATHEMATICS TEACHERS' VIEW OF MATHEMATICS AND MATHEMATICS EDUCATION UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Chengjun Yuan

*Harbin University, Harbin 150086, China*

**Background:** Educational psychology emphasizes the intervention of human learning and educational programs in the educational context, so as to improve the teaching level. In educational psychology, taking students' learning tasks as the background and psychology as the basis, this paper analyzes students' learning psychology, designs courses and optimizes teaching plans from students' learning levels. In psychological research, the function mechanism of educational psychology is considered to be psychology leading pedagogy. Some studies have proposed that psychology in educational psychology not only refers to the changes of students' psychological activities in the process of teaching, but also proposed that teachers' psychological changes in teaching are important factors affecting the development of teaching. Generally speaking, students' psychology is the key factor of teaching curriculum formulation, because curriculum formulation serves students' learning, but it is undeniable that the psychological changes brought by teachers' educational ideas also determine the direction of teaching plan formulation. From the perspective of teachers in educational psychology, teachers' psychological changes have a great impact on the teaching model. It can be predicted that teachers are affected by students' grades and school tasks in

the teaching process. Under the influence of students, teachers' psychology will show a fluctuating state. Under the teaching task of the school, teachers' psychological pressure will increase, which will affect the logic of teachers' teaching plan.

A number of studies show that in educational psychology, teachers' psychology is also the key factor affecting teaching quality. Especially in mathematics teaching, because mathematics is a highly logical subject, the requirements for teachers' professional knowledge and ability are more stringent. Mathematics teachers' view of mathematics is the basis for determining teachers' professional ability of mathematics. Mathematics view refers to teachers' mathematical literacy, and it is also an ideological concept that reflects teachers' ability to consider and deal with problems. After teachers have the corresponding view of mathematics, they need mathematics teachers to have the appropriate view of mathematics education. The view of mathematics education is quite different from the general view of education. British scholars divide the view of mathematics education into problem-solving view, Platonism view and instrumentalism view. In modern education, the view of mathematics education is divided into function view, learning view, teaching view, ability view and modern technology view. The educational results brought by different ideas in mathematics education are different. How to explore the change of teachers' educational view in mathematics education is the key to determine the teaching quality. Therefore, the research uses educational psychology as the theoretical basis to analyze the impact of the difference between mathematics teachers' mathematical view and mathematics educational view on the teaching quality, so as to provide theoretical reference for mathematics teaching.

**Objective:** This paper discusses the changes of psychological activities of mathematics teachers in teaching, investigates mathematics teachers' views on mathematics and mathematics education, discusses the differences between mathematics teachers' views on mathematics and mathematics education under the influence of educational psychology, and the influence of teachers' educational psychology on teachers' views on Mathematics and education.

**Subjects and methods:** 30 mathematics teachers were selected from 5 colleges and universities in a city, and 6 mathematics teachers were selected from each school. The correlation between mathematics teachers' view of mathematics education and multi-dimensional view of mathematics education is determined by investigating and analyzing the correlation between mathematics teachers' view of mathematics education. From the perspective of educational psychology, this paper analyzes the view of teachers' education, compares the impact of mathematics teachers' teaching on students' performance under different views of education, and analyzes the impact of educational psychology on teachers' psychology.

**Results:** The degree of influence is evaluated as no influence to significant influence according to 0-4. The teachers' teaching ideas under the influence of educational psychology are shown in Table 1. Table 1 shows that the abstract and theoretical nature of educational psychology has a significant impact on teachers' view of function, learning, teaching, ability and modern technology.

**Table 1.** The influence of psychology on education

Project	Functional view	Learning view	Approach	Ability view	Modern technology view
Abstraction	4	4	4	4	3
Theorization	4	3	4	3	4

**Conclusions:** As the main subject of science and engineering, mathematics teaching in college teaching has high requirements for teachers. Therefore, how to ensure that mathematics teachers have a strong view of mathematics and education in the teaching process is a problem that needs to be paid attention to in college teaching. From the perspective of educational psychology, this study explores teachers' views on mathematics and education from the perspective of education, and analyzes the impact of abstract and theoretical psychology in educational psychology on mathematics teachers' views on education. The results show that teachers' outlook on education is significantly affected by abstract and theoretical psychology, and under the influence of educational psychology, teachers' outlook on education has a significant impact on students, which is reflected in the changes of students' mathematics scores. In mathematics education in colleges and universities, exploring teachers' views on mathematics and education through educational psychology will help mathematics teachers improve their professional ability and students' comprehensive performance.

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## RESEARCH ON PROFESSIONAL DEVELOPMENT OF VOCATIONAL EDUCATION TEACHERS AND CULTIVATION OF CRAFTSMAN SPIRIT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xiaoyong Liu

*Hunan Electrical College of Technology, Xiangtan 411101, China*

**Background:** Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in educational context. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology. First of all, educational psychology is based on psychology. The relationship between the two disciplines is like the relationship between medicine and biology, or engineering and physics. Then, from educational psychology, many special fields can be developed to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. The theory of educational psychology helps to improve the professional ability of college teachers. Through the study of this theory, teachers can more clearly understand their professional knowledge structure, and then promote the study of professional knowledge and the development of the rationality of teaching practice. In the process of teaching, teachers should pay attention to the psychological quality of students, learn to transpose thinking, analyze students' psychology, learning situation and life needs through educational psychology, dredge students' psychological problems, and work out better solutions at the same time. Some studies have pointed out that teachers' behavior will be affected by their values, and their decision-making in the process of education will also be affected by teachers' learning and teaching views. As a "maternal intellectual resource for talent production and reproduction", vocational education teachers must practice the theme of craftsmanship spirit, improve teachers' professional quality, improve the training quality of industrial talents, and eliminate the structural contradiction of talent supply of vocational education accumulated for a long time.

**Objective:** Based on the perspective of teaching psychology, this study aims to prove the importance of vocational education teachers' professional development and craftsman spirit cultivation by cultivating vocational education teachers' professional development and craftsman spirit, and evaluating the teaching effect of teachers after training.

**Subjects and methods:** 20 teachers and 200 students in a university were selected as the survey objects. Before and after teacher training, a self-designed scale was used to evaluate the teaching effect of teachers.

**Research design:** This study adopts the self-designed teacher training strategy scale. The scale includes direct and indirect strategies, which are embodied in six sub strategies: memory, cognition, compensation, social interaction, emotion and metacognition. A total of 26 items constitutes the strategy and method of teacher training in colleges and universities. In the form of Likert 5-point scale, the score is 1-5 points. The higher the score, the more in line with the teacher's own situation. The internal consistency coefficient of the scale in this study is 0.868, indicating that it has very good reliability and institutional validity, and can be applied to measurement.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The statistical results of product difference correlation coefficient between classroom psychological state factors and training strategy factors are shown in Table 1. The results show that there is a significant negative correlation between students' classroom psychological state and teachers' training strategies ( $P < 0.01$ ), which reflects the close relationship between them. Among them, students' biggest psychological problems are tension and worry, so there is a significant negative correlation with teachers' training strategies ( $P < 0.01$ ), while the correlation coefficients between other aspects and training strategies are relatively low.

**Conclusions:** To build the path of professional development of vocational education teachers from the perspective of craftsman spirit, we should reconstruct the belief and value system, strengthen the construction of culture and system based on the theory of educational psychology, improve the legal and



standard system, and innovate the training and training mode, so as to build a life system that can breed the craftsman spirit of vocational education teachers. (1) Reconstruct the belief and value system and stimulate teachers' professional motivation and motivation. (2) Strengthen the construction of culture and system and restore teachers' professional dignity and status. (3) Improve the legal and standard system and standardize teachers' professional ethics and morality. (4) Innovate the training and training mode and reshape teachers' professional ability and quality.

**Table 1.** Statistical results of product difference correlation coefficient between classroom psychological state factors and training strategy factors

Strategy	Fear of classroom	Fear of being asked	Nervous and tense	Worry	Total learning anxiety
Memory strategy	-0.35**	-0.14**	-0.21**	-0.19**	-0.24**
Cognitive strategy	-0.23**	-0.10**	-0.38**	-0.37**	-0.23**
Compensation strategy	-0.20**	-0.14**	-0.32**	-0.27**	-0.20**
Social strategy	-0.20**	-0.10**	-0.36**	-0.39**	-0.13**
Affective strategy	-0.23**	-0.07**	-0.34**	-0.36**	-0.15**
Metacognitive strategies	-0.10	-0.23**	-0.41**	-0.36**	-0.30**
Oral learning strategies	-0.26**	-0.19**	-0.37**	-0.34**	-0.29**

Note: \*\* $P < 0.01$ .

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## A STUDY ON THE INFLUENCE OF ONLINE AND OFFLINE MIXED TEACHING OF COLLEGE ENGLISH ON ALLEVIATING COLLEGE STUDENTS' MENTAL STRESS

Yanju Jin

*School of Foreign Studies, University of Science and Technology Liaoning, Anshan 114051, China*

**Background:** At present, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Mental stress of college students is one of the common psychological problems, which can be manifested as persistent nervous symptoms such as anxiety and tension. If there is continuous mental pressure, it will not only directly affect the daily life and learning of college students, but also disrupt their life and learning order, which will have an impact on their healthy growth, increase students' sense of failure and attack students' self-confidence. According to different performance types, college students' anxiety psychological problems can be divided into three types: bad behavior pressure, emotional pressure, learning pressure, life pressure and adaptation pressure. The main stress of bad behavior is cheating, premarital sex, Internet addiction, smoking and alcoholism. Emotional stress includes unresolved contradictions, lovelorn, addicted to love, unrequited love, and emotional control. The pressure of study includes test anxiety and achievement pressure. Life pressure includes employment pressure, interpersonal pressure, family pressure and economic pressure. Adaptation stress includes anxiety about leaving home and environmental adaptation.

Under the increasingly severe mental pressure of college students, colleges and universities need to take corresponding teaching strategies to improve. Online and offline hybrid teaching has become the most heated teaching method at this stage. College English online and offline hybrid teaching organically combines the network platform and on-site teaching activities with the help of the network environment to maximize the efficient utilization of online and offline resources. The strategies of online and offline mixed teaching of college English are as follows: make full use of online learning resources, teachers' online learning guidance, and organically combine online and offline English knowledge. English learning is a long-term process. Teachers and students need to optimize learning activities together. Before classroom learning, teachers need to organize and plan in advance to ensure that students complete their learning efficiently. In classroom teaching, teachers organize students to complete the teaching activities of

combining questioning learning outside the group and discussion learning inside the group. In online teaching activities, teachers need to adjust the teaching content according to students' different learning situations. Teachers can also record video courses to help students review their knowledge after the course.

**Objective:** This paper analyzes the impact of college English online and offline mixed teaching on college students' mental stress, in order to improve college students' mental health level.

**Subjects and methods:** 100 college students were selected as the research object and divided into control group and experimental group by digital random grouping method, with 50 students in each group. The control group had normal English teaching, while the experimental group used English online and offline mixed teaching. The experimental period was 4 months. After that, the improvement of mental stress of the two groups was compared and analyzed. A clustering algorithm based on random search (CLARANS) was used to classify the improvement effect of college students' mental stress. The improvement grades were set as no improvement, slight improvement, improvement and obvious improvement, and the corresponding quantitative values were 1, 2, 3 and 4 respectively. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the average score of all subjects was taken as the final result.

**Methods:** This paper analyzes the influence of college English online and offline mixed teaching on college students' anxiety through NOSA data statistical analysis software.

**Results:** Table 1 refers to the improvement rate of the two groups of subjects in the whole experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both groups increased, but the improvement rate of the experimental group was more significant. This shows that college English online and offline hybrid teaching can greatly improve college students' mental stress in the process of learning.

**Table 1.** Improvement rate of two groups of subjects in the experimental cycle

Group	After 1 month	After 2 months	After 4 months
Control group	56.0	58.0	68.0
Experience group	60.0	82.0*	88.0*

**Conclusions:** The mental stress of college students will have a bad impact on their normal life and study. If they do not pay attention to it, it will have a very bad impact on their physical and mental health. The results show that compared with ordinary English teaching methods, online and offline hybrid teaching has obvious advantages in improving college students' mental stress, and can be applied and popularized in the management of psychological problems in colleges and universities.

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## RESEARCH ON THE RELATIONSHIP BETWEEN DIGITAL MEDIA ART AND THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES UNDER THE BACKGROUND OF ART PSYCHOLOGY

Yi Chen, Yiqing Xu, Zhaofeng He, Yuchen Song, Naibin Qi & Xiudan Wang\*

*Nanjing Vocational University of Industry Technology, Nanjing 210007, China*

**Background:** Artistic psychology can also be called "literary psychology". It refers to the science of analyzing culture and art and related laws through psychological methods and viewpoints. Literature and art psychology is one of the branches of literature and art and aesthetics. It is divided into literature and art reception psychology, literature and art work psychology and literature and art creation psychology. Literature and art reception psychology analyzes the recipient's psychological process, appreciation interest, as well as the feeling, experience and recreation of artistic works. The psychology of literary works analyzes the materialized form of artists' psychological activities, the psychological characteristics of characters, and the psychological connotation of artistic conception, artistic image and so on. The psychology of literary and artistic creation analyzes the psychological characteristics, artistic conception,

and the formation of creative motivation, the accumulation of psychological experience, the construction of psychological structure, the judgment, experience, feeling and intuition of social life in artistic expression. Art psychology mainly analyzes how to inspire people's enthusiasm and will and enrich their spiritual life through literary and artistic works and works of art. How to improve teenagers' creative ability, appreciation and interest in literature and art. In the process of appreciation of literary and artistic works, feel and understand the works and produce emotional resonance. The influence of the artist's temperament, personality, ability, hobbies, interests and other characteristics on creation. The relationship between emotion, abstraction, thinking and imagination. How artists accumulate and refine materials through the real world, and start the process of creative imagination on the basis of perception and memory.

Under the background of analyzing art psychology, the relationship between digital media art and the development of cultural and creative industries has become a topic of concern. Digital media art takes digital technology as the carrier. At present, digital media content has been integrated into relevant production links, such as printing and publishing and digital print media industry, film and television industry and film and television advertising service industry, digital animation industry, digital game industry, website consulting service industry, cultural and creative industry and multimedia content industry. The corresponding psychological motivation of literary and artistic entrepreneurship industry includes a sense of achievement, avoiding setbacks, shaping details and flow experience. Sense of achievement means that the audience will have a sense of achievement from the bottom of their heart after experiencing digital media art, so that they can obtain cultural knowledge in a more image way and help them increase their knowledge and knowledge. Avoiding frustration means that with the expression effect of digital media art, cultural and creative works can help people temporarily reduce pain, avoid facing the depression of life, let them relax from the bottom of their heart and truly achieve joy and pleasure. Detail shaping refers to the careful carving of cultural and creative works in scene matching, character clothing, art, aesthetics and other elements, which is the focus of digital media art design and creation and has a direct impact on the audience's sense of experience. The creators of cultural products can make players indulge in them through technology, voice and specific appearance. At the same time, the concealment of details also makes the game have strong interactive communication and playability. Flow experience refers to the audience's satisfaction with their sense of achievement and vanity in the cultural and creative industry. The creator can immerse the audience from the aspects of touch, vision, hearing and so on.

**Objective:** This paper analyzes the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology, in order to contribute to the improvement of audience art psychology.

**Subjects and methods:** 100 audiences of cultural and creative industries are selected as the research object, and the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology is analyzed through balanced iterative reducing and clustering using hierarchies (Birch). The indicators of digital media art psychology are sense of achievement, avoidance of setbacks, detail shaping and flow experience. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates medium intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and uncorrelated. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Methods:** Pearson product moment correlation coefficient is used to analyze the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology. When  $P < 0.05$ , the difference has significant statistical difference, and  $P < 0.01$ , the difference has very significant statistical difference.

**Results:** Table 1 refers to the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology. It can be seen from Table 1 that the correlation coefficients between cultural and creative industries combined with art psychology and sense of achievement, avoidance of frustration, detail shaping and flow experience are 0.562, 0.787, 0.542 and 0.426 respectively, and the significance is lower than 0.05.

**Table 1.** Correlation between designers' emotional psychology and anxiety in the process of product design

Psychological factor	Relevance	Significance
Fulfillment	0.562	<0.05
Avoid setbacks	0.787	<0.01
Detail shaping	0.542	<0.05
Flow experience	0.426	<0.01

**Conclusions:** This shows that the cultural and creative industry is positively related to the audience's

sense of achievement, avoidance of frustration, and detail shaping and flow experience in digital media art. We can pay attention to these aspects in the follow-up digital media art.

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## MANAGEMENT OF ANXIETY PSYCHOLOGICAL CRISIS OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

Chengyu Du

*Fujian Normal University, Fuzhou 350117, China*

**Background:** Anxiety is an abnormal psychological adverse emotional reaction, which is mainly caused by excessive worry about the future, fate and life safety. Medical psychologists believe that the cause of anxiety is usually that people suffer from adverse feelings such as risk, pressure and pain, which exceed the psychological preset acceptance, and it is difficult for people to face and solve these problems. Therefore, from a normal perspective, anxiety itself can be regarded as a very reasonable emotional response, but the human body's long-term anxiety will lead to physiological and emotional diseases, which will not only seriously affect individuals' daily life, but also have a negative impact on their quality of life. Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. According to different anxiety sources, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. The causes of psychological anxiety of college students are personal factors, school factors, social factors and family factors. After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent.

In the environment of more and more serious psychological problems of college students, college education has extremely important value, especially college ideological and political education. In view of the psychological phenomenon of students' anxiety, the effective intervention measures taken by colleges and universities are as follows. First, strengthen ideological and political education and guide students to have a correct outlook on life, world outlook and values, as shown below. First of all, the important position of mental health should be determined in the ideological and political education in colleges and universities. As the main body of education, the school should teach students according to their aptitude and give targeted guidance according to the characteristics of students, so as to help students stay away from negative emotions in time and improve their psychological quality in the face of difficulties. Then, the concept of “people-oriented” should be implemented in the process of mental health education. Guide college students to open their hearts, seek a growth path suitable for themselves, determine the actual ideal goal, and overcome their anxiety with the help of their own potential. Second, strengthen the construction of safe campus culture and enhance their ability to face anxiety. The specific performance is as follows: first, pay attention to the educational function of campus culture to alleviate and defend students' anxiety. As a potential educational force, campus culture can directly affect the cultivation of students' Ideological and moral quality and guide students' psychology to develop in a better direction. Colleges and universities need to seriously implement the concept of quality education, carry out college teaching activities on the premise of analyzing the psychology of college students, provide more exercise opportunities for college students to integrate into the society, and then promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' anxiety in a timely and targeted manner.

**Objective:** This paper analyzes the effect of college ideological and political education combined with psychological education on students' psychological anxiety, in order to contribute to the healthy growth of college students.

**Subjects and methods:** 100 students with different degrees of psychological anxiety in colleges and universities were selected as the research object. They were divided into control group and experimental group according to the random grouping method. The control group adopted normal ideological and political education, and the experimental group added ideological and political education combined with mental health on this basis. The experimental cycle lasted for 3 months. After the experiment, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was analyzed and evaluated by particle swarm optimization algorithm. HAMA was divided into mental and physical factors, with a total of 14 items. Each item was measured by 5-level score, and the total score was 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety.

**Methods:** The influence of Ideological and political education combined with mental health on students' psychological anxiety was analyzed by the latest version of NOSA data statistical analysis software.

**Results:** Table 1 refers to the improvement rate of psychological anxiety of students in the experimental group during the whole experimental period. It can be seen from Table 1 that students' psychological anxiety has been significantly improved after the intervention of Ideological and political courses combined with mental health education, and the improvement rate has increased significantly with the continuation of the experimental time, mainly because this model can alleviate students' psychological anxiety to a certain extent.

**Table 1.** The improvement rate of students' psychological anxiety in the experimental group during the experiment

Mental health indicators	Before	After 1 month	After 3 months
Spirituality	72.0	82.0	92.0
Somatization	72.0	82.0	89.0

**Conclusions:** The new ideological and political education proposed by the research institute can improve students' psychological anxiety. This course can be popularized in students' anxiety intervention. In the follow-up, this course can also be applied to anxiety patients in other industries to expand its scope of application.

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## APPLICATION OF DIGITAL MEDIA ART IN GAME ENVIRONMENT DESIGN FROM THE PERSPECTIVE OF DESIGN PSYCHOLOGY

Jie Zheng

*Jiangsu University, Zhenjiang 212000, China*

**Background:** Compared with other design Sciences, game design is a new science. It has better intersection, and psychology is an important part. Digital media art design psychology has won the favor of experts in architecture, medical and other fields. The principle of game design is to create human-computer interaction experience between players and games. The internal motivation of players in the process of game is feedback and response, contradiction and choice, play and challenge. The goal of game design is to create a great gamer experience and help people get happy in the game. In order to achieve better game experience, designers must analyze the psychological needs of players. At present, studies at home and abroad have pointed out that the application of digital media art design psychology in game design is relatively small, and the research results cannot get satisfactory results, mainly manifested in poor experience of game design, poor flow experience and so on. In view of this, this paper puts forward an application scheme of digital media art psychology in game environment design, which aims to provide a new direction for the innovation of game environment design. Different from psychology and design, design psychology studies and analyzes people's psychology and behavior, acts people's psychological response on the design process, and is always guided by people's needs. In the design process, designers need to consider the psychological status of users and predict the positive and negative experience of users in the process of using the product, so as to avoid the prediction problems of designers in the design process to a great extent, and then improve the quality of products. In a game environment design with rich content and high intensity, designers need to grasp the player's psychology from many aspects. In the process of playing the game, the corresponding psychological motivation includes a sense of achievement, avoiding setbacks,

shaping details and flow experience.

If designers want to meet the psychological needs of players in the process of game design, they need to start from the following two aspects. First, design experience. If a game designer wants to design a fun game, he should pay attention to the game experience of the players in the game process to make the players feel that the game is fun. This requires the designer to first separate from the simple game experience. The specific analysis questions are how to find the essence of the experience, what the essence of the experience is, and what kind of experience the players will get from the game. Then the designer needs to create a scene that matches the game. Players pay more attention to the role of the scene in the process of playing the game. The key factor to determine the success of a game is not technology. Second, design interest curve. Throughout the game, players' emotions need to fluctuate within a certain range. In order for players to better integrate into the game process, designers need to preset an interest curve, which contains some moments that make players' emotions reach the excitement point and is arranged in a certain order. An excellent interest curve must arouse the player's interest and leave with interest after the game.

**Objective:** This paper analyzes the role of digital media art combined with design psychology in game environment design on the psychology of players, in order to improve the mental health level of game players.

**Subjects and methods:** Select 100 people as the research object, and analyze the impact of digital media art combined with design psychology on the psychology of game players through ordering points to identify the clustering structure (options). Set digital media art as three types: the dynamics of digital media art, the virtuality of digital media art and the integration of digital media art. Evaluate the effect of new media art combined with design psychology on players' psychology through five levels of 1-5. 1, 2, 3, 4 and 5 respectively refer to no relationship, slight impact, general impact, obvious impact and serious impact. In order to avoid the influence of subjective factors on the research results in the research process, the evaluation values of all research objects are taken and the final results are obtained by rounding.

**Methods:** This study uses Excel statistical analysis software to analyze the effect of digital media art combined with design psychology on players' psychology in game environment design.

**Results:** Table 1 refers to the effect of digital media art combined with design psychology on the psychology of players. The influence of digital media on the artistic integration of digital media is shown in table 5-4.

**Table 1.** The effect of digital media art combined with design psychology on players' psychology

Factor	The dynamics of digital media art	Virtuality of digital media art	The convergence of digital media art
Fulfillment	5	5	4
Avoid setbacks	4	4	4
Detail shaping	5	5	5
Flow experience	4	4	4

**Conclusions:** In the process of game environment design, the dynamic of digital media art, the virtuality of digital media art and the integration of digital media art have an impact on the psychology of game players in the range of 4-5, 4-5 and 3-4, which is not only conducive to the sustainable development of the game industry, but also conducive to the improvement of China's comprehensive national strength.

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## REFORM OF FINANCIAL ACCOUNTING TEACHING MODE BASED ON COLLEGE STUDENTS' LEARNING ANXIETY

Honghui Deng<sup>1</sup> & Bo Chen<sup>2,3\*</sup>

<sup>1</sup>*Shenzhen Polytechnic, Shenzhen 518055, China*

<sup>2</sup>*Dongguan Polytechnic, Dongguan 523808, China*

<sup>3</sup>*Shenzhen Institute of Public Administration, Shenzhen 518050, China*

**Background:** The international health organization claimed that the number of patients with anxiety and depression among college students still showed a growing law of change, and the incidence group showed a younger trend. Anxiety disorder of college students is a very complex psychological and emotional disorder.

Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. After entering the university, college students will face great changes in their learning methods. At the same time, with the pressure from all aspects, such as learning pressure, learning tasks and employment pressure, their mental health problems will become more and more serious under the background of their poor psychological tolerance. With the increasingly serious phenomenon of students' learning anxiety, colleges and universities must take corresponding measures to intervene students' anxiety. At present, college teachers do not pay attention to students' psychological needs in the teaching process, which leads to a serious phenomenon of students' anxiety. A large number of studies at home and abroad show that college students need to take timely intervention measures to enhance their ability to solve problems. If they do not intervene, they will have serious psychological problems in the long run.

Under the background of widespread anxiety among college students, the teaching mode of financial accounting needs to be adjusted and optimized in time. The key points of the reform and innovation of financial accounting teaching mode are as follows: first, integrate and innovate the teaching content. Firstly, the latest trends of accounting standards at home and abroad need to be presented in the form of curriculum teaching to ensure the cutting-edge of students' knowledge system. Secondly, add typical cases with timeliness to the teaching content, communicate with students' offline or online, and guide students to complete the teaching case analysis. Finally, the latest research trends of financial accounting should be introduced into the teaching of relevant contents of the course, and appropriate literature should be selected to complete the literature review guide, so as to cultivate students' own scientific research ability. Second, change the teaching subject and teaching focus, which is specifically reflected in the expansion of teaching focus to the formal teaching of the curriculum. Change the main body of teaching from teachers to students. In teaching, teachers play a role in guiding students to study and think actively, creating a good atmosphere conducive to students' learning, guiding and organizing students to complete discussions and take notes. Students become the main body of the whole teaching activities. The classroom focuses on discussion and discovery. Students can improve their learning enthusiasm and self-study ability. Third, diversify and expand the assessment procedures of students after class, which is specifically reflected in the expansion of curriculum teaching towards the direction of follow-up assessment, enrich the methods of follow-up assessment.

**Objective:** This paper analyzes the phenomenon of college students' learning anxiety, puts forward the financial accounting teaching mode under this premise, and explores the alleviating effect of the new financial accounting teaching mode on students' anxiety.

**Subjects and methods:** 500 college students with different degrees of anxiety in five colleges and universities in a province were selected to analyze the phenomenon of college students' learning anxiety. They were randomly divided into control group and experimental group according to the number. The control group adopted the ordinary financial accounting teaching method, while the experimental group adopted the new financial accounting teaching mode, and the experimental period lasted for 6 months. Anxiety was measured by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was analyzed and evaluated by random forest algorithm. Anxiety levels can be divided into five levels: serious anxiety, very anxiety, anxiety, a little anxiety and no anxiety. Set the anxiety rate as the ratio of the number of people with severe anxiety, very anxiety and anxiety to the total number of people. In order to ensure the authenticity and reliability of the research results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** Through the latest statistical analysis software of PEMs, this paper analyzes the alleviating effect of the new financial accounting teaching model on college students' psychological anxiety.

**Results:** Table 1 refers to the anxiety rate of the two groups of subjects in this experimental cycle. It can be seen from the table that with the increase of experimental time, the anxiety rate of patients in both groups decreased, but the anxiety rate of the experimental group decreased more significantly. This shows that the financial accounting teaching model can greatly improve the anxiety of college students in the learning process.

**Table 1.** The anxiety rate of the two groups in this experimental cycle

Group	Before	After 1 month	After 3 months	After 6 months
Control group	87.26	70.25	52.03	31.25
Experience group	86.59	74.56	68.26	57.16

**Conclusions:** College financial accounting teaching mode has an ideal effect on alleviating college students' psychological anxiety, which can significantly reduce students' learning anxiety and improve

students' ability to deal with and solve uncertain problems. Subsequent research can apply the proposed college financial accounting teaching mode to the teaching work of other colleges and universities, so as to reduce the anxiety of students of related majors.

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## RESEARCH ON THE THEORY OF FEMALE PAINTING ART UNDER THE MENTAL STATE OF THINKING DISORDER

Yi Yan & Yao Cui

*Xi'an University of Posts & Telecommunications, Xi'an 710121, China*

**Background:** Thinking logic disorder is an important and common symptom of mental illness, which mainly covers the content disorder and form disorder of thinking. Thinking form obstacle refers to the obstacle generated through the association process, including the slowdown and acceleration of the association process, and the irregular combination of concept and representation. Thinking content disorder is a pathological distorted belief, which is mainly manifested in the delusion of victimization, relationship, sin, hypochondriasis, jealousy, love and insight. The obstacles of thought form are passive experience of thinking, logical wrong thinking, new words, symbolic thinking, pathological restatement, thinking rupture, thinking dispersion, thinking retardation and thinking escape. The thinking and logic of patients with thinking logic disorder lack continuity and integrity, and do not have a relatively strong logical correlation, resulting in loose association and loose thinking, which makes the patient's answers and questions do not match, which leads to certain cracks between the two sides of communication, and these behaviors will cause them to be misunderstood. Logical thinking includes advanced thinking forms. It refers to the thinking form that reflects reality through reasoning, judgment and concept in the process of cognition. Its characteristic is abstraction and reflects the essential attributes of things. Individual logical thinking has different modes, such as theoretical and empirical. Mental disorder is an extremely common disease, and the related intervention research is of great significance.

As an important part of contemporary social activities and Western cultural thought, feminist painting is one of the important driving forces of art development. Feminist art is a unique artistic trend. It can express women's opinions and views through different means. Feminist art theorists have a unique artistic creation environment, and their works will contain strong dissatisfaction with female discrimination. Female artists rely on their unique life experience, physiology and psychology, and their works are natural, logical and personalized. The theory of female painting art takes the 1980s as the watershed, which are traditional feminist art and postmodern feminist art respectively. The theory of female painting art includes the development limitations of female art history, art education, social education and encouragement, revising the traditional art history and improving the art history. With the gradual enhancement of artists' awareness of self-status, modern women believe that art needs to have the following two points in order to be called a careful analysis of the work of art itself, the object it serves, and the way of artistic creation. The position of art under the action of gender, population and class.

**Objective:** This paper analyzes the influence of female painting art theory on female patients with thinking disorder, in order to contribute to the improvement of female thinking logic disorder.

**Subjects and methods:** 100 female patients with thinking disorders in two regions were selected as the research object. The influence of female painting art theory on female patients with thinking disorders was analyzed through the decision tree algorithm. The female painting art theory included five aspects: the development limitations of female art history, art education, social education and encouragement, the revision of traditional art history and the improvement of art history. The thinking logic obstacles included content obstacles and thinking form obstacles. Set the impact result level as no improvement, slight improvement, improvement, good improvement and obvious improvement. The results are expressed by the improvement rate. The ratio of the number of people and the total number of people in the three levels of improvement, better improvement and obvious improvement is 0-1. The larger the value is, the more obvious the improvement effect is. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** The influence of female painting art theory on female patients with thinking disorder was analyzed by Das data statistical analysis software.

**Results:** Table 1 refers to the influence of female painting art theory on female patients with thinking disorders. It can be seen from table 1 that among patients with content disorders, the improvement rates of female art history development limitations, art education, social education and encouragement, revision of



traditional art history and improvement of art history on psychological problems were 82.16%, 83.65%, 84.16%, 85.12% and 81.02% respectively. Among the obstacles of thinking form, the improvement rates of corresponding female art theories were 87.26%, 86.25%, 85.31%, 84.69% and 83.62%.

**Table 1.** The influence of female painting art theory on female patients with thinking disorder

Type	Content barrier	Thinking form obstacle
Limitations of the development of female art history	82.16	87.26
Art education	83.65	86.25
Social education and encouragement	84.16	85.31
Revise the history of traditional art	85.12	84.69
History of improved art	81.02	83.62

**Conclusions:** The proposed female painting art theories, such as the development limitations of female art history, art education, social education and encouragement, revision of traditional art history and improvement of art history, have a high improvement rate on the mental and psychological problems of thinking disorders. In the follow-up, this theory can be applied to the relief of patients with thinking disorders.

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## RESEARCH ON COPING STRATEGIES OF EMPLOYEES' ANXIETY AND PRESSURE IN THE LOGISTICS OPERATION MODE OF AGRICULTURAL PRODUCTS SUPPLY CHAIN

Ming Li

*Shunde Polytechnic, Foshan 528333, China*

**Background:** With the rapid development of national economy and the increasingly fierce market competition, the mental health problems of employees in Chinese enterprises appear more and more frequently. In recent years, the frequency of suicide incidents of enterprise employees has become higher and higher, which has had a very bad impact on the society and family. The relevant national departments must pay great attention to it. Agricultural products supply chain realizes production, processing, sales and other links with the help of capital flow, logistics, agricultural products and other resources. Agricultural products supply chain logistics modes are mainly divided into the following three types: cold chain logistics development mode, third-party logistics mode and e-commerce mode. The supply chain logistics of farmers' products has the rapid development of the "agricultural supermarket docking" mode, large-scale products and transportation, high professionalism and strong seasonality. In such enterprises, employees will face more and more work pressure, and most employees will have mental disorders, depression, insomnia and other mental diseases. If human beings are under pressure for a long time, anxiety and depression will be very common. Well known experts at home and abroad pointed out that coping measures and social support will have a very important impact on employees' emotional and mental health. The World Health Organization claims that the depression and anxiety of enterprise employees can be effectively improved through social support and reasonable response measures.

At present, in the operation mode of agricultural product supply chain, there is a very serious problem of information asymmetry in production, circulation, sales and other links. In view of these problems and the psychological anxiety of enterprise employees, the agricultural product supply chain needs to be improved from the following aspects. First, protect the interests of all parties in the agricultural supply chain. The person in charge of the market not only needs to convey the channel for agricultural products to enter the market to farmers, but also needs to provide market information to processing plants and maintain close cooperation between suppliers and processing manufacturers. Second, improve the construction of logistics infrastructure and ensure the logistics capacity of agricultural product supply chain. Agricultural products have the characteristics of easy deterioration and short preservation time, and higher requirements are required in logistics, transportation, preservation and circulation. Relevant enterprises need to improve the standardization system of infrastructure equipment and corresponding infrastructure, such as storage facilities, logistics center, distribution center, etc. Third, improve the agricultural product information management system. The information platform can complete the accurate transmission of information among consumers, retailers and distributors. In addition, it can also provide an information supervision

platform for market supervision institutions, quarantine institutions and agricultural product production supervision structure. Fourth, improve the quality and safety management level of agricultural products. Supervise the source of agricultural products through a perfect supply chain security system of agricultural products to improve the quality level of agricultural products. Fifthly, the government fully supports the development of core enterprises in the agricultural product supply chain and promotes mutual cooperation among main enterprises. Through diversified, multi-form and multi-channel methods, focus on the development of agricultural product processing and distribution enterprises and agricultural product production bases, take the core enterprise as the center, improve the construction of supply chain, and efficiently complete the information transmission of various organizations in the supply chain nodes.

**Objective:** This paper analyzes the impact of employee anxiety stress coping strategies on employee anxiety stress in the logistics operation mode of agricultural product supply chain.

**Subjects and methods:** 200 staff in the agricultural product supply chain were selected as the research object to analyze the effect of the innovative agricultural product supply chain logistics operation mode on employees' anxiety and pressure. The experimental period was 6 months. Psychological anxiety and depression were assessed by Self-rating Depression Scale (SDS) and Self-rating Anxiety Scale (SAS). The higher the score of the scale, the more serious the symptoms of depression and anxiety. This study uses K-means cluster analysis method to analyze the effect of product supply chain logistics operation mode on employee anxiety and stress, and sets five grades of 0-4 to quantify the improvement effect of agricultural product supply chain logistics operation mode on anxiety and depression. Numbers 0-4 indicate no impact, slight impact, general impact, serious impact and complete impact respectively. In order to ensure the rationality and reliability of the final result, the average value of employees is selected as the final result, and the value is determined by rounding.

**Methods:** Through the latest version of PEMs statistical analysis software, this paper analyzes the alleviating effect of agricultural product supply chain logistics operation mode on employees' anxiety and pressure.

**Results:** Table 1 refers to the improvement effect of anxiety and stress of the subjects in this experimental cycle. It can be seen from the table that with the increase of experimental time, the improvement rate of anxiety and stress of staff in the four links has been improved, especially in the two links of distribution and sales. This shows that the optimized logistics operation mode of agricultural products supply chain can greatly improve the anxiety of enterprise employees.

**Table 1.** The improvement effect of the subjects in this experimental cycle

Link	After 1 month	After 3 months	After 6 months
Production	68	76	88
Distribution	64	82	90
Circulation	72	80	86
Sale	72	84	92

**Conclusions:** The logistics operation mode of agricultural products supply chain has an ideal effect on alleviating the anxiety and pressure of enterprise employees. The follow-up research can apply the proposed agricultural products supply chain movement mode to supply chain management.

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## ANALYSIS OF PROBLEMS AND COUNTERMEASURES IN ECONOMIC MANAGEMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Lei Liu

*Henan University of Urban Construction, Pingdingshan 467036, China*

**Background:** Cognitive impairment is a common symptom in nervous system diseases, which refers to one or more impairment in memory, language, visual space, execution, calculation, understanding and judgment. When there are two or more dysfunction in the above cognitive domain, the patient may have dementia symptoms. Cognitive impairment is caused by Alzheimer's disease, cerebrovascular disease, anxiety, depression and other reasons. Cognitive impairment will not only lead to mental and motor retardation, poor academic performance and inattention, but also affect the patients' daily life and social ability when the symptoms are serious. Due to the diversity of primary diseases, cognitive impairment can

also occur in all age groups. Cognitive impairment can cause serious consequences. Once you get sick, you should treat it in time. If you don't get sick, you should also pay attention to prevention. With the intensification of competition among modern enterprises and the acceleration of scientific and technological development, enterprise employees, especially managers, are facing increasing workplace pressure. Some people with poor psychological tolerance will even suffer from cognitive impairment and mental illness, which will bring more negative effects on their workplace work and workplace social interaction. This is particularly risky for employees in charge of economic management.

**Objective:** To understand the problems encountered by employees suffering from cognitive impairment in China's private enterprises in economic management through Delphi method and interview method, and put forward constructive countermeasures according to the problems found.

**Subjects and methods:** Select a large and medium-sized retail enterprise from private enterprises willing to participate in cooperative research, and understand the problems encountered by economic management employees with cognitive impairment in their daily work through communication with the company's management, front-line business employees and economic management principals. Then, several chief financial officers, economic management scholars and cognitive impairment experts are selected from China to form an expert group. The summarized problems encountered by employees with cognitive impairment in economic management are sent to the members of the expert group, who are required to evaluate the impact of various problems on economic management. The impact level can only be selected from five categories: no impact, slight impact, general impact, obvious impact and full impact, and each impact level is numerically, with 1 indicating no impact, 2 indicating slight impact and 3 indicating general impact, 4 indicates obvious influence and 5 indicates full influence, so as to improve the accuracy of scoring results. After receiving the feedback from the expert group, integrate and adjust it, and then return it to the expert members again to ask them to evaluate again. The consultation cycle will not be stopped until the expert group agrees.

**Results:** After the offline interview and expert consultation, the data were sorted out and Table 1 was obtained.

**Table 1.** Evaluation statistics of problems encountered by employees with cognitive impairment in economic management and their impact on work

Cognitive impairment	Average score of influence degree	Standard deviation of impact rating	Influence level and scope
Wrong understanding of cash flow	3.75	0.17	[General, Obvious]
Debt management failure	2.87	0.20	[Slight, Average]
Unable to observe the psychology of colleagues	4.14	0.21	[Obvious, Sufficient]
Unable to perceive the emotions of colleagues	4.23	0.15	[Obvious, Sufficient]

"Influence level range" in Table 1 refers to the two influence levels closest to the average score of the impact of cognitive impairment problems on work. It can be seen from Table 1 that employees in economic management posts believe that "wrong understanding of cash flow", "failure of debt management", "unable to observe the psychology of colleagues" and "unable to perceive the emotion of colleagues" are the most common work problems encountered by employees in economic management posts with cognitive impairment, and the average scores of the expert group on the impact of various problems on economic management work are 3.75, 2.87, 4.14 and 4.23 respectively.

**Conclusions:** In order to alleviate the obstacles caused by cognitive impairment of employees in economic management positions to their work, this study understands the problems encountered by employees in economic management positions with cognitive impairment in their daily work through communication with the company's management, front-line business employees and heads of economic management. The Delphi method is used to obtain the score of the expert group on the impact of various problems on economic management. The statistical results show that employees in economic management posts believe that "wrong understanding of cash flow", "failure of debt management", "unable to observe the psychology of colleagues" and "unable to perceive the emotion of colleagues" are the most common problems encountered by employees in economic management posts with cognitive impairment, and the average scores of the impact degree of various problems given by the expert group are 3.75, 2.87, 4.14 and 4.23 respectively. Therefore, the research team suggests that the company should strengthen the vocational skills and social skills training of employees in economic management post with cognitive impairment, so as to improve their working ability and reduce work errors and enterprise losses caused by cognitive

impairment.

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## ANALYSIS ON THE INFLUENCE OF PHYSICAL TRAINING ON IMPROVING COLLEGE STUDENTS’ PHYSICAL AND MENTAL HEALTH

Changliang Han<sup>1</sup>, Ailing Li<sup>2</sup> & Shengjie Chao<sup>1\*</sup>

<sup>1</sup>Lishui University, Lishui 323000, China

<sup>2</sup>City University of Malysia, Kuala Lumpur 999004, Malaysia

**Background:** With the increasing attention of the state and society to quality education, mental health and physical health have become the focus of attention of schools, parents and other people from all walks of life. Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. University stage is not only an important period for the gradual improvement of mental health and the cultivation of physical health, but also an important stage for them to determine

Their correct outlook on life and positive attitude towards life. Individuals with basic living ability, healthy living habits and good physical quality can promote the healthy growth of body and mind. In the context of the continuous improvement of material living standards, the vast majority of students will have the phenomenon of excess nutrition and so on. Due to the heavy academic pressure, employment pressure, social communication pressure, social adaptation pressure and other pressures, it is easy to cause a sharp decline in their physical and mental health level. It is worth noting that the proportion of college students with health and psychological problems is also gradually increasing, which seriously affects their study and life. This phenomenon requires schools, teachers and parents to take relevant measures to intervene.

Many scholars at home and abroad have confirmed that physical exercise can not only promote the improvement of students’ health level, but also play a good intervention role in individuals with psychological problems. Physical exercise can activate the vitality of human cells and enhance the metabolic rate of human body. If they live alone or in a stressful environment for a long time in college, their bad emotions cannot be well alleviated, which will further have a malignant impact on their psychological emotions. If college students with psychological problems are placed in a positive and optimistic environment, their thinking, ideas and behavior will be positively guided, which will greatly reduce the bad mood of patients. Sports can be regarded as creating a positive environment for patients. Patients can reduce their attention to their own psychological problems by relaxing their muscles and pleasing their hearts. Authoritative medical journals point out that individuals’ bad psychological emotions can be greatly improved after physical training. The effect of aerobic exercise in the treatment of mild is similar to that of drugs, which has been demonstrated by most experts. Physical training not only proves to be an auxiliary treatment for bad mood, but also can reduce the incidence rate of bad mood and effectively prevent psychological problems.

**Objective:** This paper analyzes the impact of physical training on college students’ physical health and mental health, in order to provide a new research direction for cultivating high-quality talents.

**Subjects and methods:** According to the random sampling method, 100 college students were selected as the research object. All research objects added physical training on the basis of normal physical education teaching. The experimental period was 6 months. After the end, the improvement rates of students’ physical health and mental health before and after physical training were compared and analyzed. Through ID3 algorithm, students’ physical and mental health levels are classified, and the improvement effect evaluation indicators are set as three levels: no improvement, improvement and obvious improvement, with the corresponding quantitative values of 1, 2 and 3. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement. In order to avoid the influence of subjective factors on the research results, the average score of all subjects is taken as the final result.

**Methods:** The influence of physical training on college students’ mental health is analyzed by Das

software.

**Results:** Table 1 refers to the improvement rate of the research object in the experimental cycle. It can be seen from the table that with the increase of physical training time, the improvement rate of physical health and mental health indicators such as will, emotion, will, emotion, memory and cognition has increased, and the improvement rate of various indicators of mental health is more significant. This shows that physical training can greatly improve college students' physical health problems and improve their mental health level.

**Table 1.** Improvement rate of subjects in the experimental cycle

Index	After 1 month	After 3 months	After 6 months
Physical health	54.0	62.0	74.0
Will	56.0	78.0	88.0
Emotion	54.0	77.0	82.0
Desire	56.0	79.0	83.0
Emotion	55.0	76.0	84.0
Memory	58.0	75.0	85.0
Cognition	59.0	74.0	83.0

**Conclusions:** Physical training can improve students' physical quality and psychological problems to a great extent, and help them grow up healthily and happily. Schools and relevant departments should pay attention to the mental health and physical health of college students, and actively take corresponding measures to enhance students' physical quality and improve their mental health.

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## THE CONSTRUCTION OF RURAL CHARACTERISTIC TOWNS PLAYS A POSITIVE ROLE IN ALLEVIATING VILLAGERS' PSYCHOLOGICAL ANXIETY

Shizhen Cao

*Guilin University of Technology, Guilin 541004, China*

**Background:** Driven by the Rural Revitalization Strategy, the construction of rural characteristic towns has become a new path of rural development, which also leads to the loss of most villagers' land, resulting in anxiety. Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. Anxiety is a kind of abnormal psychological bad mood, which is mainly due to the irritability formed by excessive worry about the future, fate and life safety, including anxiety, panic, tension, anxiety and other psychological manifestations. Medical psychologists believe that anxiety usually refers to that people's adverse feelings such as risk, pressure and pain exceed their acceptable range, and it is difficult for people to face and solve these problems. At present, the most common intervention measures are personalized psychological intervention, lectures on professional knowledge of mental health and so on. Although these intervention methods can alleviate the villagers' psychological anxiety to a great extent, their application scope will be limited by the use scope, population and other conditions, and their implementation is difficult, poor effect and low real-time. Their promotion value in the relief of villagers' anxiety symptoms is not particularly great.

As an appropriate entry point of rural revitalization strategy, rural characteristic towns have made three main contributions. First, combine rural resources and develop cities to promote the development of urban-rural integration. Characteristic town is an innovative carrier of China's new urbanization construction. Its goal is to speed up the process of urban-rural integration and promote the strategy of rural revitalization. The construction of rural towns can not only promote the two-way flow between rural resources and urban resources, but also promote the optimization of agricultural industrial institutions and lead the rapid development of rural economy. Different from urban construction, the construction of rural characteristic towns makes use of rural natural resources, culture and land, and with the help of urban financial, material and human resources, it can integrate the advantageous resources of the two, and

regard the characteristic towns as the link between the countryside and the city. The characteristic town takes the rural natural environment as the construction matrix and attaches importance to the convenience of urban civilization. Second, develop the economic ecology of characteristic towns and carry forward rural traditional culture. Third, promote the employment of local farmers and make corresponding contributions to the precise poverty alleviation.

**Objective:** This paper analyzes the positive role of the construction of rural characteristic towns in alleviating villagers' psychological anxiety, in order to make a certain contribution to the alleviation of villagers' psychological anxiety.

**Subjects and methods:** 600 villagers from 6 rural areas were selected as the research object to analyze the psychological anxiety of villagers before and after the construction of rural characteristic towns. The mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was evaluated by density-based clustering (DENCLUE). The HAMA scale is divided into two factors, mental and physical, with a total of 14 items. Each item is measured by grade 5 score, and the total score is 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety. Anxiety rate refers to the ratio of the number of people with obvious anxiety and serious anxiety to the total number of people. In order to ensure the accuracy of the results, all research objects participated in the whole experimental process, and the data results obtained in the study were reviewed by the same psychological expert. The final result is the average value of each group of research objects.

**Methods:** Through the new version of NOSA statistical analysis software, this paper analyzes the positive role of rural characteristic town construction in alleviating villagers' psychological anxiety.

**Results:** Table 1 refers to the anxiety of six rural areas after the construction of rural characteristic towns. Before and after the construction of rural characteristic towns in six regions, the villagers' psychological anxiety symptoms have been significantly improved. With the increase of the construction time of rural characteristic towns, the villagers' anxiety has been significantly improved, which shows that the construction of rural characteristic towns can alleviate the villagers' anxiety.

**Table 1.** The anxiety rate of the two groups in this experimental cycle

Area	After 1 month	After 3 months	After 6 months
Area 1	74.0	60.0	48.0
Area 2	76.0	58.0	52.0
Area 3	70.0	56.0	48.0
Area 4	72.0	60.0	46.0
Area 5	68.0	58.0	44.0
Area 6	69.0	61.0	59.0

**Conclusions:** The construction of rural characteristic towns plays a positive role in alleviating the psychological anxiety of villagers. The subsequent rural areas can improve the mental health level of villagers by building rural characteristic towns.

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## RESEARCH ON THE EFFECTIVE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM TO IMPROVE COLLEGE STUDENTS' MENTAL HEALTH

Fei Pang

*Guilin University, Guilin 541001, China*

**Background:** Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. University stage is an important stage for individuals to form and improve their values, world outlook and outlook on life. Therefore, it is of positive significance to help and guide students in a healthy physical and mental state. With the deepening of national quality education theory, the Ministry of education and schools pay more and more attention to students' physical and mental health. At present, the main physical and mental problems

of college students are as follows: weak adaptability, career planning and employment psychological problems, learning problems, emotional problems and interpersonal problems. After entering the university campus, students do not have the ability to live independently. They often do not have clear self-awareness, interpersonal communication and other abilities. If they do not intervene in time, it will lead to bad emotions such as inferiority complex and anxiety. It is worth mentioning that the proportion of psychological problems among college students in higher vocational colleges is also gradually increasing, which seriously affects their study and life. This phenomenon requires schools, teachers and parents to take relevant measures to intervene. Most students will have the psychology of blindly following the crowd, showing the lack of cognitive preparation for employment, which will make them escape from the possible situation in the future.

A large number of studies have demonstrated that ideological and political education plays an irreplaceable role in students' mental health. The reform measures of ideological and political education are as follows: First, change the main body of ideological and political work, strengthen the important role of ideological and political education, and guide students to form their own correct outlook on life, world outlook and values. From the perspective of students' psychological needs, the ideological and political education dominated by teachers should be transformed into students. Second, strengthen the construction of safe campus culture and enhance their ability to bear setbacks and difficulties. The specific performance is as follows: first, pay attention to the educational function of campus culture to alleviate and defend students' psychological problems. Colleges and universities need to seriously implement the concept of quality education and carry out college teaching activities on the premise of analyzing the psychology of college students, so as to promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' bad emotions in a timely and targeted manner. In addition, we also need to build a harmonious interpersonal relationship, form a complete and unified personality and establish an accurate understanding of ourselves, which can provide a good platform for the cultivation of talents with a positive attitude.

**Objective:** This paper analyzes the impact of ideological and political reform combined with mental health on college students' mental health, in order to provide a new research direction for cultivating high-quality talents.

**Subjects and methods:** 500 college students from five regions were selected as the research object. Through ID3 improved algorithm analysis, combined with the impact of ideological and political reform on college students' mental health, the whole experimental cycle lasted for 3 months. The mental health of higher vocational college students is evaluated by four indicators: obsessive-compulsive disorder, interpersonal sensitivity, depression and anxiety. Each index adopts grade 1-4 score. The higher the score, the more serious the symptoms are. The standard of moderate or above is that college students' self-evaluation of each item is equal to or greater than 3 points. In order to avoid the influence of subjective factors on the research results, the average value of all objects is taken as the final result.

**Methods:** Through SPLM data statistical analysis software, this paper analyzes the impact of ideological and political reform combined with mental health on college students' mental health.

**Results:** Table 1 refers to the impact of ideological and political reform combined with mental health on the mental health of college students. It can be seen from Table 1 that after the application of the ideological and political reform plan to improve mental health, the mental health problems of college students have been significantly improved, which are embodied in four aspects: obsessive-compulsive disorder, interpersonal sensitivity, depression and anxiety.

**Table 1.** The influence of ideological and political reform combined with mental health on college students' mental health

Mental health indicators	After 1 month	After 2 months	After 3 months
Obsession	3	3	2
Interpersonal sensitivity	3	2	1
Depressed	3	2	2
Anxious	3	2	2

**Conclusions:** The ideological and political reform scheme combined with mental health proposed by the Institute can improve the mental health level of higher vocational college students, which is embodied in four aspects: somatization, obsessive-compulsive disorder and interpersonal sensitivity. The scheme can be applied to the improvement of college students' psychological problems.

**Acknowledgement:** The research is supported by: 2022 Research Basic Ability Improvement Project of Young and Middle-aged College Teachers in Guangxi "Research on the Way of Integrating Lijiang River Valley

Culture into the Campus Culture Construction of Local Private Colleges and Universities (2022KY1559)”; 2021 Guangxi University Students Ideological and Political Education Theory and Practice Research Project Class A project, 2021 Class B Project of Ideological and Political Education Reform of Guilin University.

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## RESEARCH ON COMPUTER TEACHING STRATEGIES OF COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

Huchun Qi

*Department of Information Engineering, Inner Mongolia Vocational College of Chemical Engineering, Hohhot 010070, China*

**Background:** Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of internal psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing. In a broad sense, cognitive psychology includes information processing psychology, psychologist school and structuralism psychology. Cognitive psychology theory attaches importance to the role of knowledge and points out that the main influencing factor of human behavior is knowledge. There is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable. At present, under the background of increasing social communication pressure, employment pressure and learning burden, college students will have bad emotions such as anxiety, anxiety and tension. At present, the main causes of college students' psychological anxiety are social factors, school factors, family factors and personal factors. College students in adolescence, they are more mature in physiology, but not perfect in psychology. At the same time, the vast majority of college students grow up under the protection of their parents. Due to their lack of life experience, their psychological quality will be more sensitive and do not adapt to the changes of the outside world.

In view of the analysis of cognitive psychology theory and the current situation and causes of college students' anxiety, a new computer teaching strategy is proposed. Specifically, they are situational teaching, associative teaching, understanding teaching and fragment teaching. The results of fragment teaching method have been confirmed by most mathematicians. Although the efficient memory effect in the short term is ideal, the forgetting speed is also very fast. In understanding teaching, psychological theory holds that the human brain has a deeper memory of the knowledge after understanding. No matter how long the interval is, people can remember it with a little memory. In view of the abstractness and complexity of computer professional knowledge, teachers need to help students have an in-depth understanding of professional knowledge points, especially remote technologies and knowledge points. Teachers also need to promote students' proficiency in professional knowledge through continuous practice. Use a lot of practice to deepen and consolidate the grasp of technology. Teachers need to teach students to understand professional knowledge. Such repeated practice can continuously deepen the brain's memory of memory coding, and then form long-term memory.

**Objective:** Based on the analysis of cognitive psychology theory and college students' anxiety, this paper puts forward a new computer teaching strategy, and analyzes the impact of this strategy on college students' cognitive ability and anxiety.

**Subjects and methods:** This paper selects 1000 colleges and universities in a certain area as the research object, and analyzes the effect of the new computer teaching strategy on college students' psychological anxiety through the improved ID3 decision tree algorithm. The assessment contents include cognition, emotion, will, belief, anxiety, fear and depression. Cognition refers to the patient's cognition of self. Emotion refers to the patient's own emotional situation. Willingness refers to the patient's attitude towards something. Belief refers to the patient's identification with something. Anxiety refers to the irritability caused by excessive worry about fate and future. Fear refers to the strong emotional reflection of depression in the face of dangerous situations. Depression refers to long-term depression. The evaluation result is the improvement value, and the range of setting the improvement value is 1-5. 1, 2, 3, 4 and 5 respectively mean no improvement, little improvement, improvement, comparative improvement and obvious improvement. In order to ensure the reliability of the research results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** This paper analyzes the effect of computer teaching strategy combined with college students'



anxiety on cognitive psychology and anxiety under the background of cognitive psychology through NIOSA data statistical analysis software.

**Results:** Table 1 refers to the mitigation results of college students' psychological anxiety and cognitive ability before and after the application of computer teaching strategies in colleges and universities. It can be seen from Table 1 that after the application of computer teaching strategies in colleges and universities, the anxiety and cognitive level of college students have been significantly improved, which is mainly reflected in willingness and emotion.

**Table 1.** Mitigation results of college students' psychological anxiety and cognitive ability before and after the application of computer teaching strategies in colleges and universities

Factor	Cognition	Emotion	Will	Faith	Anxious	Fear	Depressed
Before reform	2	1	2	3	2	3	2
After reform	3	4	5	4	4	3	4

**Conclusions:** The computer teaching strategy in colleges and universities has an ideal effect on alleviating college students' psychological anxiety and improving their cognitive level, especially in the two aspects of willingness and emotion. The follow-up research can apply the proposed computer teaching strategy in colleges and universities to other colleges and universities to alleviate students' anxiety and cognitive level.

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## RESEARCH ON THE PROMOTION PATH OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM TO CULTIVATE HIGHER VOCATIONAL STUDENTS' PHYSICAL AND MENTAL HEALTH

Weibo Qiu<sup>1\*</sup>, Yitong Shen<sup>2</sup>, Xi Zhou<sup>2</sup> & Lin Li<sup>2</sup>

<sup>1</sup>*Guangdong Nanhua Vocational College of Industry and Commerce, Guangzhou 510507, China*

<sup>2</sup>*Guangdong Polytechnic of Science and Trade, Guangzhou 510430, China*

**Background:** With the deepening of national quality education, the Ministry of education and schools pay more and more attention to students' physical and mental health. Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. University stage is not only an important period for the gradual improvement of mental health and the cultivation of physical health, but also an important stage for them to determine their correct outlook on life and positive attitude towards life. Individuals with basic living ability, healthy living habits and good physical quality can promote the healthy growth of body and mind. On the premise of the continuous improvement of material living standards, students in higher vocational colleges usually show problems such as over nutrition, nutritional imbalance, obesity, malnutrition and so on. Due to the heavy pressure of academic pressure, employment pressure, social communication pressure, social adaptation pressure and other aspects, it is easy to cause a sharp decline in their physical and mental health level. It is worth noting that the proportion of psychological problems among college students in higher vocational colleges is also gradually increasing, which seriously affects their study and life. This phenomenon requires schools, teachers and parents to take relevant measures to intervene.

Under the background of increasingly severe physical and mental health problems in higher vocational colleges, ideological and political education plays an irreplaceable role. The reform of ideological and political education is as follows. First, strengthen the important role of ideological and political education and guide students to form their own correct outlook on life, world outlook and values. The specific manifestations are as follows: build harmonious interpersonal relations, form a complete and unified personality and establish an accurate understanding of themselves. Second, strengthen the construction of safe campus culture and enhance their ability to bear setbacks and difficulties. The specific performance is as follows: First, pay attention to the educational function of campus culture to alleviate and defend students' psychological problems. As a potential educational force, campus culture can directly affect the cultivation of students' ideological and moral quality and guide students' psychology to develop in a better direction. Colleges and universities need to seriously implement the concept of quality education, carry out

college teaching activities on the premise of analyzing the psychology of college students, provide more exercise opportunities for college students to integrate into the society, and then promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' bad emotions in a timely and targeted manner.

**Objective:** This paper analyzes the impact of the ideological and political reform to improve the mental and physical health of higher vocational college students, in order to provide a new research direction for cultivating high-quality talents.

**Subjects and methods:** 200 higher vocational college students from four regions are selected as the research object. Through particle swarm optimization algorithm, the impact of ideological and political reform combined with improving physical and mental health psychology on higher vocational college students' physical and mental health psychology is analyzed. The whole experimental cycle lasts for 3 months. The physical and mental health of students in higher vocational colleges is measured by Symptom Checklist 90 (SCL-90), which includes 90 items and 10 sub scales, of which sub scale 10 is not used for these statistics. The nine factor subscales were somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, phobia, paranoia and psychosis. The highest score of each item in each sub scale is 4. The higher the score, the more serious the symptoms are. The standard of moderate or above is that the self-evaluation of each project by students in higher vocational colleges is equal to or greater than 3 points. In order to avoid the influence of subjective factors on the research results, the average value of all subjects was taken for analysis.

**Methods:** Through EPINFO data statistical analysis software, this paper analyzes the impact of the ideological and political reform combined with the heart to improve the physical and mental health psychology on the physical and mental health psychology of higher vocational college students.

**Results:** Table 1 refers to the impact of ideological and political reform combined with improving physical and mental health psychology on the physical and mental health psychology of students in higher vocational colleges. It can be seen from table 1 that after the application of the ideological and political reform plan to improve physical and mental health, the mental health problems of higher vocational college students have been significantly alleviated, which are embodied in 9 aspects: somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis.

**Table 1.** Influence of ideological and political reform combined with improving physical and mental health psychology on physical and mental health psychology of students in higher vocational colleges

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	3	2	1
Obsession	3	3	2
Interpersonal sensitivity	3	2	1
Depressed	3	2	2
Anxious	3	2	2
Hostile	3	3	2
Terror	2	2	1
Paranoid	3	2	1
Psychotic	3	2	1

**Conclusions:** The ideological and political reform plan proposed by the Institute can improve the mental health level of higher vocational college students, which is embodied in the nine dimensions of health problems such as somatization, obsessive-compulsive disorder and interpersonal sensitivity. Therefore, the scheme can be applied to the improvement of students' psychological problems in higher vocational colleges.

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## RESEARCH ON COUNTERMEASURES OF RESIDENTS’ COMMUNICATION AND ADAPTATION BARRIERS IN INTELLIGENT URBAN COMMUNITY MANAGEMENT

Qianguo Zhang

*Jining University, Qufu 273100, China*

**Background:** Communication disorder is a common psychological problem, which can lead to people’s mental tension, anxiety and other bad emotions. In the field of psychology, the counselor’s financial ability, language expression ability and communication ability can usually be tested through social function. According to different types of communication barriers, communication barriers can be divided into physical barriers, psychological barriers, language barriers, cultural barriers, environmental barriers, status barriers and number barriers. Physical disorder refers to that the information transmitted by the body information expresses the wrong point of view. Most people will have different degrees of physical obstacles, which can pass the Thematic Apperception Test. Psychological disorder is an obstacle in the process of communication caused by poor expression. This kind of communication disorder can be divided into two types: long-term persistent psychological disorder and stress psychological disorder. Language barrier refers to the communication barrier caused by local language, which needs continuous adaptation and learning to overcome. Cultural barriers refer to the customs and cultural differences arising from different regions and countries, which exist and cannot be eliminated. Environmental barriers refer to the fixed habits and behaviors caused by different environments, and then the communication barriers. Status barriers are communication problems caused by the influence of authority and professionals. The number barrier refers to the different states produced in different occasions. As the main place for people to live and live in the city, community is also a bridge connecting the city and residents. Efficient communication needs continuous learning and efforts, which is of great significance in intelligent urban community management.

Intelligent urban community intelligent management should pay attention to the following aspects: modern security facilities to ensure community safety, the digital era of construction industry and intelligent property management of intelligent community. Modern security facilities ensure community safety, focus on the advancement of service, work and police force, and spend a lot of time building community police rooms. The establishment of police rooms is to build a harmonious relationship between the police and the people, serve the people and promote the standardized construction of police rooms. The digital era includes integration, humanization, intellectualization, networking, etc., so that residents can really feel the convenience brought by the intelligent system to residents’ life, and improve the hardware level, management level and service water equality of community intellectualization through the high-tech intelligent system as a whole. The intelligent property management of intelligent community needs the intelligent property management system to realize. Only through property management can the intellectualization of residential community be realized. At the same time, only through the management, operation and application of intelligent equipment and facilities by the managers of property companies, can residents really feel the intelligence of residential quarters.

**Objective:** Explore and put forward the role of an intelligent urban community management measure on residents’ communication and adaptation barriers, in order to improve residents’ communication and adaptation barriers.

**Subjects and methods:** 100 residents with communication adaptation barriers in five regions were selected as the research object. The impact of intelligent urban community management measures on residents’ communication adaptation barriers was analyzed through balanced iterative reducing and clustering using hierarchies (Birch). The evaluation content included five aspects: communication fear, language, emotion, information overload and selective intuition. The results were evaluated through the degree of improvement. The improvement degree is obtained through the calculation formula of consensus improvement degree. Any number whose membership degree is  $[0,1]$ . The closer the value is to 1, the

higher the membership degree is. The degree of improvement is divided into three levels: obvious improvement, improvement and no improvement. The average value of the research object is selected as the final result to ensure the accuracy of the research results.

**Results:** Table 1 refers to the impact of intelligent urban community management measures on Residents' communication and adaptation barriers. It can be seen from Table 1 that intelligent urban community management measures have a high degree of improvement on communication fear, language, emotion, information overload and selective intuition. The follow-up study can be improved in the other three aspects to improve residents' communication and adaptation barriers.

**Table 1.** Impact of intelligent urban community management measures on residents' communication and adaptation barriers

Attribute	Communication fear	Language	Emotion	Information overload	Selective intuition
Significant improvement	28	23	18	17	27
Improve	26	21	17	19	24
No improvement	6	16	15	14	9

**Conclusions:** The intelligent urban community management measures constructed by the research institute have a high degree of improvement on the communication and adaptation barriers of residents, which can make corresponding contributions to the follow-up intelligent urban community management and give specific implementation plans for the overall improvement of intelligent cities.

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## RESEARCH ON THE RELATIONSHIP BETWEEN DIGITAL MEDIA ART AND THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Yan Wang

*Shanghai Jian Qiao University, Shanghai 200000, China*

**Background:** In recent years, the development of China's cultural industry has been continuously promoted, which has attracted the attention of countries all over the world. In the process of the development and competition of the world's cultural industry, the development vitality and competitiveness of the cultural and creative industry are extremely significant. The main reason for this phenomenon is that digital media art has a positive impact on it. Digital media art develops with the continuous increase of cultural resources, which promotes the sustainable development of cultural and creative industries. Due to certain differences between cultural and creative industries and other industries, they will not consume a lot of resources in their own development process, so the environmental pollution caused by them is very small and can be almost ignored. Moreover, cultural and creative industries contain high added value and development potential. Various advantages work together to accelerate the development of cultural and creative industries. Employees in the field of cultural and creative industries are exposed to a large number of digital media art related elements in their actual work, and have a certain understanding of the cultural and creative industry, so they can have a good grasp of the relationship between the two. If the employees of cultural and creative industries are accompanied by certain cognitive barriers, and explore the relationship between digital media art and the development of cultural entrepreneurship industry from the perspective of cognitive barriers, the research results will not be satisfactory. Cognitive impairment refers to the deviation of psychology and behavior related to language, learning, memory, thinking and emotion in the intelligent processing process of understanding and acquiring knowledge. It is mainly manifested in learning impairment, memory impairment, aphasia, loss of use and other symptoms. The causes of cognitive impairment have a certain diversity. Any factor that will lead to the abnormal structure and function of cerebral cortex can lead to individual cognitive impairment, including cerebrovascular diseases, brain degeneration, craniocerebral trauma, chronic systemic diseases, environmental abnormalities, mental and psychological abnormalities, etc. Because there is a great correlation between different types of cognitive impairment and can interact with each other, which has a negative impact on the remission of patients' condition, it is difficult to accurately diagnose and effectively treat cognitive impairment. In general, cognitive impairment can be prevented to a certain extent by

actively treating cerebrovascular diseases, carefully avoiding craniocerebral trauma and eliminating the stimulation of bad emotions on their own mental psychology.

**Objective:** The good development of cultural and creative industries depends on the rational application of digital media art and the effectiveness of the work of relevant practitioners. If the employees of cultural and creative industries are accompanied by cognitive impairment, it will be difficult for them to maintain an efficient working state, ensure the smooth progress of the work, and excavate the correlation between digital media art and the development of cultural and creative industries. From the perspective of cognitive impairment, the research will explore the relationship between digital media art and the development of cultural and creative industries, and promote the sustainable development of cultural and creative industries.

**Subjects and methods:** 134 cultural and creative industry practitioners with cognitive impairment will be selected as the research object. From the perspective of cognitive impairment, grey correlation analysis will be used to explore the correlation between digital media art and the development of cultural and creative industry under the background of cognitive impairment.

**Research design:** The relevance between digital media art and the development of cultural and creative industries is graded, and the five evaluation criteria of 0-4 represent the five levels of minimal, small, general, large and maximum impact and relevance respectively. This paper summarizes the types of cognitive impairment of employees in cultural and creative industries into five types: learning impairment, memory impairment, aphasia, agnosia and loss of use, and then explores the relationship between digital media art and the development of cultural and creative industries under the influence of different types of cognitive impairment.

**Methods:** All relevant data involved in the research process were statistically analyzed by MATLAB software and Excel software.

**Results:** Table 1 shows the correlation between digital media art and the development of cultural and creative industries under the background of five different types of cognitive impairment. According to table 1, among 134 employees in cultural and creative industries, there are more people with learning disabilities and memory disabilities, accounting for 23.88% and 30.60% respectively. Followed by agnosia, the proportion of employees in cultural and creative industries with such cognitive impairment was 17.91%. In the context of these three types of cognitive impairment, the correlation between digital media art and the development of cultural and creative industries is extremely high. In the context of aphasia and apraxia, the relevance evaluation results of digital media art and the development of cultural and creative industries are greater.

**Table 1.** Correlation between digital media art and the development of cultural and creative industries under different cognitive barriers

Types of cognitive impairment	Number of people (n)	Proportion (%)	Relevance level
Learning disorder	32	23.88	4
Memory impairment	41	30.60	4
Aphasia	17	12.69	3
Agnosia	24	17.91	4
Loss of use	20	14.93	3

**Conclusions:** In the context of different cognitive barriers, the relevance between digital media art and the development of cultural and creative industries is slightly different, but the overall relevance is large, and the evaluation results are large or great. Therefore, in order to promote the sustainable development of cultural and creative industries, we should focus on the analysis and improvement of cognitive impairment of employees in cultural and creative industries, especially learning impairment, memory impairment and agnosia.

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## CONSTRUCTION AND EXPLORATION OF COMPUTER COURSE TEACHING MODEL BASED ON FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Benzhai Hai<sup>1</sup>, Ruiyun Xie<sup>2\*</sup> & Xue Han<sup>1</sup>

<sup>1</sup>*Faculty of Education, Henan Normal University, Xinxiang 453000, China*

<sup>2</sup>*College of Cable Engineering, Henan Institute of Technology, Xinxiang 453000, China*

**Background:** Among the public basic courses offered in colleges and universities, “University Computer Foundation” occupies an important position. As the core component of the knowledge system of professional talent training, it plays a positive role in promoting the teaching effect of computer courses for non-computer majors. The teaching content of computer course is extremely rich, including the basic theoretical knowledge of computer and practical application and operation guide. It has high requirements for students’ mastery of theoretical knowledge and practical operation ability. The teaching goal of computer course is to comprehensively cultivate and improve students’ information literacy, lay a solid foundation for them to apply computers to carry out the study of relevant courses of various disciplines by enhancing students’ computing thinking ability, and then improve the computer application level of college students and the ability to use computers to solve practical problems. The traditional computer course teaching model has certain potential disadvantages, including relatively limited learning resources, single and rigid teaching methods, poor classroom interaction and so on. At present, the most common computer course teaching mode is computer course teaching integrating flipped classroom. The computer course teaching model based on flipped classroom can effectively use learning time and learning resources in different stages such as pre class preparation stage, online learning stage, flipped classroom stage and after-school teaching summary and evaluation, and improve students’ computer course learning enthusiasm and classroom interaction through diversified teaching forms. The application effect of computer course teaching model based on flipped classroom largely depends on the actual situation of students. From the perspective of educational psychology, we can more accurately grasp students’ learning characteristics and preferences, excavate the restrictive factors existing in their learning process, and then ensure the teaching effect of computer course. Educational psychology is a highly comprehensive interdisciplinary subject, which organically combines the relevant theoretical knowledge of pedagogy and psychology to explore the basic psychological laws of teaching and learning in the educational context from an objective and comprehensive perspective. Educational psychology aims to optimize curriculum design, improve teaching methods, enhance learning motivation, solve various difficulties in education or growth, and finally effectively promote the all-round development of students by applying the theory of psychology to the actual educational process.

**Objective:** Although the traditional computer course teaching mode has some disadvantages, the new computer course teaching mode of flipped classroom cannot completely replace the former, but should integrate the two. As a mixed teaching method, the computer course teaching mode based on flipped classroom can take students as the main body of learning under the positive influence of advanced teaching ideas and multimedia technology, and ensure the teaching effect of computer course to a certain extent. From the perspective of educational psychology, we can more accurately grasp the psychological changes and negative influencing factors of students in course learning, and then fundamentally solve the problems of computer course learning and improve students’ computer theoretical knowledge level and practical operation ability.

**Subjects and methods:** 123 college students were selected as the research objects and divided into three groups: A, B and C. The teaching intervention experiment was carried out for 4 months. For group a student, give them the traditional computer course teaching mode. For group B students, on the basis of the traditional computer course teaching mode, add a certain amount of flipped classroom teaching intervention. For group C college students, from the perspective of educational psychology, give them a computer course teaching mode based on flipped classroom.

**Research design:** Before and after the teaching intervention of three different computer course teaching modes, the self-made computer course teaching evaluation scale from the perspective of educational psychology was used to evaluate and analyze each group of students. The scale is mainly explored from four dimensions: the mastery of theoretical knowledge of computer course, the ability of computer practical operation, the participation of students in computer classroom and the interactivity of computer classroom, and adopts the 4-level scoring standard. The score is expressed by 0-3. The higher the score, the better the teaching effect of computer course.

**Methods:** C4.5 decision tree and SPSS25.0 software to make statistics and analysis of all data in the process of teaching intervention.

**Results:** Before the teaching intervention, the evaluation scores of computer course teaching in all dimensions of the three groups of college students were basically the same, all at a low level. After different modes of teaching intervention, the evaluation scores of groups a college students increased, but the increase was small. The score increase of group B students in the four evaluation dimensions is greater than that of group A, which shows that the teaching intervention methods accepted by this group of students are more effective. The scores of college students in group C increased significantly, which was

significantly higher than those in groups A and B, indicating that the teaching effect of computer course teaching mode based on flipped classroom is the best from the perspective of educational psychology.

**Table 1.** Evaluation results of computer course teaching of three groups of college students before and after teaching intervention

Investigation dimension		Mastery of theoretical knowledge of computer course	Computer practical operation ability	Student participation in computer classroom	Interaction in computer classroom
Before teaching intervention	A	1.03±0.07	1.12±0.09	0.89±0.15	0.91±0.12
	B	1.07±0.11	1.04±0.16	0.94±0.08	0.84±0.11
	C	0.97±0.16	0.84±0.09	1.02±0.15	0.73±0.13
After teaching intervention	A	1.09±0.15*	1.08±0.07*	1.14±0.08*	0.85±0.14*
	B	1.35±0.08*	1.37±0.11*	1.26±0.12*	1.42±0.15*
	C	2.78±0.12*	2.89±0.07*	2.79±0.08*	2.84±0.13*

Note: Compared with that before teaching intervention, \* $P < 0.05$ .

**Conclusions:** The construction and exploration of computer course teaching model based on flipped classroom from the perspective of educational psychology, relying on the guidance of relevant theories of educational psychology, can achieve superior computer course teaching effect in the process of practical application.

**Acknowledgement:** The research is supported by: Key Project of Teacher Education Curriculum Reform in Henan Province (No. 2019-JSJYZD-013); Special Research Project on Intelligent Teaching of Undergraduate University in Henan Province: Research on innovative practice of intelligent teaching mode in university based on intelligent teaching environment; Key Scientific Research Projects of University in Henan Province (No. 22B520006); Project of Xinxiang Soft Science Research (No. RKX2019013; RKX2021018).

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## ANALYSIS ON THE INFLUENCE OF CURRICULUM EDUCATION INNOVATION OF LOGISTICS SPECIALTY ON STUDENTS' COGNITIVE IMPAIRMENT IN COLLEGES AND UNIVERSITIES

Xiaohong Miao

*Fujian Business University, Fuzhou 350012, China*

**Background:** The sustainable development of social economy depends on the technical support and services provided by all walks of life. Among them, the logistics industry occupies an important position and carries the flow and transportation tasks of various materials. In recent years, the development trend of logistics industry is extremely rapid, and the following exposed problems are mainly the shortage of talents. As the main delivery channel of social logistics management professionals, colleges and universities play an important role in cultivating high-quality logistics talents, promoting the sustainable development of logistics industry and promoting the improvement of national economy. However, China's colleges and universities have set up the logistics management specialty for a short time and are still in the early stage of curriculum construction. Therefore, there are some disadvantages, such as the lack of teachers, the lack of rationality of the logistics specialty curriculum system, and the lack of accuracy of the training and positioning of logistics professionals, which have a certain negative impact on the quality of logistics professionals. The curriculum education innovation of logistics specialty in colleges and universities is extremely necessary. It can not only play a decisive and positive role in promoting the cultivation of logistics talents, but also improve the mental health level and maturity level of students to a certain extent. At present, in the logistics major of colleges and universities, students generally have various problems such as poor learning enthusiasm and low mastery of professional knowledge and skills. The main reasons for these problems are the unreasonable curriculum of logistics major, the single teaching method, and the uncertain employment prospect of logistics industry. In this environment, college students majoring in logistics are very likely to have a large psychological burden and negative emotions, and show some resistance or fear to curriculum learning, examination and test, job selection and employment, resulting in all kinds of mental

and psychological diseases, especially cognitive impairment. Cognitive impairment refers to the abnormal brain function caused by the impairment of the functions of language, memory, calculation and visual space in the cognitive process. It is mainly manifested in the symptoms of learning impairment, memory impairment, aphasia, apraxia, agnosia and so on. To maintain a normal cognitive state, the basic functions of the cerebral cortex need to be fully possessed. Any factor that will affect the structure and function of the cerebral cortex may lead to individual cognitive impairment, such as craniocerebral trauma, genetic conditions, psychological or environmental factors. If college logistics students are accompanied by cognitive impairment, it will have a great negative impact on the normal development of their learning and life activities.

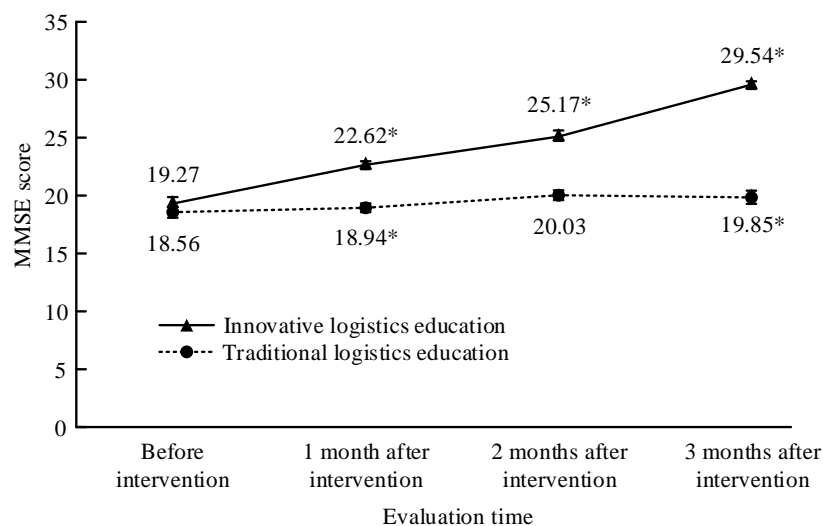
**Objective:** In the learning process of Logistics majors in colleges and universities, they may bear great learning pressure and feel confused about the future employment prospects, which is very prone to cognitive impairment. The research will focus on the causes and negative effects of students' cognitive impairment, and explore the impact of logistics curriculum education innovation on students' cognitive impairment, in order to alleviate students' cognitive impairment.

**Subjects and methods:** Among the Logistics Majors in two universities, 120 college students with cognitive impairment were randomly selected as the research objects. Through the comparative experiment of teaching intervention, this paper explores the impact of the traditional teaching mode and innovative education mode of logistics specialty on students. The teaching intervention time was set as 3 months. The cognitive impairment level of students was evaluated before and after the intervention, and the relevant data were collected for comparative analysis.

**Research design:** Before and after the teaching intervention, the cognitive impairment level of the students was evaluated by Mini Mental State Examination (MMSE). MMSE can be used to evaluate and analyze the level of cognitive impairment and the severity of dementia. When judging cognitive impairment, the maximum score is set as 30 points. If the MMSE score of the subject is in the range of 27 to 30, it means that he is in a normal state without cognitive impairment. If the score is less than 27, it indicates cognitive impairment. The lower the MMSE score, the more severe the cognitive impairment of the subject.

**Methods:** In order to ensure the objectivity and accuracy of the evaluation results of the scale, the average value of all data obtained from teaching intervention was taken for analysis, and the data were counted and calculated by MATLAB software and Sugar Bi software.

**Results:** Figure 1 shows the changes of MMSE scores of 120 students majoring in logistics in colleges and universities at different time nodes before and after teaching intervention. The MMSE scores of 60 students who received the intervention of the traditional teaching mode of logistics courses had no significant change and remained at a low level, and their cognitive impairment symptoms had not been effectively alleviated. The curriculum education innovation of logistics specialty has a good effect of teaching intervention. The MMSE score of 60 students who received innovative logistics education increased significantly. Three months after the intervention, the MMSE score increased to about 29.54 without cognitive impairment.



**Figure 1.** MMSE scores of students under different teaching modes of logistics courses before and after teaching intervention

Note: Compared with pre intervention, \* $P < 0.05$ .

**Conclusions:** The curriculum education innovation of logistics specialty in colleges and universities has a



significant impact on students' cognitive impairment. It can get rid of the disadvantages of the traditional logistics specialty curriculum teaching mode, significantly improve the MMSE score of the tested students, and achieve the purpose of effectively alleviating students' cognitive impairment.

**Acknowledgement:** The research is supported by: Optimization Research of Cold Chain Distribution Routes Based on Carbon Emissions for Fresh Agricultural Products; Middle-aged and Youth Science and Technology Project of The Education Department of Fujian Province (No. JAT190491); Construction Project of the Demonstration Course for Ideology and Politics in Logistics the research is supported by: Ideological and Political Project of Fujian Business University (No. 2021KS09).

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## IMPACT ANALYSIS OF THE COMMUNICATION INTERVENTION METHOD OF FILM AND TELEVISION ANIMATION PRODUCTION AND INFORMATION COMMUNICATION CREATION ON PATIENTS WITH COMMUNICATION DISORDERS

Yan Wang

*Shanghai Jian Qiao University, Shanghai 200000, China*

**Background:** Under the positive influence of the vigorous development of information technology, the new media with network information technology as the core content has gradually replaced the traditional media, and has become one of the most important ways for people to obtain information. Compared with traditional media, new media mainly refers to the new media relying on information technology, which includes the common major network media and various mobile application software in the era of mobile Internet. In the process of continuous development and application of new media, film and television animation production and information communication creation have made breakthrough progress. Film and television animation is an overall performance that organically integrates technology and art. Its goal is to achieve effective artistic presentation. In the process of image synthesis, image and sound processing, video editing and so on, new media provides reliable technical support for it. At present, the production of film and television animation is no longer limited to expounding the corresponding animation stories, but aims to give people artistic experience and enjoyment, and enhance the artistic appeal and expression of the works through information dissemination. The communication intervention method of film and television animation production and information dissemination creation is a powerful means to integrate the audience experience and artistic tension, which can have a corresponding impact on patients with communication disorders to a certain extent. Communication disorder is a kind of mental illness, which is mainly manifested in avoidance of communication, fear of social interaction, inability to accurately express themselves, difficulty in understanding other people's words and other symptoms. In the face of social interaction, patients with communication disorders often show obvious nervousness, and even produce strong anxiety and pain. Communication barriers are mainly divided into three types: language barriers, concept barriers and temperament barriers. Language barriers refer to the deviation of expression or understanding in the process of information exchange. The concept barrier mainly refers to the inevitable concept conflict in the process of opinion exchange due to the differences between individual social experience and viewpoint and belief. Temperament disorder refers to the individual's personality characteristics and temperament cultivation are different, so it is very easy to have communication difficulties.

**Objective:** Patients with communication disorders are difficult to effectively express their will in their daily study, work and life, and have great difficulty in understanding the views and ideas of others. Therefore, their study, work, life and communication will be greatly negatively affected. The study takes film and television animation production and information communication as the main intervention means, in order to explore its impact on patients with communication disorders, and finally achieve the purpose of alleviating the negative psychological emotions of patients with communication disorders.

**Subjects and methods:** 84 patients with communication disorders were randomly selected as the research objects. The patients with communication disorders were evaluated and analyzed through the self-designed communication disorder severity evaluation scale. The influence and relevance of communication intervention methods in film and television animation production and information communication creation were explored by using Apriori algorithm.

**Research design:** The self-designed communication disorder severity evaluation scale includes five different dimensions: listening, expression, understanding, facing social interaction and conflict resolution. The total score of each dimension is 20 and the total score of the scale is 100. The higher the score, the

more serious the symptoms of patients with communication disorders. If the scale score of the subject is 70 or less, it means that the subject is not accompanied by communication barriers. If the score is in the range of 71 to 80, it indicates that the subject has mild communication disorder. If the score is between 81 and 90, it means that the subject has moderate communication disorder. If the scale score of the subject is greater than 90, it means that he is a patient with severe communication disorder.

**Methods:** For all the scoring data obtained in the study, SPSS24.0 and Oracel Bi software for statistical analysis.

**Results:** According to Table 1, before the communication intervention of film and television animation production and information dissemination creation, the scores of 84 subjects with communication disorders in all dimensions of the scale were high, indicating that they were accompanied by moderate communication disorders. After the treatment of film and television animation production and information communication intervention, the scores of patients with communication disorder in listening, expression, understanding, facing up to social interaction and conflict resolution decreased significantly, indicating that their symptoms of communication disorder have been effectively alleviated. There was significant difference in the scores of each dimension of the scale before and after communication intervention ( $P < 0.05$ ).

**Table 1.** Changes of scale scores of patients with communication disorders before and after communication intervention

Scale dimension	Before communication intervention	After communication intervention	<i>t</i>	<i>P</i>
Listen for	17.52±1.54	9.27±2.31	27.235	0.000
Expression	19.15±1.98	12.52±1.77	22.880	0.000
Understand	16.83±2.13	8.79±1.62	27.536	0.000
Face up to social networking	18.39±1.85	11.43±2.68	19.588	0.000
Conflict resolution	17.08±2.04	9.65±2.33	21.989	0.000

**Conclusions:** In the process of social communication, patients with communication disorders usually show obvious tension, anxiety and pain, which is seriously harmful to their normal study, work and social life. The communication intervention method of film and television animation production and information dissemination creation can have a significant positive impact on patients with communication disorder, eliminate their negative psychological emotions and alleviate their symptoms of communication disorder.

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## RESEARCH ON THE CORRELATION BETWEEN SUPPLY CHAIN PRICING STRATEGY AND CONSUMER PSYCHOLOGICAL DEMAND SATISFACTION

Weiqiong Fu<sup>1</sup>, Fu Huang<sup>1\*</sup> & Hanxiao Zhang<sup>2</sup>

<sup>1</sup>Huizhou University, Huizhou 516007, China

<sup>2</sup>Guangzhou Huashang College, Guangzhou 511300, China

**Background:** In traditional commodity sales channels, although manufacturers and retailers cooperate with each other to form a complete commodity supply chain, their actual division of labor is very clear. Manufacturers undertake the task of commodity design and production, while retailers directly face end consumers. The advent of the information age has promoted the development of e-commerce. A large number of manufacturing enterprises that used to sell goods through traditional sales channels have gradually begun to develop direct sales channels in order to expand market share and improve enterprise profitability. In the process of the rapid development of e-commerce industry, more and more commodity manufacturing enterprises are no longer limited to traditional retail distribution channels, but begin to develop online direct sales channels. At the same time, they use two different channels to build mixed sales channels, which significantly improves the flexibility and diversity of the whole commodity supply chain. The normal operation of commodity supply chain depends on the investigation and satisfaction of customer needs. With the continuous improvement of social and economic level and the continuous development of information technology, consumers' purchasing power and desire also show a continuous growth trend. A large number of consumers are no longer only satisfied with material needs, but germinated more

psychological needs. The psychological needs of consumers have gradually changed from the basic function, cost performance and practicability of commodities to the beauty, intelligence, particularity and collection value of commodities. For the commodity supply chain, the change of consumers' psychological demand is very key, which has a significant impact on its own sales model, advertising form and pricing strategy, especially the pricing strategy. The supply chain pricing strategy should comprehensively consider the attributes of goods and the psychological needs of consumers. In the process of the continuous change and development of consumers' psychological needs, the corresponding supply chain pricing strategy should be adjusted in time to ensure the normal operation of the supply chain and the maximization of enterprise profits.

**Objective:** Whether the supply chain pricing strategy is correct or not plays a decisive role in the sales volume of goods and the profitability of enterprises. Therefore, it is very important to ensure the rationality and feasibility of supply chain pricing strategy. In the actual pricing process, we should take the satisfaction of consumers' psychological needs as the core index and explore the correlation between supply chain pricing strategy and consumers' psychological needs, so as to ensure their rationality, promote commodity sales and improve the profitability of enterprises.

**Subjects and method:** 140 consumers were randomly selected as the survey object. Before and after the improvement of supply chain pricing strategy, the self-designed consumer psychological demand satisfaction scale was used to explore the degree of satisfaction of consumers' psychological demand and the correlation between them.

**Research design:** In the "consumer psychological demand satisfaction scale" designed in this research, the evaluation indexes of four different dimensions are mainly set up: the beauty, intelligence, particularity and collection value of goods. Explore the correlation between the supply chain pricing strategy and the evaluation indicators of the four dimensions before and after the improvement, with 0-2 respectively indicating no correlation, general correlation and strong correlation.

**Methods:** SPSS25.0 and python were used for statistical calculation and correlation analysis of all data.

**Results:** Table 1 shows the correlation between the supply chain pricing strategy before and after improvement and the satisfaction of consumers' psychological needs. According to Table 1, before the improvement, the correlation between the supply chain pricing strategy and the beauty, intelligence, particularity and collection value of goods in consumers' psychological needs was low. After the improvement, the correlation evaluation values are significantly improved, and the evaluation results are 3. This shows that in the psychological needs of consumers, the correlation between the beauty, intelligence, particularity, collection value and supply chain pricing strategy is strong.

**Table 1.** Correlation between supply chain pricing strategy and consumer psychological demand satisfaction

Evaluation time	Commodity Aesthetics	Degree of commodity intelligence	Commodity particularity	Commodity collection value
Before improvement	1	0	0	0
After improvement	2	2	2	2

**Conclusions:** Before and after the improvement of supply pricing strategy, it is closely related to the satisfaction of consumers' psychological needs. Consumers' demand for goods has gradually changed from the material basis level to the spiritual and psychological level, realizing an essential leap. In this environment, the pricing strategy of the supply chain should be adjusted in combination with consumers' psychological needs. By analyzing the correlation between consumers' psychological needs in different dimensions and the pricing strategy of the supply chain, and taking corresponding improvement measures, we can promote the sales of goods and the stable operation of the supply chain, finally achieve the purpose of improving enterprise profitability.

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## ANALYSIS OF THE INFLUENCE OF THE RESEARCH ON THE TOP TEN POPULAR WORDS OF THE YEAR IN CHINESE ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL ANXIETY

Jie Hong

*School of Foreign Studies, Nanjing University of Posts and Telecommunications, Nanjing 210023, China*

**Background:** According to the 49th statistical report on the development of China's Internet, by December 2021, the number of Internet users in China had exceeded 1 billion, reaching 1.032 billion. The Internet penetration rate and per capita online time maintain a continuous growth trend. Among the huge groups of Internet users, students account for the largest proportion, especially college students. As an active group in the context of the vigorous development of us media, college students spoke freely in the environment of information explosion and freedom of expression, leading the majority of Internet users into the "communication carnival", resulting in a large number of popular words. In recent years, the top ten Chinese buzzwords of the year have been counted every year, including "blue thin mushroom", "I'm too difficult", "migrant", "roll inside" and "lie flat". These buzzwords have certain characteristics of "funeral culture", showing the pessimism and self-mockery of netizens on their studies, emotions and life. This kind of catchphrase with the core feature of "funeral culture" is widely spread among college students, and even has become a mantra of some college students, which has led to the formation of college students' spiritual and emotional anxiety to a certain extent. As a kind of psychological negative emotion, mental emotional anxiety has a great negative impact on individuals. When individuals have mental emotional anxiety, they usually show obvious emotional and behavioral changes. From the perspective of psychology, the emergence of mental and emotional anxiety is due to the negative impact of the environment and other external factors. Serious mental and emotional anxiety will lead to depression, anxiety, self-loathing and other negative psychology, which will seriously hinder their daily study, work and life. College students are in a critical period of social role transformation. Their mental development is not yet fully mature and their psychological tolerance is poor. Once they face setbacks such as academic difficulties, employment pressure and emotional blow, they will easily produce mental and emotional anxiety. In the face of difficult real life, it is usually difficult to express real emotions, and then doubt and uneasy about everything unknown, and even cause serious mental and psychological damage.

**Objective:** In the process of the wide spread and application of the top ten Chinese catchwords of the year, college students are very vulnerable to the negative impact of catchwords with the characteristics of "funeral culture", and then produce a variety of mental and emotional anxiety, including information anxiety, reality anxiety, identity anxiety and loneliness anxiety. Different types of mental and emotional anxiety will cause serious damage to the mental health of college students, making it difficult for them to effectively carry out normal learning activities or social activities. To explore the impact of the top ten Chinese catchwords on college students' mental and emotional anxiety, in order to put forward corresponding coping strategies to effectively alleviate college students' mental and emotional anxiety.

**Subjects and methods:** 126 college students were selected from a university by random selection, and their mental and emotional anxiety was evaluated and analyzed by Hamilton Anxiety Scale (HAMA).

**Research design:** HAMA was used to investigate and analyze the mental and emotional anxiety state of college students. HAMA included 14 evaluation items and adopted 5-level scoring standard, which indicated asymptomatic, mild, moderate, severe and extremely severe respectively. In HAMA, anxiety factors are divided into two types: somatic anxiety and mental anxiety. They work together to fully reflect the psychopathological characteristics of the tested college students and the treatment effect of the target symptom group. If the HAMA score is lower than 7, it shows that the college students have no anxiety symptoms. If the HAMA score is in the range of 7-14, it indicates that there may be anxiety. If the HAMA score is 14 or above, it means there must be anxiety, and the higher the score, the more serious the anxiety symptoms. According to the evaluation of college students' mental and emotional anxiety, this paper puts forward corresponding coping strategies, that is, cultivating positive "opinion leaders", cultivating media literacy and cultivating group consensus. 126 college students are divided into three groups: A, B and C, and their three coping strategies are given respectively. Before and after the implementation of the strategy, HAMA was used to evaluate the mental and emotional anxiety of three groups of college students.

**Methods:** SPSS25.0 software and Smart Bi software to calculate and analyze the relevant data obtained from the scale evaluation.

**Results:** The changes of HAMA scores of 126 college students before and after the implementation of coping strategies are shown in Table 1. Before the implementation of the strategy, the HAMA score of the tested college students was at a high level, indicating that they were accompanied by more serious symptoms of mental and emotional anxiety. After 2, 4 and 6 weeks of strategy implementation, the HAMA

score showed a continuous downward trend, which showed that under the influence of the implementation of the three coping strategies of cultivating positive “opinion leaders”, cultivating media literacy and cultivating group consensus, the mental and emotional anxiety of college students had been effectively alleviated. Among them, the HAMA score of groups a students decreased the most, that is, the mitigation effect of cultivating positive “opinion leaders” was the most significant.

**Table 1.** Changes in HAMA scores of college students before and after the implementation of coping strategies

Time	Group A	Group B	Group C
Before implementation	25.98±0.95	26.02±1.02	25.49±0.89
2 weeks after implementation	18.53±1.14*	19.86±0.94*	19.04±0.93*
4 weeks after implementation	11.65±0.95*	12.47±0.95*	12.16±1.01*
6 weeks after implementation	4.66±0.87*	5.23±0.91*	5.01±0.92*

Note: Compared with before implementation, \**P* <0.05.

**Conclusions:** Because college students are experiencing the transformation process of social roles and facing the pressure from school, employment, social and other aspects, they are very vulnerable to the negative impact of catchwords with the characteristics of “funeral culture”, resulting in diversified spiritual and emotional anxiety, which has a significant negative impact on their own development. The coping strategies implemented in the study can effectively reduce the HAMA score of college students, improve their mental health level, and maximally eliminate the negative impact of the study of the top ten Chinese buzzwords on college students’ mental and emotional anxiety.

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## RESEARCH ON THE MANAGEMENT OF COLLEGE PARTY CONSTRUCTION AND IDEOLOGICAL AND POLITICAL WORK ON ANXIETY STUDENTS

Hui Deng

*Hezhou University, Hezhou 542899, China*

**Background:** In recent years, with the continuous development of higher education, the educational level and quality of colleges and universities have shown a development trend of continuous improvement. As a main position to train and transport high-end talents for the society, the teaching and training effect of colleges and universities has a great impact on the students’ personal comprehensive quality and the level of social sustainable development. In the work of colleges and universities, the party construction and ideological and political work for students is very key, occupies an important position, and plays a decisive role in the growth and development of college students. Although there are conceptual differences between party building and ideological and political work in colleges and universities, their work contents and objectives have strong commonality. In order to meet the needs of cultivating comprehensive talents to promote social modernization, colleges and universities pay more and more attention to the interaction and synergy between party construction and ideological and political work. Party construction and ideological and political work in colleges and universities complement each other. They should drive each other, and then effectively solve many problems exposed in the specific implementation process, so as to finally give full play to the positive role of the collaborative interaction mechanism between party construction and ideological and political work in colleges and universities. At present, college students generally have certain ideological and behavioral deviations, showing a diversified development trend in many aspects, such as ideas, value orientation, behavior and so on. Some college students, even because of their unsound mind, are prone to gradually expose serious problems such as distorted value orientation, chaotic political beliefs, vague ideals and beliefs, weak sense of integrity, lack of social responsibility and so on under the negative influence of various external factors. In this context, college students are very likely to lose their life development goals and positive fighting attitude, become irritable, selfish, withdrawn and impatient, and it is difficult to carry out normal learning or social activities. Finally, they form a psychology of escape or fear of what is unknown in the future and suffer from serious anxiety. Students with anxiety disorder usually fall into negative emotions such as self-doubt, self-denial, anxiety, and tension. It is difficult to effectively relieve themselves, which has a great adverse impact on their normal study and life.

**Objective:** To organically combine the party building and ideological and political work in colleges and

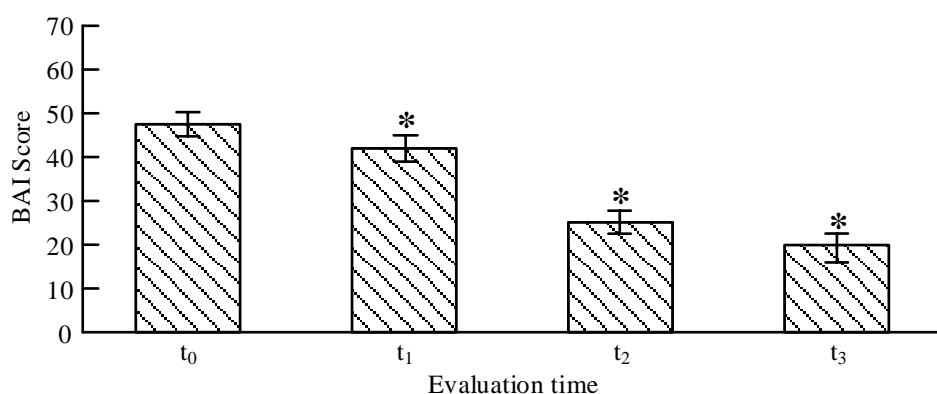
universities, to accurately analyze the emotional status of anxiety students based on the party's theoretical guiding ideology and the way of Ideological and political education, and to effectively dredge them, so as to improve their anxiety symptoms under the positive effect of reasonable management.

**Subjects and methods:** 24 college students with anxiety disorder were randomly selected from four colleges and universities, a total of 96. Taking the management mode of the combination of party construction and ideological and political work in colleges and universities as an intervention means, the students with anxiety disorder were evaluated by Beck Anxiety Inventory (BAI), and the changes of BAI scores and anxiety relief before and after the intervention were explored.

**Research design:** The BAI mainly includes 21 evaluation items, all of which use the method of 4-level score to evaluate the subjective anxiety of the evaluation object. In the scoring standard of 1-4, "1" means no anxiety, and the subject is in a normal state of mental health, "2" indicates mild anxiety, "3" indicates moderate anxiety, and the degree of anxiety is in a tolerable range, "4" indicates severe anxiety, that is, the degree of anxiety is extremely serious and unbearable. The BAI score is positively correlated with the anxiety degree of the subject. If the BAI score of the subject is less than 5, it means that the subject has no anxiety. A score between 5 and 25 indicates mild anxiety. A score in the range of 26 to 35 indicates that the subject is accompanied by moderate anxiety. If the score is 36 or above, it indicates that the subject is accompanied by severe anxiety.

**Methods:** For the obtained BAI score, it needs to be multiplied by 1.19 and rounded. The final result is the total BAI score. All data are statistically analyzed by MATLAB software and python software.

**Results:** By observing Figure 1, it can be seen that with the progress of the intervention experiment, the BAI score of anxiety students showed a continuous downward trend, indicating that their anxiety symptoms have been alleviated to a certain extent. Although there are some differences in the decline of BAI scores at different time nodes, the overall BAI scores of anxiety students always maintain a decline state. This shows that the combination and development of party construction and ideological and political work in colleges and universities can effectively alleviate the anxiety of anxious students.



**Figure 1.** Changes of BAI scores of students with anxiety disorder before and after intervention  
Note: Compared with that before intervention, \* $P < 0.05$ .

**Conclusions:** The similarities between party building and ideological and political work in colleges and universities are mainly reflected in the two aspects of adhering to the scientific outlook on development, Mao Zedong Thought and the party's leadership. Therefore, in order to improve the efficiency and effectiveness of party building and ideological and political work in colleges and universities, it is very important to carry out collaborative innovation and development between them. After the combination and application of party construction and ideological and political work in colleges and universities, good application results have been achieved in the actual process of managing anxiety students, which can significantly alleviate students' anxiety.

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## THE INFLUENCE OF THE CONSTRUCTION OF RED CULTURE IN UNIVERSITY LIBRARY ON COLLEGE STUDENTS' ANXIETY

Shulong Li\*, Shaohua Du & Bingqiang Liu

*Shandong Youth Political College, Jinan 250103, China*

**Background:** In the current teaching and training mode of colleges and universities, we usually only pay attention to the cultivation of college students' professional theoretical knowledge and practical operation ability, but ignore the mental health education and ideological and political education, which is the key to the transformation of their social role and cannot improve their comprehensive psychological quality. In the diversified campus environment and complex social environment, affected by external factors, there are certain psychological and behavioral deviations, which cannot realize the all-round development of individuals. College students may have some negative emotions and even anxiety due to many factors, such as the separation between theoretical knowledge infusion and practical operation, low mastery of theoretical and practical operation ability, high pressure on study and employment, social difficulties and so on. Anxiety mainly refers to the tension generated by individuals under the influence of external pressure or frustration events. At present, some college students will find it difficult to effectively deal with interpersonal relationships and quickly adapt to the new learning and living environment when entering the university campus. When you feel confused or uneasy about your employment prospects during the graduation season, you will often find it difficult to maintain your concentration, lose interest in the things around you, and become overly proud or inferior. College students' anxiety psychology will have a huge negative impact on their study, employment and interpersonal communication, which is not conducive to the improvement of their professional ability and the realization of the goal of all-round development. As the core resource of promoting cultural education, the construction of red culture on university campus has strong necessity. It can reflect the fundamental confidence of university culture on the basis of highlighting the connotation and characteristics of colleges and universities. The basic way to realize the construction of campus culture mainly lies in promoting the process of red culture construction of university library. This is because university library is the main position of campus culture construction. It can give full play to its role of cultural inheritance and innovation and comprehensive cultivation of talents with its educational intelligence and information service function. University libraries should give full play to their professional advantages in the collation, excavation and construction of literature resources, make use of the practical experience of reading promotion, and actively participate in the construction of campus red culture, so as to create a good campus red culture atmosphere, promote the practice of red culture education, and effectively alleviate the anxiety of college students.

**Objective:** To deeply analyze the main causes and externalized manifestations of college students' anxiety, actively promote the construction of red culture in university library, and then explore the impact of the construction of red culture in university library on college students' anxiety.

**Subjects and methods:** 56 college students with anxiety were randomly selected from two universities, a total of 112 of whom were selected as the research objects. All college students were intervened based on the construction of red culture in university library. The changes of their anxiety before and after the intervention were evaluated and analyzed by Beck Anxiety Inventory (BAI) and Self-rating Anxiety Scale (SAS).

**Research design:** The BAI contains 21 evaluation items. The level 4 score is used to evaluate the subjective anxiety of the evaluation object. 1-4 respectively mean no anxiety, mild anxiety, moderate anxiety and severe anxiety. The BAI score is positively correlated with the anxiety degree of the evaluation object. If the BAI score is less than 5, it means that there is no anxiety. If the BAI score is in the range of 5 to 25, it indicates that it is accompanied by mild anxiety. A score in the range of 26 to 35 indicates moderate anxiety. If the score is 36 or above, it means that the evaluation result is severe anxiety. SAS mainly evaluates the frequency of the name of anxiety symptoms, and also adopts the 4-level scoring standard. "1" indicates that the frequency of anxiety symptoms is not or very little, indicating that the anxiety degree of the subject is light. "2" means a small part of the time. "3" means more time. "4" indicates that anxiety symptoms occur most or all of the time. SAS score is positively correlated with the severity of anxiety symptoms. 50 is the evaluation standard, and less than 50 indicates no anxiety.

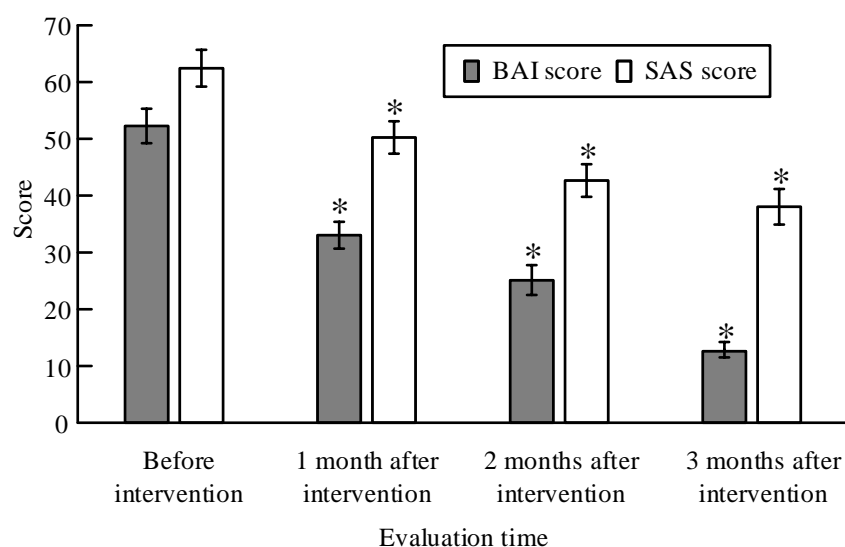
**Methods:** The total rough scores obtained by adding the scores of BAI and SAS items need to be multiplied by 1.19 and 1.25 respectively, and then rounded to obtain the final BAI score and SAS score. MATLAB software and smart Bi software are used for statistical analysis of relevant data.

**Results:** According to Figure 1, with the progress of intervention, the BAI score and SAS score of college students showed a continuous downward trend, in which the decline of BAI score was slightly greater than that of SAS score. However, both of them decreased significantly, which shows that under the positive influence of the construction of red culture in university library, the anxiety of college students has been significantly improved, and their mental health level has been significantly improved.

**Conclusions:** As an important cultural institution of colleges and universities, university libraries show their significant educational function in daily teaching and scientific research, which can broaden their knowledge on the basis of helping college students consolidate their professional knowledge. Moreover, university libraries also shoulder the educational task of carrying out cultural activities. Excellent university library cultural activities have many functions such as education, guidance and incentive for students.

Strengthening the construction of red culture in university library and ensuring its construction quality can significantly reduce the BAI score and SAS score of college students and alleviate their anxiety.

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**Figure 1.** Change trend of college students' anxiety before and after the intervention of red culture construction in university library

Note: Compared with before intervention, \* $P < 0.05$ .

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## THE ROLE OF VOCATIONAL EDUCATION REFORM MODEL UNDER TEACHING PSYCHOLOGY IN ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

Yang Zhang

*Shanghai Industrial and Commercial Polytechnic, Shanghai 201820, China*

**Background:** To explore the basic psychological laws of teaching and learning in the context of education and teaching is the main function and significance of educational psychology. In detail, the main research object of educational psychology is the interaction between teachers and students in the teaching process, including psychological process and psychological phenomenon. The key of educational psychology is to apply the relevant theories or research results of psychology to the actual educational process. Educational psychology can be used to design courses, improve teaching methods, promote learning motivation and help students face various difficulties and challenges in the process of growth. It has a wide range of applications and scientific application effects. Educational psychology focuses on how students learn and develop, and focuses on and educates students with special educational needs in practical work. Through the interaction with other disciplines, it can provide a certain auxiliary force for the understanding of educational psychology. Firstly, educational psychology takes psychology as the basis of theory and practice. In educational psychology, the relationship between pedagogy and psychology is like the relationship between medicine and biology, engineering and physics. They complement each other and work together in teaching tasks. Moreover, many special fields of educational problems can be extended from educational psychology, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. From the perspective of educational psychology, this paper makes an in-depth exploration of the traditional vocational education model in colleges and universities, and takes corresponding measures to realize the reform and optimization of the traditional vocational education model, which can reflect the reliable effect of education and counseling to a certain extent, and play a positive role in promoting the improvement of students' academic performance and the alleviation of employment anxiety. College students' employment anxiety is a very common psychological phenomenon. The causes of college students' employment anxiety are diverse, including poor mastery of their own



theoretical knowledge, fear of job interview, low level of vocational skills operation, fierce social competition, etc., serious employment anxiety will not only hinder the development of college students' career. It will also have a great negative impact on the improvement and all-round development of their personal comprehensive quality.

**Objective:** To explore the influence of vocational education reform mode under educational psychology on alleviating students' employment anxiety, so as to significantly alleviate or eliminate college students' negative emotions such as employment anxiety, and finally realize the effective promotion of college students' smooth employment.

**Subjects and methods:** 36 college students were randomly selected from five colleges and universities, a total of 180. They were divided into two groups: traditional education and reform education. Give the traditional basic vocational education mode to the college students in the traditional education group. For the college students in the reform education group, the vocational education reform model is given. Before and after the educational intervention, the self-designed college students' employment anxiety scale was used to evaluate their anxiety degree, and five evaluation times were set, namely, before the intervention (T0), after the intervention for 1 month (T1), after the intervention for 2 months (T2), after the intervention for 3 months (T3) and after the intervention for 4 months (T4).

**Research design:** In the self-designed "College Students' Employment Anxiety Scale", it is mainly divided into three parts: emotion, thought and body, with a total of 30 items. For each question item, four answers are set, which are matched by the four-grade scoring standard of 1-4. Among them, 1 means always, 2 means often, 3 means sometimes, and 4 means none. The score of the scale is negatively correlated with the degree of anxiety of college students, with 70 as the critical value.

**Methods:** In order to ensure the accuracy and objectivity of the research results, all data were expressed in the form of mean ± standard deviation, using SPSS26.0 software and smart Bi software for statistics and analysis.

**Results:** Table 1 shows the comparison results of employment anxiety between the two groups of college students at different intervention time nodes. According to Table 1, the scores of the two groups of college students are at a low level at T0, indicating that they are accompanied by serious employment anxiety. With the continuous educational intervention, the scores of college students in the traditional education group increased slowly, and their scores were still lower than 70 at T4, indicating that their employment anxiety was still in a state of anxiety although it had been alleviated to some extent. The scale score of college students in the reform education group increased rapidly with a large increase during the continuous process of educational intervention. At T4, the scale score reached about 109.23, indicating that their employment anxiety has been completely eliminated.

**Table 1.** Employment Anxiety of college students before and after intervention of different education modes

Group	Self-set meter score				
	T0	T1	T2	T3	T4
Traditional education group	36.52±6.97	41.63±5.92	49.65±6.04	52.77±6.13	63.29±5.47
Reform education group	34.29±7.88	57.23±6.68	78.41±6.28	92.45±5.99	109.23±6.78

**Conclusions:** Serious employment anxiety has a great negative impact on the improvement of college students' employability and hinders the enhancement of their personal comprehensive quality and the realization of their all-round development. The vocational education reform model under teaching psychology has a good teaching intervention effect, which can significantly promote the alleviation of students' employment anxiety, completely eliminate college students' anxiety and maintain a high level of mental health.

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## ANALYSIS OF THE IMPACT OF E-COMMERCE ONLINE CREDIT INFORMATION SHARING BASED ON DYNAMIC EVOLUTIONARY GAME ON USERS' MENTAL AND EMOTIONAL ANXIETY

Bo Peng

*International Business School, Yunnan University of Finance and Economics, Kunming 650221, China*

**Background:** With the in-depth development of electronic information technology and economic globalization, the Internet has become a platform for people to shop. With all kinds of people pouring into the Internet platform, it is difficult to distinguish the true and false information published, and it is difficult for consumers to buy goods that are consistent with the description and satisfy themselves. Consumers have evaluated the goods after purchasing them, but the authenticity of the content cannot be guaranteed. All kinds of promotional activities confuse the eyes of consumers. On the other hand, in the actual business process, e-commerce operators will face huge industry competition pressure, malicious competition from peer merchants, different types of after-sales requirements of consumers and other negative factors, which will hinder the smooth development of their e-commerce business activities. In view of this, it becomes extremely important to judge the authenticity of information in e-commerce activities. For both sides of e-commerce operation and purchase, the sharing of online credit information is very key. If we can't get real and accurate credit information, both sides will bear greater transaction risks, resulting in certain mental anxiety. Mental and emotional anxiety is a common negative emotional state, which usually has psychological characteristics such as nervousness, impatience, confusion and confusion. Under the negative influence of anxiety, patients with mental anxiety will have a sense of self-loathing, have great resistance or panic to the unknown, and cannot carry out normal social activities smoothly. Mental anxiety comes from different types of external factors or internal psychological pressure, including the pressure of social life, increasing social competition, the deterioration of financial or living environment, economic or emotional impact and so on. For e-commerce users, the changing e-commerce development situation will have varying degrees of impact on their psychology. If there is a lag or lack of e-commerce information, e-commerce users will have a great sense of distrust of the current e-commerce development situation and business purchase decisions, and then produce serious mental and emotional anxiety. For e-commerce users, online credit information sharing is extremely important. Its accuracy, real-time, privacy and other characteristics will affect the normal development of e-commerce operation and purchase activities.

**Objective:** To explore the impact of online credit information sharing analysis of e-commerce based on dynamic evolutionary game on users' mental and emotional anxiety, in order to find effective measures to promote the smooth development of e-commerce activities and alleviate the mental and emotional anxiety of e-commerce users to the greatest extent.

**Subjects and methods:** In the e-commerce platform, 136 e-commerce users were randomly selected as the research object, and their e-commerce online credit information sharing analysis based on dynamic evolutionary game was carried out. The anxiety state was evaluated before and after the intervention.

**Research design:** The self-designed e-commerce information sharing anxiety scale is used to evaluate the anxiety state of e-commerce users. The scale is divided into four dimensions: worry, nervousness, reputation loss and economic loss, including 27 scale items, all of which have 5 answers to choose from. The e-commerce information sharing anxiety scale adopts a 5-level scoring standard, with a full score of 5 points. Answer 1 means completely unqualified (1 point), answer 2 means not quite qualified (2 points), answer 3 means hard to say (3 points), answer 4 means relatively qualified (4 points), and answer 5 means fully qualified (5 points). The internal validity coefficient of 890 is consistent with that of table 892.

**Methods:** All the data obtained in the study were collected, sorted, calculated and analyzed by smart Bi software and python software.

**Results:** According to Table 1, the average anxiety score of e-commerce users is 8.56, which is higher than the national norm score. The score range of each dimension of the tested e-commerce users is 6.26-6.38, which reflects that e-commerce users have certain mental and emotional anxiety in the process of e-commerce activities such as operation and purchase.

**Table 1.** Anxiety scores of e-commerce users

Factor	Maximum	Minimum value	Anxiety score
Worry	2.24	9.36	6.30±1.36
Nervous and tense	3.02	9.80	6.38±1.38
Reputation loss	3.16	9.44	6.26±1.26
Economic loss	3.18	9.46	6.36±1.44
Total information sharing anxiety	3.84	8.56	6.24±1.12

**Conclusions:** As e-commerce users, including operators and buyers, the sharing of e-commerce online credit information is of great importance. The characteristics of timeliness and security will affect the normal development of e-commerce operation and purchase activities. Comparing the anxiety score of the research object with the national norm score, it can be seen that the analysis of e-commerce online credit

information sharing based on dynamic evolutionary game can effectively alleviate the mental and emotional anxiety of e-commerce users, maintain their mental health level, and ensure the normal development of e-commerce activities. This shows that the analysis of e-commerce online credit information sharing based on dynamic evolutionary game has a good application effect, and can maximally eliminate the negative impact of e-commerce users' mental and emotional anxiety on e-commerce activities.

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## RESEARCH ON THE EDUCATIONAL MODEL OF COLLEGE EDUCATION REFORM FOR STUDENTS WITH COGNITIVE IMPAIRMENT

Hongwei Yang\*, Xu Sun, Maorong Zhao & Gang Chen

*Southwest Petroleum University, Nanchong 637000, China*

**Background:** As a basic intelligent processing process of the body, cognition can help the body recognize and obtain knowledge and information, including emotion, thinking, language, memory, spirit, learning and other fields. The basic structure to ensure the smooth realization of cognitive function is the cerebral cortex. Therefore, any factor that may damage the structure or function of the cerebral cortex may lead to individual cognitive impairment. Cognitive impairment is a common mental disease, mainly manifested in memory impairment, learning impairment, executive dysfunction, aphasia, apraxia and other symptoms. The causes of cognitive impairment of college students are diverse, including craniocerebral trauma, environmental factors, mental and psychological abnormalities and so on. There is an interactive relationship between various symptoms of cognitive impairment, which will accelerate the deterioration of patients' condition, making cognitive impairment a serious psychological disease with great difficulty in diagnosis and treatment. Cognitive impairment will have a great negative impact on patients' self-care ability and seriously hinder their personal development. At present, society is in the key stage of continuous promotion of the process of economic development, and social competition has shown a white-hot development trend. In this environment, college students are under the pressure from different aspects such as study, employment and interpersonal communication, and because their mental intelligence is not perfect, their ability to distinguish things and their ability to deal with difficulties are lacking, so college students are prone to a series of mental problems, especially cognitive impairment. If we do not pay attention to the psychological problems such as cognitive impairment of college students, we cannot take corresponding measures to improve their mental health level, which will greatly hinder the healthy growth and all-round development of college students, and make it difficult to ensure the quality of national talent training. As the main position of talent training, it is very necessary for colleges and universities to take necessary measures to alleviate the negative impact of cognitive impairment on college students, so the reform of college education is imperative.

**Objective:** To explore the educational model of college education reform for students with cognitive impairment, and analyze the actual impact of different educational models on college students with cognitive impairment, in order to find the most effective way to alleviate college students' cognitive impairment.

**Subjects and methods:** 184 college students with cognitive impairment were randomly selected from each grade of four colleges and universities. Using stratified cluster random sampling, 184 college students with cognitive impairment were evenly divided into control group and experimental group, and their traditional education model and reformed and optimized education model were given respectively. Before and after the intervention of different educational models, the level of cognitive impairment and its improvement of the two groups of students were evaluated.

**Research design:** According to the level and changes of cognitive impairment of the two groups of students, the Mini Mental State Examination (MMSE) was used to evaluate and analyze them. MMSE mainly includes seven dimensions of evaluation indicators, including visual space, delayed memory, attention and computing power, time orientation, immediate memory, language and place orientation, with a total of 30 items. If each item in MMSE is answered correctly, 1 point can be recorded. All other answers are scored as 0. The total score of MMSE is 30. If the score of subjects is 0-9, it shows that they are accompanied by severe cognitive impairment. If the score is in the range of 10-20 points, it indicates that it is accompanied by moderate cognitive impairment. If the MMSE score is between 21 and 26, it indicates that the subject has mild cognitive impairment. A score higher than 27 indicates that the subject is not accompanied by cognitive impairment and is in a normal state. Evaluate it and obtain comprehensive and objective survey results.

**Methods:** According to the survey data obtained by MMSE scale, MATLAB software and SPSS26.0 software for statistical sorting, calculation and analysis.

**Results:** Table 1 shows the comparison results of MMSE scores of two groups of college students with cognitive impairment before and after the intervention of different education modes. It can be seen from Table 1 that before the educational intervention, the MMSE scores of the two groups of college students were at a low level, indicating that they were accompanied by severe cognitive impairment. With the continuous educational intervention, the MMSE score of college students in the control group increased slightly, but the increase was small. After 3 months of educational intervention, college students in this group were still accompanied by moderate cognitive impairment. The MMSE score of college students in the experimental group increased significantly. Finally, it was no longer accompanied by cognitive impairment and was at the normal level of mental health.

**Table 1.** Comparison results of MMSE scores of two groups of college students before and after educational intervention

Time	Control group	Experience group
Before intervention	4.55±0.76	5.12±0.89
1 month after intervention	11.54±0.84*	12.36±0.92*
2 months after intervention	13.27±1.05*	19.75±0.83*
3 months after intervention	18.42±1.03*	28.91±0.89*

Note: Compared with before intervention, \**P* < 0.05.

**Conclusions:** As a common mental disease, cognitive impairment is difficult to treat. The mental health level of college students with cognitive impairment is usually low. All kinds of negative effects brought by cognitive impairment will greatly hinder the healthy growth and all-round development of college students. The reformed education model can effectively improve the MMSE score of college students with cognitive impairment, significantly alleviate their symptoms of cognitive impairment and ensure their mental health.

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## ANALYSIS ON THE POSITIVE IMPACT OF INTERIOR DESIGN ON RESIDENTS BASED ON DESIGN PSYCHOLOGY

Yanping Chu\*, Cui Liu, Yao Jiang, Jian Liu & Zhaofei Jiang

*Qingdao Hengxing University of Science and Technology, Qingdao 266100, China*

**Background:** Design is a creative activity, which includes four main steps: imagination, operation research, planning and budget. According to the differences of design purposes, design is usually divided into three types, namely visual communication design, product design and environmental design. The corresponding purposes of the three are to convey, use and live the design works respectively. In the process of design, we need to explore people's demand consciousness from the perspective of psychology, and then integrate it into the design works. This knowledge is design psychology. Design psychology is mainly based on the relevant theories of psychology, which concretely deals with people's psychological state and psychological needs, so that they can be presented in the form of design works. At the same time, design works can also react on people's psychological reactions and related needs. There is a complementary and interdependent relationship between the two. Environmental design mainly includes two space design forms inside and outside the building. From the perspective of design psychology, designers can make reasonable planning and design of the indoor and outdoor space environment of the building, so that the final design works can meet people's living needs and preference demands at the same time. Design psychology is a new branch of art design established in the field of psychology. Based on the psychological acceptance of the general public, it studies people's aesthetic laws and consumer psychology related to vision, touch and mentality. According to people's different needs, create design results based on design methods, and fully consider the psychological impact of design results on social groups or individuals. For residents, interior design needs to meet the pursuit of material and spiritual aspects. The former refers to comfortable living conditions and functional living space. Residents' daily life, study and work have different levels of needs. Therefore, interior design should fully consider the demand elements of different

levels. The latter refers to that under the influence of the continuous improvement of people's economic level, people put forward more and higher psychological needs for interior design, and different psychological tendencies may show certain differences in interior design needs.

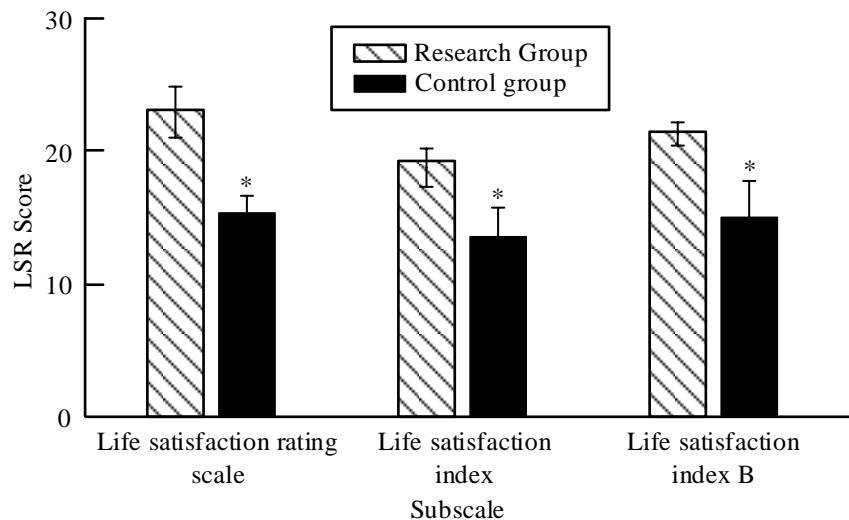
**Objective:** To explore the positive impact of interior design on residents from the perspective of design psychology, in order to provide residents with interior design works that can meet their physiological and psychological needs, have a significant positive impact on their psychology, and improve their living satisfaction, comfort and mental health.

**Subjects and methods:** 134 residents with interior design needs were randomly selected as the research objects and divided into control group and research group. The residents in the control group were given traditional interior design works. For the residents in the research group, the design psychology is integrated into the interior design works and provided to the residents in the group for living. The Life Satisfaction Rating scale (LSR) was used to evaluate the positive impact on different interior design works.

**Research design:** In LSR, it mainly includes three sub scales: life satisfaction rating scale, life satisfaction index and life satisfaction index B. the full scores of the three sub scales are 25, 20 and 22 respectively, and the total score of LSR is 67. The LSR score is positively correlated with the residents' life satisfaction, that is, the higher the score, the higher the residents' satisfaction, quality of life and happiness with the interior design works.

**Methods:** The relevant data obtained from LSR survey were statistically analyzed by tableau software and Smart Bi software.

**Results:** Figure 1 shows the comparison results of LSR scores of residents in two groups on interior design works under different design ideas. According to Figure 1, in the three sub scales, the LSR scores of residents in the study group tend to be full, and are significantly higher than those of residents in the control group. This shows that interior design based on design psychology has a significant positive impact on residents and can ensure that their LSR score is at a high level.



**Figure 1.** Comparison results of LSR scores of residents under the influence of different indoor works  
Note: Compared with the study group, \* $P < 0.05$ .

**Conclusions:** From the perspective of design psychology, interior designers can accurately grasp the physiological and psychological demands of residents, enhance and optimize the functionality of interior design works while considering meeting their living comfort, and make reasonable planning and design for the indoor and outdoor space environment of the building on the basis of design psychology. So that the final design works can meet the residents' needs for the function and aesthetics of interior design works at the same time, and make them have high satisfaction, quality of life and happiness, which reflects the significant positive impact of interior design based on design psychology on residents.

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## RESEARCH ON THE IMPACT OF BIM CIVIL HOUSING INTEGRATED DESIGN ON RESIDENTS' PSYCHOLOGY

Juan Wang

*Zhengzhou University of Technology, Zhengzhou 450000, China*

**Background:** Mental health refers to that all aspects of the psychological and activity process are in a good or normal state. The ideal state of mental health is to maintain good personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Influenced by heredity and environment, especially the rearing style of primitive family in childhood, has a great impact on the development of mental health. Mental health problems are very prominent. It can maintain good communication or cooperation with others in society, production and life, and deal with all kinds of situations in life. Individuals can adapt to the development environment and have perfect personality characteristics. Its cognition, emotional response, will and behavior are in a positive state, and can maintain normal regulation ability. In life practice, if we can correctly understand ourselves, consciously control ourselves, correctly deal with external influences, and maintain psychological balance and coordination, we will have the basic characteristics of mental health. The basic meaning of mental health is that all aspects of psychology and activity process are in a good or normal state. The ideal state of mental health is to maintain a sound personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Corresponding to mental health are mental sub-health and mental illness. Mental health has different meanings and measurement standards from different angles. Mental health is an important aspect of modern people's health, so what is people's mental health? There are standards for people's physical and mental health. However, people's mental health standards are not as specific and objective as people's physical health standards. Understanding and mastering the definition of mental health is of great significance to improve and maintain people's health. When people master the standard of measuring people's mental health, they can self-diagnose their mental health according to their own situation. If you find that one or several aspects of your mental state are at a certain distance from the mental health standard, you can strengthen mental exercise and reach the level of mental health. If you find that your mental state seriously deviates from the standard of mental health, you should seek medical treatment in time for early diagnosis and treatment. Mental health refers to the psychological state of continuous and positive development. In this state, the subjects can adapt well and give full play to their physical and mental potential.

At present, large-scale residential construction still adopts the traditional extensive development mode of separating design and construction, which is characterized by low information support rate. Based on the engineering characteristics of "micro design", "multi decision-making" and "transformation" of this type of housing construction. Based on the existing BIM theory and technology, taking data linkage and design and construction integration as the core, further expand and form BIM carrier technology, and combine this method with BIM technology to help solve the problem of design and construction integration decision-making of large-scale residential construction types. Driven by this demand, designers began to think about how to provide more pleasant spiritual experience for owners. From the internal house type structure to the external public space, it is a design breakthrough to stimulate the purchase desire of home buyers. After more than ten years of development in the real estate industry, the design of building house type is becoming more and more mature. Therefore, based on BIM carrier technology, creating a public space and facility environment for formal life has become the top priority of design. The essence of BIM civil residential integrated design is to create a safe, comfortable, pleasant and beautiful indoor environment for people. With the continuous improvement of the discipline of comprehensive design of civil housing, the important role of environmental psychology in design is becoming more and more obvious, and has become the guiding theory of comprehensive design of civil housing. It is of great significance for modern people's living environment to understand people's psychology and behavior under different civil houses, scientifically and artistically grasp the relationship between various elements in the comprehensive design of civil houses, and create civil houses that meet the needs.

**Objective:** In order to effectively improve residents' mental health problems, this paper studies the impact of BIM civil housing integration design on Residents' psychology, aiming to give residents good psychological construction and psychological experience through BIM civil housing integration design, so as to ensure residents' mental health in an all-round way.

**Subjects and methods:** 500 residents in two areas of our city are selected as the research object. Area A is the residents under the conventional civil housing design (250), and area B is the residents under the BIM civil housing integrated design (250). Combined with the Symptom Checklist 90 (SCL-90), the mental health status of residents in the two regions was measured. The higher the score of the scale, the more serious the psychological problems of residents.

**Methods:** Use Excel software and SPSS22.0 software for data statistics and analysis.

**Results:** Table 1 shows the mental health status of residents in the two regions. As shown in Table 1, compared with the residents in area a under the conventional civil housing design, the residents in area B

under the integrated design of BIM civil housing have a lower SCL-90 score, and there is a statistical difference in the mental health status of the residents in the two areas ( $P < 0.05$ ).

**Table 1.** Mental health status of residents in the two regions

Project	Area A (n=250)	Area B (n=250)	P
Somatization	3.15	1.28	<0.05
Obsession	2.17	1.05	<0.05
Sensitive	3.44	1.10	<0.05
Depressed	2.26	1.01	<0.05
Anxious	2.18	1.10	<0.05
Hostile	3.63	1.15	<0.05
Fear	2.59	1.12	<0.05
Paranoid	3.39	1.03	<0.05
Psychotic	2.15	1.04	<0.05
Ad-items	3.17	1.07	<0.05

**Conclusions:** In order to effectively improve residents' mental health problems, this paper studies the impact of BIM civil housing integrated design on residents' psychology. The results show that compared with the residents in area a under the conventional civil housing design, the residents in area B under the integrated design of BIM civil housing have a lower SCL-90 score, and there is a statistical difference in the mental health status of the residents in the two areas ( $P < 0.05$ ). This shows that the integrated design of BIM civil housing can give residents good psychological construction and psychological experience, so as to comprehensively ensure residents' mental health.

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## ANALYSIS ON RISK FACTORS OF SPORTS TOURISM SAFETY ACCIDENTS IN PATIENTS WITH COGNITIVE IMPAIRMENT

Geng'an Wu<sup>1</sup>, Peiqi Yang<sup>1</sup> & Feifei Yang<sup>2</sup>

<sup>1</sup>College of Tourism, Huaqiao University, Quanzhou 362021, China

<sup>2</sup>College of Fine Arts, Huaqiao University, Quanzhou 362021, China

**Background:** As a psychological disease, cognitive impairment develops from the perspective of psychological disease. In essence, cognitive impairment can be attributed to a kind of neurocognitive impairment, which is mainly manifested in many levels of psychological disorders, such as thinking, perception, memory, learning and so on. Cognitive impairment is a disease with cognitive function problems. To clarify its definition, we need to understand and grasp what cognitive function is. Cognitive functions include memory, calculation, space-time location, structural ability, executive ability, language understanding, expression and application. Its behavioral characteristics are concentrated in four aspects: executive ability, attention, language ability and social cognition. For cognitive impairment, for social cognitive ability, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. For attention, it is mainly manifested in the reduction of information processing speed, selectivity and other types of attention changes. For the executive ability, it is mainly manifested in the decline of organization and decision-making ability and the inability to complete complex tasks. For language ability, it is mainly manifested in grammatical errors, disregard of social etiquette, lack of expression in communication with people, and problems in abstract language expression and understanding. Combined with clinical symptoms, cognitive impairment can be divided into three levels: mild, moderate and severe. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. However, as a mental disease, cognitive impairment does not have more significant external manifestations than the traditional

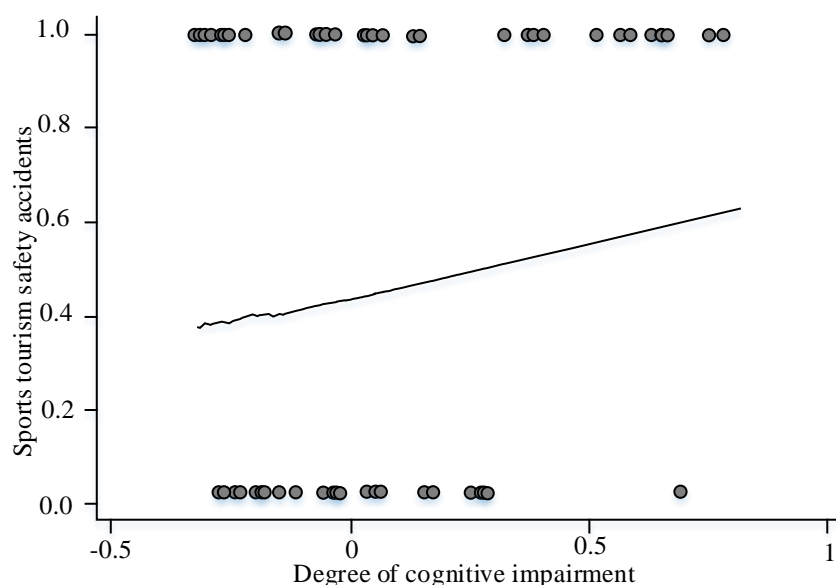
psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is the concept of maladaptation caused by maladaptive cognition, and its clinical manifestations are more recessive. Moreover, because the function of the brain is complex, different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect may lead to cognitive abnormalities in another or more aspects. Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. In short, there is no unified diagnosis and treatment plan and method for patients with cognitive impairment at this stage. We should actively explore new ideas and directions for the treatment of patients with cognitive impairment.

Sports tourism is a form of tourism with leisure sports as the main activity content. It mainly includes bathing beach swimming, diving, glider, water speedboat, beach car, etc. it is a high-risk sports tourism project closely related to safety. Among them, the influencing factors of sports tourism safety include: natural environment factors, sports object factors and social concept factors. At the level of natural environment, it mainly refers to the personal, property and psychological security problems of tourists under the influence of objective natural environmental factors. At the level of sports objects, although the reform and opening up has made great development in tourism, the software and hardware conditions such as facilities, equipment and management of leisure sports tourism have been continuously improved. However, with the continuous expansion of the development scale of leisure sports tourism and the continuous increase of the number of tourists, the existing capital investment and the construction of various sports facilities appear to be relatively lagging behind, unable to keep up with the needs of the development of the situation, resulting in the lack of leisure sports venues and facilities, outdated equipment, which is difficult to meet the actual safety needs, and objectively form the potential factors inducing accidents. At the level of social concept, it mainly refers to the accident safety problems caused by the lack of attention to some key links in sports by the operators, managers, relevant staff and tourists of scenic spots and leisure sports. Relevant studies have pointed out that compared with the normal population, patients with cognitive impairment are more likely to have safety accidents in sports tourism. In view of this, this paper analyzes the risk factors of sports tourism safety accidents in patients with cognitive impairment.

**Objective:** Aiming at the phenomenon that patients with cognitive impairment are more likely to have safety accidents in sports tourism, this paper analyzes the risk factors of sports tourism safety accidents in patients with cognitive impairment, in order to prevent the occurrence of safety accidents and jointly create a harmonious and safe sports tourism environment.

**Subjects and methods:** Randomly select 1000 tourists from a sports tourist attraction as the research object, screen out the number of sports safety accidents among 1000 tourists, measure the cognitive impairment of tourists in combination with Montreal Cognitive Assessment (MoCA), and measure the degree of cognitive impairment of tourists, so as to evaluate the correlation between the cognitive impairment of tourists and the occurrence of sports tourism safety accidents.

**Methods:** Use Excel software to complete data analysis.



**Figure 1.** Correlation between the degree of cognitive impairment and sports tourism safety accidents



**Results:** Figure 1 shows the correlation between the degree of cognitive impairment and the occurrence of sports tourism safety accidents. It can be seen from Figure 1 that the cognitive impairment of tourists is positively correlated with the occurrence of sports tourism safety accidents, and the higher the degree of cognitive impairment of tourists, the more prone to sports tourism safety accidents.

**Conclusions:** In view of the phenomenon that patients with cognitive impairment are more likely to have safety accidents in sports tourism, this paper analyzes the risk factors of sports tourism safety accidents in patients with cognitive impairment. The results show that the cognitive impairment of tourists is positively correlated with the occurrence of sports tourism safety accidents, and the higher the degree of cognitive impairment of tourists, the more likely it is to have sports tourism safety accidents. Therefore, in sports tourism, we should pay attention to the cognitive impairment of tourists, so as to prevent the occurrence of safety accidents and create a safe sports tourism environment.

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION OF PARTY CONSTRUCTION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' EMOTIONAL BARRIERS

Shunguo Wei

*Baise University, Baise 533000, China*

**Background:** Emotional disorders mainly occur in children and adolescents. As a psychological disease with anxiety, terror and depression as the main clinical manifestations, as long as there is a little inducement, it will lead to the disease and even irreparable destructive situation and loss. Emotional disorders mainly occur in middle school students around the age of 15. Clinically, it is called childhood neurosis or childhood neurosis. Clinical research shows that the age of patients with emotional disorders is gradually increasing, and the expression of emotional disorders of modern college students is also increasing. Emotional disorders can be divided into three levels: mild, moderate and severe. The emotional response of patients with mild emotional disorder is basically normal, but generally they can only show some primitive simple emotions, only happy and unhappy, and lack of complex and advanced emotions. They often express their emotions in a direct and simple way. They laugh when they are happy and lose their temper when they are dissatisfied. Few people know these high-level emotions, such as compassion, responsibility, morality and obligation. Some patients with moderate mood disorders are prone to mood swings, moody, sometimes angry, and often excited for no reason because of some small things. The emotional response of patients with severe affective disorder is characterized by stupid expression. When stimulated, they will only get angry, shout, and even have abnormal emotions, crying and laughing. Generally speaking, the emotional characteristics of patients with emotional disorders mainly include the following aspects: (1) the occurrence and differentiation of emotions are late: the emotional development of patients is backward and it is difficult to recognize the complex expressions of others. In addition to knowing that smiling represents happiness and losing temper represents anger, patients' emotional and emotional experience is superficial, monotonous and extreme, only happiness and sadness, or satisfaction or dissatisfaction. (2) Emotions are easy to change, unstable and sometimes accompanied by "morbid": some people are very high in mood and happy all day without any pain and trouble, while others are very low in mood, low in mood and indifferent to anything. Others are easy to get angry, and some trivial things may make him angry and roar. (3) Emotion is "uncoordinated", the regulation and control of emotion is very weak, and the transfer is very difficult: due to the lack of flexibility of thinking, they cannot better control and coordinate their emotions and emotions. Most people just act according to their instinctive needs and habits, and can't change their wishes according to objective and actual needs. In short, patients with mood disorders have poor ability to control and regulate emotions, resulting in their inability to communicate normally.

The opinions on further strengthening and improving college students' ideological and political education issued by the CPC Central Committee and the State Council stressed that the guiding ideology for strengthening and improving college students' ideological and political education is to adhere to Marxism Leninism, Mao Zedong thought, Deng Xiaoping Theory and the important thought of "Three Represents", thoroughly implement the spirit of the 16th CPC National Congress and fully implement the party's educational policy. Closely combined with the reality of building a well-off society in an all-round way, with ideal and belief education as the core, patriotism education as the focus, ideological and moral construction as the foundation, and the all-round development of college students as the goal, emancipate the mind, seek truth from facts, keep pace with the times, adhere to people-oriented, close to reality, close to life

and close to students, and strive to improve the pertinence, effectiveness, attraction and attraction of ideological and political education. Train qualified builders and reliable successors of socialism with all-round development of morality, intelligence, physique and beauty. Taking strengthening the party building in colleges and universities as the starting point and strengthening the ideological and political education of college students is the basis for strengthening and improving the ideological and political education in colleges and universities and achieving practical results. In short, there is a close interactive relationship between college students' Party construction and ideological and political education in terms of objectives, contents, tasks and methods. They interact in training objectives, promoting students' all-round development and maintaining social stability. At the same time, Party building in colleges and universities is the entry point and breakthrough to strengthen college students' ideological and political education.

**Objective:** In order to alleviate the emotional obstacles of college students, this paper constructs the ideological and political education model of party construction in colleges and universities, which aims to dredge the emotional and psychological problems of college students, so as to help college students establish a good emotional and psychological construction, so as to ensure that college students can respond to their own life and study with a sound mood.

**Subjects and methods:** 300 college students with emotional disorders were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional ideological and political education mode, and the experimental group implemented the ideological and political education mode of party construction in colleges and universities for one month. Then, combined with the emotional disorder self-assessment scale, the emotional disorder status of college students is measured. The higher the score, the better the remission of emotional disorder symptoms of college students. Finally, the improvement of emotional disorders of the two groups of college students is compared and analyzed.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of emotional disorders in the two groups of college students. Compared with the control group of conventional ideological and political education, the experimental group implementing the ideological and political education mode of Party Construction in colleges and universities improved the emotional disorder of college students more significantly, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of emotional disorders of college students in the two groups ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Emotional response ability	1.66±0.61	3.75±0.61	0.00
Interpersonal skills	1.52±0.60	4.69±0.59	0.00
Action coordination ability	1.39±0.43	4.47±0.43	0.00
Emotional cognitive ability	1.45±0.56	3.54±0.55	0.00
Emotional feeling ability	1.25±0.43	3.36±0.41	0.00
Typical emotional response ability	1.43±0.57	3.44±0.56	0.00
Overall score	7.28±0.43	22.29±0.42	0.00

**Conclusions:** The implementation of the ideological and political education model of Party Construction in colleges and universities has an important impact on alleviating the emotional obstacles of college students. It can not only help college students form correct values, but also actively dredge the extreme emotional reactions of college students. Therefore, it can be said that the ideological and political education model of Party Construction in colleges and universities has high theoretical and practical value.

**Acknowledgement:** The research is supported by: 2020 Guangxi University Students Ideological and Political Education Theory and Practice Research Topic Project Level: Departmental level topic: Practice and exploration of integrating psychological counseling technology into ideological and political course teaching method innovation in post-epidemic era (No. 2020LSZ032).

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## RESEARCH ON PERFORMANCE APPRAISAL MODEL OF CHEMICAL ENTERPRISES CONSIDERING THE PSYCHOLOGICAL STATE OF EMPLOYEES WITH ANXIETY DISORDER

Lu Wang

*Nanjing Audit University Jinshen College, Nanjing 210000, China*

**Background:** Modern medicine believes that anxiety is related to genetic factors. Anxiety can be found in the families of patients with anxiety. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. The physiological changes of anxiety disorder show the overactivity of neural activity. As a whole, but these physiological changes are not unique to anxiety disorder, so it may also be the result of the disease rather than the cause. Anxiety disorder mainly occurs in young and middle-aged groups, and the inducing factors are mainly related to people's personality and environment. The former is more common in introverted, shy and overly neurotic people, while the latter is often closely related to fierce competition, overwork, long-term mental work and interpersonal tension. Some patients also have atypical incentives. Clinically, doctors often divide anxiety disorders into acute anxiety and chronic anxiety. (1) Acute anxiety disorder: mainly manifested as panic attack, often occurs in night sleep and has a sense of dying. The patient has a violent heartbeat, chest suffocation, throat blockage and dyspnea. Excessive breathing caused by panic will lead to respiratory alkalosis (excessive exhalation of carbon dioxide will lead to alkaline blood), which will also lead to limb numbness, numbness around the mouth, pale complexion, abdominal distension, etc., which will further aggravate the fear of patients. Such patients are often emotional and nervous when seeing doctors, which often makes doctors have the illusion of cardiovascular disease attack. Usually, acute anxiety attacks last for a few minutes or hours. After attack or appropriate treatment, the symptoms can be relieved or disappeared. (2) Chronic anxiety disorder: acute anxiety often occurs in the context of chronic anxiety, but more patients are mainly manifested in the symptoms of chronic anxiety. Generally speaking, the typical manifestations of chronic anxiety disorder are five main symptoms, namely panic, fatigue, tension, shortness of breath and chest pain. In addition, there are tension, cold sweat, syncope, hiccups, nausea, abdominal distension, constipation, impotence, frequent urination, etc., which are sometimes difficult to distinguish from neurasthenia or other special diseases. Therefore, doctors need to have a comprehensive and detailed understanding of the condition to avoid misdiagnosis.

With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. It should be pointed out that mild anxiety has a positive impact. It can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and confuse people all day. With the increasingly fierce social competition, people are facing more and more external pressure. More and more employees in enterprises have mental health problems, which is mainly manifested in that more and more employees show anxiety and have an important risk of developing anxiety disorder. The survey shows that the probability of middle-aged workplace employees suffering from anxiety disorders is as high as about 30%. According to the analysis, due to the multiple "squeezes" of family affairs, their own health status and workplace pressure, workplace employees gradually have a sense of crisis. Relevant research shows that unscientific or unreasonable performance appraisal model has an important impact on employees' anxiety. For example, in the process of enterprise performance appraisal, the primary consideration is often not the qualification of employees, but the value of employees. This situation can easily lead to psychological stress of employees, which is reflected in the physical body, and is mainly manifested in the clinical characteristics of anxiety disorders such as headache, insomnia, depression, irritability, etc. It can be said that employee anxiety disorder has become a problem that must be paid attention to in the development of enterprises. Enterprises need to clarify the correlation between performance appraisal and employee anxiety disorder, and build a reasonable and scientific performance appraisal, so as to solve the problem of employee anxiety disorder, so as to ensure the benign development of enterprises.

**Objective:** In order to solve the anxiety problem of employees in the workplace of enterprises, this paper studies the performance appraisal model of chemical enterprises considering the psychological state of employees with anxiety disorder, which aims to help employees establish good work psychological construction by dredging employees' psychological problems, so as to ensure the long-term, stable and sustainable development of the enterprise.

**Subjects and methods:** 300 employees of chemical enterprises were randomly divided into control group and experimental group, with 150 in each group. The control group implemented the traditional performance appraisal mode of chemical enterprises, and the experimental group implemented the performance appraisal mode of chemical enterprises considering the psychological state of employees with anxiety disorder for one month. Then, combined with the Self-rating Anxiety Scale (SAS), the anxiety status of employees in chemical enterprises is measured. The higher the score, the more serious the anxiety psychology of employees in chemical enterprises. Finally, the improvement of anxiety psychology of employees in two groups of chemical enterprises is compared and analyzed.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of anxiety disorder of employees in two groups of chemical enterprises. Compared with the control group adopting routine performance appraisal, the experimental group implementing the performance appraisal mode considering the psychological state of employees with anxiety disorder improved the anxiety disorder of employees in chemical enterprises more significantly, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of anxiety disorder of employees in two groups of chemical enterprises ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	$P$
Somatization	3.75±0.61	1.66±0.61	0.00
Obsessive compulsive symptoms	4.69±0.59	1.52±0.60	0.00
Interpersonal sensitivity	4.47±0.43	1.39±0.43	0.00
Depressive status	3.54±0.55	1.45±0.56	0.00
Anxiety state	3.36±0.41	1.25±0.43	0.00
Hostile situation	3.44±0.56	1.43±0.57	0.00
Psychological state of terror	4.29±0.42	1.28±0.43	0.00
Paranoid mental state	4.75±0.61	1.66±0.61	0.00
Psychotic	3.69±0.59	1.52±0.60	0.00

**Conclusions:** The performance appraisal model of chemical enterprises considering the psychological state of employees with anxiety disorder has an important impact on alleviating the problem of employees with anxiety disorder. It can not only help employees form correct work values, but also actively relieve the psychological pressure of employees. Therefore, it can be said that the performance appraisal model of chemical enterprises considering the psychological state of anxiety employees has high theoretical and practical value.

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## STUDY ON INFLUENCING FACTORS OF COURIER OCCUPATIONAL SAFETY FROM THE PERSPECTIVE OF PSYCHOLOGY

Leili Liu

*Guangdong Innovative Technical College, Dongguan 523960, China*

**Background:** Mental health refers to that all aspects of the psychological and activity process are in a good or normal state. The ideal state of mental health is to maintain good personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Influenced by heredity and environment, especially the rearing style of primitive family in childhood, has a great impact on the development of mental health. Mental health problems are very prominent. It can maintain good communication or cooperation with others in society, production and life, and deal with all kinds of situations in life. Individuals can adapt to the development environment and have perfect personality characteristics. Its cognition, emotional response, will and behavior are in a positive state, and can maintain normal regulation ability. In life practice, if we can correctly understand ourselves, consciously control ourselves, correctly deal with external influences, and maintain psychological balance and coordination, we will have the basic characteristics of mental health. The basic meaning of mental health is that all aspects of psychology and activity process are in a good or normal state. The ideal state of mental health is to maintain a sound personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Corresponding to mental health are mental sub-health and mental illness. Mental health has different meanings and measurement standards from different angles. Mental health is an important aspect of modern people's health, so what is people's mental health? There are standards for people's physical and mental health. However, people's mental health standards are not as specific and objective as people's physical health standards. Understanding and mastering the definition of mental health is of great significance to improve and maintain people's health. When people master the standard of measuring people's mental health, they can self-diagnose their mental health according to their own situation. If you find that there is a certain

distance between one or several aspects of your mental state and the mental health standard, you can strengthen psychological exercise to achieve the level of mental health. If you find that your mental state seriously deviates from the standard of mental health, you should seek medical treatment in time for early diagnosis and treatment. Mental health refers to the psychological state of continuous and positive development. In this state, the subjects can adapt well and give full play to their physical and mental potential.

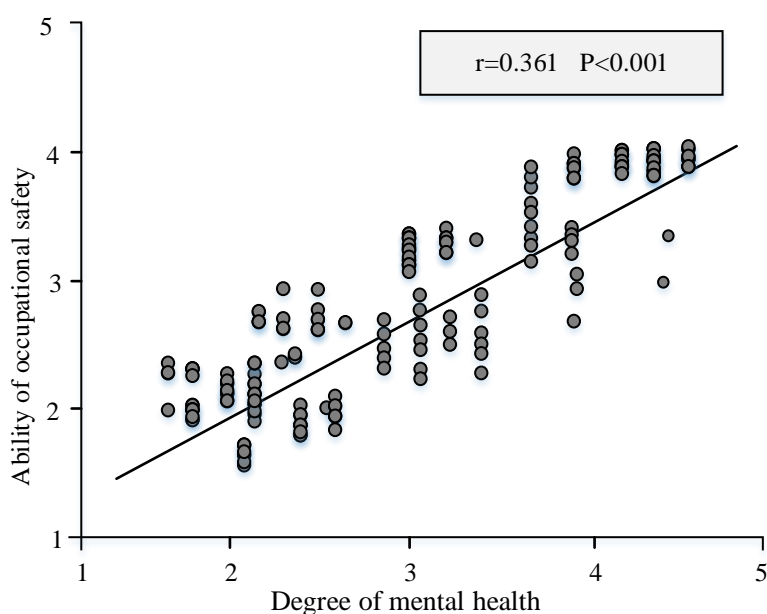
With the development of social economy, people's life and work pressure is increasing. Mental health has become a problem that workers in all walks of life need to pay special attention to. More and more employees in enterprises have mental health problems. The survey shows that the probability of employees having mental health problems is as high as about 30%. According to the analysis, due to the multiple "squeezes" of family affairs, their own health status and occupational pressure, workplace employees gradually have various crisis psychology and gradually evolve into mental health problems. Due to the low cultural level of most express operators, the lack of professional skills and safety awareness, as well as the imperfect platform performance algorithm and management, there are frequent safety accidents in the work of express workers, and the problem of occupational safety assurance is becoming more and more serious. Therefore, it is an urgent task for the healthy development of the industry to analyze the factors affecting the occupational safety guarantee of couriers, formulate solutions to specific problems and fill the loopholes of the occupational safety guarantee of couriers. Relevant research shows that the mental health problems of couriers have an important impact on their occupational safety, and the healthier the mental health of couriers, the fewer occupational safety accidents. In view of this, this paper studies the influencing factors of courier occupational safety from the perspective of psychology.

**Objective:** In order to fully ensure the occupational safety of couriers, this paper analyzes the influencing factors of the occupational safety of couriers from the perspective of psychology, in order to clarify the internal relationship between the mental health of couriers and their occupational safety, so as to strengthen the occupational safety guarantee of couriers.

**Subjects and methods:** 500 couriers were randomly selected as the research object, and the mental health and occupational safety ability of 500 couriers were evaluated. Both of them adopted the five-level scoring method. Then, the correlation between mental health and occupational safety ability of 500 couriers was evaluated as a whole.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Figure 1 shows the correlation between the mental health of couriers and their occupational safety ability. It can be seen from Figure 1 that the mental health of the courier is positively correlated with his occupational safety ability, and the higher the mental health of the courier, the higher his occupational safety ability.



**Figure 1.** Correlation between mental health and occupational safety ability of couriers

**Conclusions:** In order to fully ensure the occupational safety of couriers, this paper analyzes the influencing factors of the occupational safety of couriers from the perspective of psychology, in order to

clarify the internal relationship between the mental health of couriers and their occupational safety, so as to strengthen the occupational safety guarantee of couriers. The results show that there is a positive correlation between the mental health of couriers and their occupational safety ability, and the higher the mental health of couriers, the higher their occupational safety ability. This shows that improving the mental health of couriers can effectively promote the occupational safety ability of couriers, which is of great significance to effectively reduce the occurrence of occupational safety accidents of couriers.

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## RESEARCH ON REGIONAL AGGLOMERATION MECHANISM OF “INTELLIGENT MANUFACTURING” INNOVATION ELEMENTS BASED ON ENTREPRENEURS’ INNOVATION SPIRIT MODEL

Pishi Xiu & Lipeng Sun\*

*School of Management, Wenzhou Business College, Wenzhou 325035, China*

**Background:** Using information technology to drive manufacturing innovation is becoming increasingly popular around the world, and “intelligent manufacturing” has emerged as a new hotspot of global economic growth. Continuous innovation elements investment is required to promote the intelligent upgrading of the manufacturing. Building an innovation elements agglomeration region can increase the number of innovation collaboration channels between businesses, boost their innovation efficiency, and give external support for innovation. Innovation lies at the heart of the manufacturing’s high-quality development, and the enterprises are the driving force behind innovation. Entrepreneurs confront a choice when it comes to making innovation decisions: whether to relocate all or part of their businesses to the innovation elements agglomeration region in order to access more innovation resources. According to Social Cognitive Theory proposed by psychologist Bandura, there is a dynamic interaction between individual, behavior, and environment. Human behavior is governed and guided by psychological elements such as cognition, emotion, beliefs, and motivation, in addition to external environment. In general, the stronger innovation spirit entrepreneurs are, the more self-efficacy they have. They’re more open to new ideas and challenges, and willing to invest more resources in making innovation decisions. Entrepreneurs’ critical thinking, systematic thinking, willingness to cooperate, risk attitude, strategic vision, self-confidence, and perseverance are crucial psychological variables impacting their decision-making according to Leadership Trait Theory. These psychological traits are critical components of the innovation spirit, and they have a significant impact on entrepreneurs’ innovative thinking, which drives their innovation behavior. Multiple psychological elements combine to drive entrepreneurs to make innovation decisions. Positive self-awareness, which is a prerequisite for innovative thinking; high level of motivation, which is a strong driving force for innovative thinking; creative cognitive style, which is a personality trait for innovative thinking; and positive emotional state, which is a psychological environment for innovative thinking are psychological qualities required for entrepreneurs to make innovation decisions. This study investigates the impact of entrepreneurs’ psychological characteristics on their innovation decision-making in order to provide a micro-foundation for the establishment of regional agglomeration policies of innovation elements.

**Objective:** The innovation spirit mainly refers to entrepreneurs’ pioneering consciousness in the process of innovation. Entrepreneurs’ innovation spirit is an intellectual resource which is not only the spiritual source and capital guarantee of enterprises, but also plays an important role in opening up new markets, new product research and development, employment growth and competitiveness improvement. Entrepreneurs’ critical thinking revolves around reflecting on and questioning the current reality, which is the foundation of innovation. Schumpeter proposed the concept of disruptive innovation, which calls for entrepreneurs to make the shift from linear to systematic thinking. External innovation resources, as well as internal R&D, are required for innovation. Entrepreneurs who are eager to collaborate can assist them in obtaining external resources and achieving collaborative innovation among innovation issues. Entrepreneurs must have the confidence to take risks in order to make specific innovation decisions. Entrepreneurs with a higher risk tolerance will invest more in innovation. Entrepreneurs with a strategic vision recognize the importance of innovation. Exceeding ordinary people’s confidence is the direct driving factor behind entrepreneurs’ ability to withstand external uncertainty and increase their readiness to innovate. Firm perseverance aids entrepreneurs in overcoming negative emotions triggered by setbacks in the invention process and strengthens their willingness to develop. This study develops an evaluation model for entrepreneurs’ innovation spirit based on the aforementioned psychology aspects, aims to explore the impact of entrepreneurs’ innovation spirit on regional innovation elements agglomeration. The study then

makes recommendations for the agglomeration of manufacturing innovation elements based on the psychological qualities of entrepreneurs' innovation spirit.

**Subjects and methods:** The research object of this paper is the real operators of manufacturing and producer service firms. There are two approaches to obtain research data: (1) an on-site interview with entrepreneurs, and (2) an online survey of entrepreneurs. 37 entrepreneurs were questioned on the spot between October 2021 and April 2022, while 131 business people were given online questionnaires. A total of 121 questionnaires were gathered, with 109 of them being valid. Entrepreneurs' innovation decision-making and entrepreneurs' innovation spirit are the two key themes of the survey. Entrepreneur's willingness to relocate all or part of their businesses to the innovation elements agglomeration region (agglomeration 1, if the entrepreneur has such an intention, agglomeration 1 = 1, otherwise, agglomeration 1 = 0) and behavior (agglomeration 2, if the entrepreneur has such behavior, agglomeration 2 = 1, otherwise, agglomeration 2 = 0) are used to assess their innovation decision-making. Entrepreneurs' innovation spirit is assessed on seven dimensions: critical thinking, systematic thinking, willingness to cooperate, risk attitude, strategic vision, self-confidence, and perseverance. Each index is assigned a five-level classification system according to the questionnaire (for example, entrepreneurs' innovation willingness, 1 = very weak, 2 = weaker, 3 = weak, 4 = fair, 5 = strong, 6 = stronger, and 7 = very strong). The comprehensive index of entrepreneurs' innovation spirit is then synthesized using Principal Component Analysis (PCA). The impact of entrepreneurs' innovation spirit on innovation decision-making is tested using the t-test and Wilcoxon rank sum test on this premise.

**Results:** Table 1 shows the results of the t-test and Wilcoxon rank sum test. First, entrepreneurs who are willing to relocate or have already relocated have a stronger innovation spirit, a more systematic thinking capacity, a stronger readiness to collaborate, a higher risk preference, and a better strategic vision. Second, while entrepreneurs with stronger critical thinking are more willing to relocate their businesses to the agglomeration region, their relocation behavior is statistically similar to those with weak critical thinking. Third, while self-confidence has no influence on relocation willingness, entrepreneurs who are more confident have less relocation behavior. This is due to the fact that more self-assured entrepreneurs are less reliant on outside resources. Furthermore, entrepreneurs with higher self-confidence have a greater feeling of territory, which encourages them to stay local and less consider relocate their businesses to a new region. Fourth, there is no significant relationship between entrepreneurs' persistence and relocation willingness or behavior.

**Table 1.** t-test and Wilcoxon rank sum test

Variables	Agglomeration 1			Agglomeration 2		
	Mean-diff	t	Z	Mean-diff	t	Z
Entrepreneurs' innovation spirit	1.094	10.040***	7.625***	1.301	13.162***	9.020***
Critical thinking	0.392	2.180**	2.160**	0.164	0.916	0.882
Systematic thinking	0.852	4.734***	3.936***	2.281	23.834***	11.497***
Willingness to cooperate	0.923	5.563***	4.713***	2.010	20.184***	10.487***
Risk attitude	1.500	20.769***	10.708***	0.594	4.440***	4.232***
Strategic vision	1.066	9.188***	7.111***	1.304	12.816***	9.120***
Self-confidence	-0.050	-0.241	-0.197	-0.495	-2.508**	-2.387**
Perseverance	0.214	1.011	1.048	0.048	0.234	0.182

Note: \*\*\* >0.01; \*\* >0.05; \* >0.10.

**Conclusions:** This paper develops an evaluation model for entrepreneurs' innovation spirit based on seven psychological dimensions, and then discusses the impact of entrepreneurs' innovation spirit on entrepreneurs' relocation willingness and behavior. In general, the stronger the entrepreneurs' innovation spirit is, the stronger their relocation willingness is, and the more likely relocation behavior is. Entrepreneurs' innovation spirit determines their willingness to invest innovation resources, which lays the foundation for innovation behavior. Entrepreneurs with a stronger innovation spirit are more active in detecting problems and discovering potential new opportunities, resulting in a stronger inclination and tendency to relocation. Thus, we should focus on stimulating and safeguarding entrepreneurs' systematic thinking and willingness to cooperate in order to steer the agglomeration of innovation elements. Some entrepreneurs are willing to relocate their businesses, but the relocation is not happening. According to the Cognitive Dissonance Theory proposed by psychologist Festinger, dissonance arises when a person's willingness and behavior are inconsistent. Individuals will resort to cognitive or behavioral modifications in order to reestablish homeostasis and relieve tension. Thus, we could boost policy assistance, build industrial

supporting facilities, and reduce the entrepreneurs' apprehension to encourage entrepreneurs' relocation behavior. Entrepreneurs' confidence might be a double-edged sword. Entrepreneurs who have stronger self-confidence usually have a higher sense of self-identity. At the same time, this may lead to the strengthening of overconfidence and territorial awareness. Both of which can be detrimental to the agglomeration of innovation elements. As a result, we should avoid the negative effects of entrepreneurs' confidence on the agglomeration of manufacturing innovation elements.

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## CORRELATION ANALYSIS BETWEEN TEXT INTERPRETATION AND READERS' COMMUNICATION ADAPTATION BARRIERS

Dianbo Zhang

*Xiamen Institute of Technology, Xiamen 361021, China*

**Background:** Adaptation disorder is a chronic psychogenic disorder caused by long-term stressors or difficult situations, coupled with the patient's personality defects, resulting in emotional disorders such as anxiety and depression, as well as maladaptive behaviors (such as withdrawal, lack of attention to health, irregular life, etc.), physiological dysfunction (such as poor sleep, lack of appetite, etc.) and impaired social function. The occurrence of adaptation disorder is the result of psychological and social stress factors and individual quality. The reason of adaptation disorder is that individuals cannot adapt to life changes or stress events (such as widowhood, going abroad, immigration, joining the army, retirement, etc.), but they are still in the abnormal state of emotional disorder and bad adaptive behavior. Because many people can successfully deal with the same stressor without any abnormal reaction, and patients have mental disorders, which indicates that personal susceptibility plays an important role in the occurrence of adaptation disorders. Nevertheless, it is important to ensure that this does not happen without pressure. Psychosocial factors of adaptation disorder: changes in living environment and family, deterioration of interpersonal relationship, setbacks in work and study, death of relatives and friends, etc. Some factors also have specific periods, such as newly married, graduates looking for a job, adapting to new life rules after retirement, etc. Personality factors of adaptation disorder: for the same stressor, many people can deal with it smoothly without any abnormal reaction, and the patient has mental disorder, which shows that personal susceptibility plays an important role in the occurrence of adaptation disorder, but it should be determined that if there is no stressor, adaptation disorder will not occur. In addition, the social adaptability is poor, the coping style is rigid and monotonous, and the individual's physiological conditions under pressure are relatively weak, which is also prone to adaptation obstacles. Stressors of adaptation disorder: one of the stressors leading to adaptation disorder may be, such as widowhood. It can also be multiple, such as career failure and family casualties. Stressors may be sudden, such as natural disasters. It can also be slow, such as disharmony among family members. In short, the severity of stressors cannot predict the severity of adaptation disorder, but also depends on the nature, duration, reversibility, situation and individual personality characteristics of stressors. Under the action of the same stressor, some people adapt well, some people adapt poorly, and not all of them show adaptation obstacles. It can be reasonably inferred that the personality psychological characteristics (i.e., personality) of patients before illness play an important role. For example, the vulnerability characteristics of individuals and the intensity of stressors are not very large, which may lead to adaptation barriers. This person's different vulnerabilities may be partly related to past life experiences. In short, adaptation disorder has an important negative impact on daily life, work and study, and clinical medicine should pay enough attention to it.

Related studies have pointed out that communication adjustment disorder has become a problem that needs to be attached great importance to in modern life. Not only because of the high incidence rate of communication adjustment disorder, but also because of communication adjustment disorder, it has a great negative impact on the physical and mental growth of individuals. At the same time, relevant studies have pointed out that the ability of text interpretation is closely related to the communication and adaptation barriers of readers, that is, the ability of text interpretation has an important impact on the communication and adaptation barriers of readers. In order to clarify the internal relationship between the two, this study carried out the correlation analysis between text interpretation and readers' communication adaptation



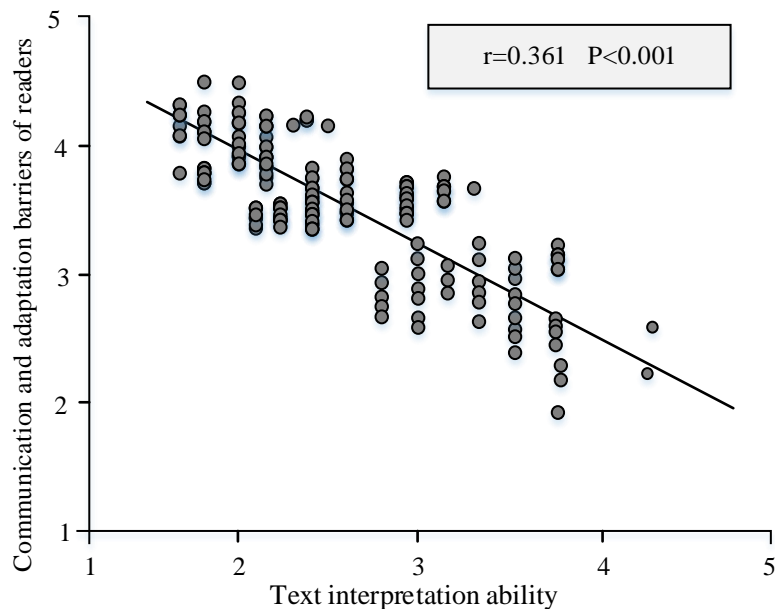
barriers.

**Objective:** In order to clarify the connection mechanism between text interpretation ability and readers' communication barriers, this study carried out a correlation analysis between them, in order to provide a clinical perspective and strategy for overcoming readers' communication adaptation barriers.

**Subjects and methods:** 500 readers from three university libraries in our city were randomly selected as the research objects, and the text interpretation ability and communication adaptation obstacles of 500 readers were evaluated. Both of them adopted the five-level scoring method. Then, the correlation between 500 readers' text interpretation ability and communication adaptation disorder was evaluated as a whole.

**Methods:** Use Excel software to complete data analysis.

**Results:** Figure 1 shows the correlation between text interpretation ability and readers' communication adaptation barriers. It can be seen from Figure 1 that the text interpretation ability is negatively correlated with the communication adaptation disorder of readers, and the higher the text interpretation ability of readers, the smaller the symptoms of communication adaptation disorder.



**Figure 1.** Correlation between text interpretation ability and readers' communication adaptation barriers

**Conclusions:** In order to clarify the connection mechanism between text interpretation ability and readers' communication barriers, this study carried out a correlation analysis between them. The results show that text interpretation ability is negatively correlated with readers' communication adaptation barriers, and the higher the readers' text interpretation ability, the smaller the symptoms of communication adaptation barriers. This shows that improving readers' text interpretation ability can effectively reduce readers' communication and adaptation barriers. Therefore, the problem of communication and adaptation obstacles can be alleviated by strengthening readers' text interpretation ability.

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## RESEARCH ON THE CONSTRUCTION OF PRACTICAL TEACHING SYSTEM OF DIGITAL MEDIA ART SPECIALTY UNDER PSYCHOLOGICAL ANALYSIS

Wenbin Luo<sup>1</sup> & Hengwei Niu<sup>2\*</sup>

<sup>1</sup>Hunan University of Information Technology, Changsha 410000, China

<sup>2</sup>Hebei Software Institute, Baoding 071000, China

**Background:** Psychology includes basic applied science and applied psychology. The research object is human. The research content includes three aspects: human psychological phenomenon, spiritual function

and behavior. The research content of basic psychology is very wide, involving perception, cognition, interpersonal relationship, education, etc. When psychologists conduct psychological research, they will describe, explain and predict human behavior, and use the research results to improve the quality of human life. In applied psychology, human behavior and psychological mechanism are explained through brain operation, and the role of human psychological function in social behavior and social motivation is analyzed. Psychology can be divided into five sub fields: neuroscience, clinical psychology, cognitive psychology, developmental psychology and social psychology. In the process of human development, such as learning. Cognitive psychology is the study of related psychology with the help of computer methods. In social psychology, the research object is human communication and other group behaviors. Early psychology belongs to the category of philosophy. Therefore, psychology at this time can be called philosophical psychology. Its research content is the discussion of the relationship between body and mind, free will and determinism. In education and teaching, we can analyze the students' psychology and behavior through the relevant knowledge of psychology, and reasonably adjust the education and teaching content according to the students' psychology and behavior, so as to improve the teaching effect and achieve the purpose of educating people.

Digital media specialty is an interdisciplinary subject, which can represent the development trend of the current art field. Digital media art involves many disciplines, such as film and television animation, network multimedia and so on. Practical teaching plays an important role in the professional education of digital media art in colleges and universities. The current practical teaching of digital media art specialty cannot meet the needs of social development. It is necessary to innovate and improve the previous practical teaching mode. In digital media art education, the curriculum focuses on cultivating and improving students' innovative ability. In the relevant teaching process, the interaction between teachers and students should be strengthened. Teachers should patiently teach students to collect and process information, so as to improve students' learning enthusiasm. According to the actual situation of students, design the relevant practical courses, and construct the practical teaching system of quality media art specialty. In the process of practical teaching, gradually improve their practical ability, performance ability and innovation ability.

**Objective:** To understand the current teaching situation of digital media art major in colleges and universities and students' views on the courses of this major, and to analyze the reasons why students' learning enthusiasm is not high. On this basis, firstly, improve the professional knowledge system of digital art and digital media art, cultivate students' artistic literacy and cultivate students' ability to develop network database, which is conducive to improving students' comprehensive practical application ability. Then construct the practice system of digital media art specialty, and divide the practice teaching into five stages: curriculum experiment stage, curriculum design stage, professional practice stage, enterprise practice stage and graduation design stage. In practical teaching, we should use psychological knowledge to stimulate students' learning enthusiasm, improve students' learning initiative, create a good learning atmosphere and improve the quality of practical teaching.

**Subjects and methods:** The research objects are college students majoring in digital media art. 261 students majoring in digital media art are randomly selected. These students come from different majors and family backgrounds. Understand the learning status of these students and their views on digital media art major, and carry out the reformed practical teaching of digital media art major for these students. The teaching time is 2 semesters, during which relevant data are recorded. Through statistical analysis software, study the changes of students' ability before and after the reform of teaching, quantify the relevant influencing factors, and adopt grade 1-5 score. The higher the score, the greater the impact.

**Results:** With the continuous development of information technology, the development prospect of digital media art specialty is getting better and better. At present, there are still many problems in the education of this major. The discipline concept of digital media art cannot keep up with the pace of the times, the teaching content cannot meet the needs of the society, and the students' operation ability is relatively low. By improving the relevant knowledge system and constructing the practical teaching system of digital media art specialty, students' innovation ability and operation ability are continuously improved in the step-by-step practical teaching. Among them, the operational ability score of junior students is 4.76, and the results are shown in Table 1.

**Table 1.** Ability scores of students majoring in digital media art in different grades

Grade	Innovation ability	Operational capability	Expressive ability
Sophomore	3.05	3.35	3.26
Junior	4.15	4.56	4.54
Senior	4.76	4.87	4.62

**Conclusions:** At present, the major of digital and media art is a popular major, and its development prospect is very good. The current practical teaching of digital media art specialty cannot meet the needs of social development, the conditions of teachers cannot meet the requirements of development, and the technical ability lags behind the reality. The previous practical teaching mode is innovated and improved. Starting from pedagogy, psychology and other disciplines, we will reform the major of digital media art. Properly adjust the teaching organization form and teaching evaluation to improve students' professional skills and practical ability.

**Acknowledgement:** In 2022, the subject of Hunan Provincial Social Science Achievement Review Committee: Research on the digital application of shadow puppets in the context of intangible cultural heritage protection (No. XSP22YBC353); 2021 Hunan Province Philosophy and Social Science Fund Project "Research on the design of Shusha cultural and creative products of the Miao nationality in western Hunan based on augmented reality technology" (No. 20YBQ080).

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## RESEARCH ON HOW TO USE BIG DATA PLATFORM TO PROMOTE ENTERPRISE DIGITAL TRANSFORMATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yi Kang<sup>1\*</sup>, Haiqin Wu<sup>2</sup> & Zhiping Ouyang<sup>2</sup>

<sup>1</sup>*Zhongnan University of Economics and Law, Wuhan 430000, China*

<sup>2</sup>*Fuzhou Vocational and Technical College, Fuzhou 344000, China*

**Background:** Modern medicine believes that anxiety is related to genetic factors. Anxiety disorder can be found in the families of patients with anxiety disorder. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. On the whole, the physiological changes of anxiety disorder are the overactivity of neural activities, but these physiological changes are not unique to anxiety disorder, so they may also be the result of the disease rather than the cause. Anxiety disorder mainly occurs in young and middle-aged groups, and the inducing factors are mainly related to people's personality and environment. The former is more common in introverted, shy and overly neurotic people, while the latter is often closely related to fierce competition, overwork, long-term mental work and interpersonal tension. Some patients also have atypical incentives. Clinically, doctors usually divide anxiety disorders into acute anxiety and chronic anxiety. (1) Acute anxiety disorder: mainly manifested as panic attack, often occurs in night sleep and has a sense of death. The patient has a violent heartbeat, chest suffocation, throat blockage and dyspnea. Excessive breathing caused by panic will lead to respiratory alkalosis (excessive exhalation of carbon dioxide will lead to alkaline blood), limb numbness, perioral numbness, pale face, abdominal distension, etc., which will further aggravate the fear of patients. Such patients are often emotional and nervous when they see a doctor, which often makes doctors have the illusion of cardiovascular disease attack. Usually, acute anxiety attacks last for a few minutes or hours. After attack or appropriate treatment, the symptoms can be relieved or disappeared. (2) Chronic anxiety disorder: acute anxiety often occurs in the context of chronic anxiety, but more patients are mainly manifested in the symptoms of chronic anxiety. Generally speaking, the typical manifestations of chronic anxiety disorder have five main symptoms, namely panic, fatigue, tension, shortness of breath and chest pain. In addition, there are tension, cold sweat, syncope, hiccups, nausea, abdominal distension, constipation, impotence, frequent urination, etc., which are sometimes difficult to distinguish from neurasthenia or other special diseases. Therefore, doctors need to have a comprehensive and detailed understanding of the disease in order to avoid misdiagnosis.

Social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. Social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. The core topic of social psychology is the relationship between attitude and behavior. The main variables of its theoretical framework include: behavior attitude, subjective norms, perceived behavior control and behavior intention. According to the theory of planned behavior, the more positive attitude and subjective norms are, the stronger perceived behavior control is, and the stronger the individual's intention to consider executive behavior is. Social psychology mainly studies people's social support and personality traits. It is a discipline that emphasizes research to make life more valuable and meaningful. In short, social psychology is a subject that studies the psychological and behavioral

development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. More and more employees in enterprises have mental health problems, which is mainly manifested in that more and more employees show anxiety and have an important risk of developing anxiety disorder. The survey shows that the probability of middle-aged workplace employees suffering from anxiety disorders is as high as about 30%. In view of this, based on the perspective of social psychology and combined with the big data platform, this paper constructs the enterprise digital transformation model to explore the positive significance of enterprise digital transformation in solving employee anxiety.

**Objective:** In order to solve the anxiety psychological problems of enterprise employees, this paper constructs the enterprise digital transformation model based on social psychology and combined with the big data platform, in order to explore the positive significance of enterprise digital transformation in solving employee anxiety, so as to ensure the long-term, stable and sustainable development of the enterprise.

**Subjects and methods:** 400 enterprise employees were randomly divided into control group and experimental group, with 200 employees in each group. The control group implemented the traditional enterprise model, and the experimental group implemented the enterprise digital transformation model. The higher the score, the more serious the anxiety of employees in chemical enterprises. Finally, the anxiety psychological status of the two groups of enterprise employees is compared and analyzed.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the changes of anxiety psychology of employees in the two groups. Compared with the control group adopting the traditional enterprise model, the experimental group of enterprise digital transformation based on social psychology and big data platform had less anxiety psychological symptoms, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of anxiety psychology of employees in the two groups ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Somatization	3.54±0.55	1.39±0.43	<0.05
Obsessive compulsive symptoms	3.36±0.41	1.45±0.56	<0.05
Interpersonal sensitivity	3.44±0.56	1.25±0.43	<0.05
Depressive status	4.29±0.42	1.43±0.57	<0.05
Anxiety state	4.75±0.61	1.28±0.43	<0.05
Hostile situation	3.54±0.55	1.39±0.43	<0.05
Psychological state of terror	3.36±0.41	1.45±0.56	<0.05
Paranoid mental state	3.44±0.56	1.25±0.43	<0.05
Psychotic	4.29±0.42	1.43±0.57	<0.05

**Conclusions:** The enterprise digital transformation mode based on social psychology and big data platform has an important impact on alleviating the anxiety and psychological problems of enterprise employees. It can not only help enterprise employees form correct work values, but also actively relieve the psychological pressure of enterprise employees. Therefore, it can be said that the enterprise digital transformation model based on social psychology and big data platform has high theoretical and practical value.

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## RESEARCH ON THE INFLUENCE OF COMPUTER COURSE ON COLLEGE STUDENTS WITH COMMUNICATION ADAPTATION DISORDER UNDER THE BACKGROUND OF MOOC TEACHING

Jun Ma

*Changsha Medical University, Changsha 410219, China*

**Background:** Adaptation disorder is a chronic psychogenic disorder caused by long-term stressors or difficult situations, coupled with the patient's personality defects, leading to emotional disorders such as anxiety and depression, as well as maladaptive behaviors (such as withdrawal, lack of attention to health,

irregular life, etc.), physiological dysfunction (such as poor sleep, lack of appetite, etc.) and impaired social function. The occurrence of adaptation disorder is the result of the joint action of psychosocial stress factors and individual quality. The reason of adaptation disorder is that individuals cannot adapt to life changes or stress events (such as widowhood, going abroad, immigration, joining the army, retirement, etc.), but they are still in the abnormal state of emotional disorder and bad adaptive behavior. Because many people can successfully deal with the same stressor without any abnormal reaction, and patients have mental disorders, this indicates that personal susceptibility plays an important role in the occurrence of adaptation disorders. Nevertheless, it is important to ensure that this does not happen without pressure. Psychosocial factors of adaptation disorder: changes in living environment and family, deterioration of interpersonal relationship, setbacks in work and study, death of relatives and friends, etc. Some factors also have specific periods, such as newly married, graduates looking for jobs, adapting to new life rules after retirement, and other personality factors of adaptation disorders: for the same stressor, many people can cope smoothly without any abnormal reaction, and patients have mental disorders, which shows that personal susceptibility plays an important role in the occurrence of adaptation disorders, but it should be determined that adaptation disorders will not occur if there is no stressor. In addition, the social adaptability is poor, the coping style is rigid and monotonous, and the individual's physiological conditions under pressure are relatively weak, which is also prone to adaptation obstacles. Stressors of adaptation disorder: one of the stressors leading to adaptation disorder may be, for example, widowhood. It can also be multiple, such as career failure and family casualties. Stressors may be sudden, such as natural disasters. It can also be slow, such as disharmony among family members. In short, the severity of stressors cannot predict the severity of adaptation disorder, but also depends on the nature, duration, reversibility, situation and individual personality characteristics of stressors. Under the action of the same stressor, some people adapt well, some people adapt poorly, but not all of them show adaptation obstacles. It can be reasonably inferred that the personality psychological characteristics (i.e., personality) of patients before illness play an important role. In short, adaptation disorder has an important negative impact on daily life, work and study, and clinical medicine should pay enough attention to it. Related studies have pointed out that communication adjustment disorder has become a problem that needs to be attached great importance to in modern life. Not only because of the high incidence rate of communication adjustment disorder, but also because of communication adjustment disorder, it has a great negative impact on the physical and mental growth of individuals.

MOOC course, as a large-scale online open course, is a new educational model rising in recent years. It is the product of the combination of modern Internet and advanced educational technology. It has the advantages of convenient use, low cost or even free, wide coverage, supporting autonomous learning, rich learning resources and so on. The open sharing of MOOC courses and the characteristics of distributed teaching resources have changed the traditional classroom teaching concept, solved some problems existing in the traditional teaching mode, effectively promoted the development of higher education, and provided a new way for the reform of computer courses and teaching mode in colleges and universities. In short, MOOC provides a new direction for the future development of education. This new educational model will have a significant impact on the existing higher education. Based on the teaching design concept of MOOC course, this paper studies and discusses the teaching reform of computer course in colleges and universities, and it is a positive and beneficial attempt to introduce MOOC course mode into the teaching design of computer specialty. At the same time, in view of the communication adaptation barriers of modern college students, this paper studies the impact of computer courses on college students with communication adaptation barriers under the background of MOOC teaching, in order to effectively alleviate or even overcome the common communication adaptation barriers of college students.

**Objective:** In order to clarify the impact of computer course on college students with communication adaptation disorder under the background of MOOC teaching, this study constructs a computer course teaching scheme based on MOOC mode, which aims to effectively alleviate the common communication adaptation disorder of college students.

**Subjects and methods:** 300 readers of our university were randomly selected as the research objects and randomly divided into control group and experimental group, with 150 readers in each group. The control group adopted the conventional teaching scheme, and the experimental group adopted the computer course teaching scheme based on MOOC mode. Combined with the communication adaptation disorder scale (CAD), the evaluation was carried out by five grade scoring method. The higher the score, the more serious the communication adaptation barrier. Then compare and analyze the improvement of communication adaptation barriers between the two groups of college students.

**Methods:** Use Excel to complete data analysis.

**Results:** Table 1 shows the improvement of communication adaptation barriers of the two groups of college students. It can be seen from Table 1 that compared with the control group, the experimental group adopting the computer course teaching scheme based on MOOC mode has significantly improved the

communication adaptation disorder of college students, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of communication adaptation barriers of college students in the two groups

Factor	Control group(n=150)	Experience group (n=150)	P
Emotional response ability	1.39±0.43	4.69±0.59	0.00
Interpersonal skills	1.45±0.56	4.47±0.43	0.00
Action coordination ability	1.25±0.43	3.54±0.55	0.00
Language expression ability	1.43±0.57	3.36±0.41	0.00
Socialization ability	1.39±0.43	4.69±0.59	0.00
Self-orientation ability	1.45±0.56	4.47±0.43	0.00

**Conclusions:** The computer course teaching scheme based on MOOC mode can effectively improve the communication and adaptation obstacles of college students, which is worthy of popularization and application in specific teaching practice.

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## ON THE INFLUENCE OF AUDIENCE'S COGNITIVE PSYCHOLOGY ON THE EFFECT OF NEWS COMMUNICATION

Qing Li

*Zhengzhou Normal University, Zhengzhou 450044, China*

**Background:** Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

Relevant studies have pointed out that the communication effect is the ultimate goal of news

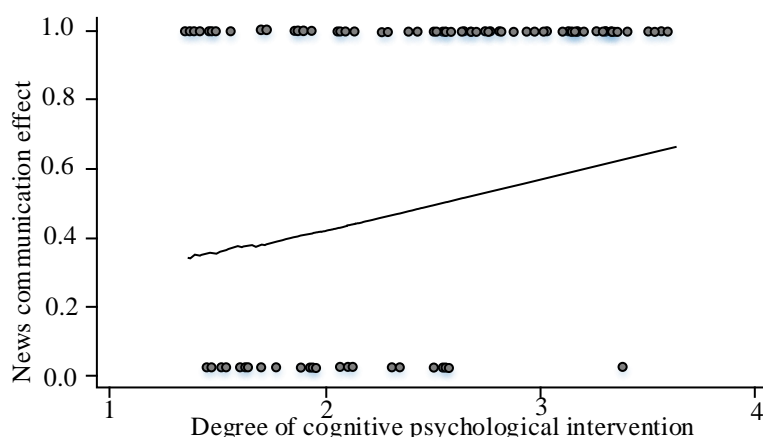
communication activities, but in the process of news communication, the effect “alienation” produced by the complex effects of cognitive psychology such as audience psychology, projection psychology, expectation psychology and association psychology cannot be ignored. To effectively prevent the alienation of effect, news communicators should strive to realize three changes: from “communicator center” to “Audience Center”. From “subjective communication” to “active communication”. From paying attention to the design of subjective intention to activating the cognitive ability of the audience, so as to avoid the negative impact of news communication and continuously improve the quality of news communication. In view of this, this paper studies the impact of audience cognitive psychology on the effect of news communication.

**Objective:** In order to clarify the connection mechanism between the audience’s cognitive psychology and the news communication effect, this paper analyzes the correlation between the audience’s cognitive psychology and the news communication effect, in order to provide a perspective and strategy for increasing the news communication effect.

**Subjects and methods:** Randomly select 100 volunteers in our city as the research object, and conduct cognitive psychological intervention on 100 volunteers, analyze the cognitive psychological changes of news editors before and after the intervention, and explore the correlation between volunteer cognitive psychological intervention and news communication effect.

**Methods:** Use SPSS20.0 software to count the impact of volunteers’ cognitive psychological intervention on the effect of news communication.

**Results:** Figure 1 shows the correlation between cognitive psychological intervention and news communication effect. It can be seen from Figure 1 that the cognitive psychological intervention of volunteers is positively correlated with the effect of news communication, and the higher the degree of cognitive psychological intervention, the better the effect of news communication.



**Figure 1.** Correlation between cognitive psychological intervention and news communication effect

**Conclusions:** The results of this study show that there is a positive correlation between cognitive psychological intervention and news communication effect, and the higher the degree of cognitive psychological intervention, the better the news communication effect. This shows that improving the degree of cognitive psychological intervention can effectively enhance the effect of news communication, and then provide a perspective and strategy for the construction of news communication methods.

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## THE IMPACT OF INNOVATIVE DEVELOPMENT MODEL OF CULTURAL TOURISM INDUSTRY ON PATIENTS WITH AFFECTIVE DISORDER – A CASE STUDY OF HENAN PROVINCE

Lei An

*Henan University of Economics and Law, Zhengzhou 450046, China*

**Background:** Affective disorder is a group of mental disorders with significant and continuous rise or fall of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and

behavior. There are great differences in the performance of affective disorders. The lighter may be the response to some negative life events, and the heavier may become a serious recurrent or even chronic disability disorder. In terms of symptoms and signs, the basic symptom of affective disorder is emotional change, which is usually manifested in two completely opposite clinical states: Depressive attack and manic attack. The state diagnosis of depressive episode and manic episode is also the main basis for the classification and diagnosis of affective disorders. Therefore, it is of great significance to understand the characteristics of the extreme abnormal states of these two emotions and identify them. At the level of depression attack, core symptoms: the core symptoms of depression include depression, lack of interest and loss of fun. This is the main symptom of depression. The diagnosis of depression should include at least one of three symptoms. Depression: the patient experiences depression and sadness. Depressed and gloomy. Patients often complain that they are in a bad mood and can't be happy. Lack of interest: it refers to the patient's lack of interest in various activities he previously liked, such as entertainment, sports activities, hobbies, etc. A typical patient is not interested in anything, good or bad, isolated from the world and doesn't want to see anyone. Loss of happiness: refers to the patient's inability to experience happiness from life or lack of happiness in daily life. The above three main signs are interrelated and can appear in patients at the same time, that is, causality. However, many patients emphasize only one or two of them. Some patients do not think they are in a bad mood, but they are not interested in the things around them. At the same time, depressive affective disorder has typical physical symptoms: including sleep disorder, appetite disorder, sexual dysfunction, energy loss, non-specific physical symptoms, such as pain, physical discomfort, autonomic nerve dysfunction and so on. At the level of manic episode, the core symptoms are: high emotion, runaway thinking and enhanced will and behavior. Manic patients are usually accompanied by a reduction in sleep needs because they are increasing their activity and running tirelessly every day. Due to excessive physical exertion, diet can increase significantly. Sometimes, they lose weight significantly because they can't drink, eat and sleep normally, and even die of exhaustion. Manic patients may maintain a certain self-awareness, while manic patients usually have incomplete self-awareness. With the progress of science and technology, people have a profound and scientific understanding of the etiology of affective disorder. For the intervention treatment of patients with affective disorder, it is difficult to form a systematic, standardized and standardized scheme. Therefore, whether in theory or in practice, we should actively explore and expand the new direction and new ideas of clinical intervention treatment of affective disorder.

As China's long-term political, economic and cultural center, Henan Province has a long history and profound cultural heritage. From Xia and Shang BC to Tang, Song, Liao and Jin BC, more than 20 dynasties and more than 200 emperors established their capitals here. The refinement and accumulation of the cultural essence of the past dynasties left millions of cultural relics and cultural resources for future generations. A huge historical and cultural museum has been built on 167000 square kilometers of land in Henan Province, which provides an extremely rich treasure house of resources for the development of cultural tourism in Henan Province. In recent years, Henan Province has paid more attention to the development of tourism, but affected by many factors, many resources have not been paid attention to, or the excavation is insufficient or the supporting facilities are imperfect, which seriously restricts the development of tourism and the dissemination of characteristic culture. At that time, the construction of transportation network based on the airport, radiating the central and western regions and facing the whole country and even the world greatly improved traffic accessibility and provided new opportunities for the development of tourism in Henan Province. In short, Henan Province has made great progress in tourism in recent years, and has an innovative model of mutual promotion and coordinated development of some industries related to regional culture, which has greatly promoted the great development of economy and culture in Henan Province. In view of this, this paper studies the impact of the innovative development model of Henan cultural tourism industry on patients with affective disorder.

**Objective:** In order to alleviate the clinical symptoms of patients with affective disorder, based on the rich cultural tourism resources in Henan Province, this paper constructs an innovative development model of cultural tourism industry, which aims to dredge the emotional and psychological problems of patients with affective disorder and help patients with affective disorder establish good psychological construction, so as to ensure that patients with affective disorder can deal with their own life healthily.

**Subjects and methods:** 300 patients with affective disorder were selected as the research object and randomly divided into object group (150 cases) and observation group (150 cases). The control group was intervened by traditional tourism mode, and the observation group was intervened by innovative development mode of cultural tourism industry. Combined with Self-rating Anxiety Scale (SAS) and Bech-Rafaelsen Manic Rating Scale (BMRS), the clinical symptoms of 300 patients with affective disorder were measured, and then the improvement of clinical symptoms before and after intervention was compared.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of clinical symptoms of patients with affective disorder before



and after intervention. Compared with before the intervention, after the implementation of the innovative development model of cultural tourism industry, the clinical symptoms of patients with affective disorder were significantly improved, and there was significant difference before and after the intervention ( $P < 0.05$ ).

**Table 1.** Improvement of clinical symptoms of patients with affective disorder before and after intervention ( $n=300$ )

Group	SAS score		BMRS score	
	Before intervention	After intervention	Before intervention	After intervention
Observation group ( $n=150$ )	71.38±5.94	52.46±4.54*	25.15±4.68	10.53±2.83*
Control group ( $n=150$ )	71.24±5.41	59.51±4.58*	25.25±4.12	14.78±3.83*
<i>t</i>	0.110	6.892	0.112	6.237
<i>P</i>	0.913	<0.001	0.911	<0.001

Note: Compared with the same group before intervention, \*  $P < 0.05$

**Conclusions:** In order to alleviate the clinical symptoms of patients with affective disorder, this paper constructs an innovative development intervention treatment model of cultural tourism industry based on the rich cultural tourism resources in Henan Province. The results show that compared with before the intervention, the clinical symptoms of patients with affective disorder have been significantly improved after the implementation of the innovative development model of cultural tourism industry. Therefore, it can be said that the innovative development intervention treatment model of tourism industry has high theoretical and practical value.

**Acknowledgement:** The research is supported by: Soft Science Project of Henan Province in 2022: A study on the culture industrialization of Yellow River in Henan from the perspective of industry chain (No. 222400410328); Special Research Project of Henan University of Economics and Law in 2022: Research on urban and rural development of the Yellow River Basin in Henan Province from a collaborative perspective – centering on the key task of protecting the Yellow River (No. 2021XNZX06).

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## RESEARCH ON THE INFLUENCE OF TABLE TENNIS TEACHING BASED ON “MICRO EDUCATION MODEL” ON COLLEGE STUDENTS’ MEMORY IMPAIRMENT

Xiangyun Bu

*Hulunbuir University, Hulunbuir 021000, China*

**Background:** Memory is the reproduction of past experiences and events by the human brain, including the process of memory, maintenance, recall and cognition (reproduction). In this process, things are classified, summarized, compared and connected. Therefore, memory is the reproduction of past experience by the human brain after processing, so there are partial or complete distortions or errors. In clinical work, according to the length of recall time, memory can be divided into the following three types: immediate memory: refers to the memory of things that can only last less than 1 minute, which is usually easy to forget. Recent memory: the memory of things ranges from a few minutes to a few days. Remote memory: memory from months to years ago. Clinical symptoms of memory impairment: (1) Memory hyperactivity, the association of patients with mild mania, which is common in clinic, accelerates, “never forget”, and they can recall the details of the past that they can’t recall at ordinary times. Patients with depression have a similar situation, mainly in the fresh memory of small mistakes in the past. The above phenomenon disappears after remission. (2) Memory loss is a comprehensive functional decline in the process of memory. It is most common in patients with brain organic mental disorders such as dementia and normal elderly. (3) Amnesia cannot recall an event or an experience. It is called memory blank and can retain recognition function. It is divided into anterograde forgetting, retrograde forgetting, progressive forgetting and psychogenic forgetting. The first two types are mainly seen in brain injury, and progressive amnesia is mainly seen in dementia. Psychogenic amnesia has the characteristics of selective amnesia, that is, forgotten things are selectively limited to painful experiences or things that may cause psychological

pain. It often occurs after major psychological stress, such as separation disorder, acute stress disorder and so on. (4) Paraplegia is a memory error. When patients recall the events they experienced, their memory of the place is wrong or confused, especially the memory of time. For example, they recall the events that occurred in this period of time as those that occurred in another period of time. (5) Fiction is also a memory error. The patient forgets a personal experience and replaces it with a completely fictional story. Then they firmly believe that most of what some patients say is a remnant of past memory. They are connected under the guidance of the questioner, which is rich, vivid and absurd, but they forget this in an instant. This is clinically called virtual conversation, which is more common in brain organic mental disorders, such as dementia and chronic alcoholic psychosis. (6) Latent memory, also known as distorted memory, patients recall other people's experiences and what they see and hear in their own personal experiences, or their real experiences as what they see and hear in others. At present, there is no standardized treatment for memory disorders, so we need to actively explore effective treatment.

Micro education model originated in the United States. The micro education mode is based on the theoretical system of the combination of teaching, audio-visual and technology, and takes the effective control of teaching practice as the core concept. It pays attention to details, role-playing and practical training of technical skills. This is a seemingly small but effective teaching model. Table tennis is China's national ball and plays an important role in various sports. Therefore, table tennis has also become one of the main physical education courses offered by Chinese schools. Although table tennis is small, it is a high-intensity competitive sport integrating collective ability, technology and wisdom. Table tennis teaching mostly still adopts traditional teaching methods. The teaching concept is old, the teaching mode is rigid, and the teaching form is single. The micro teaching mode is introduced into table tennis teaching to improve the effect of table tennis classroom teaching. This paper analyzes the implementation process of micro teaching mode and defines it as five links: investigating learning needs, making teaching plans, designing teaching content, teaching practice and feedback teaching evaluation. At the same time, this paper constructs the table tennis teaching framework based on micro education mode, and analyzes the impact of table tennis teaching mode based on micro education on college students' memory impairment.

**Objective:** In order to effectively improve the memory impairment of college students, this paper constructs a table tennis teaching mode based on micro education mode, so as to ensure the normal life and normal learning of college students.

**Subjects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The higher the score of the scale, the more serious the problem of memory impairment of college students. The control group adopted conventional teaching methods, and the experimental group adopted the table tennis teaching mode based on micro education. The improvement of memory impairment of college students in the two groups was compared and analyzed.

**Methods:** Use Excel software and SPSS22.0 software for data statistics and analysis.

**Results:** Table 1 shows the improvement of memory impairment in the two groups of college students. As shown in Table 1, compared with the control group, the experimental group that implemented the table tennis teaching mode based on micro education improved the memory impairment of college students more significantly, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** The improvement of memory impairment of college students in the two groups ( $n=300$ )

Project	Control group ( $n=150$ )	Experience group ( $n=150$ )	$P$
Judgment problem	3.44	1.01	$<0.05$
Decreased interest	2.26	1.10	$<0.05$
Do one thing over and over again	2.18	1.15	$<0.05$
Learning difficulties	3.63	1.12	$<0.05$
It's hard to remember the month and year	2.59	1.03	$<0.05$
Difficult to handle personal affairs	3.39	1.01	$<0.05$
Can't remember the agreement with others	3.44	1.10	$<0.05$
Problems with thinking ability	2.26	1.15	$<0.05$

**Conclusions:** In order to effectively improve the memory impairment of college students, this paper constructs a table tennis teaching model based on micro education model. The results show that compared with the control group, the experimental group implementing the table tennis teaching mode based on micro education improves the memory impairment of college students more significantly. This shows that the table tennis teaching mode based on micro education can effectively improve the memory impairment of college students, so as to comprehensively ensure the normal learning and normal life of college

students.

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## A STUDY ON THE INDUCING EFFECT OF ENGLISH VOCABULARY TEACHING ON STUDENTS' COGNITIVE PSYCHOLOGY

Xiaoyu Cai

*Shangqiu Polytechnic, Shangqiu 476000, China*

**Background:** As a psychological mechanism based on human behavior, the core problem of psychological cognition is the internal psychological process between input and output. The main feature of psychological cognition is to emphasize the role of knowledge, which is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on input information, and response is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. Psychological cognitive problems are an important factor in the development of cognitive impairment. As a mental disease, cognitive impairment has no more significant external manifestations than traditional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is a concept of maladjustment caused by cognitive disorder, and its clinical manifestations are more recessive.

Vocabulary is the basis of learning English. Only by mastering certain vocabulary can we practice English listening, speaking, reading, writing, translation and other skills. Vocabulary competence is an important part of language communicative competence and the embodiment of learners' language level. In a sense, learning a foreign language is mainly to obtain the vocabulary of the target language. Vocabulary acquisition is the central task of second language acquisition. The four basic skills of foreign language teaching are inseparable from the dependence on vocabulary. In short, English vocabulary teaching is the basis of students' English learning and is of great significance. Therefore, in the actual English teaching, we should pay special attention to vocabulary teaching. In view of this, this study analyzes the characteristics of students' psychological cognition and the factors affecting students' psychological cognition, and probes into how to follow students' cognitive psychology to design English vocabulary teaching, so as to provide theoretical basis and practical guidance for improving the quality of education and teaching.

**Objective:** To study how to optimize students' cognitive psychology, improve students' cognitive structure, develop students' metacognitive ability, cultivate students' cognitive strategies and promote students' lifelong development.

**Subjects and methods:** 300 students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional English vocabulary teaching

mode, and the experimental group implemented the English vocabulary teaching based on psychological intervention. Combined with the Montreal Cognitive Assessment Scale (MoCA), the students' psychological cognitive status was measured, and the psychological cognitive status of the two groups was compared and analyzed.

**Methods:** Use Excel software to complete data analysis.

**Results:** Table 1 shows the psychological cognitive status of the two groups of students. As can be seen from Table 1, compared with the control group, the experimental group of English vocabulary teaching based on psychological intervention has significantly improved students' cognitive psychological improvement, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Psychological cognition of two groups of students ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

**Conclusions:** In order to improve students' cognitive psychology, this paper constructs an English vocabulary teaching model based on psychological intervention. The results show that compared with the control group, the experimental group of English vocabulary teaching based on psychological intervention has significantly improved students' cognitive psychology. This shows that the English vocabulary teaching model based on psychological intervention has high time value.

**Acknowledgement:** The research is supported by: Henan Provincial University Research Project "Multimedia English classroom teaching in information environment and "emotional knowledge interaction" teaching mode" in 2015 (No. SKL20151308).

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## ANALYSIS ON THE CURRENT SITUATION OF TABLE TENNIS PLAYERS' TRAINING IN COLLEGES AND UNIVERSITIES IN CHINA AND THE INFLUENCE OF AEROBIC TRAINING ON ATHLETES' ANXIETY

Shijian Cao & Huijian Deng\*

*Hunan Institute of Science and Technology, Yueyang 414000, China*

**Background:** Modern medicine believes that anxiety is related to genetic factors. Anxiety can be found in the families of patients with anxiety. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. The physiological changes of anxiety disorder show the overactivity of neural activity as a whole, but these physiological changes are not unique to anxiety disorder, so it may also be the result of the disease rather than the cause. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. It should be pointed out that mild anxiety has a positive impact, which can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and make people confused all day. In modern society, anxiety has become a common problem in daily life due to the gradual aggravation of social competition. Athletes' anxiety belongs to the category of psychological diseases. The tension and fear caused by failure to achieve their own goals or overcome external threats will not only frustrate athletes' self-esteem and self-confidence, but also distract athletes' energy and attention, thus affecting the healthy life of sports mobilization. From the physiological level, the increase of anxiety value

is the result of disturbing brain memory and thinking, which makes athletes show anxiety, tension, indecision and uneasy emotional changes. Anxiety can lead to neurological dysfunction, mental illness or abnormal anxiety. However, if these performances are excessive, they will evolve into anxiety disorder, which will bring great inconvenience and trouble to athletes' body and mind and training. In short, the original meaning of athletes' psychological anxiety has a certain diversity, including external and internal factors. The former mainly refers to the complexity of interpersonal communication, the sense of urgency and oppression of training tasks, and the acceleration of the pace of life and training. The latter mainly refers to athletes' inner fear of occupation, self-doubt and negation, and confusion about the future. Athletes with psychological anxiety often have a one-sided understanding of their own psychological problems and are difficult to get timely and effective psychological counseling, which has a great negative impact on their physical health and daily training life.

Table tennis has always been an advantageous project in China. Its strength is closely related to the cultivation of table tennis reserve talents in China. Only by continuously strengthening the cultivation of table tennis reserve talents in China can we adapt to the law of the development and change of table tennis and ensure the sustainable development of table tennis in China. In view of the current situation of sports training, the skilled sports represented by table tennis are facing a huge drying up, and there are some problems in talent fault and technical teaching. Therefore, how to improve the training effect of current table tennis players and meet the needs of the sustainable development of this sport, the training effect and training quality of athletes are particularly important as coaches. In view of this, this paper constructs a table tennis teaching model based on aerobic training, in order to improve the ability of athletes and improve their anxiety psychology.

**Objective:** In order to alleviate the anxiety of athletes, this paper constructs a table tennis teaching model based on aerobic training, which aims to dredge the anxiety of athletes and point out the direction for scientific training of athletes.

**Subjects and methods:** 300 athletes were randomly divided into control group and experimental group, with 150 in each group. The control group implemented the traditional training mode, and the experimental group implemented the table tennis teaching mode based on aerobic training for 3 months. Then, combined with the Self-rating Anxiety Scale (SAS), the anxiety status of athletes is measured. The higher the score, the more serious the anxiety psychology of athletes is. Finally, the improvement of anxiety psychology of the two groups of athletes is compared and analyzed.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of anxiety psychology of the two groups of table tennis players. Compared with the control group adopting the traditional education mode, the experimental group implementing the table tennis teaching mode based on aerobic training has a more significant improvement in athletes' anxiety psychology, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of anxiety psychology of table tennis players in the two groups ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Somatization	2.75±0.61	1.66±0.61	0.00
Obsessive compulsive symptoms	2.69±0.59	1.52±0.60	0.00
Interpersonal sensitivity	2.47±0.43	1.39±0.43	0.00
Depressive status	2.54±0.55	1.45±0.56	0.00
Anxiety state	2.75±0.61	1.25±0.43	0.00
Hostile situation	2.69±0.59	1.43±0.57	0.00
Psychological state of terror	2.47±0.43	1.28±0.43	0.00
Paranoid mental state	2.54±0.55	1.66±0.61	0.00
Psychotic	2.75±0.61	1.52±0.60	0.00

**Conclusions:** In order to alleviate the anxiety of athletes, this paper constructs a table tennis teaching model based on aerobic training. The results show that the control group adopting the traditional education mode and the experimental group implementing the table tennis teaching mode based on aerobic training have a more significant improvement in athletes' anxiety psychology. Therefore, it can be said that the table tennis teaching mode based on aerobic training has high theoretical and practical value.

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## RESEARCH ON THE INFLUENCE OF CULTIVATION AND INNOVATION OF CERAMIC ART AND DESIGN EDUCATION ON ALLEVIATING AUDIENCE'S PSYCHOLOGICAL ANXIETY

Enze Chen<sup>1</sup>, Hui Yu<sup>2\*</sup>, Yao Chen<sup>1</sup> & Zhenyu Qi<sup>3</sup>

<sup>1</sup>*Dankook University, Yongin 16890, South Korea*

<sup>2</sup>*Nanchang University, Nanchang 330000, China*

<sup>3</sup>*Hubei University of Technology, Wuhan 430068, China*

**Background:** Modern medicine believes that anxiety is related to genetic factors. Anxiety disorder can be found in the families of patients with anxiety disorder. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. The physiological changes of anxiety disorder are generally characterized by hyperactivity of neural activities, but these physiological changes are not unique to anxiety disorder, so they may also be the result of the disease rather than the cause. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. It should be pointed out that mild anxiety has a positive impact. It can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and confuse people all day. In modern society, due to the increasing social competition, anxiety has become a common problem in daily life. Audience anxiety belongs to the category of mental illness. The tension and fear caused by failing to achieve their goals or overcome external threats will not only frustrate the audience's self-esteem and self-confidence, but also distract the audience's energy and attention, thus affecting the healthy life of sports mobilization. From the physiological level, the increase of anxiety value is the result of interfering with brain memory and thinking, making the audience show anxiety, tension, indecision and uneasy emotional changes. Anxiety can lead to neurological dysfunction, mental illness or abnormal anxiety. However, if these performances are excessive, they will evolve into anxiety disorder, which will bring great inconvenience and trouble to the audience's body and mind and learning. In short, the original meaning of audience psychological anxiety has a certain diversity, including external and internal factors. The former mainly refers to the complexity of interpersonal communication, the sense of urgency and oppression of learning tasks, and the acceleration of the pace of life and learning. The latter mainly refers to the audience's inner fear of career, self-doubt and denial, and confusion about the future. Audiences with psychological anxiety disorder often have a one-sided understanding of their psychological problems and are difficult to get timely and effective psychological counseling, which has a great negative impact on their physical health and daily study and life.

In the long river of human history, Chinese ceramics, with its profound cultural heritage and unique forms of expression, has become a bright flower in Chinese and even world culture. Among them, the rich remain of ceramic art works reflect the brilliance of a culture. Chinese ceramics are not only historical material evidence, containing the extraordinary wisdom and brilliance of the Chinese nation, but also show the spiritual world of the times in a "meaningful form" and reflect the brilliance of oriental civilization. The long history of Chinese ceramics is like flowing clouds and flowing water, which connects the synchronous movement of heaven, earth and man. The evolution of ideological history, the rise and fall of Confucianism, Taoism and Buddhism, and the rise and fall of economy have all played a role in promoting, catalyzing and hindering the construction of Chinese ceramic system. It can be said that Chinese ceramic art is an art bred and grown up in Chinese traditional culture and the epitome of Chinese national culture. In the long historical process, the development of ceramic education has always followed an ancient way of education. The inheritance of technology and art is passed from parents to children in the family, or from masters to apprentices in the workshop. However, this way of education is too backward and outdated, and has a great negative effect on the dissemination of ceramic art. In view of this, this paper constructs an innovative education model of ceramic art design based on psychological analysis, which aims to expand the communication influence of ceramic art, effectively alleviate the anxiety of the audience, and point out the direction for the audience's life and learning.

**Objective:** In order to alleviate the anxiety of the audience, this paper constructs an innovative education model of ceramic art design based on psychological analysis, which aims to dredge the anxiety of the audience and point out the direction for the audience's life and learning.

**Subjects and methods:** 300 audiences were randomly divided into control group and experimental group,

with 150 in each group. The control group implemented the traditional education mode, and the experimental group implemented the innovative education mode of ceramic art design based on psychological analysis for 3 months. Then, combined with the Self-rating Anxiety Scale (SAS), the audience's anxiety is measured. The higher the score, the more serious the audience's anxiety psychology is. Finally, a comparative analysis of the two groups of audience anxiety psychological improvement.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of anxiety psychology of the two groups of audiences. Compared with the control group with routine education, the experimental group with innovative education mode of ceramic art design based on psychological analysis improved the anxiety psychology of the audience more significantly, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of anxiety psychology of the two groups of audiences ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Somatization	2.75±0.61	1.66±0.61	0.00
Obsessive compulsive symptoms	2.69±0.59	1.52±0.60	0.00
Interpersonal sensitivity	2.47±0.43	1.39±0.43	0.00
Depressive status	2.54±0.55	1.45±0.56	0.00
Anxiety state	2.75±0.61	1.25±0.43	0.00
Hostile situation	2.69±0.59	1.43±0.57	0.00
Psychological state of terror	2.47±0.43	1.28±0.43	0.00
Paranoid mental state	2.54±0.55	1.66±0.61	0.00
Psychotic	2.75±0.61	1.52±0.60	0.00

**Conclusions:** In order to alleviate the anxiety of the audience, this paper constructs an innovative education model of ceramic art design based on psychological analysis. The results show that compared with the control group adopting conventional education, the experimental group implementing the innovative education mode of ceramic art design based on psychological analysis has a more significant improvement in the anxiety of the audience. Therefore, it can be said that the innovative education mode of ceramic art design based on psychological analysis has high theoretical and practical value.

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## RESEARCH ON THE INFLUENCE OF THE INTEGRATION OF YIMENG SPIRIT INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL PRESSURE

Fengqin Chen

*Qilu Normal University, Jinan 250013, China*

**Background:** Psychological stress refers to physiological changes and emotional fluctuations caused by changes in the external environment and internal state of the body. There are many factors leading to psychological stress, and their sources and properties are different. It may come from society or family. It may be pleasant or unpleasant. It can be beneficial or harmful. In any case, people always have to adopt a certain attitude to adapt to pressure. Pleasant and beneficial psychological stress generally does not harm people's health. Temporary psychological pressure does little harm to people's physical and mental health, but long-term psychological pressure will lead to excessive physiological response. If you do not actively overcome unpleasant and harmful psychological pressure, it will often lead to various diseases. Stressors include: biological stressors: physical trauma or disease, hunger, sexual deprivation, sleep deprivation, noise and temperature changes. Psychological stressors: wrong cognitive structure, personal bad experience, moral conflict, bad personality and psychological characteristics. Social environmental stressors: pure sociality. Interpersonal adaptation problems caused by their own conditions. The production process can be divided into three stages: stress response stage, gain and loss stage of intermediary system, and clinical stage: timely symptoms and delayed symptoms. The mediating system of stress is composed of three subsystems: cognitive system, social support system and immune system. Among them, the cognitive system is to evaluate the nature and controllability of stress and affect people's self-control of behavior. The social

support system is an effective buffer of stress through the relationship of intimacy and trust. The immune system can alleviate the symptoms and functional consequences of the body's immune system. Psychological research shows that a person's success or failure experience, including frustration experience, depends not only on some objective standard, but also on the level of personal internal desire. Any activity that deviates from this level of desire may produce an experience of success or failure. In real life, this fact is reflected in that different people will react differently to the same achievements. It can be considered that a person's desire level and subjective attitude are the most important reasons to determine whether there are setbacks. There is a Chinese saying that contentment leads to happiness, which is to encourage people to reduce the level of desire, so as to reduce inner and subsequent setbacks and reduce pressure.

Yimeng's spiritual connotation is very rich, and its unique cultural connotation is reflected in the process of its formation and development. Its most essential and characteristic connotation is: it is the product of the times and develops with the development of the times and practice. Its value connotation refers to the strong spiritual support value and spiritual power value. Ideological and political course in colleges and universities is the key path and main position of modern college students' education and the main channel to help higher vocational students establish correct three views. The teaching of college students' ideological and political course includes the content and requirements of mental health teaching. Basic courses also have relevant requirements for mental health teaching. Education should follow the law of internal acceptance of higher vocational students. It can be said that college students' healthy, positive and positive psychological state is the basis of good ideological and political morality and beautiful aesthetic education concept. The idea of Yimeng spirit runs through the whole process of Ideological and political education in colleges and universities, creates a warm educational atmosphere, actively pays attention to the internal development needs of modern college students, and explores their own virtue and quality, which is conducive to guiding college students to improve their virtue and beauty, and then fully ensure the comprehensive and all-round development of modern college students.

**Objective:** In order to alleviate the psychological pressure of college students, this paper constructs an ideological and political education model integrating Yimeng spirit, which aims to alleviate the psychological pressure of college students and promote the all-round development of college students' physical and mental health.

**Subjects and methods:** 500 ideological and political students in our school were randomly divided into control group and experimental group, with 250 students in each group. The mental health problems of college students were measured with the Symptom Checklist 90 (SCL-90), which includes 10 factors such as somatization, interpersonal sensitivity, depression, paranoia and anxiety; Each factor item is evaluated with a five-level scoring standard of 1-5 points. Among them, the control group adopted the conventional ideological and political teaching mode, and the experimental group implemented the ideological and political education mode integrating Yimeng spirit for 6 months. The changes of mental health of college students in the two groups were compared and analyzed.

**Methods:** SPSS22.0 statistical software was used to analyze the data.

**Results:** Table 1 shows the changes of mental health of college students in the two groups. As shown in Table 1, compared with the control group adopting the conventional teaching mode, the experimental group implementing the ideological and political education mode integrating Yimeng spirit has a more significant improvement in students' mental health, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of mental health of college students in the two groups ( $n=500$ )

Project	Control group ( $n=250$ )	Experience group ( $n=250$ )	<i>P</i>
Somatization	3.35	1.28	0.00
Obsession	4.03	1.85	0.00
Sensitive	3.85	1.70	0.00
Depressed	2.65	1.51	0.00
Anxious	4.55	1.40	0.00
Hostile	3.51	1.45	0.00
Fear	2.43	1.32	0.00
Paranoid	3.61	1.53	0.00
Psychotic	3.56	1.44	0.00
Ad-items	3.55	1.47	0.00

**Conclusions:** In order to alleviate the psychological pressure of college students, this paper constructs



an ideological and political education model integrating Yimeng spirit. The results show that compared with the control group adopting the conventional teaching model, the experimental group implementing the ideological and political education model integrating Yimeng spirit has a more significant improvement in students' mental health. This shows that the ideological and political education model integrating Yimeng spirit can not only significantly improve the mental health of modern college students, but also effectively improve the psychological development of modern college students, and then play a positive guiding role in the ideological and political education of college students.

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## RESEARCH ON THE TRAINING PATH OF INNOVATIVE AND ENTREPRENEURIAL TALENTS FROM THE PERSPECTIVE OF THINKING LOGIC OBSTACLES

Shuqiu Chen & Wenjun Li\*

*Guangzhou Panyu Polytechnic, Guangzhou 511483, China*

**Background:** The development of human reasoning ability is obviously manifested in the gradual compression of the reasoning process. The normal reasoning process must follow the laws of identity, contradiction, exclusion and full rationality. Whether the inference conclusion conforms to the objective reality needs to be tested through practice. Whether the premise is correct and whether the reasoning process conforms to the logical law determines the correctness of causality. Changing ideas, confusing right and wrong, premise contradiction and so on will violate the logical law and behave as the logical obstacle of thinking. Clinical manifestations of thinking logic disorder: (1) symbolic thinking logic disorder: it refers to that patients confuse the specific concept of something with the abstract concept, and replace the specific concept with the abstract concept, sentence or action that only they can understand. No one but the patient can understand the meaning of this relationship. The conversion or substitution of this concept makes the boundary between the connotation and extension of patients' realistic and symbolic concepts disappear. Although others do not understand the symbols used by the patient, the patient himself believes that the meaning of the concept or thought expressed by his behavior is well known, just like stopping at a red light at an intersection. (2) Logic inversion thinking disorder: refers to the patient's reasoning in violation of logic rules or secretly changing concepts in the process of reasoning. It shows that the reasoning process has neither premise nor logical basis. It is bizarre and absurd, or there is no result, causality inversion and so on. (3) Contradictory thinking logic barrier: it refers to the simultaneous existence of two contradictory and opposing concepts. These two ideas persist, compete with each other and reach an impasse. (4) Randomly give new meanings to common concepts: it means that patients create some words, languages, graphics and symbols and give special meanings, or give new concepts to commonly used common words. Sometimes, several unrelated concepts or incomplete words are put together to form new words to represent a new meaning. Unless the patient can understand, it is difficult for others to understand the meaning without explanation. (5) Sophistry thinking logic disorder: refers to the patient's superficial, seemingly reasonable but actually ineffective dialectics and exploration of some meaningless problems, which is manifested in long talk, speaking freely and refusing to accept the criticism and opinions of others. Many sentences are empty and lack practical meaning. This question is usually an illusion, giving the impression that it is specious, far-fetched and stubborn sophistry, but the grammatical structure of the sentence is correct. Different manifestations of thinking logic disorders: (1) Schizophrenia: various thinking logic disorders can appear. They are characteristic symptoms of schizophrenia. Most of them are youth type, which can also be seen in other types. Their symptoms are more vague and often puzzling. Sometimes the symptoms are eccentric, childish and ridiculous, strange and stupid. The reason can only be found through the patient's explanation. (2) Mental disorders caused by organic brain injury: intracranial infection, tumor and other organic encephalopathy are common, and various thinking and logic disorders can occur, but the frequency is very low, and most of the symptoms are unstable, sometimes unstable and variable. With the improvement of the primary disease, the symptoms can disappear quickly. (3) Obsessive compulsive neurosis can have contradictory thinking, which is often reflected in the conceptual opposition of obsessive-compulsive neurosis, entangled by a concept contrary to their usual understanding, and the correct understanding that has always appeared also exists at the same time. Although we know that the opposite concept is wrong, we can't get rid of it. Patients have appropriate emotions, coordination, anxiety

and pain experience. They can correctly understand their abnormal performance and actively seek treatment to eliminate pain. (4) Personality disorder: some people with personality disorder show sophistication. Their sophistry can appear at any time, not to solve any problem, but to obtain psychological satisfaction. It often gives a sense of defending the debate process itself.

Colleges and universities are the main “power source” and “talent pump” for the implementation of innovation driven strategy. Gathering innovation resources inside and outside the university and opening the innovation and entrepreneurship service chain are of great practical significance for promoting the transformation of scientific and technological achievements, cultivating innovation and entrepreneurship talents and combining the cultivation of innovation talents in colleges and universities. At the same time, aiming at the common thinking logic obstacles of college students, constructing the training mode of innovative and entrepreneurial talents based on psychological analysis intervention is conducive to improve the thinking logic obstacles of college students, so as to help the healthy and sustainable development of innovation and entrepreneurship education.

**Objective:** In order to effectively improve the thinking logic obstacles of college students, this paper constructs the training mode of innovative and entrepreneurial talents in colleges and universities based on psychological analysis intervention, in order to give consideration to the coordination of college students’ physical and mental health and innovation and entrepreneurial ability.

**Subjects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group adopted the conventional innovation and entrepreneurship education talent training mode, and the experimental group adopted the innovation and entrepreneurship education talent training mode based on psychological analysis intervention for 3 months. Combined with the thinking logic disorder scale, the measurement of college students’ thinking logic disorder was carried out. The scale includes seven factors, including symbolic thinking, contradictory thinking, sophistry, logic inversion, paranoia, obsessive-compulsive disorder and abnormal behavior. The higher the score, the more serious the symptoms of thinking logic disorder. Finally, the improvement of thinking logic obstacles of the two groups of college students is compared and analyzed.

**Methods:** The data is completed by SPSS23.0 statistical analysis software.

**Results:** Table 1 shows the improvement of thinking logic disorder of the two groups of college students. It can be seen from Table 1 that compared with the control group, the control group implementing the talent training mode of innovation and entrepreneurship education based on psychological analysis intervention has effectively improved the symptoms of thinking disorders of college students, with statistical difference ( $P < 0.05$ ).

**Table 1.** Improvement of thinking logic disorder of two groups of college students

Factor	Control group	Experience group	<i>P</i>
Symbolic thinking	2.69±0.59	1.37±0.48	<0.05
Contradictory thinking	2.47±0.43	1.62±0.58	<0.05
Sophistry	3.54±0.55	1.66±0.61	<0.05
Logical inversion	2.36±0.41	1.52±0.60	<0.05
Paranoia	3.69±0.59	1.39±0.43	<0.05
Obsession	3.47±0.43	1.45±0.56	<0.05
Abnormal behavior	2.54±0.55	1.25±0.43	<0.05

**Conclusions:** The talent training mode of innovation and entrepreneurship education based on psychological analysis intervention can effectively improve the thinking logic obstacles of college students, and then take into account the coordinated and comprehensive development of college students’ physical and mental health and innovation and entrepreneurship.

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## RESEARCH ON THE INFLUENCE OF PHYSICAL EDUCATION TEACHING BASED ON FLIPPED CLASSROOM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

Huijian Deng<sup>1</sup>, Shijian Cao<sup>1\*</sup>, Zhongqiang Liu<sup>2</sup> & Hailin Xiong<sup>3</sup>

<sup>1</sup>*Hunan Institute of Science and Technology, Yueyang 414000, China*

<sup>2</sup>*Southwest Medical University, Luzhou 646099, China*

<sup>3</sup>*Yueyang No.10 Middle School, Yueyang 414000, China*

**Background:** The theoretical basis of this study includes positive psychology and positive personality traits. Positive psychology is a subject that emphasizes research to make life more valuable and meaningful. The special feature of positive psychology is the word “positive”. It believes that the advantages, virtues and disadvantages of individual life exist objectively in individuals. Psychology should not only pay attention to psychological problems and mental diseases, but also pay attention to these advantages and virtues that really exist in individuals themselves. Therefore, positive psychology mainly focuses on three related themes: first, positive subjective experience, mainly including positive emotional experience such as subjective well-being, pleasure, gratitude and achievement. Second, positive personality traits, which are the inherent personality power of individuals, including personality power, talent, interest and life value; Third, positive social relations and social institutions, happy families, effective schools, communities with good relations, etc. The theoretical basis of positive psychology's attention to these three fields is that positive social relations can promote the embodiment of the development of positive personality traits, and then promote the generation of individual positive emotional experience. Positive personality is not only the foundation of positive psychology, but also a research direction of personality psychology. Positive psychology believes that positive personality is inherent, practical, potential and constructive. It is an internal virtue and advantage. It is a personality feature that can be formed through acquired cultivation. With the development of positive psychology, more and more people believe that mental health is not only the correction of psychological problems and the treatment of psychological diseases, but also pay attention to individual subjective well-being. They believe that subjective well-being can promote the improvement of mental health level. At the same time, cultivating individual subjective well-being can consolidate mental health and finally form positive personality quality. In short, whether in theoretical research or in practical significance, we should expand the application scope of positive psychology.

Flipped classroom mainly requires students to watch the teaching video in advance before class, preview the course content and knowledge, set aside more classroom time for classroom activities and problem discussion, and let students submit questions after watching the video in advance, so that teachers can better understand students' personalized learning requirements. The classroom pays attention to the communication and interaction between teachers and students. Characteristics of flipped Classroom: flipped classroom is different from the traditional classroom teaching mode. Its characteristics are mainly reflected in the reform of the traditional teaching mode. The classroom is teaching centered. Watch videos before class to let students have class with questions, so as to be more targeted. Teaching activities are student-centered. According to the learning requirements of different students, change the teaching content and organization mode, and teach students according to their aptitude. For a long time, there are many problems in physical education teaching in China: outdated teaching methods, low teaching efficiency and low enthusiasm of students to participate in physical education courses, resulting in many students' lacks of physical exercise and team consciousness. At this stage, according to the requirements of the new curriculum reform, in order to improve teaching efficiency, improve teaching level and cultivate more excellent talents with comprehensive quality, many schools begin to reform the physical education teaching mode. One of the main ways of reform is to integrate the concept of flipped classroom into physical education teaching.

**Objective:** In order to improve college students' positive psychological personality, this paper constructs a physical education teaching model based on flipped classroom from the perspective of positive psychology, in order to comprehensively promote the coordinated development of college students' body and mind.

**Subjects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional physical education teaching mode, and the experimental group implemented the physical education teaching mode based on the flipped classroom. The intervention cycle was 3 months. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive psychological personality of the two groups of students were analyzed and compared.

**Methods:** All data were statistically processed by SPSS22.0 software.

**Results:** Table 1 shows the changes of positive psychological personality of college students in the two groups. It can be seen from Table 1 that compared with the control group, the students in the experimental

group scored higher in all dimensions of positive personality, with statistical difference ( $P < 0.05$ ).

**Table 1.** Changes of positive psychological personality of college students in the two groups ( $n=300$ )

Dimension	Control group( $n=150$ )	Experience group ( $n=1500$ )	<i>P</i>
Creativity	2.03±0.61	4.12±0.77	<0.05
Curiosity	1.06±0.79	4.38±0.77	<0.05
Judgment	2.34±0.76	4.51±0.84	<0.05
Studious	2.65±0.81	4.72±0.71	<0.05
Insight	2.78±0.66	3.01±0.62	<0.05
Brave	1.00±0.59	3.59±0.63	<0.05
Insist	2.09±0.65	4.97±0.67	<0.05
Sincere	2.09±3.60	4.12±0.77	<0.05
Enthusiasm	2.66±0.74	3.38±0.77	<0.05
Love	1.56±0.68	4.51±0.84	<0.05
Kindhearted	1.77±0.73	3.72±0.71	<0.05
Intelligence	2.78±0.69	4.01±0.62	<0.05
Team	2.34±0.76	3.59±0.63	<0.05
Fair	1.65±0.81	3.97±0.67	<0.05
Leadership	2.78±0.66	4.12±0.77	<0.05
Tolerant	1.78±0.69	4.38±0.77	<0.05
Modest	2.15±0.67	4.51±0.84	<0.05
Cautious	1.03±0.61	4.72±0.71	<0.05
Autonomy	2.06±0.79	3.01±0.62	<0.05
Appreciate	1.34±0.76	3.59±0.63	<0.05
Gratitude	2.65±0.81	4.97±0.67	<0.05
Hope	2.78±0.66	4.12±0.77	<0.05
Humor	1.00±0.59	3.38±0.77	<0.05
Faith	2.09±0.65	4.51±0.84	<0.05

**Conclusions:** From the perspective of positive psychology, this paper constructs a physical education teaching model based on flipped classroom, in order to comprehensively promote the coordinated development of college students' body and mind. The results show that the physical education teaching model based on flipped classroom can effectively improve college students' positive psychological personality, and then has important practical value for the coordinated development of students' body and mind.

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## IDEOLOGICAL CHARACTERISTICS OF YANGMING STUDIES IN JAPAN AND ITS APPLICATION IN MENTAL HEALTH FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Qing Ding

*Shaoxing University, Shaoxing 312000, China*

**Background:** College life is a special social adaptation life. For college students, the social activities experienced in college life will always affect the social and psychological changes of students. Generally speaking, social psychology studies the communication behavior of individuals and organizations in social activities. Because social psychology is the organic integration of sociology and psychology, it can further

explore the influence of individual social communication behavior by psychological factors in the research of social psychology. From the current situation of college teaching, students' campus activities are a kind of social activities, and students' social behavior on campus also affects students' psychology all the time. In some studies, it is proposed that the campus is the transitional stage for students to enter the society, and all social activities arranged by the school in the campus are set up to help students adapt to social activities in advance. Similar to the external social communication, in the research of social psychology in colleges and universities, it is also considered that it includes the main contents of social activities, social communication behavior, group psychology and so on. With the continuous change of the international community, how to gradually improve students' mental health through social psychology is debatable.

In view of the mental health problems of college students, only analyzing the changes of students' social psychology can only alleviate students' negative psychological emotions in a specific period of time, which is not conducive to the long-term improvement of students' mental health. As China's traditional philosophical thought system, with the development of the times, its application in Japan gradually increases and tends to be perfect. On the basis of Yangming, Japan has constantly changed the traditional social theory and gradually applied it in education and teaching. With the help of Japanese Yangming school thought, we can control knowledge with conscience, construct students' mental health training system with psychology, and promote students' psychological transformation with body knowledge. In addition, Yangming school in Japan has a remarkable feature, which emphasizes the need for philosophical thinking based on practice in application. From the perspective of social psychology in colleges and universities, students need to use time to adapt to the society and change the society based on the "unity of knowledge and practice", so as to improve students' social psychological ability and achieve the purpose of mental health adjustment. However, the adjustment effect of Japanese Yangming school, which is improved on the basis of Chinese Yangming school, on the mental health of college students in social activities is still unclear. Therefore, the research will analyze its impact on students' psychology by analyzing the core ideological quality of Japanese Yangming school, and evaluate its adjustment effect on mental health from the perspective of social psychology.

**Objective:** This paper discusses the characteristics and research objects of social psychology, discusses the core ideological quality of Japanese Yangming school, and evaluates the correlation between its ideological quality and the social psychology of college students, so as to analyze the impact of Japanese Yangming school on students' mental health.

**Subjects and methods:** Taking the students of three colleges and universities in a city as the research object, according to their different social behaviors, the students are divided into strong social activity group ( $n=102$ ), general social activity group ( $n=94$ ) and weak social activity group ( $n=107$ ). The psychological health problems of all students are evaluated by anxiety and depression score, and the positive psychology of students is evaluated by 0-5 score system. For different groups of students, the philosophical education thought of Japanese Yangming school is adopted to promote the cultivation of students' practical ability, evaluate the social and psychological changes of students before and after the intervention, and compare the depression and anxiety scores of students before and after the intervention, so as to analyze the application value of Japanese Yangming school in the cultivation of students' mental health.

**Results:** Compare the changes of mental health of students in different groups in colleges and universities, as shown in Table 1. It can be seen from Table 1 that the evaluation scores of students' depression and anxiety have been significantly reduced after Yangming philosophy education, and the difference between before and after is statistically significant ( $P < 0.05$ ). Comparing the positive psychological changes of students before and after the intervention, it showed that the positive psychological evaluation of students was significantly improved after the intervention ( $P < 0.05$ ).

**Table 1.** Changes of students' mental health before and after intervention

Project	Anxiety score		Positive psychological evaluation	
	Before intervention	After intervention	Before intervention	After intervention
Strong group	69.57±2.31	35.45±1.26*	2	4*
General group	60.11±2.28	40.02±1.33*	2	4*
Weak group	70.1±2.69	42.06±1.25*	2	5*

Note: \* indicates that compared with that before intervention,  $P < 0.05$ .

**Conclusions:** The cultivation of college students' mental health has always been one of the key objects in college education. In order to improve students' mental health level, colleges and universities have carried out a large number of social activities to promote students' social and psychological growth. In order to further improve the growth rate of students' mental health level, the research proposes to use the

philosophical thought of Yangming school in Japan to intervene college students. The results show that from the perspective of social psychology, the influence of Japanese Yangming school on students with different levels of social activities is more significant, which can effectively improve students' depression and anxiety and enhance students' positive psychology. Therefore, in college education, using traditional philosophy to intervene students' psychology is not only an important way to effectively improve students' negative psychological emotions, but also an important method to improve the level of college education.

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## THE INFLUENCE OF THE APPLICATION OF ARCHITECTURAL ENVIRONMENTAL PSYCHOLOGY IN COLLEGE ARCHITECTURAL DESIGN ON COLLEGE STUDENTS' MENTAL HEALTH

Junyan Dong\* & Kechao Li

*Changchun Institute of Technology, Changchun 130000, China*

**Background:** With the development of China's economy, the construction industry has gradually become an important economic industry in China. Therefore, colleges and universities pay more and more attention to the student education of the construction industry. In college education, college students are an important object of concern in the development of education in China. In college teaching, students are easy to breed obvious negative emotions. Students' negative emotions generally include psychological anxiety, depression, low spirits, excessive pressure and so on. In order to alleviate students' negative emotions and help students promote the cultivation of mental health, colleges and universities have put forward a lot of solutions. Architectural design in colleges and universities is a key course in architecture major. In the study and practice of architectural design, the complexity of buildings is more likely to lead to students' mental health problems in the teaching process. At the same time, the teaching of architectural design is a comprehensive test of teachers' innovation and practical ability of students, which shows that architectural design teachers have high requirements for students' comprehensive ability, while college students are affected by the early teaching mode, their comprehensive ability obviously cannot meet the needs of teachers. Therefore, how to put forward the means to improve mental health according to the negative psychological emotions of college architectural design students is the main direction of the development of college education. At present, college teachers need to focus on putting forward the teaching scheme based on the cultivation of students' mental health.

Among the main teaching contents of architectural design course in colleges and universities, architectural environment design is more important. For course students, how to improve their cognition of architectural environment is one of the ways to reduce students' psychological negative emotions. Environmental psychology explores the relationship between residents and the environment, mainly to meet people's physiological and psychological needs. From the perspective of human psychology, environmental psychology is applied to architectural design through space shaping, plant selection, color application and collocation, so as to create a regional landscape planning and design that meets people's psychological changes in the architectural environment. Applying environmental psychology to architectural environment design can realize the harmonious unity of environment and people, meet people's psychological and aesthetic satisfaction, and stimulate people's yearning for and active participation in buildings. At the same time, people's aesthetic appreciation of the architectural environment proposed by environmental psychology can help college students build the direction of architectural design, which can promote the establishment of college students' architectural design self-confidence in course learning to a certain extent. Therefore, the research will use architectural environmental psychology to analyze the psychological problems of college students in college architectural design courses, and put forward the training path of architectural students' mental health.

**Objective:** This paper discusses the research status and application effect of architectural

environmental psychology, analyzes the mental health problems of middle school students in the teaching of architectural design course in colleges and universities, and discusses the impact of environmental psychology on the cultivation of college students' mental health.

**Subjects and methods:** Taking the students majoring in architecture in a university as the research object, 120 students were randomly selected. The students were divided into intervention group and routine group, with 60 students in each group. The students in the intervention group added environmental psychology to the architectural design teaching design, and the students in the conventional group adopted the traditional teaching curriculum design.

**Results:** The anxiety score is used to reflect students' negative psychological emotions, and the aesthetic psychology of students is evaluated to reflect the curriculum application of environmental psychology. The evaluation of students in the teaching process is shown in Table 1. Table 1 shows that in the process of increasing teaching time, the anxiety score of students in the intervention group is significantly lower than that of students in the routine group ( $P < 0.05$ ). At the same time, the aesthetic psychology of the students in the intervention group has also been significantly improved under the influence of teaching.

**Table 1.** Changes of anxiety and aesthetic psychology of the two groups of students

Time (month)	Anxiety score		Aesthetic psychology	
	General group	Intervention group	General group	Intervention group
0	69.57±2.31	68.54±2.19	1	1
3	64.32±2.11	58.42±1.99*	2	4*
6	57.86±1.97	42.06±1.07*	3	5*

Note: \* indicates that compared with the intervention group,  $P < 0.05$ .

**Conclusions:** Aiming at the mental health problems of students in architectural design course in college education, this paper puts forward a teaching scheme of architectural design course based on environmental psychology, and verifies the feasibility of the scheme through teaching practice. The results show that under the influence of environmental psychology teaching, students' anxiety changes more obviously, and students' aesthetic psychology has also been improved more obviously. The above results show that environmental psychology can not only help students establish a good psychological system to a certain extent, but also improve students' aesthetic ability, so as to promote students' comprehensive development. Therefore, in the teaching of architecture major in colleges and universities, teachers should cultivate students' comprehensive ability, adopt environmental psychology to promote students' aesthetic psychological growth, so as to alleviate students' negative psychological emotions, improve students' comprehensive ability and improve the teaching level of colleges and universities.

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## THE INFLUENCE OF ANXIETY ON ENGLISH STUDENTS' LANGUAGE LEARNING UNDER COGNITIVE PSYCHOLOGY

Xingyan Fang

*Guiyang University, Guiyang 550003, China*

**Background:** Anxiety psychology is a very special psychological reaction. The generation of individual anxiety is caused by the interaction of internal cognition and external environment. Psychology believes that anxiety is a negative emotion of self-doubt and worry. The generation of anxiety will seriously affect the normal life of individuals, affect their normal thinking ability and hinder their development. In college English learning, for Chinese college students who do not take English as the first language, the language particularity in English learning and its input and output in teaching have high requirements for students' basic ability, which also leads to language anxiety in students' language output in English learning. College English language learning is that students receive and output language through listening, speaking and writing. In the process of language reception, students will have unique and complex self-cognition and

emotion. Under the urging of cognition and emotion, students are also more likely to have psychological anxiety. Many psychological and pedagogical studies have indicated that college students' language learning anxiety needs to use cognitive change to help students understand English culture, and pointed out that cognitive psychology should be used to promote students' cognitive growth.

Serious psychology is an important part of psychological research. Psychology believes that individual cognition is a kind of memory performance, a process in which the brain processes and receives information. At the same time, it believes that individual cognition can help language listening, understanding and production. The generation of cognition is the expression of the heart and an ecological rational thought. It emphasizes that people's cognitive psychology has limitations, and this limitation has adaptability at the same time. Cognitive adaptability can help individuals make correct decisions when facing multiple choices. In college English language learning, the adaptive performance of individual cognition can affect students' ability to receive English language to a certain extent, which also affects students' anxiety. In addition, cognitive psychology believes that individual cognitive model and cognitive law can reflect the psychological representation in English language communication, and it is also the main factor affecting music language learning anxiety. From the perspective of cognitive psychology, many studies have found that cognitive differences bring different degrees of anxiety, including situational anxiety, inhibitory anxiety and state anxiety. The generation of these anxiety is restricted and affected by individual cognitive psychology. Therefore, in order to alleviate the anxiety of college English students in language learning, the research will be based on cognitive psychology and realize the alleviation of students' anxiety by changing students' cognition.

**Objective:** To explore the anxiety performance of college English language learning students, analyze the influencing factors of students' anxiety, use cognitive psychology to deeply analyze the anxiety changes of college English learning students, and put forward the improvement scheme of language learning anxiety of English majors from the perspective of cognitive psychology.

**Subjects and methods:** 200 English majors in a university were selected, and the anxiety evaluation scale was used to evaluate the current situation of language learning anxiety in college English learning. At the same time, the comprehensive cognitive ability and cognitive psychological differences of 200 students were investigated. Based on the theory of cognitive psychology, this paper promotes the growth of students' cognitive psychology through the optimization of cognitive model and the regulation of cognitive law, so as to construct an innovative English language teaching scheme. 200 students were randomly divided into three groups: complete intervention group ( $n=67$ ), partial intervention group ( $n=65$ ) and nonintervention group ( $n=68$ ). The students in the complete intervention group used innovative teaching scheme to intervene in teaching for a long time, some students in the intervention group used conventional teaching for 0-3 months and innovative teaching scheme for 3-6 months after teaching, and the students in the non-intervention group used conventional teaching scheme for a long time to evaluate the changes of students' cognitive psychology and anxiety psychology.

**Results:** The changes of cognitive psychology and anxiety psychology of the three groups of students in the teaching process are shown in Table 1. The results show that the anxiety rating and cognitive psychological evaluation of students in the complete intervention group have been significantly improved in the teaching process, and there is a significant difference between them and the other two groups.

**Table 1.** Anxiety and cognitive psychological changes of students

Project	Anxiety score		Cognitive psychology	
	0-3 (months)	3-6 (months)	0-3 (months)	3-6 (months)
Complete intervention group	69.57±2.71	38.34±1.26**	3.31±0.82	7.32±0.76**
Partial intervention group	68.15±2.38	54.02±1.94*	3.19±0.69	6.14±0.69*
Nonintervention group	69.12±2.54	63.06±2.43	3.33±0.78	4.21±0.75

Note: \* indicates that compared with 0-3 months,  $P < 0.05$ ; \*\* It indicates that compared with 0-3 months,  $P < 0.001$ .

**Conclusions:** In view of the anxiety of students in college English teaching, it is very important to put forward more effective improvement plans on the existing education plans. The research takes students' cognition as the research object, and proposes to use cognitive psychology to help students have a good cognitive psychology at home, so as to alleviate students' anxiety in English language learning. The results show that the improvement of students' anxiety psychology after innovative teaching of cognitive psychology is more obvious, and the improvement of cognitive psychology is also more significant. Therefore, in order to alleviate students' anxiety in foreign language learning, colleges and universities



need to start with students' cognition, put forward cognitive improvement plans, cultivate students' cognitive ability, and then alleviate students' negative emotions.

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## ANALYSIS ON THE ALLEVIATING EFFECT OF MANAGEMENT PSYCHOLOGY ON THE JOB BURNOUT OF ARCHIVISTS

Shan Ge

*Wuhan University of Technology, Wuhan 430070, China*

**Background:** Archives management is an important work to record the development and evolution of objects. In the archives management of colleges and universities, the main objects of archives management are the student status and the development history of the school. Therefore, the integrity of archives management in colleges and universities can ensure the integrity of school information and student information. With the development of information technology, colleges and universities pay more and more attention to the archives management of colleges and universities. Therefore, the requirements for the archives management staff of colleges and universities are constantly improving. In the archives management of colleges and universities, it is necessary for the management staff to have strong professional ability and certain work pressure bearing ability. The reason is that the archives management of colleges and universities is a relatively boring work and has a large work task, so they need to pay attention to the changes of school resources at all times. Under the influence of long-term working environment, the psychological mood of archives management staff will change significantly, which will inevitably produce negative emotions, resulting in job burnout. The generation of job burnout will seriously hinder their work enthusiasm, so that the staff cannot have a sense of achievement in their work and lose a sense of belonging to their work. In the long run, the staff will have a psychological imbalance of loss and pessimism, which is not conducive to the management of colleges and universities.

Aiming at the job burnout of college archives management staff, how to improve the management ability is the main way to help staff alleviate their negative emotions. The proposal of management psychology provides convenience for college archives management. Management psychology is a science that promotes their work enthusiasm and subjectivity by analyzing the psychological activities of staff in management. From the perspective of psychology, management psychology can analyze the fundamental driving force of archives management staff's work enthusiasm from the level of psychological satisfaction, and help staff sort out their pride from the spiritual level. In addition, management psychology also contains a small number of core theories of social psychology. In management work, management psychology emphasizes the use of individual social psychology to build a management coordination system, and promote a more consistent subjective consciousness in all work by cultivating the value orientation of archivists, so as to achieve psychological balance. At the same time, management psychology puts forward that in management, according to the needs of different staff, help them build a perfect psychological adjustment mechanism to avoid the psychological deviation of staff at work, so as to avoid burnout at work. Aiming at the job burnout of college archives management staff, how to use management psychology to adjust the psychological emotion of staff has great research value. Therefore, the specific impact of management psychology in the mitigation of job burnout is analyzed in the research, so as to help college archives management staff establish a psychological adjustment mechanism.

**Objective:** To understand the work status of college archives management staff, analyze the influencing factors of job burnout caused by college archives management, analyze the research status of management psychology, and evaluate the impact of management psychology on job burnout.

**Subjects and methods:** Taking the archives management staff of colleges and universities as the research object, 40 archives management staff from 10 colleges and universities were selected to investigate the current situation of job burnout of all the research objects participating in the test, and the statistics were carried out by Excel. Using management psychology to formulate the archives management system of colleges and universities, a long-term follow-up survey was conducted on 40 archives management staff in colleges and universities, and the changes of staff's work enthusiasm, recognition and sense of honor in the process of new system management were evaluated by SPSS24.0 changes in inspection and evaluation results.

**Results:** Under the management psychology system, the changes of work enthusiasm, recognition and sense of honor of college archivists are shown in Table 1. The quantitative evaluation is based on the 0-5 score system. 0 means none and 5 means very high. Table 1 shows that with the influence of management

psychology system, the staff's work enthusiasm, recognition and sense of honor are developing from low to high.

**Table 1.** Psychological changes of job burnout of staff under management psychology

Project	Enthusiasm	Recognition degree	Sense of honor
0 month	1	1	1
2 months	3	2	2
4 months	3	3	3
6 months	5	5	4
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** Logistics work in colleges and universities plays an important role in ensuring the normal operation of colleges and universities, and it is also a key part to ensure the sustainable development of colleges and universities. With the development of society, the work situation and management optimization of logistics staff in colleges and universities begin to be concerned by colleges and universities, among which the job burnout psychology of staff is an important object in management optimization. Aiming at the job burnout psychology of archives management staff, this paper puts forward a management scheme based on management psychology, and analyzes its mitigation effect through follow-up observation. The results show that with the in-depth application of management psychology, the job burnout of staff has been significantly alleviated. Therefore, in the management optimization of colleges and universities, for logistics personnel, how to use management psychology to alleviate their negative psychological emotions is the key consideration for the development of colleges and universities.

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## ANALYSIS ON THE INFLUENCE OF JOB BURNOUT PSYCHOLOGY AND COLLEGE TEACHERS' PROFESSIONAL IDENTITY PSYCHOLOGY ON JOB PERFORMANCE

Jing Gu<sup>1,2</sup> & Shaohong Feng<sup>1</sup>

<sup>1</sup>*Nanjing University of Aeronautics and Astronautics, Nanjing 211100, China*

<sup>2</sup>*Nanjing Institute of Tourism & Hospitality, Nanjing 211100, China*

**Background:** In the education and teaching of colleges and universities, the ability level of teachers is an important factor to ensure the teaching quality. Therefore, in order to always pay attention to the teaching status of teachers, colleges and universities put forward the use of work performance evaluation for testing. In the work performance evaluation of college teachers, teachers' teaching quality evaluation is not only affected by teachers' basic ability, but also can be known from a large number of studies that teachers' psychological factors can also affect their work performance. In many studies, it is pointed out that teachers' professional quality and sense of identity have a significant impact on their teaching level. Generally speaking, the more positive the recognition psychology of teachers' profession, the more obvious the teachers' teaching passion reflected in daily teaching, and it is easier to drive the students' classroom learning enthusiasm. Teachers' professional quality is the degree of teachers' working hard. The classroom atmosphere brought by more dynamic teachers is easier for students to feel the charm of the subject and receive teachers' teaching knowledge. Some studies have simply analyzed the classroom impact of teachers' job burnout. The research found that teachers' job burnout psychology can directly lead to the reduction of classroom teaching quality, and then affect teachers' job performance evaluation. Therefore, in order to improve the teaching quality of college teachers, improve teachers' work performance, and explore the specific role of burnout psychology in Teachers' professional quality, we will be able to establish a perfect teaching system more quickly.

Teachers' burnout psychology is the sense of lightness shown by teachers in teaching planning. When teachers have burnout psychology, their inner thoughts will change greatly, which will seriously lead to teachers' behavioral cognitive deviation. Burnout psychology is a psychological factor that regresses individual ability. Under the influence of burnout psychology, the decline of teachers' ability level will also lead to teachers' anxiety psychology, and then produce psychological side effect feedback, leading to the further reduction of teachers' ability level. In addition, teachers' professional identity psychology is teachers' recognition and sense of belonging to teaching. At the same time, psychology believes that identity psychology is a kind of psychological cognition, and the generation of identity psychology is an

individual's psychological demand for the outside world. In the group of teachers, the recognition psychology of teachers' profession is the recognition of teachers' education and teaching, that is, the psychological needs of teachers for the results of teaching. When teachers' burnout psychology and teachers' identity psychology to their profession change, teachers' comprehensive teaching level will also change to varying degrees. Therefore, in order to study the correlation, this study analyzes the impact of teachers' burnout psychology and identity psychology on teachers' job performance, so as to evaluate the impact of burnout psychology and identity psychology on teachers' work, in order to provide the development direction for higher education.

**Objective:** To explore the current situation of teachers' burnout psychology and identity psychology in higher education, analyze the impact of teachers' burnout psychology and identity psychology on teachers' work performance, analyze the changes of teaching quality in the changes of teachers' work performance, and then explore the development path of higher education reform.

**Subjects and methods:** 160 teachers from 20 different majors in a university were selected as the research object. Through the follow-up survey, the burnout psychological performance of teachers in the teaching process was understood. At the same time, the interview method was used to understand the recognition psychology of teachers to the profession. 160 teachers were evaluated regularly. The results of Excel and teacher performance evaluation were used to evaluate the impact of teachers' burnout psychology and professional identity psychology on Teachers' job performance. On the basis of relevance evaluation, this paper constructs a scheme to improve teachers' work performance, and puts forward the direction of higher education reform.

**Results:** The correlation evaluation between teachers' burnout psychology, professional identity psychology and teachers' job performance is shown in Table 1. The correlation coefficient is used to calculate the correlation. Table 1 shows that teachers' burnout psychology and identity psychology can affect their job performance, and it can be found that there is a negative correlation between burnout psychology and job performance, and there is a positive correlation between identity psychology and job performance.

**Table 1.** The influence of teachers' burnout and identity on job performance

Project	Job burnout psychology	Identity psychology	Job performance	Anxious
Job burnout psychology	1	-	-	-
Identity psychology	-0.407	1	-	-
Job performance	-0.454	0.375	1	-
Anxious	0.597	-0.336	-0.279	1

**Conclusions:** The changes of students' psychological activities in college teaching can reflect the quality of curriculum teaching, and the psychological changes of teachers will directly affect the quality of curriculum teaching. Therefore, it is of great significance to explore teachers' psychology in the process of teaching. This paper studies and analyzes the current situation of teachers' burnout psychology and identity psychology in college teaching, and reflects the impact of burnout psychology and identity psychology on teaching quality through job performance evaluation. The results show that teachers' burnout psychology will seriously reduce teachers' job performance evaluation, while identity psychology can improve teachers' job performance, and teachers' two kinds of psychology can significantly affect their negative emotions such as anxiety and curriculum development. Therefore, in college teaching, colleges and universities need to formulate teaching management plans to prevent teachers' burnout, and improve teachers' sense of identity, so as to promote the development of colleges and universities.

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## CONSIDERING THE INFLUENCE OF EMPLOYEES' PSYCHOLOGICAL ANXIETY ON THE REFORM OF HIGHER MATHEMATICS EDUCATION

Zhirong Guo\* & Decai Li

*Yangzhou Polytechnic College, Yangzhou 225009, China*

**Background:** Higher mathematics is an important academic compulsory course for applied majors in higher education. Its main purpose is to cultivate professionals with high comprehensive quality and strong logic. Higher mathematics has richer content, more abstract theory and stronger logic than the mathematics contacted by ordinary high schools. Therefore, higher mathematics has higher requirements for students. The traditional teaching mode of higher mathematics in China is mainly that teachers impart relevant knowledge to students through classroom teaching, in which students play a passive role. However, although this teaching mode can enable students to receive relevant knowledge, this passive teaching is difficult to find excellent talents. At present, a large number of relevant studies on teaching reform have begun to emerge at home and abroad, but most of the theories remain in the research stage. Among them, the higher recognition is the performance evaluation of the teaching model to realize the teaching reform. Compared with the theoretical research, the practical, traceable and analytical research can better reflect the impact of performance evaluation on the teaching reform. However, it is still worth noting that due to the difficulty of teaching and learning brought by higher mathematics, teachers will have a certain anxiety in the formulation of curriculum teaching mode.

As an important role in higher mathematics teaching, higher mathematics teachers' psychological anxiety will seriously hinder the improvement of teaching quality. From the research and analysis of psychology, we can know that the generation of individual psychological anxiety is the negative emotion produced by the individual under the influence of the environment. The generation of anxiety will also breed the individual to produce depression, anxiety and other emotions, which will seriously hinder the individual's daily life and work. For teachers in higher mathematics teaching, as college employees, their psychological anxiety is generally affected by the working environment. Higher mathematics education has higher requirements for the teaching environment. First, it needs a professional team, and then it needs to have certain teaching conditions. Higher mathematics contains rich theoretical knowledge, but only using traditional teaching methods can achieve little effect. On the premise that the environment is difficult to meet the requirements, the psychological changes of teachers' anxiety gradually increase, which may eventually lead to teachers' slack psychology, produce a sense of subject disagreement, and then hinder the development of teaching. Psychology believes that anxiety will lead to other psychological negative emotions, such as depression and trance. Therefore, how to formulate a plan for teachers' psychological anxiety in the reform of higher mathematics teaching will contribute to the development of college teaching.

**Objective:** To explore the psychological anxiety of teachers in higher mathematics teaching in higher education, evaluate the impact of teachers' psychological anxiety on the quality of higher mathematics teaching, analyze the impact of teachers' psychological anxiety in other professional disciplines on the psychological anxiety of higher mathematics teachers, and analyze the impact of college teaching environment on the reform of higher education.

**Subjects and methods:** Taking a university teacher as an example, 20 teachers of higher mathematics and 50 teachers of the other five majors were selected to evaluate the psychological anxiety of all teachers with the self-rating anxiety scale. The performance evaluation of teaching reform is used to analyze the reform process and effect of higher education teaching, and the comprehensive scores of students in higher education teaching are counted to evaluate the changes of teaching quality. Excel is used to count the anxiety scores of higher mathematics teachers in the process of educational reform, SPSS is used to analyze the impact of teachers' anxiety psychological changes on educational reform, and it is also analyzed that the anxiety psychology of higher mathematics teachers is affected by the psychological anxiety of other professional teachers.

**Results:** The impact of the change of teachers' anxiety psychology in the teaching reform of higher mathematics education on the performance of education reform is shown in Table 1. Table 1 shows that with the continuous progress of educational reform, the psychological anxiety score of higher mathematics teachers continues to decrease. At the same time, it can be found that with the decrease of teachers' psychological anxiety score, the performance evaluation score of educational reform shows an upward trend.

**Conclusions:** Higher education reform is an indispensable link in the development of colleges and universities. In higher education, breaking away from the traditional teaching system and putting forward more innovative teaching schemes can further improve students' mathematics level. Therefore, the research takes teachers' psychological anxiety as the research object, analyzes the impact of teachers'

psychological anxiety on educational reform, evaluates the correlation between them, and puts forward the reform plan. The results show that there is a negative correlation between teachers' psychological anxiety score and education reform performance, which is, reducing teachers' anxiety score is helpful to improve education reform performance. Therefore, in the educational reform of colleges and universities, colleges and universities should pay attention to the psychological anxiety of employees, and improve the quality of educational reform by alleviating the anxiety of employees.

**Table 1.** The influence of teachers' psychological anxiety on the performance of teaching reform

Project	0 month	2 months	4 months	6 months
Senior teachers' anxiety	67.21±1.97	61.24±1.55	54.37±1.32	42.33±1.06
Other teachers are anxious	66.68±1.89	64.28±1.73	65.15±1.86	61.39±1.49
Reform performance	0.74	1.29	3.85	6.62

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## ANALYSIS OF PSYCHOLOGICAL FACTORS AFFECTING THE PROMOTION OF COLLEGE STUDENTS' SENSE OF VALUE IN THE NEW ERA

Congcong Han

*Yantai Institute of Technology, Yantai 264005, China*

**Background:** Contemporary college students are the key training objects in China's education and teaching, and with the impact of social transformation and social changes, college students' values also need to be correctly guided in colleges and universities. In the process of social development, the invasion of western culture brings about the diversification of values and the increasing influencing factors. Therefore, in order to ensure the normal and positive development of college students, it is necessary to put forward effective solutions for the cultivation of college students' values in college education. The formation of college students' values is the formation process of individual basic values to society and basic norms of individual behavior. In the formation process of college students' values, individual thought is the basic factor that determines the direction and speed of their formation and development. The value system of college students includes students' value orientation and psychological development. In order to ensure the improvement of college students' sense of value and promote the cultivation of students' values, we need to make an in-depth analysis of the psychological factors.

Foreign studies have proposed that the psychological operation mechanism plays a great role in the formation of college students' values. Their studies believe that the obedience, assimilation and internalization of college students' psychological behavior are the key factors in the formation of values and the promotion of college students' sense of value. Domestic psychological research suggests that the formation of individual values starts from the acceptance of social established values, and it is also the initial formation of individual cognitive ability. At the same time, it is proposed that the improvement of college students' sense of value also starts from the acceptance of social values. In college life, with the growth of students' age and physical and mental maturity, college students' ability to understand social values is also changing, and students' cognitive psychological changes will lead to the development of their cognition of the surrounding environment in different directions. On this basis, some studies have pointed out that the change of college students' psychological emotion is an important factor affecting the formation of their values, including social cognitive psychology, self-cognitive psychology, vanity psychology, dedication psychology, etc. However, a large number of studies cannot determine the psychological factors affecting the improvement of college students' sense of value in the new era, and it is difficult to explore the change of sense of value through the change of students' values. Therefore, in order to analyze the changes of college students' sense of value in learning and life under the background of the new era, the relevant factors affecting the improvement of college students' sense of value are obtained by analyzing the changes of college students' psychological activities, and put forward reference opinions for the improvement of college students' sense of value.

**Objective:** To understand the current situation of college students' values and the formation process of

students' sense of value under the background of the new era, analyze the psychological changes of college students in school, analyze the correlation between college students' psychological changes and sense of value, and summarize the main psychological influencing factors.

**Subjects and methods:** 600 students from three universities in a university town are selected as the research object. The value sense of all students is investigated by means of follow-up survey. The current situation of students' value sense is counted by Excel, and the change trend of college students' value sense is calculated. In the follow-up, we understand the baseline data such as students' age and address, analyze the psychological changes of students, and use logistic regression analysis to judge the psychological factors affecting college students' sense of value.

**Results:** The logistic regression analysis results of social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology in the promotion of college students' sense of value are calculated. Table 1 shows that social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology are the risk factors for the improvement of college students' sense of value.

**Table 1.** Regression analysis of risk factors for the promotion of college students' sense of value

Index	OR	95%CI		P
		Lower limit	Upper limit	
Social-cognitive psychology	1.235	1.027	1.309	0.002
Self-cognitive psychology	1.026	0.911	1.212	0.007
Vanity psychology	-1.023	-1.214	-0.994	0.041
Dedication psychology	1.004	0.981	1.027	0.016

**Conclusions:** College students are the key training group in China. How to ensure that students build a good sense of value in the process of acquiring knowledge is the key work in college talent training. By analyzing the changes of students' sense of value in their study and life, and understanding the psychological influencing factors, this paper puts forward countermeasures for the cultivation of college students' sense of value. The results show that the improvement of college students' sense of value is affected by four psychological factors: social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology. Through regression analysis, it is found that the above four psychological factors are the main psychological factors for the improvement of students' sense of value. Therefore, in the cultivation of college students, we need to focus on students' social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology to formulate a reasonable and appropriate teaching plan to provide guarantee for the positive development of students' sense of value.

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## RESEARCH ON THE IMPROVEMENT OF EMPLOYEES' COGNITIVE IMPAIRMENT BY THE TRAINING MODE OF PSYCHOLOGICAL QUALITY OF E-COMMERCE MARKETERS

Fang Huang

*Sichuan Vocational College of Finance and Economics, Chengdu 610101, China*

**Background:** The continuous development of computer technology has led to the gradual development of Internet related industries. On this basis, people have transferred a large number of trades from offline to online. China's economy continues to soar, and the country has also opened up a green channel for e-commerce trade, in which the e-commerce model began to rise and develop rapidly. From the current development of e-commerce, the main consumption channel of Chinese teenagers is e-commerce platform. However, in the continuous development of e-commerce, it can also be found that with the continuous expansion of e-commerce platform, the requirements for marketing personnel are becoming more and more stringent. Therefore, it is constantly found that the psychological negative emotions of staff in the marketing process are becoming more and more obvious. And more seriously, in the marketing process, due to the aggravation of psychological negative emotions, a large number of marketers gradually have cognitive impairment. The emergence of cognitive impairment not only seriously hinders the progress of marketers in their daily work, but also seriously affects their life and work enthusiasm. Therefore, how to improve the cognitive impairment of e-commerce marketers is of great significance.

Cognitive impairment is a kind of cognitive impairment caused by brain defect. Patients with cognitive impairment need to take drugs for a long time in the follow-up treatment. In psychiatry, cognitive

impairment is classified as a kind of mental disorder. This kind of mental disorder is that patients have cognitive impairment of understanding external things, and also have cognitive impairment of understanding their own specific situation. In psychiatry, it is considered that patients with cognitive impairment are mental disorders obtained after being impacted by thought or emotion. When patients suffer from cognitive impairment, they will have cognitive ambiguity, cognitive deviation and other symptoms. Patients' cognitive ambiguity refers to the occurrence of difficult to recognize things in normal cognition, which leads to patients' inability to distinguish the authenticity and safety of things, which will lead to psychological cognitive problems, which will seriously lead to patients' mania. The cognitive deviation of patients refers to the deviation of patients' cognition of different things or events from that of ordinary people, that is, the cognition of external things of patients with cognitive impairment violates common sense. When the cognitive deviation of patients is serious, there will be serious mental disorders, and finally hallucinations and other deterioration phenomena. Psychologically speaking, cognitive impairment is a significant psychological disease, so the remission of cognitive impairment can achieve the therapeutic effect by taking psychological training measures. The research will analyze the application effect of psychological quality training mode in the remission of cognitive impairment, which does not provide reference for the treatment of cognitive impairment of e-commerce workers.

**Objective:** Analyze the current situation of cognitive impairment of e-commerce marketers, count the work of employees in e-commerce marketing, analyze the impact of employees' cognitive impairment on their work, and put forward a psychological quality training model that can improve employees' cognitive impairment.

**Subjects and methods:** Select 24 marketers from 10 businesses in the e-commerce platform as the research object, and obtain the current situation of cognitive impairment and the changes of psychological activities at work through online evaluation. Based on the cognitive impairment of employees, formulate the psychological quality training strategy, and apply the psychological quality training strategy to the psychological quality training of e-commerce marketers. The changes of cognitive impairment of marketers before and after the cultivation of psychological quality were counted by SPSS22.0 for statistical analysis.

**Results:** The changes of cognitive impairment of 24 marketers are shown in Table 1. Social cognition and self-cognition are used to quantify and evaluate the cognitive impairment of the research object, expressed as 0-10 points. Table 1 shows that under the influence of the psychological quality training mode, the social cognition and self-cognition abilities of all marketing personnel show a gradual increase trend, indicating that the psychological quality training can effectively improve the cognitive impairment of employees.

**Table 1.** Changes of employees' cognitive level before and after psychological quality training

Timing	Social cognition	Self-cognition
Before culture	2.4±1.1	2.9±1.2
After culture	7.2±1.3	7.5±1.3
<i>P</i>	<0.05	<0.05

**Conclusions:** In the development of e-commerce, the psychological quality and cognitive ability of marketers are the key factors to promote sales growth. Therefore, how to improve the cognitive impairment of marketers is an urgent problem to be solved by e-commerce platform. In the research, starting with the cognitive obstacles of marketers, this paper constructs a psychological quality training model to alleviate the negative psychological emotions of marketers. The results show that under the psychological quality training mode, the social cognition and self-cognition of marketers can be significantly improved, and the degree of cognitive impairment of employees can be reduced. The above results show that for the cognitive impairment of marketers in the development of e-commerce, it is necessary to guide the construction of employees' mental health system through the cultivation of psychological quality, so as to improve employees' psychological tolerance, so as to reduce their cognitive impairment.

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## RESEARCH ON THE INFLUENCE OF ENTERTAINMENT OF NEWS COMMUNICATION ON RELIEVING MENTAL STRESS UNDER THE BACKGROUND OF NEW MEDIA

Hongchun Huang

*Youjiang Medical University for Nationalities, Baise 533000, China*

**Background:** With the continuous development of Internet technology, the new media industry presents a long-term sustainable development trend. With the support of new media, news communication also began to diversify gradually. The diversification of news communication brings about the gradual improvement of the requirements of communication enterprises for employees, which increases the work pressure of employees to a certain extent. Under the influence of external pressure, it is very easy to cause mental stress and psychological damage to employees. Mental stress is not only a kind of mental disease, but also a kind of mental disease. The generation of mental stress is the stress emotion produced by individuals under the influence of the environment. From the perspective of psychology, the generation of mental stress will lead to serious mental health problems. When the mental stress increases, the psychological anxiety, depression and other emotions of each body will also increase significantly. And under the influence of mental stress, individual's life enthusiasm will be seriously reduced, which will affect their work attitude and produce burnout psychology, which is not conducive to individual and social development. From some psychological studies, we can find that there are significant differences between mental stress and other negative psychological emotions. Mental stress is a mental disorder caused by social development. In the continuous development of society, the external environment changes with each passing day, which will affect the personnel in all sectors of society, resulting in mental anxiety, and then unable to face social reform and mental pressure. With the deepening of psychological research, a large number of studies have put forward mitigation strategies for mental stress, but from its treatment effect, it can be seen that the current treatment methods can not completely achieve the purpose of relieving mental stress.

In the news communication, the traditional way of communication is mostly to describe the news information, which will not only cause the mental pressure of employees in the social development, but also make it difficult to deal with the mental pressure of the audience properly. Therefore, in order to alleviate the individual mental pressure in the development of new media in the new era, some studies have proposed to use entertainment communication to relieve the psychological anxiety of the audience, promote the development of new media and alleviate the mental pressure of staff. Therefore, in order to alleviate the mental pressure of journalists and communicators and reduce the mental pressure of audience groups, the research proposes to use the entertainment of news communication to carry out the reform of news communication, and use entertainment communication to relieve individual anxiety, so as to alleviate the mental pressure.

**Objective:** Explore the mental pressure of news communication staff under the background of new media, investigate and count the mental pressure of ordinary people in life and work, and explore the effect of entertainment of news communication on relieving mental pressure.

**Subjects and methods:** Select 30 staff working in the news and communication industry, count their mental stress status, understand their views on the development of news and communication, count the mental stress status of 120 ordinary residents in a community, and analyze their understanding of the development status of news and communication. Determine the development direction of news communication entertainment from the aspects of self-confidence training, attention transfer and psychological relaxation, and construct the initial plan of news communication entertainment. Apply the plan to the daily mental stress intervention of staff and ordinary residents, and evaluate the mental anxiety, depression and stress of participants before and after the program intervention.

**Results:** The scores of mental anxiety, depression and stress of all subjects before and after intervention are shown in Table 1. Table 1 shows that after the news communication entertainment intervention, the scores of mental anxiety, depression and stress mood of the participants have been reduced, and the stress mood of the participants has gradually decreased from the greater pressure before the intervention to the slight pressure after the intervention, indicating that the news communication entertainment can significantly alleviate the mental pressure of each body.

**Table 1.** Changes of mental stress before and after intervention

Index	Working personnel		Community residents	
	Before intervention	After intervention	Before intervention	After intervention
Anxious (0-80)	66.12±1.72	43.87±1.27	67.18±1.77	45.15±1.31
Depressed (0-80)	66.27±1.83	42.19±1.17	64.39±1.69	41.76±1.22
Mental stress (0-10)	7.26±1.04	3.01±0.84	8.07±1.01	3.11±0.87

**Conclusions:** With the development of society, under the influence of the changing external environment, people are prone to mental pressure that cannot adapt to social changes. Therefore, alleviating social mental pressure is a necessary measure to maintain the harmonious development of society. The study proposes to use the entertainment of news communication to help individuals alleviate



personal anxiety and reduce mental stress. From the evaluation results, it can be found that under the premise of entertainment of news communication, the mental stress of all testers has been significantly reduced. Therefore, in view of social spiritual pressure, appropriate reform and innovation of relevant industries under the background of new media to help individuals alleviate inner communication is not only an important measure to promote social development, but also a driving force to help social residents establish good psychological tolerance.

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## RESEARCH ON THE EMBODIMENT OF SINO AMERICAN ELEMENTS IN MODERN ADVERTISING DESIGN AND THE IMPACT OF ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

Huan Huang<sup>1,2,3</sup> & Jian Yang<sup>1\*</sup>

<sup>1</sup>Tongren University, Tongren 554300, China

<sup>2</sup>Hunan University, Changsha 410082, China

<sup>3</sup>Guangxi Arts University, Nanning 530022, China

**Background:** Psychological anxiety is a common negative psychological emotion. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In the social environment, the social masses will feel the pressure in different directions. Because the development of science and technology continues to drive the social development, the pressure that individuals need to bear in the society is also increasing. The existence of pressure always affects the normal life of students. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. In order to alleviate the psychological anxiety of social groups, a large number of treatment methods have been proposed in psychology, including hypnotherapy and incentive therapy. In the process of hypnosis, psychologists will promote patients to enter deep sleep through hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. However, for social groups, the above two one-to-one treatment methods cannot achieve rapid and effective relief of social anxiety.

With the changes in the living needs of social groups, psychologists began to try to alleviate the psychological anxiety of the social masses. Some studies proposed to improve the advertising communication effect through advertising design. Therefore, to divert attention from the psychological anxiety of the social masses, it will affect the anxiety in the never alleviated period. However, in the empirical analysis, it is found that the traditional advertising design is difficult to meet the psychological needs of the audience. Therefore, how to integrate modern elements into advertising design is a key breakthrough in this research direction. At the same time, some psychological studies have found that the external expression in aesthetic elements can distract the attention of patients with psychological anxiety to a certain extent, and need to carry out psychological construction. Summarizing the previous research findings, in order to quickly and effectively alleviate social psychological anxiety, the research proposes to fully reflect its aesthetic elements in modern advertising design to help the audience carry out psychological construction and reduce the current situation of psychological anxiety among the social masses, in order to provide theoretical support for the harmonious development of society.

**Objective:** Explore the types of aesthetic elements in modern advertising design, analyze the importance of aesthetic elements in modern advertising design, explore the correlation between modern advertising design and audience psychological anxiety, and put forward the embodiment strategy of aesthetic elements in modern advertising design to alleviate audience psychological anxiety.

**Subjects and methods:** Taking 1000 residents in five communities of a city as the research object, including 527 males and 473 females, aged from 18 to 65, the psychological anxiety of all residents was counted, and the residents were divided into mild anxiety group, moderate anxiety group and severe anxiety group according to their psychological anxiety. Through expert interviews, formulate the aesthetic element embodiment strategy in modern advertising design, and evaluate the anxiety score changes of mild anxiety group, moderate anxiety group and severe anxiety group under the influence of aesthetic element

embodiment strategy in modern advertising design, using SPSS24.0 for data difference analysis.

**Results:** The differences of anxiety scores of mild anxiety group, moderate anxiety group and severe anxiety group before and after strategic intervention are shown in Table 1. Table 1 shows that under the influence of the embodiment strategy of aesthetic elements in modern advertising design, the psychological anxiety scores of participants in each group were significantly reduced, and the test found that the difference in anxiety scores before and after the intervention was statistically significant ( $P < 0.05$ ).

**Table 1.** Anxiety changes of residents with different anxiety levels before and after intervention

Project	Mild anxiety	Moderate anxiety	Severe anxiety
Before intervention	45.57±1.71	59.12±2.01	68.45±2.77
After intervention	32.36±1.26	37.06±1.44	38.16±1.51
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** Under the premise of promoting the improvement of people's quality of life, social development also increases people's life pressure. At the same time, it is only the growing psychological anxiety of social groups. Aiming at the psychological anxiety of social residents, this paper puts forward to alleviate the psychological anxiety through the embodiment of aesthetic elements in modern advertising design. Through expert interviews, formulate the embodiment strategy of aesthetic elements, and apply the strategy to the resident test. It is found that after the aesthetic elements of modern advertising design are fully reflected, the psychological anxiety score of the testers shows a significant reduction. Therefore, in order to promote the harmonious development of society, aiming at the psychological anxiety of social groups, we can alleviate the psychological anxiety of the audience by optimizing the advertising design and using the communication effect of advertising.

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## RESEARCH ON THE INFLUENCE OF THE APPLICATION OF INTERNET OF THINGS INFORMATION IMAGE PROCESSING TECHNOLOGY ON THE ANXIETY OF CONSTRUCTION WORKERS

Liqin Ji\* & Wei Shi

*Anhui Xinhua University, Hefei 230088, China*

**Background:** Anxiety disorder is a kind of psychological negative emotion. In psychology, anxiety disorder is defined as psychological anxiety. When individuals have anxiety disorder, they will show obvious emotional and behavioral changes. From the perspective of psychology, the generation of anxiety is the negative emotion produced by individuals under the influence of the environment. The generation of anxiety will also breed individuals to produce depression, anxiety and other emotions, which will seriously hinder individuals' daily life and work. From a large number of psychological studies, we can know that most anxiety emotions in work are affected by many factors, including genetic factors and working environment, in which working environment is considered to be the risk factor of anxiety. Anxiety disorder has always been one of the important mental health problems concerned by all sectors of society. In psychology, the treatment of anxiety disorder is usually hypnosis or verbal stimulation. However, the research also points out that although hypnosis and verbal motivation are more effective treatment methods for anxiety disorders at present, the specific effects of hypnosis and verbal motivation do not have long-term effectiveness for workers in different industries. Therefore, how to effectively alleviate the anxiety of social employees in social development is of great significance.

In social development, the development of the construction industry on the one hand promotes the development of the national economy, on the other hand increases the work pressure of construction workers, resulting in construction workers' anxiety. In the construction process, the emotional anxiety of construction personnel is mainly manifested in the lack of sense of security, inattention and lack of self-confidence. Under the influence of anxiety, the lack of sense of security of construction personnel leads to the inability of construction personnel to concentrate on their work. The consequence of inattention is the detailed loopholes in the construction process, which reduces the project quality. The lack of self-confidence will lead to the inability of construction personnel to carry out construction work normally and reduce the efficiency of project construction. With the development of society, information technology also shows a rapid development speed. At the same time, with the in-depth research of 5G technology, the

Internet of things is gradually reflected in people's daily life. In order to reduce the working pressure of personnel in construction, some studies have proposed to apply the Internet of things information and image processing technology to construction. On the one hand, it is to reduce the workload of construction personnel through the convenient technology of Internet of things, and on the other hand, it is to improve the construction safety psychology of construction personnel through Internet of things image recognition. However, from the perspective of psychology, the impact mechanism of Internet of things information and image processing technology on construction workers' anxiety disorder is unknown. Therefore, for the purpose of alleviating construction workers' anxiety disorder, this study analyzes the impact of the application of Internet of things information and image processing technology on anxiety disorder.

**Objective:** The relief of anxiety disorder of construction workers is of great significance to the development of the construction industry. Therefore, the research explores the current situation of anxiety disorder of construction workers, analyzes the application status of Internet of things information image processing technology in construction, and explores the impact of the application of Internet of things information image processing technology in construction on the anxiety psychology of construction workers.

**Subjects and methods:** Taking the constructors in a construction project as the research object, 80 constructors were randomly selected, and the anxiety of constructors before the construction project was obtained by using the Self-rating Anxiety Scale. At the same time, with the consent of the project leader, inspect the application equipment of Internet of things information and image processing technology in the project construction, understand the application status of Internet of things information and image processing technology in the process of construction project, and evaluate the anxiety score changes caused by the use of Internet of things application equipment by construction personnel. Adopt SPSS24.0 software to statistically analyze the personnel film score in the construction process, and test the significance of the data difference.

**Results:** The changes of anxiety scores of 80 construction workers are shown in Table 1. It can be seen that due to the long-term application of Internet of things information and image processing technology in construction, the anxiety scores of construction workers continue to decline, and the comparison with the average anxiety scores of construction workers shows that the score results obtained in this study are significantly lower than the average value.

**Table 1.** Changes of anxiety psychology of construction workers

Project	1 month	3 months	End
This study	65.57±1.71	59.12±2.01	48.45±2.77
Average value	67.36±1.26	65.06±1.44	60.16±1.51
<i>P</i>	>0.05	<0.05	<0.05

**Conclusions:** The construction industry is an important pillar of China's economic development, so it is of great significance to improve the quality of construction. In the research, the application status of Internet of things information image processing technology in construction projects is analyzed, and the anxiety of construction workers in the application of Internet of things information image processing technology is evaluated. The results show that with the long-term use of Internet of things information and image processing technology, the anxiety score of construction workers begins to be gradually lower than the average value of anxiety in construction, and the anxiety performance of construction workers is also decreasing. Therefore, in order to promote economic development and improve the work quality of the construction industry, under the background of information technology, it is necessary to improve the use frequency of new equipment of construction personnel to reduce their anxiety.

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## ANALYSIS ON PSYCHOLOGICAL PROBLEMS AND SOLUTIONS OF TRADITIONAL ART DESIGN AND MODERN ART TEACHING MODE

Jing Jiang

*Shanghai Publishing and Printing College, Shanghai 200093, China*

**Background:** College students have high psychological pressure and poor psychological quality, so they

are prone to serious psychological negative emotions. Among the negative psychological emotions, anxiety is a more serious psychological problem. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. In addition, the psychological problems of college students also include depression. Depression is a more serious disease in psychological disorders. It is a psychological disease that patients have a deviation in their cognition of social things under the influence of depression, pessimism and other negative emotions. When college students suffer from depression, their cognitive bias is more serious. In order to end the pain and confusion, they often have the idea of suicide. Therefore, alleviating the psychological problems of college students is an important step to ensure the normal growth and development of students.

Some psychological studies have proposed that artistic design and aesthetic expression can alleviate students' negative psychological emotions to a certain extent. Generally speaking, artistic works can enable the audience to obtain an aesthetic feeling, so that the audience can obtain the emotional resonance with the art creator. Art designers can realize the emotional interaction with the audience, so as to awaken the audience's past or current cognition and memory, stimulate emotional feedback, meet the audience's emotional needs and create more value. Therefore, modern art design is often used in the adjuvant treatment of cognitive impairment. However, the form of modern art design is relatively single, the audience is prone to aesthetic fatigue, and most modern art design is westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern art works. After a lot of research and evidence collection, it is found that the combination of traditional art design and modern aesthetics can more deeply display the artistic connotation, and can more effectively promote the development of students' psychological quality. Therefore, the research combines traditional art design with modern aesthetics, and puts forward the integrated teaching mode to dredge students' psychological problems, in order to provide theoretical support for the positive development of college students.

**Objective:** Understand the application status of traditional art design in contemporary society and the application status of modern art teaching in college education, analyze the psychological problems of college students, and put forward relevant measures to solve the psychological problems of students.

**Subjects and methods:** 100 students in a university were selected as the research object to investigate their psychological problems, including their anxiety and depression. The teaching mode integrating traditional art design and modern art is adopted to dredge students' psychological problems. The teaching time is 6 months. During the teaching period, all students are regularly evaluated. The evaluation content is students' anxiety score and depression score. Analyze the changes of students' psychological problems in the teaching process, and judge the impact of the teaching mode integrating traditional art design and modern art on students' psychological problems.

**Results:** The statistical changes of all students' psychological problems are shown in Table 1. It can be seen from Table 1 that with the deepening of integrated teaching, students' depression scores and anxiety scores show significant score differences. Statistical analysis of the scores of students' psychological problems after 6 months of teaching and before teaching showed that there was a significant difference between the scores of students at the end of teaching and before teaching ( $P < 0.001$ ).

**Table 1.** Changes of students' psychological problems before and after teaching

	0 month	1 months	2 months	4 months	6 months
SAS score	64.45±3.19	61.32±2.97	57.45±2.13*	47.53±1.98*	35.95±1.77**
SDS score	70.42±2.77	65.43±2.18	59.39±2.01*	45.97±2.34*	36.01±1.45**

Note: \* refers to the comparison with that before teaching,  $P < 0.05$ ; \*\* compared with that before teaching,  $P < 0.001$ .

**Conclusions:** The psychological problems of college students have always been an urgent problem to be solved in college education. How to find a solution in line with the development of the times from the traditional solutions is the key breakthrough object in the current psychological research. Based on traditional art design and modern art education, the study puts forward a combination of the two psychological problem solutions. Under the influence of the integration program, students' anxiety and depression scores gradually decrease, and there is a significant difference at the end of teaching and before teaching. The above results show that in college teaching, we should properly combine traditional art with modern art and formulate a more comprehensive teaching plan, which will help alleviate students'

psychological problems and promote students' healthy growth.

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## STUDY ON THE ALLEVIATING EFFECT OF RURAL TOURISM CULTURE ON RESIDENTS' ANXIETY

Hong Li

*Shandong College of Tourism and Hospitality, Jinan 250200, China*

**Background:** According to the relevant research of psychology, Anxiety psychology is a common negative psychological emotion in society. Generally speaking, the changes of inherent attributes in the environment or the activities of surrounding groups will cause psychological anxiety to a certain extent. Psychological anxiety is the most common negative psychological emotion. The common clinical symptoms are anxiety, anxiety and depression. Patients with severe anxiety disorder will gradually turn their anxiety into paranoia and appear the illusion of persecution. The existence of anxiety psychology seriously endangers people's physical and mental health. With the development of society, tourism has gradually affected people's yearning for daily life. Therefore, for the anxiety of social residents, some studies have gradually begun to apply tourism culture. However, the known application effect of tourism culture is limited. How to improve the effect of tourism culture on residents' anxiety relief is the focus of current research.

Tourism is a preference for people to pursue high-quality conditions in modern life, and has gradually developed into an indispensable part of life driven by economic growth. And from the development trend of tourism in recent years, it gradually presents a diversified pattern. More and more people take tourism as a way of entertainment in life. In tourism, cultural output is the key content of tourism. Generally, tourism integrates culture into the tourism characteristics generated in tourism. At the same time, local tourism is used as the intermediate carrier and culture is used as the material output to attract tourists to participate in tourism consumption, promote the economic development of tourism scenic spots and achieve the purpose of spreading regional culture. From the perspective of tourist psychology, tourism includes four main psychologies: novelty seeking, difference seeking, pleasure seeking and knowledge seeking. In the psychology of seeking novelty of tourists, tourists, as the main consumers of scenic spots, have been in the noisy environment of the city for a long time. Therefore, a large number of tourists locate the tourism location as a natural ecological area with unique culture, that is, tourists need to meet their own novelty in tourism viewing. The difference seeking psychology of tourists is to seek differences in tourism. What is shown in tourism is the cultural differences in different regions. Therefore, the difference seeking characteristic of tourists' psychology in tourism is mainly to seek the difference of cultural experience. In the pleasure-seeking psychology of tourists, starting from the core idea of tourism, tourism can bring happiness to individuals. Tourism needs to provide tourists with more connotative happiness with the help of cultural atmosphere, and it also needs to bring more distinctive psychological needs of happiness to tourists on the basis of conventional tourism. From the perspective of seeking knowledge, because a large number of tourists will understand the culture of the scenic spot to a great extent during tourism, for scenic spots, tourists will want to get in touch with the local traditional culture. Therefore, from the psychological research, we can see that it is feasible to use tourism culture to help social residents alleviate their emotional anxiety. In the research, based on rural tourism, we put forward residents' anxiety mitigation strategies to provide reference for social development.

**Objective:** This paper analyzes the psychological connotation of rural tourism culture, puts forward the impact of rural tourism culture on social residents' anxiety, and puts forward the communication strategies of rural tourism culture, so as to provide reference for the further alleviation of residents' anxiety.

**Subjects and methods:** Taking a rural scenic spot as the research environment, 100 tourists are randomly selected to understand the number of times tourists have participated in rural tourism in the past. They are divided into groups according to the number of times tourists have participated in rural tourism, which are groups a, B and C. In group A, the number of tourists participating in rural tourism is 0, group B is 1, and group C is 2 or more. Evaluate the changes and differences of tourists' anxiety before and after the current rural tourism, construct rural tourism culture communication strategies, and understand the changes of residents' anxiety under the influence of rural tourism culture communication strategies through telephone follow-up.

**Results:** The changes of emotional anxiety of all tourists are shown in Table 1. In the current tourism test, the anxiety scores of tourists after entering the scenic spots are significantly lower than before. Through the follow-up survey, it is found that under the influence of rural tourism culture communication strategy,

the anxiety scores of tourists can be further alleviated.

**Conclusions:** The harmonious development of society is inseparable from the promotion ability of social residents. Therefore, alleviating the emotional anxiety of social residents will promote social development and economic growth. In order to meet the psychological needs of social residents, this paper puts forward the use of rural tourism culture communication to further alleviate the emotional anxiety of social residents. The test evaluation shows that the anxiety of social residents in rural tourism has decreased significantly, and can be further reduced under the influence of rural tourism culture. Therefore, in view of the emotional anxiety of social residents, we should use tourism culture to meet their psychological needs, so as to resolve negative emotions and promote social development.

**Table 1.** Anxiety scores of social residents in different time periods

Project	Before traveling	After traveling	Follow-up
A	67.77±2.05	56.84±1.87	41.15±1.45
B	61.83±2.12	52.38±1.83	42.141±1.65
C	57.38±2.01	58.36±1.43	32.19±1.18

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## REFLECTIONS ON THE ANXIETY OF COLLEGE STUDENTS IN IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW MEDIA ERA

Wei Li

*Nanjing Institute of Tourism & Hospitality, Nanjing 211100, China*

**Background:** With the continuous progress of the times, the requirements for college students are becoming higher and higher. Nowadays, how to strengthen the moral, intellectual, physical, aesthetic and labor development of college students has become a concern of the whole society. University is an important turning stage for students. During the university period, students began to initially contact the society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. Some students are affected by some bad ideas, distorted value orientation, lack of sense of social responsibility and vague ideals and beliefs, resulting in poor mental health. When facing various pressures, such as academic pressure, employment pressure and interpersonal pressure, they are also more likely to have negative emotions such as anxiety and depression. When these negative emotions are overstocked for a long time and cannot be alleviated and released, it will lead to psychological diseases, reduce students' psychological cognitive ability, and affect students' normal study and life. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional. Students' learning enthusiasm and interest are not high, which cannot play its role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve the level of mental health, which also leads to the anxiety of middle school students in the work of ideological and political education cannot be alleviated. Therefore, how to find a way suitable for contemporary young students' ideological and political education and solving students' anxiety in the development of the new era is very important.

In the development of the new era, new media came into being. The birth of new media has prompted the development of many industries. New media is the product of the new era. In the process of the continuous development of Internet technology, the media form has gradually changed from traditional paper communication to digital and network communication. At the same time, with the continuous development of information technology, new media will also usher in more significant changes. Driven by the new media era, colleges and universities have also begun to optimize teaching with the help of relevant contents of new media. Some studies have pointed out that with the support of new media, teaching courses have gradually expanded from conventional offline classroom teaching to online and offline collaborative teaching, further improving the teaching quality of teachers. At the same time, under the influence of new media, a large number of studies have pointed out that students' learning enthusiasm reflected in college learning is more significant, and the frequency of students' psychological anxiety in learning has also been reduced to a certain extent. Therefore, in view of the students' learning anxiety in the traditional ideological and political education, the research puts forward the use of new media teaching to improve the students' learning enthusiasm, so as to alleviate the students' anxiety, in order to put

forward reference opinions for the application of new media in colleges and universities.

**Objective:** The ideological and political education of college students is of great significance to the formation and future development of students' correct values. Therefore, the research explores the anxiety psychology of college students in ideological and political education, analyzes the alleviating effect of new media technology on students' anxiety psychology in the new media era, and puts forward the teaching scheme of ideological and political education in colleges and universities.

**Subjects and methods:** Taking 400 students in four grades of a university as the research object, the anxiety psychological status of students before the experiment is obtained by using the anxiety self-assessment scale. The idea of new media technology is introduced into the formulation of the curriculum scheme of ideological and political education in colleges and universities, and the formulated scheme is applied to the teaching practice of students. The teaching duration was set to 6 months. The anxiety of students was evaluated regularly in the teaching process, and the changes and differences of students' psychological anxiety scores before and after teaching were compared.

**Results:** The changes of anxiety scores of all students are shown in Table 1. It can be seen that in the ideological and political education of different grades, the teaching scheme integrating new media ideas can significantly reduce students' anxiety during learning, and it can be seen that with the increase of students' academic qualifications, students are more significantly affected. The score difference before and after teaching was statistically analyzed. The test results showed that the students' score before and after teaching was statistically significant ( $P < 0.05$ ).

**Table 1.** Psychological changes of middle school students' anxiety during teaching

Time (months)	0	2	4	6
Freshman	64.32±2.03	57.57±1.86	51.51±1.66	48.53±1.73*
Sophomore	63.92±2.17	56.38±1.77	50.38±1.68	45.61±1.82*
Junior	64.73±2.06	56.52±1.73	50.12±1.45	42.58±1.63*
Senior	63.44±2.13	55.72±1.81	49.19±1.62	39.87±1.34*

Note: \* indicates the difference between before and after teaching,  $P < 0.05$ .

**Conclusions:** The cultivation of college students' mental health is an important link in college education. How to improve the application effect of traditional ideological and political education is a problem to be solved in the development of colleges and universities. The research introduces the idea of new media technology to optimize the scheme of ideological and political education in colleges and universities, and applies it to students' teaching practice. The results show that under the influence of the new teaching scheme, students' anxiety psychology decreases significantly, and there is a significant difference from the score before teaching. Therefore, in the psychological relief of college students' anxiety, the introduction of products in the new era can more effectively reduce students' negative emotions and promote students' growth.

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## THE EFFECT OF THE CONSTRUCTION PATH OF AGRICULTURAL ECOLOGICAL CIVILIZATION IN YUNNAN ON THE EMOTIONAL COMMUNICATION BARRIERS OF TOURISTS

Wenrong Li<sup>1\*</sup>, Xia Chen<sup>1</sup>, Qingrui Li<sup>2</sup> & Yu Bi<sup>3</sup>

<sup>1</sup>Yunnan Agricultural University, Kunming 650201, China

<sup>2</sup>Yunnan Forestry Technological College, Kunming 650224, China

<sup>3</sup>Yunnan Agricultural University, Kunming 650224, China

**Background:** With the development of society, people's desire for tourism is increasing, and the number of tourists participating in tourism activities is also increasing. In the long-term tourism activities, a large number of tourists will have different degrees of mental diseases due to the inadaptability of the environment in the life of the scenic spot, among which the emotional communication disorder is the main

mental disease. Although tourism can relax tourists' mood, it is undeniable that long-term travel not only brings psychological relaxation, but also changes psychological needs to a certain extent, resulting in changes in tourists' emotional sustenance in life and emotional communication barriers. Affective communication disorder, also known as mood disorder, is a disease with long-term and serious emotional or mood changes caused by various reasons. The clinical manifestation of affective communication disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective communication disorder is repetitive, alternating and mixed. The clinical manifestations of affective communication disorder include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. In view of the obstacles of tourists' emotional communication in tourism, some psychological studies have pointed out that tourists can be helped to conduct psychological counseling by changing the ecological environment of scenic spots, so as to alleviate their negative psychological emotions. However, how to put forward targeted construction plans is not deeply discussed in the current research.

In a large number of studies, some scholars believe that the construction of rural agricultural scenic spots can alleviate the psychological emotions of tourists to a certain extent, and put forward that agricultural ecological construction can promote the development of scenic spots. In addition, some studies believe that in the construction of agricultural scenic spots, only the superficial construction and development of agricultural scenic spots is difficult to induce tourists in a deep psychological level, and it cannot alleviate the obstacles of tourists' spiritual and emotional communication to the greatest extent. On this basis, with the development of civilized cities and civilized villages, the awareness of environmental protection in different industries has been gradually strengthened. Some studies have proposed to build agricultural ecological civilization and promote the environmental optimization of agricultural scenic spots by optimizing the ecological civilization of agricultural scenic spots and maintaining species diversity. However, a large number of studies did not deeply explore the construction direction of agricultural ecological civilization, nor did they formulate mitigation plans for tourists' emotional communication barriers. Therefore, in order to alleviate the emotional communication barriers of tourists in tourism, taking rural Yunnan as an example, this paper puts forward the construction path of agricultural ecological civilization, puts forward reference opinions for the physical and mental development of tourists, and also provides a clear direction for the development of China's tourism industry.

**Objective:** Based on agricultural development, this paper analyzes the current situation of rural scenic spot construction in agricultural development, explores the current situation of tourists' spiritual communication obstacles in rural tourism, analyzes the correlation between rural agricultural ecological civilization construction and tourists' emotional communication obstacles, and puts forward the path of agricultural ecological civilization construction based on the mitigation of tourists' emotional communication obstacles.

**Subjects and methods:** Taking a rural scenic spot in Yunnan as the research object, randomly select the tourists who participate in the tourism activities of the local scenic spot within one month, evaluate the emotional communication barriers of all tourists, and select the tourists with emotional communication barriers. Analyze the influencing factors of tourists' emotional communication barriers included in the study, formulate the construction path of Yunnan agricultural ecological civilization in combination with the current situation of the construction of agricultural ecological civilization, and analyze the impact of the construction path on tourists' emotional communication barriers.

**Results:** The number of tourists participating in the evaluation was 5792, and 78 patients with emotional communication disorder were included in the study. The construction scheme was formulated according to the influencing factors of patients' emotional communication disorder. The correlation between the evaluation construction scheme and tourists' emotional communication disorder is shown in Table 1. Table 1 shows that the proposed agricultural ecological civilization construction path has a great impact on the emotional expression, communication ability and cognitive ability of patients with emotional communication disorder, and it can be seen that there is a significant positive correlation between the performance of the construction path and emotional expression, communication ability and cognitive ability.

**Conclusions:** With the development of society, tourists' psychology is constantly changing in tourism activities. How to alleviate tourists' mental disorders in tourism is very important. In the study, aiming at the spiritual communication barriers of tourists, taking rural tourism in Yunnan as the research object, by analyzing the correlation between the spiritual communication barriers of tourists and agricultural ecological civilization, this paper puts forward the construction scheme of agricultural ecological civilization, and analyzes the spiritual changes of tourists under the influence of the scheme. The results show that the emotional expression, communication ability and cognitive ability of tourists in spiritual communication are positively affected by the construction of agricultural ecological civilization. Therefore,



in the development of tourism, in order to help tourists, alleviate their mental diseases, the tourism industry needs to make protective improvement for the local environment, so as to promote economic development.

**Table 1.** Correlation analysis between ecological civilization construction and spiritual communication barrier

Project	Performance of construction path	Emotional expression	Communication skills	Cognitive ability
Performance of construction path	1	-	-	-
Emotional expression	0.375	1	-	-
Communication skills	0.441	0.501	1	-
Cognitive ability	0.396	0.434	0.429	1

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON EMPLOYMENT ANXIETY IN PROMOTING EMPLOYMENT IN COLLEGES AND UNIVERSITIES

Xin Li

*Nanjing Institute of Tourism & Hospitality, Nanjing 211100, China*

**Background:** When students bid farewell to their high school career and enter the university, it symbolizes that student have entered a new stage of life. In the university period, students began to contact with society, observed more things and received more and more complex ideas. At this time, college students’ ideas have not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in the society. The interpersonal communication and teacher-student relationship in universities are also very different from those in senior high schools. Some college students cannot adapt to the transformation of this relationship and become silent and poor in communication. In addition to dealing with academic and interpersonal relationships, college students also need to face a practical problem - employment. College students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very prone to employment anxiety. Moderate employment anxiety can enable students to set learning goals and improve learning efficiency and effort. However, excessive anxiety will cause students to have psychological diseases, which will affect the secretion of students’ body hormones, lead to the impairment of students’ physical and mental health, affect students’ normal life and study, and make students have the idea of abandoning themselves, which is not conducive to the healthy development of college students. Therefore, the means to alleviate college students’ employment anxiety has always been the focus of people from all walks of life.

In the education system of colleges and universities, ideological and political education is an important course to alleviate students’ negative emotions, strengthen students’ ideological construction and improve students’ mental health level. However, the traditional teaching mode of Ideological and political education has many defects, and the effect of alleviating students’ employment anxiety is not significant, which still needs some innovation and improvement. Positive psychology is a new psychological discipline called psychological revolution. Positive psychology advocates the positive orientation of psychology, which mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. It can be seen that positive psychology is highly consistent with ideological and political education in colleges and universities. Therefore, based on positive psychology, the research innovates and improves the teaching mode of ideological and political education in colleges and universities, so as to improve the teaching effect of ideological and political

education, alleviate students' employment anxiety and ensure the healthy development of college students.

**Objective:** College students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very prone to employment anxiety. Positive psychology is highly consistent with ideological and political education in colleges and universities. Therefore, based on positive psychology, the research innovates and improves the teaching mode of Ideological and political education in colleges and universities, so as to improve the teaching effect of Ideological and political education, alleviate students' employment anxiety and ensure the healthy development of college students.

**Subjects and methods:** 80 students suffering from employment anxiety in a university were selected as the research object. The degree of employment anxiety of students was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90), and the teaching effect of innovative ideological and political teaching model was evaluated by the examination results of Ideological and political education.

**Research design:** Using the random number table method, 80 students were randomly divided into research group and control group, with 40 people in each group. Among them, the students in the research group used the innovative ideological and political education teaching mode based on positive psychology, and the students in the control group used the traditional ideological and political education teaching mode. After a period of time, the test scores of ideological and political educations and the degree of employment anxiety of the two groups of students were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After teaching, the degree of anxiety and depression of the students in the study group decreased significantly ( $P < 0.05$ ). The anxiety and depression of the control group had no significant change ( $P > 0.05$ ), and was significantly worse than that of the study group ( $P < 0.05$ ). As shown in Table 1.

**Table 1.** Changes of anxiety and depression in the two groups

Grouping	Quantity (example)	SAS score		SDS score	
		Before teaching	After teaching	Before teaching	After teaching
Research group	40	65.44±5.32	43.42±9.62*	68.11±1.88	46.93±2.35*
Control group	40	64.57±7.05	57.96±7.77*	68.85±2.54	55.24±4.01*
<i>P</i>	-	0.863	0.001	0.701	0.010
<i>t</i>	-	0.204	8.892	0.232	4.439

Note: \* $P < 0.05$  compared with that before teaching.

**Conclusions:** College students are at the junction of study and employment, and face the dual pressure of study and employment. Therefore, they are very prone to employment anxiety, which is not conducive to the healthy development of college students. Ideological and political education is an important course to alleviate students' negative emotions, strengthen students' ideological construction and improve students' mental health level. However, the traditional teaching mode of ideological and political education has many defects, and the effect of alleviating students' employment anxiety is not significant. Positive psychology is highly consistent with ideological and political education in colleges and universities. Therefore, based on positive psychology, the research innovates and improves the teaching mode of ideological and political education in colleges and universities, so as to improve the teaching effect of ideological and political education, alleviate students' employment anxiety and ensure the healthy development of college students.

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## RESEARCH ON THE INFLUENCE OF THE RESCUE, EXCAVATION, SORTING AND INHERITANCE OF JIDONG FOLK SONGS ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Yuanyuan Li

Tangshan Normal University, Tangshan 063000, China

**Background:** Jidong folk song is one of the most important components of Hebei Folk music culture,

which reflects the profound historical heritage and humanistic style of Hebei. Jidong folk songs are characterized by rich content, diversified themes, beautiful tunes, brightness and simplicity. As an important intangible cultural heritage in Eastern Hebei, the inheritance of Eastern Hebei Folk Songs is very important. In recent years, Jidong folk songs are aging gradually, lack the participation of youth force, and the inheritance and protection work cannot progress. Many fans of Jidong folk songs are worried about this phenomenon. When the current situation of Jidong folk songs cannot be changed for a long time, and the anxiety of Jidong folk song audience cannot be alleviated and released, over time, it will lead to psychological anxiety of Jidong folk song audience. The psychological anxiety of the audience of Jidong folk songs is mainly because they are worried about the inheritance and protection of Jidong folk songs, resulting in negative emotions such as anxiety, sadness, tension, panic and trouble. Excessive anxiety will cause the audience to have physiological or emotional diseases, such as panic disorder and generalized anxiety disorder, which will greatly damage the physical and mental health of patients, seriously affect the normal life, study and work of the audience, and bring a heavy burden to the society and the audience's family. Therefore, measures and strategies need to be taken to rescue, excavate, sort out and inherit Jidong folk songs, so as to alleviate the anxiety of the audience.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on social psychology, this study analyzes the problems existing in the inheritance and protection of Jidong folk songs, and puts forward strategies to improve it, so as to better inherit and protect Jidong folk songs, so as to alleviate the psychological anxiety of the audience.

**Objective:** Many fans of Jidong folk songs have negative emotions such as anxiety, sadness, tension, panic and trouble about the gradual aging of Jidong folk songs. Over time, they will suffer from psychological anxiety. Based on social psychology, this study analyzes the problems existing in the inheritance and protection of Jidong folk songs, and puts forward strategies to improve it, so as to better inherit and protect Jidong folk songs, so as to alleviate the psychological anxiety of the audience.

**Subjects and methods:** 50 Jidong folk song audiences suffering from psychological anxiety were selected as the research objects in the two regions. The psychological anxiety of the audience was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS).

**Research design:** The two regions are divided into research group and control group. The research group adopts the strategy proposed by the research to carry out the inheritance and protection of Eastern Hebei Folk Songs, while the control group adopts the traditional strategy to carry out the inheritance and protection of Eastern Hebei Folk Songs. After a period of time, compare the mental anxiety of the two groups.

**Methods:** Using Excel software and SPSS22.0 software to process and analyze relevant data.

**Results:** Before the inheritance and protection of Jidong folk songs, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After a period of work, the SAS score of the audience in the study group decreased significantly compared with that before the work ( $P < 0.05$ ), and the SAS score of the audience in the control group did not change significantly compared with that before the work ( $P > 0.05$ ), and was significantly higher than that of the audience in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** The degree of psychological anxiety of the two groups of audiences

Timing	SAS Score		t	P
	Research group	Control group		
Before working	65.1±4.9	65.3±5.2	0.157	0.721
After working	45.0±2.8	63.3±4.7	6.417	0.011
t	7.263	1.014	-	-
P	0.001	0.532	-	-

**Conclusions:** In recent years, the folk songs in Eastern Hebei are aging gradually, and the inheritance and

protection work cannot progress due to the lack of participation of youth forces. Many audiences of Jidong folk songs suffer from psychological anxiety. Excessive anxiety will cause great damage to patients' physical and mental health, seriously affect patients' normal life, study and work, and bring a heavy burden to society and patients' families. Based on social psychology, this study analyzes the problems existing in the inheritance and protection of folk songs in eastern Hebei, and puts forward strategies to improve them. The experimental results showed that there was no significant difference in SAS scores between the two groups before the inheritance and protection of Jidong folk songs ( $P > 0.05$ ). After a period of work, the SAS score of the audience in the study group decreased significantly compared with that before the work ( $P < 0.05$ ), and the SAS score of the audience in the control group had no significant change compared with that before the work ( $P > 0.05$ ), and was significantly higher than that of the audience in the control group ( $P < 0.05$ ). Therefore, the improvement strategy based on social psychology can effectively alleviate the psychological anxiety of the audience.

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## EFFECTS OF AIR POLLUTION ON PHYSICAL AND MENTAL HEALTH OF URBAN RESIDENTS

Ying Geng

*Honghe University, Mengzi 661100, China*

**Background:** In the process of China's social and economic development, industrial technology has developed rapidly, and the number of heavy industrial enterprises has also increased year by year, which has greatly improved the process of China's industrialization. But the following environmental pollution and air pollution have also become the main social problems in recent years. Many previous studies have shown that air pollution will have a great impact on the health of urban residents, mainly in the respiratory system, cardiovascular system, nervous system and so on. The damage of physical function will make residents feel pain and irritability, and then damage their mental health, resulting in residents suffering from various mental diseases, such as anxiety, depression, mental disorder, will disorder and so on. When residents' physical and mental health is at a low level for a long time, it will lead to a significant impact on residents' normal life, study and work, and make patients lose confidence in life, resulting in negative psychology such as self-mutilation and suicide, which seriously affects the harmonious development of family and society. Therefore, it is of great significance to study the impact of air pollution on the physical and mental health of urban residents, the treatment of urban air pollution and the treatment of mental diseases of urban residents.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the learning and the learning situation are always consistent. Based on cognitive psychology, this study discusses the cognition of urban residents on air pollution, as well as the impact and impact mechanism of air pollution on urban residents' physical and mental health, so as to provide constructive suggestions for the treatment of urban residents' mental diseases and the treatment of urban air pollution.

**Objective:** Air pollution will have a great impact on the physical health of urban residents, make them feel painful and irritable, and then damage their mental health, resulting in residents suffering from various mental diseases, such as anxiety, depression, mental disorder, will disorder and so on. Based on cognitive psychology, this study discusses the cognition of urban residents on air pollution, as well as the impact and impact mechanism of air pollution on urban residents' physical and mental health, so as to provide constructive suggestions for the treatment of urban residents' mental diseases and the treatment of urban air pollution.

**Subjects and methods:** 50 residents were selected from a city with serious air pollution and 50 residents

from a city B with light air pollution. Symptom Checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (Chinese version) (CPSS) were used to evaluate the mental health of the subjects.

**Research design:** Take the research object of city B as the research group and the research object of city a as the control group. The two groups of subjects were followed up for 3 months to compare the changes of physical and mental health of the two groups.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** The experimental results showed that the total scores of tensions, loss of control and stress perception in CPSS of urban residents in the study group were significantly lower than those of urban residents in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** CPSS of two groups of subjects

Classification	Group		<i>t</i>	<i>P</i>
	Research	Control		
Thrill	16.11±5.88	19.34±4.21	7.432	0.000
Sense of loss of control	15.76±5.12	26.65±4.84	9.465	0.000
Total score of stress perception	31.87±10.53	45.99±7.42	9.415	0.000

**Conclusions:** Air pollution has become a major social problem in recent years. Many previous studies have shown that air pollution will have a great impact on the physical health of urban residents, make residents feel painful and irritable, and then damage the mental health of residents, leading to residents suffering from various mental diseases. Based on cognitive psychology, this study discusses the cognition of urban residents on air pollution, as well as the impact and mechanism of air pollution on the physical and mental health of urban residents. The results showed that the total scores of tensions, loss of control and stress perception in CPSS of urban residents in the study group were significantly lower than those of urban residents in the control group ( $P < 0.05$ ). Therefore, based on cognitive psychology, exploring the impact and impact mechanism of air pollution on the physical and mental health of urban residents can provide constructive suggestions for the treatment of mental diseases of urban residents and the treatment of urban air pollution.

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## ON THE ALLEVIATING EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION IN ENGLISH CURRICULUM ON COLLEGE STUDENTS' ANXIETY SYMPTOMS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Lin Lin

*Guangxi Minzu University, Nanning 530006, China*

**Background:** Anxiety disorder is a common mental disease among the national population in China. It refers to the negative and complex emotional states such as tension, anxiety, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as feeling of dying, feeling of loss of control, feeling of mental breakdown, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, vertigo, etc. Secondly, there is generalized anxiety disorder, which is divided into mental anxiety, somatic anxiety and motor anxiety symptoms of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. College students are in a critical period of growth, development, mental health quality and personality formation, and their physical function gradually tends to mature, but the development of individual psychology lags behind. After changing from middle school life to college life, due to the drastic changes of learning environment, learning mode and social relations, a considerable number of college students cannot quickly adapt to college life, resulting in anxiety in their hearts. Experts and scholars in the industry have conducted a lot of research to deal with the anxiety of college students. Most of them suggest that schools set up special psychological counseling departments or gradually special psychological counseling teams, but this method requires more school management resources and funds, and has low application value for schools with weak operation strength. Therefore, this study attempts to analyze the impact of integrating ideological and political education with mental health education into college basic courses on college students' anxiety psychology.

**Objective:** To explore the influence of Integrating Ideological and political education into college English teaching on college students' anxiety through face-to-face interview, consulting relevant literature and carrying out teaching experiments. According to the research results, this paper puts forward some countermeasures that can reduce the severity of college students' anxiety, so as to provide some references for improving the mental health level of college students in China.

**Subjects and methods:** Select a representative domestic university in terms of teaching scale, teaching staff, etc., and then select 246 college students willing to participate in the experiment as the research object. These students are divided into experimental group and control group, with 123 college students in each group. Before starting the experiment, we need to make statistics on the basic information of the two groups of students to ensure that there is no significant difference in the basic information of the two groups of students. If there is a significant difference, we need to regroup or adjust the members of the group. Then let the two groups of students accept English course teaching. The professional content of the teaching should be completely consistent, and the teaching content of the students in the control group is not interfered by the research team. However, the teachers in the experimental group are required to integrate the content of ideological and political education as much as possible in the teaching process, and timely use psychological methods to dredge and adjust when the students have anxious performance. The teaching experiment lasts for one semester. Before and after the experiment, all subjects need to be tested by SAS (Self-rating Anxiety Scale) to understand the changes of students' anxiety psychology. Note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the teaching experiment and test, the effective data were entered into the computer and statistically analyzed to obtain Table 1.

**Table 1.** Statistics of SAS scores of subjects before and after teaching experiment

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	42.1 $\pm$ 3.8	42.8 $\pm$ 4.0	1.254	1.771
After the experiment	32.7 $\pm$ 4.8	43.0 $\pm$ 5.5	0.327	0.006
<i>t</i>	0.385	2.456	-	-
<i>P</i>	0.010	2.061	-	-

It can be seen from Table 1 that the *P* value of SAS score *t*-test of the two groups of students before the experiment is 1.771, which is greater than the significance level of 0.05. It is considered that the data difference is not significant. At the same time, it also proves that the personnel grouping of the research objects is reasonable and the subsequent statistical data are comparable. After the completion of English teaching experiment, the *P* value of SAS score *t* test of the two groups is 0.006, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the average score of the experimental group is 32.7, which is lower than 43.0 of the control group.

**Conclusions:** In order to deal with college students' psychological anxiety at low cost and efficiently, this study attempts to explore the integration of Ideological and political education into college English curriculum teaching, and designs an English comparative teaching experiment. The teaching experiment results show that the SAS score *t*-test *P* value of the two groups of students before the experiment is 1.771, which is greater than the significance level of 0.05. It is considered that the data difference is not significant. At the same time, it also proves that the personnel grouping of the research objects is reasonable and the subsequent statistical data are comparable. After the completion of English teaching experiment, the *P* value of SAS score *t*-test of the two groups is 0.006, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the average score of the experimental group is 32.7, which is lower than 43.0 of the control group. Obviously, the integration of Ideological and political education into college English curriculum can alleviate college students' psychological anxiety to a certain extent.

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## RESEARCH ON THE INFLUENCE OF COMPARATIVE ANALYSIS OF CHINESE AND KOREAN POPULAR CULTURE ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY UNDER THE EAST ASIAN CULTURAL CIRCLE

**Yang Lin\* & Yu Huan**

*Chonnam National University, Yeosu Campus 59626, Korea*

**Background:** Anxiety is a common high-level activity of human brain. Specifically, it refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental breakdown, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. Secondly, there is generalized anxiety disorder, which is divided into mental anxiety, somatic anxiety and motor anxiety symptoms of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. As we all know, the three outlooks, educational background and cultural background of human individuals will significantly affect their attitudes, ways of thinking and behavior when dealing with difficulties, and thus produce different psychological activities. Therefore, it can be seen that individuals influenced by different cultural backgrounds are likely to produce different psychological activities when facing the same thing. With the economic development of East Asia, the non-governmental exchanges between China and South Korea are gradually increasing, but the two countries have different East Asian subdivided mass cultures, which leads to a variety of conflicts between the two countries' nationals in communication and exchange. At the same time, research shows that one of the main reasons for these conflicts is the anxiety, anger and other bad psychology of the conflicting parties. Therefore, it is necessary to study the impact of Chinese and Korean culture on the psychology of the audience.

**Objective:** To understand the influence of Chinese and Korean popular culture on alleviating audience anxiety through Delphi method (also known as expert inquiry method), and to provide some useful suggestions for reducing folk communication conflicts between China and South Korea.

**Subjects and methods:** Firstly, through the collection and analysis of relevant literature, understand the impact of Chinese and Korean popular culture on alleviating the anxiety psychology of the audience, and then on this basis, use the expert inquiry method to consult the views and evaluation of experts on the research topic, as well as the impact level of each specific influencing factor on the anxiety psychology of the audience. The impact level is according to no impact, slight impact, general impact, obvious impact fully affects the five categories for evaluation, and give five integers of 1, 2, 3, 4 and 5 to quantify respectively, so as to improve the accuracy of statistical results. The expert group is composed of 58 East Asian cultural researchers, psychologists and East Asian experts. Send the sorted original materials (i.e., the preliminary conclusion data on the research topic obtained through the analysis of Literature) to the members of the expert group, and ask the members to evaluate and modify the materials. The research team summarized and sorted out the data fed back by the experts and sent it to the members of the expert group again for further evaluation. The inquiry cycle continued until the members of the expert group reached an agreement.

**Results:** After the last round of expert inquiry, the expert opinions were sorted out and Table 1 was obtained.

**Table 1.** Statistics of the evaluation results of the members of the expert group on the impact of Chinese and Korean mass culture on alleviating the psychological anxiety of the audience

Popular culture type	Influence factor	No effect	Slight impact	General impact	Obvious influence	Full impact
Chinese popular culture	Taoist psychology of inaction	2	13	25	14	4
	Self-reliance psychology based on atheism	1	5	12	29	11
Korean popular culture	Obedience based on colonial history	2	7	12	30	7
	Submissive psychology among social roles in the Confucian environment	5	13	24	12	4

The numbers in the cells in Table 1 represent the number of experts in the expert group who choose to alleviate the anxiety of the masses and the corresponding grade influence of a certain factor in popular culture. It can be seen from Table 1 that the expert group believes that "Taoism's psychology of inaction" and "self-reliance based on atheism" in Chinese mass culture are the main factors to alleviate the anxiety of the audience, "obedience based on colonial history" and "obedience between social roles of Confucianism" are the main factors to alleviate the anxiety of the people affected by Korean mass culture,

The number of expert groups whose influence level of the above influencing factors is “full influence” is 4, 11, 7 and 4 respectively.

**Conclusions:** In order to explore the influence of Chinese and Korean popular culture on alleviating the anxiety of their respective audiences under the East Asian cultural circle. This study through the collection and analysis of relevant literature to understand the main ways in which Chinese and Korean mass culture affects the audience’s psychology, and then designed and carried out a social experiment based on Delphi method. The experimental results show that the expert group believes that the “Taoist psychology of inaction” and “the psychology of self-reliance based on atheism” in Chinese mass culture are the main factors to alleviate the anxiety of the audience, “the psychology of obedience based on colonial history” and “the psychology of obedience between social roles of Confucianism” are the main factors to alleviate the anxiety of the people affected by Korean mass culture, The number of expert groups whose influence level of the above influencing factors is “full influence” is 4, 11, 7 and 4 respectively.

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## ANALYSIS ON INFLUENCING FACTORS OF ANXIETY OF ELECTROMECHANICAL EQUIPMENT CONTROL OPERATORS

Hui Liu\* & Liwei Niu

*Zhengzhou Railway Vocational & Technical College, Zhengzhou 451460, China*

**Background:** Anxiety psychology is a psychological state that is very easy to dredge the influence of external environmental factors. Many factors may affect individual anxiety psychology. First of all, family relations may have an impact on individual anxiety. In psychological theory, the harmony of family relations is conducive to the integrity of individual personality and the stability of psychological emotion. Family is the most important component of social support network and the basic guarantee for individual survival and development. When an individual’s family environment is bad, his own psychological stability will be severely affected by external changes, which will lead to anxiety. Secondly, changes in work and career may also cause individual anxiety. As the main economic source of individual survival and the main social way to realize social value, work and career are an important guarantee for individuals to be based on social groups in social psychology. Once there are drastic changes in work and career, it will lead to psychological pressure and frustration in front of the huge gap, and then lead to anxiety and psychological problems. Thirdly, the dilemma of interpersonal relationship may also lead to individual anxiety series. The normalization of interpersonal relationship represents the normalization of a person’s psychological relief path. Talking with close people around you and then talking to each other about the troubles and pressures in daily life can effectively ensure the normal relief of individual psychological pressure. Once there is no psychological relief brought by interpersonal relationship, Individuals are likely to accumulate psychological pressure due to the lack of channels to release psychological pressure, which leads to psychological anxiety. Mechanical and electrical equipment control operation is a post requiring precise operation, and psychological anxiety will lead to errors in the operation process of the operator, which will lead to the loss of the enterprise. Through the psychological anxiety control of the operator in the work, it can effectively intervene the generation of anxiety psychology of the operator, improve the work quality and ensure the work effect.

**Objective:** From the perspective of the source of individual anxiety, combined with the characteristics of high precision for employees’ operation in electromechanical equipment control posts, this study analyzes the influencing factors of anxiety of electromechanical equipment control operators, in order to provide relevant enterprises with an effective means to prevent employees’ psychological anxiety and indirectly reduce work errors caused by employees’ psychological factors, Improve the work quality of employees and provide intervention paths.

**Subjects and methods:** Electromechanical operators with different degrees of psychological anxiety were taken as the main research object. This study combines the random forest algorithm with the experimental intervention method. By classifying the types of anxiety of electromechanical equipment control operators, the experimental intervention method provides the basis for the classification of experimental objects. The experimental intervention experiment analyzes the influencing factors of anxiety of electromechanical equipment control operators through the way of intervention.

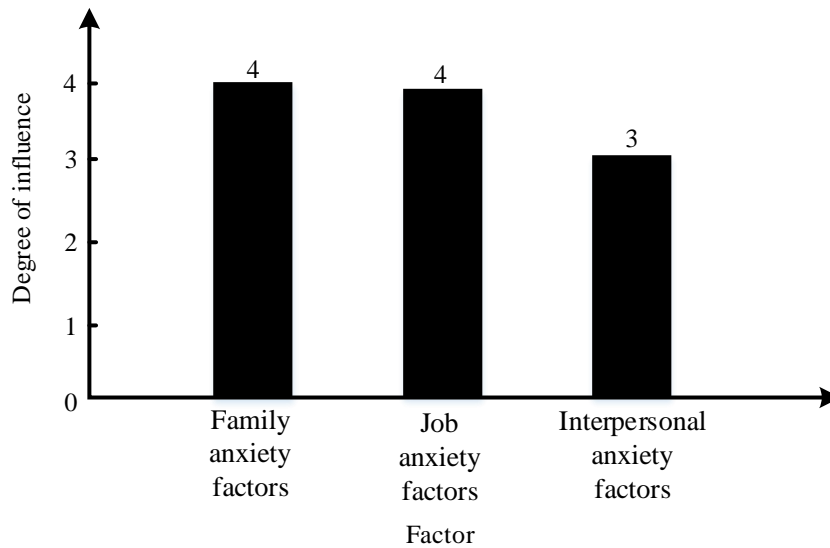
**Study design:** In this study, the random forest algorithm is applied to two types of classification, one is the group classification of anxiety types of electromechanical equipment control operators, and the other is the group classification of anxiety causes of electromechanical equipment control operators. Through the method of double classification, a research path of anxiety affected by anxiety event factors is established.



Then the experimental intervention method is used to test what characteristics of the intervention means are effective for the anxiety control of electromechanical equipment control operators.

**Methods:** In this study, Excel was used to make preliminary statistics on the anxiety of electromechanical equipment control operators, and SPSS software was used for further analysis.

**Results:** The specific results of the analysis on the influencing factors of anxiety of electromechanical equipment control operators are shown in Figure 1.



**Figure 1.** Analysis of consumer psychological factors

The family anxiety factors and work anxiety factors in Figure 1 have the most significant impact on the anxiety of electromechanical equipment control operators, forming a four-level impact. The influence of interpersonal anxiety factors on the anxiety of electromechanical equipment control operators is more obvious, forming a three-level influence. It can be seen that family anxiety factors and work anxiety factors are the main factors causing the anxiety of electromechanical equipment control operators.

**Conclusions:** Electromechanical equipment control has certain precision requirements, so the anxiety of electromechanical equipment control operators is likely to affect the work quality. Therefore, based on the theory of anxiety psychology, this study uses intervention experiment and random forest algorithm to analyze the classified intervention experiment. The results show that family anxiety factors and work anxiety factors have the greatest impact on the anxiety of electromechanical equipment control operators. Therefore, in the process of controlling the anxiety of electromechanical equipment control operators, we should focus on family anxiety factors and work anxiety factors, reduce the impact of relevant factors on electromechanical equipment control operators, and indirectly improve their work stability and work quality.

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## THE ROLE OF INFORMATION-BASED TEACHING IN REGULATING THE LEARNING ENTHUSIASM OF ANXIETY STUDENTS

Lin Liu<sup>1,2</sup>

<sup>1</sup>Nanjing University of Aeronautics and Astronautics, Nanjing 211100, China

<sup>2</sup>Jinling Institute of Technology, Nanjing 211100, China

**Background:** Anxiety disorder refers to the emotional and negative psychological state that individuals feel nervous, uneasy, frightened and so on when facing the coming threat in the future. This excessive anxiety is not only for the actual future threat, but also for the possibility of future threat, that is,

individuals think that the future threat is likely to come through imagination and feel worried about this threat. Therefore, in individual anxiety psychology, many worries are oriented to the future possibility of lacking specific objects. This future possibility may exist, but at present, there is no basis for it to happen. Students with such anxiety are in a state of high vigilance and high anxiety for a long time. In the individual psychological state, appropriate anxiety is conducive to the generation of students' psychological driving force. This driving force based on vigilance will make individuals perceive the existing threats more quickly, deal with the existing goals quickly, and improve students' behavioral motivation and ability. However, excessive and continuous anxiety may keep students in a state of psychological tension and fear, and have a bad impact on students' physical and mental health. And with the continuation of this anxiety, students' daily failure in their daily study and life will be emotionally amplified, which makes students more prone to frustration, self-confidence frustration and other emotions. At present, anxiety can be divided into two main types according to its overall characteristics: trait anxiety and state anxiety. Trait anxiety refers to an individual's anxious personality trait, which is stable to a certain extent and lasts relatively long. The other is state anxiety, which lasts shorter than trait anxiety and does not have the characteristics of stability. It is mostly temporary subjective emotions caused by real-life events. In order to reduce students' anxiety, we should start with the psychological intervention of different types of anxiety, so as to achieve the positive effect of students' anxiety in the process of learning.

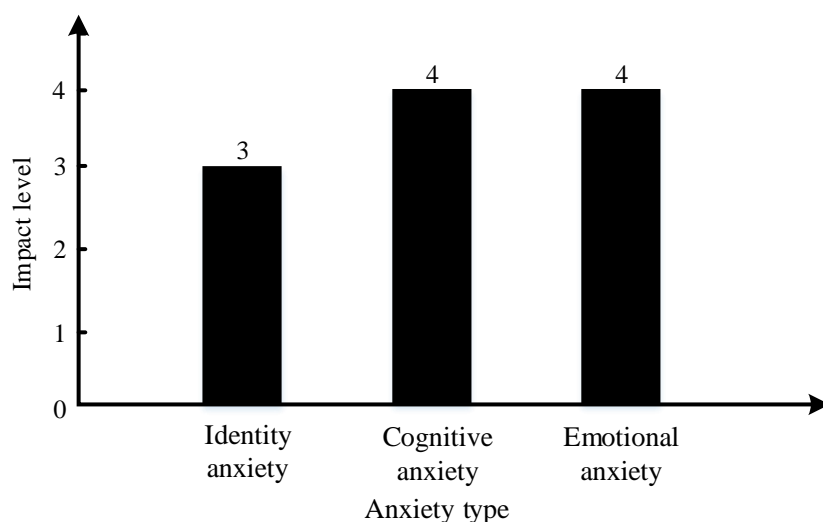
**Objective:** By exploring the scheduling effect of information-based teaching on the learning enthusiasm of anxiety students, this paper provides a theoretical basis for the psychological reform of information-based teaching mode, in order to intervene the psychological anxiety state of students in the teaching process, so as to help students get rid of the psychological influence of anxiety and improve their learning efficiency and learning quality.

**Subjects and methods:** This study combines the decision tree classification algorithm with the intervention experiment, classifies the anxiety characteristics of student groups through the decision tree classification algorithm, and carries out the intervention experiment for students with different characteristic groups on this basis.

**Study design:** This study uses the decision tree classification algorithm to classify the student groups with different anxiety disorder characteristics step by step according to the node characteristics. In the classification process, the different feature points of different types of anxiety disorder student groups are the decision nodes. The final classification results of the decision tree will be used in the intervention experiment. The research will be carried out in the way of designing information-based teaching strategies for anxiety disorders in the teaching process, and the psychological state and learning effect of students before and after the intervention will be statistically recorded.

**Methods:** This study uses Excel to sort out and count the research data, and uses SPSS software to classify and further analyze the data.

**Results:** The impact of information-based teaching on the learning enthusiasm of students with different types of anxiety disorders is shown in Figure 1.



**Figure 1.** Positive influence

As shown in Figure 1, the impact of information-based teaching on the learning enthusiasm of students with cognitive anxiety and emotional anxiety reaches level 4, that is, significant impact, and the impact on

the learning enthusiasm of students with identity anxiety reaches level 3, that is, significant impact. It can be seen that among the three different types of anxiety students, cognitive anxiety and emotional anxiety students are the main types positively affected by information-based teaching, while the learning enthusiasm of identity anxiety students is not significantly affected by information-based teaching, but it still has a significant impact.

**Conclusions:** In order to solve the problem of the impact of students' anxiety psychology on learning results in information-based teaching, this study adopts the combination of decision tree classification algorithm and intervention experiment to carry out intervention information-based teaching for students with different anxiety psychological characteristics. The results show that the informatization characteristics of informatization teaching, which is different from the traditional classroom teaching methods, provide students with a more personalized and dominant learning method, which can help students reduce the learning anxiety in the learning process, reduce the excessive consumption caused by students' anxiety psychology, help students improve their learning effect, improve the overall sense of learning experience, and create a learning atmosphere of assured learning and pleasant learning.

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## RESEARCH ON THE INFLUENCE OF ANXIETY PSYCHOLOGY OF COLLEGE TEACHERS AND STUDENTS ON TEACHING LABORATORY CONSTRUCTION AND SAFETY MANAGEMENT

Xin Liu

*China Jiliang University, Hangzhou 310018, China*

**Background:** In the modern high-speed social living environment, the teaching and learning life of college teachers and students will also be affected to some extent, resulting in anxiety. Anxiety refers to the stressful psychology that individuals recognize the threat of the current situation to themselves when facing realistic obstacles or difficult goals. This situation not only refers to the real situation, but also the hypothetical situation will lead to the anxiety of college teachers and students to a great extent, such as the psychological amplification of the current dilemma, or the aimless worry about the future dilemma. In the human psychological mechanism, appropriate anxiety psychology can improve the work and learning efficiency of college teachers and students to a certain extent, and then urge individuals to get positive feedback at the psychological level. After receiving positive feedback, individuals realize that difficulties are not insurmountable, and have a new understanding of their own ability at the present stage, so as to form a balance of individual psychological state. However, if individuals are in anxiety for a long time and are difficult to be liberated, it will cause serious psychological damage to college teachers and students, and then lead to excessive anxiety and form anxiety symptoms. Anxiety psychology is the source of other psychological diseases such as depression. Some studies have shown that many patients with anxiety disorders have a certain degree of depression and other complications. In the absence of intervention, long-term and excessive anxiety psychology will lead to individual loss of self-confidence, difficult to extricate themselves from aimless anxiety psychology, and then produce more psychogenic diseases. As an important part of safety in the university environment, the planning, construction and safety management of teaching laboratory often have a certain psychological impact on college teachers and students. Due to the long-term contact between college teachers and students and teaching laboratory, the concern about its safety is likely to be continuous and difficult to liberate, which is likely to cause excessive anxiety. Therefore, it is very necessary for college teachers and students who use a laboratory for daily work and study to dredge their anxiety psychology.

**Objective:** This study takes the construction and safety management of university teaching laboratory as the main external anxiety influence event for analysis. By analyzing the psychological state of psychogenic anxiety of university teachers and students under this external anxiety influence event, it provides a theoretical basis for providing further anxiety control means and helps university teaching laboratory teachers and students form a more reasonable psychological counseling mechanism.

**Subjects and methods:** In the research process, teachers and students in various laboratories of the university are selected as the main research objects. This study uses the methods of correlation analysis and difference analysis to analyze the anxiety of college teachers and students in the construction and safety management of teaching laboratory, so as to provide a theoretical basis for the strategy of controlling the anxiety of college teachers and students in the construction and safety management of laboratory.

**Study design:** This study takes the state quality anxiety scale as the main evaluation dimension of the

anxiety state of college teachers and students under laboratory construction and safety management, and introduces relevance analysis and difference analysis on this basis. By analyzing the correlation points and differences between teachers and students' anxiety emotions, it provides the basis for anxiety de emotion control strategies.

**Methods:** SPSS19.0 was used in this study to make statistics on the anxiety psychological scores of college teachers and students under the construction and safety management of teaching laboratory.

**Results:** The comparison of quality anxiety and state anxiety between teachers and students in teaching laboratory construction and safety management is shown in Table 1.

**Table 1.** Comparison of anxiety between teachers and students

Category	Quality anxiety	State anxiety
Teacher	44.23±8.13	39.57±7.82
Student	45.17±7.92	39.86±7.89
Z	1.25	0.44
P	<0.05	<0.05

As shown in Table 1, the quality anxiety score of college students is  $45.17 \pm 7.92$ , while the quality anxiety score of college teachers is  $44.23 \pm 8.13$ , where  $P$  is less than 0.05, and the data is statistically significant. The score of state anxiety of college students was  $39.86 \pm 7.89$ , while that of college teachers was  $39.57 \pm 7.82$ ,  $P < 0.05$ . It can be seen that the anxiety level of college students is generally higher than that of college teachers in the construction and safety management of teaching laboratories.

**Conclusions:** As a very important part of environmental safety in colleges and universities, whether the construction planning and safety management of teaching laboratory are strict will have a certain impact on the psychological state of college teachers and students who use the laboratory. By analyzing the psychological anxiety state of college teachers and students under the construction planning and safety management of teaching laboratory, this study finds out the similarities and differences of college teachers and students' psychological anxiety, and provides the basis for the psychological control strategy of college teachers and students.

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## THE INFLUENCE OF THE INNOVATION AND REFORM OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' ANXIETY UNDER THE PATTERN OF "GREAT THOUGHT AND POLITICS"

Yuning Liu

*School of Foreign Languages, Jiangsu University of Technology, Changzhou 213000, China*

**Background:** In the growth experience and environment of college students, there are many factors that may lead to students' anxiety, some of which are physiological and some are psychological. Some studies have shown that anxiety has obvious family aggregation, in which the anxiety symptoms caused by genetic factors alone account for 25% to 37% of all patients. This part contains the influence of genetic factors and collective trait factors, which may lead to the formation of anxiety psychology of contemporary college students. On the other hand, psychologically, the external social environment, parents' education methods and individual psychological trauma events in childhood may lead to contemporary college students' anxiety and more serious psychological diseases. Anxiety psychology is essentially a kind of stress psychology produced by consciousness and behavior. This kind of stress psychology is composed of external pressure sources and internal pressure sources. When students' individual beliefs and consistency are difficult to respond to external requirements, similar negative stress psychology, namely anxiety psychology, will occur. In general, anxiety psychology is conducive to the self-development of individual students. Stressors are everywhere in the study and life of individual students. Individual students have more or less developed certain anxiety psychological coping habits. This psychological bearing and release system is the basic response of human physiological system to external stimuli. However, this kind of stress psychology is constantly depressed and difficult to be effectively released, which will eventually lead to excessive anxiety. Under the pattern of "great thinking and politics", the innovation and reform of ideological education in colleges and universities starts from the perspective of the formation of students' anxiety psychology, helps students improve their way of looking at external stressors by helping students establish a more perfect

thinking system, and then relieves students' anxiety psychology from the path of anxiety.

**Objective:** This study is based on the formation mechanism of anxiety psychology of contemporary college students in the process of growth, takes the "great ideological and political" pattern as the background of ideological and political and psychological education, and uses the innovative reform of ideological education in colleges and universities to provide students with a more reasonable anxiety counseling and help seeking mechanism, and provide students with an educational environment that pays more attention to mental health.

**Subjects and methods:** 128 college students were selected as the main research objects. This study uses the method of logistic multifactor analysis to analyze the impact of college ideological education innovation reform on students' anxiety under the pattern of "great thinking and politics". In the analysis process, based on the current anxiety situation of college students, this paper analyzes the impact of different factors on students' anxiety under the ideological education innovation reform.

**Study design:** Based on the self-rating anxiety scale, this study analyzes the anxiety psychological status of contemporary college students, and uses the logistic analysis method to analyze the contact between the innovation and reform of ideological education in colleges and universities and the actual psychological anxiety status of students under the background of ideological and political education, and analyze the interaction relationship between them point by point.

**Methods:** EpiData was used in this study data entry and data processing using SPSS22.0.

**Results:** The logistic analysis of the impact of the innovation and reform of ideological education in colleges and universities on students' anxiety under the pattern of "great thinking and politics" is shown in Table 1.

**Table 1.** Comparison of anxiety between teachers and students

Influence factor	SE	P	OR
Past experience	0.168	0.012	0.651
Emotional relief	0.204	0.000	2.522
Actual behavior	0.277	0.001	0.401
Ideological guidance	0.216	0.000	0.376

As shown in Table 1, it can be seen that the *P* values of past experience, emotional relief, actual behavior and ideological guidance are 0.012, 0.000, 0.001 and 0.000 respectively, which are less than 0.05, which is statistically significant. Among them, the *P* values of emotional relief, actual behavior and ideological guidance are 0.000, 0.001 and 0.000 respectively, which are less than 0.01. It can be seen that the innovation and reform of ideological education in colleges and Universities under the pattern of "great thinking and politics" can affect students' anxiety from four factors: past experience, emotional relief, actual behavior and ideological guidance.

**Conclusions:** The causes of college students' anxiety are often personalized. Therefore, in the process of ideological and political education in colleges and universities, comprehensive and personalized teaching design should be carried out according to the psychological characteristics of college students' anxiety. This study takes the "great ideological and political education" as the main research background, based on the current anxiety situation of contemporary college students, and uses the method of logistic multi factor analysis to analyze the impact of the ideological and political education reform on students' anxiety. The results show that the impact of the innovation and reform of ideological and political education on students' anxiety in the past experience, emotional relief, actual behavior. The *P* values of the four influencing factors of ideological guidance are 0.012, 0.000, 0.001 and 0.000 respectively, which constitute statistical significance. It can be seen that the reform of ideological and political education in colleges and universities can really relieve students personalized and comprehensive anxiety and help students control their anxiety.

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## RESEARCH ON ALLEVIATING THE SYMPTOMS OF COMMUNICATION ADAPTATION DISORDER OF COLLEGE STUDENTS BY ART DESIGN EDUCATION

Hao Lu

*Jiangxi Modern Polytechnic College, Nanchang 330095, China*

**Background:** Communication barriers are negative factors formed in a communication relationship under

the influence of external factors or the own factors of both sides of communication, which affect the timeliness and accuracy of information exchange between both sides. This negative impact will seriously hinder the normal process of communication and seriously affect the expected goal of communication. The negative factors of communication relationship mainly come from three main aspects. One is that the psychology, ideas and communication behavior preferences of both sides lead to the inability of both sides to establish effective communication channels, which leads to the emergence of communication obstacles. The second is that there is a communication content in a communication relationship that both parties cannot reach a consensus on cognition and understanding. When the content is communicated, there will be a certain degree of communication obstacles. Third, the communication method cannot effectively connect the two sides in the communication relationship, that is, when the two sides communicate through a certain communication method, the communication obstacle is caused by the error of the communication method. Taking these three negative factors as the main causes, communication obstacles are mainly manifested in four main manifestations: communication relationship tends to be one-way; communication understanding tends to be one-sided; communication subject is difficult to be trusted, and communication language is inappropriate. In the aspect of unidirectional communication relationship, it is manifested in the infinite tendency of communication and the relationship between subject and object, lack of organic interaction, and communication cannot achieve its expected purpose through the relationship between subject and object. The understanding of communication behavior by both sides of communication is not comprehensive enough. It is difficult for the communication subject to get trust, which is mainly reflected in the trust crisis between the two sides, resulting in the inability to conduct comprehensive communication. The inappropriate communication language is mainly manifested in that the language mode of both sides of communication cannot be fully accepted by the other party. There are many forming factors and self-expression of communication barriers, and art design education, as an educational method that can change college students' communication thinking and habits, can affect students' communication barriers from the perspective of communication concepts and methods.

**Objective:** By analyzing the impact of art design education on the symptoms of communication adaptation disorder of college students, this study provides a transformation path for the communication concepts and habits of modern college students, and further improves the communication efficiency between college students through the transformation of this communication barrier path, so as to help students get rid of communication adaptation disorder.

**Subjects and methods:** 28 college students with different degrees of communication adaptation disorder were selected as the main subjects. This study combines the intervention experiment with particle swarm optimization algorithm. The intervention experiment can provide practical possibility, subgrade path and research sample basis for the research, and the particle swarm optimization algorithm can provide technical means for finding the optimal communication barrier intervention art design education method.

**Study design:** Based on the characteristics of communication adaptation disorder, this study analyzes the student groups with different characteristics and art design education methods, and establishes the intervention paths of communication adaptation disorder with different tendencies in the intervention experiment. On this basis, particle swarm optimization is used to find the best matching path for students with different art design education methods and different types of communication disorders.

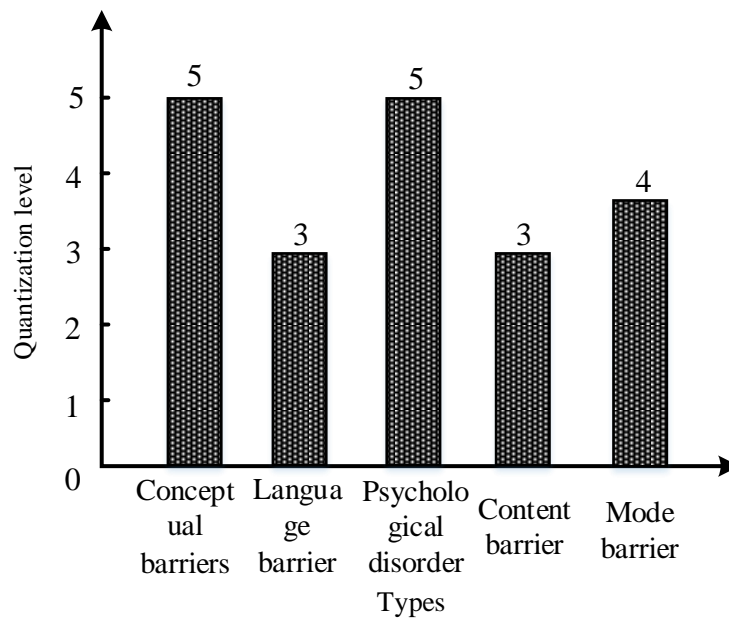
**Methods:** The data of this study were collected by Excel and methods.

**Results:** The effects of art design education on different types of communication adaptation disorder symptoms of college students are shown in Figure 1.

As can be seen from Figure 1, the impact of art design education on college students' communication concept and communication psychology reaches level 5, that is, significant impact. The influence of art design education on the types of communication barriers of college students reaches level 4, that is, obvious influence. The influence of art design education on the two types of obstacles of college students' communication language and communication content reaches level 3, that is, general influence. It can be seen that art design education mainly forms benign intervention on the communication adaptation obstacles of college students from the communication concept and psychological direction.

**Conclusions:** In order to solve the problem of communication adaptation disorder of college students, this study is based on the characteristics of communication adaptation disorder, and uses intervention experiment and particle swarm optimization algorithm to study the best matching path for students with different art and design education methods and different types of communication disorder. The results show that the art design education mode with the focus of psychological intervention can have a targeted impact on students' psychological state, and then help students change their communication concepts and communication habits from the perspective of psychological intervention, so as to help students improve their communication skills, get rid of the adverse effects of communication adaptation barriers, and be able to communicate more efficiently in their daily study and life, improve learning efficiency and enrich campus

life.



**Figure 1.** Analysis of types of communication barriers

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## CORRELATION ANALYSIS BETWEEN VISUAL DESIGN OF PRODUCT PACKAGING AND CONSUMER PSYCHOLOGY

Qiyuan Lu

*Lanzhou City University, Lanzhou 730070, China*

**Background:** Consumer psychology is a psychological theory that takes consumer behavior as the main research content in psychology. In consumer psychology, consumer behavior is based on the premise of specific social overall level and consumption level, that is, consumers buy goods according to psychological needs and actual needs. At this time, consumers’ psychological activities and psychological laws can be tracked and controlled. In the face of consumption choice, consumers’ consumption psychology is affected by three factors: consumption psychological demand, consumption preference and behavior preference. These consumption behaviors can often reflect the different consumption psychology of different consumers. Before carrying out a series of commercial activities such as promotion activities, sellers and designers need to observe consumers’ consumption behavior, so as to master consumers’ consumption psychology and guide consumers’ consumption behavior. People’s consumption activity is not a step-by-step mechanical activity, but a fluctuating form of consumption psychology in a certain field. Consumer psychology can be simply divided into two categories: consumer psychology dominated by physiological factors and consumer psychology dominated by social consumption environment. The consumption psychology dominated by physiological factors is the consumption psychology dominated by demand in the normal living state. The consumption psychology dominated by physiological factors is relatively easy to predict, while the consumption psychology dominated by social consumption environment is the consumption psychological demand caused by the influence of external social environment, and the consumption psychology dominated by social consumption environment is relatively difficult to predict. In e-commerce, businesses’ visual design of product packaging can greatly increase consumers’ consumption psychology. Through the guidance from two parts: physiological factors and social consumption environmental factors, a guiding trend can be formed from the perspective of consumers’ psychology, so as to improve product sales and form product brand impression.

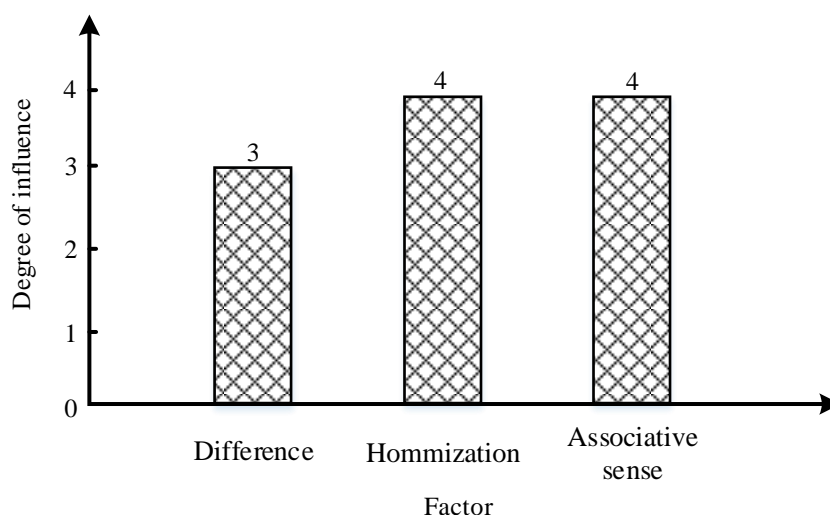
**Objective:** This study uses the theory of consumer psychology as the research basis, divides consumer behavior into different behavior preference modes from the psychological dimension, and then explores the impact of product packaging visual design on consumer psychology, so as to provide merchants and consumers with a win-win psychological action law exploration model which is more beneficial to the development of commodity packaging market.

**Subjects and methods:** 410 various consumer groups were taken as the main research object. This study uses the combination of correlation analysis and factor analysis to analyze the correlation between product packaging visual design and consumer psychology. Firstly, the correlation between consumer psychology and product packaging visual design is analyzed through correlation analysis, and then the factor impact analysis is carried out based on the correlation between them.

**Study design:** This study mainly adopts a two-step approach. Firstly, the correlation between product packaging visual design and consumer psychology is established by correlation analysis. Once the correlation chain is established, consumer psychological elements can be divided into different categories and action ways by factor analysis, and combined with product packaging visual design elements. The relationship between product packaging visual design and consumer psychology is studied through the analysis of the influence path corresponding to the elements one by one.

**Methods:** SPSS19.0 was used in this study for data statistics and further analysis.

**Results:** The analysis of consumer psychological elements in the visual design of product packaging is shown in Figure 1.



**Figure 1.** Analysis of consumer psychological factors

It can be seen from Figure 1 that the influence of humanization and association elements in consumer psychological elements on consumers reaches level 4 of the influence level, forming a significant impact. The impact of differentiated elements in consumer psychological elements on consumers reaches level 3 of the impact level, which constitutes an obvious impact. It can be seen that the elements of humanization and association are important factors for the preference of main consumers' consumption behavior. In the design process, we should focus on these two points.

**Conclusions:** Consumer psychology can affect consumers' consumption behavior from the way of consumption tendency and consumption preference, and then affect whether products sell well. In product packaging visual design, consumers are the first part to contact in consumption behavior. Through the analysis of the two, we can confirm which elements in product packaging visual design can enhance consumers' purchase intention from the perspective of consumer psychology, then in the design process, through the control of these design factors to guide consumers' consumption psychology. The research results show that the impact of humanization and associative elements on consumers reaches level 4 of the impact level, which constitutes a significant impact. In the visual design of product packaging, these two factors are the factors that can best enhance consumers' consumption intention. Therefore, in the design process, we should focus on humanization and associative elements, so as to improve the purchase rate and market share of products.

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## RESEARCH ON THE INFLUENCE OF COMPUTER TEACHING ON COLLEGE STUDENTS' ANXIETY DISORDER IN HIGHER VOCATIONAL COLLEGES

Wei Luo

*Chongqing Three Gorges Vocational College, Chongqing 400155, China*

**Background:** With the development of society, anxiety psychology has attracted more and more attention. Some studies have shown that anxiety psychology can lead to behavioral disorders such as overeating, which will have a dual malignant impact on the physical and mental health of individuals with anxiety disorder. The state of being in anxiety for a long time has a bad impact on the physical and mental health of individuals. In psychological theory, the external pressure faced by individuals, that is, the source of realistic anxiety, is a relationship between human individuals and the external environment. This relationship requires individuals to actively respond to it and turn it into positive psychological feedback. This basic source of anxiety coping ability is the basic pressure resistance of the human body. For college students, the reasonable growth pressure and learning pressure they face in the growth process are the external factors that promote the formation of college students' stress resistance system, which can play a positive role to a certain extent. For example, a certain sense of anxiety in student competition can promote students to form a stronger sense of urgency, stimulate stronger ability, and generate stronger self-confidence after receiving feedback. But the premise is that the influence of anxiety is within a reasonable range. Different college students have different ways to deal with the source of anxiety in their growth. Due to different feelings, the source of anxiety will also show different forms of influence on different students. Once the impact of the source of anxiety exceeds the boundary of students' feeling and bearing, that is, the physical and mental bearing range of college students, it will cause students' anxiety symptoms. In the process of computer teaching in higher vocational colleges, college students often form psychological anxiety due to the difficulty of computer learning and actual operation. Therefore, in the teaching process, the teaching side should not only pay attention to the students' academic performance, but should treat the teaching psychological counseling as a part of the teaching behavior, and timely control the students' anxiety through counseling, so as to provide environmental conditions for the healthy growth of students' body and mind.

**Objective:** This study takes the computer student group in higher vocational colleges as the main research group, combined with the computer learning characteristics of higher vocational colleges, analyzes the main anxiety psychological characteristics of the computer student group in higher vocational colleges, provides a theoretical basis for the establishment of the anxiety psychological counseling mechanism for this student group, helps students get rid of anxiety and improve learning efficiency.

**Subjects and methods:** This paper takes 200 computer majors in higher vocational colleges as the main research object. This study combines the experimental method, interview method and index analysis method to investigate the intervention impact received by students in the experiment in the form of setting up computer improved courses in higher vocational colleges for students' anxiety symptoms. It is divided into different dimensions and indicators to analyze the psychological anxiety state of students before and after the course.

**Study design:** The experiment of this study is mainly conducted in the way of comparative experiment. During the experiment, the psychological data of students are collected by means of short interview. The interview is conducted before, during and after the experiment. On this basis, the research will establish relevant index system for analysis according to the psychological change state of students. Through the way of index comparison, this paper analyzes the benign impact of the improved curriculum on students.

**Methods:** SPSS18.0 was used in this study for statistics and analysis of research data.

**Results:** The distribution of anxiety degree of computer majors in higher vocational colleges is shown in Figure 1.

It can be seen from Figure 1 that 19% of students are in mild anxiety, 42% are in moderate anxiety, 33% are in severe anxiety and 6% are in very serious anxiety. It can be seen that in the distribution of anxiety psychology of computer major students in higher vocational colleges, the number of students in moderate anxiety state is the largest, followed by severe anxiety state. These two anxiety states are the most common anxiety state among students' psychological anxiety at present.

**Conclusions:** In the process of computer teaching in higher vocational colleges, college students often form psychological anxiety due to the difficulty of computer learning and practical operation. This study uses the method of comparative experiment to establish the improved benign teaching classroom, and on this basis, establishes the student anxiety psychological index system, and uses the index system to compare and analyze the effect of the improved computer teaching classroom on students' anxiety symptoms. By analyzing the influence of computer teaching in higher vocational colleges on college students' anxiety disorder, we can effectively help college teachers find teaching methods that fit students'

actual psychology, and then form a more effective teaching method that helps students' psychological growth, and help students get rid of the troubles brought by anxiety psychology.

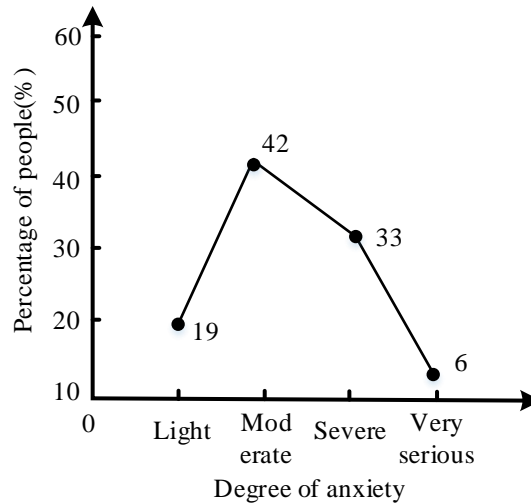


Figure 1. Anxiety level distribution

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## ANALYSIS ON THE INFLUENCE OF DIFFERENT LEVELS OF SPORTS ON COLLEGE STUDENTS' MENTAL HEALTH

Chuanhao Ma

*Nanjing Xiaozhuang University, Nanjing 211171, China*

**Background:** As an important group in the process of psychological and personality development, college students are still immature in body and mind. It is very important for their personality development to maintain their mental health level. The overall mental health of students can be divided into two main parts, one is psychological stress, the other is health belief. Psychological stress refers to a phenomenon of physical and mental tension conveyed by an individual's psychological state and physical function in the face of threatening stimuli. This psychological phenomenon of physical and mental tension can also be regarded as a stress response to external stimuli. Health belief refers to that when an individual is subjectively aware of a certain pathological state in his body or psychology, he will actively use the things around him to hinder the process of this state, so as to achieve the effect of intervening in the disease and promoting his own recovery. The individual's judgment of their own health level is mainly divided into two parts: one is self-awareness and the other is self-awareness severity. Self-awareness represents the individual's subjective assessment of the possibility of suffering from a certain physical or psychological disease, and self-awareness represents the individual's subjective assessment of the severity of the disease caused by their bad habits. As an external psychological intervention method, sports intervention can carry out psychological intervention on college students from the perspectives of psychological pressure and health belief. In terms of psychological pressure, sports can help students reduce the impact of psychological pressure and improve their mental health by providing students with ways to vent pressure; In terms of health belief, sports can improve college students' cognition of individual health through exercise, and then achieve the effect of improving health belief. By taking sports as campus activities, we can help college students get rid of the influence of bad mental state and achieve better mental health.

**Objective:** Combined with the actual learning and living environment of college students, starting with the theory of college students' mental health, this study applies different degrees of sports to college students' mental health intervention, in order to provide colleges and universities with an effective means of campus activities outside the classroom that can effectively intervene college students' bad psychology and ensure students' physical and mental health.

**Subjects and methods:** 210 medical college students were selected as the main research objects. This study adopts the method of combining comparative test and factor difference analysis. Through the method of comparative test, a comparative experimental group is established from the perspective of sports, and on

this basis, the factor difference analysis method is used to analyze the factors affecting college students' mental health.

**Study design:** During the comparative experiment, the research adopts the form of group comparison and discussion according to the different types and degrees of exercise. During the experiment, the researchers will use interviews, observations, questionnaires and other methods to track and collect students' mental health data in real time. On this basis, this study will use the factor difference analysis method to analyze the force of factors according to the different influencing factors of college students' mental health.

**Methods:** In this study, SPSS software was used to analyze the impact of different degrees of sports on college students' mental health.

**Results:** The impact of physical exercise on college students' mental health is shown in Table 1.

**Table 1.** The influence of physical exercise on college students' mental health

Dimension	Variable	Control group	Experience group	<i>P</i>	<i>t</i>
Psychological pressure	Learning aspect	26.15±8.51	29.47±8.38	0.041	-0.622
	Life aspect	28.29±9.91	31.71±9.72	0.012	-0.915
	Social aspects	8.72±3.91	11.46±3.97	0.001	1.028
Health belief	Rationality	3.32±1.31	3.26±1.42	0.001	0.518
	Controllability	3.41±1.41	3.39±1.36	0.017	-0.493

As can be seen from Table 1, in terms of psychological pressure, the *P* values of students' learning psychological pressure, life psychological pressure and social psychological pressure are 0.041, 0.012 and 0.001 respectively, which are less than 0.05, constituting statistical significance. In terms of health belief, the *P* values of students' rationality and controllability were 0.001 and 0.017 respectively, which were less than 0.05, which was statistically significant.

**Conclusions:** College students are not mature physically and mentally, so they often have mental health problems in the process of learning and living. Based on the psychological theories related to mental health, this study uses the methods of comparative experiment and element difference analysis to analyze the impact of different sports types and elements on students. The results show that physical exercise can have a significant impact on students' learning psychological pressure, life psychological pressure, social psychological pressure, and the rationality and control of health beliefs. It can be seen that physical exercise can establish psychological counseling channels for students from the way of physiological intervention, and then improve students' mental health level.

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## STUDY ON THE INFLUENCE OF SPORTS COMPETITION ON PROFESSIONAL ANXIETY OF MEDICAL COLLEGE STUDENTS

Chanyu Mei, Bomin Gong & Zengliang Cai\*

*Shanghai University of Traditional Chinese Medicine, Shanghai 201203, China*

**Background:** The occurrence of mental illness is closely related to the influence of individuals' inability to correctly face the stressful factors brought by the external environment. This situation is relatively more common among college students whose minds are not fully mature. College students have been under the protection of their parents in the primary and secondary school stage, and the frustration and stress events they face in the process of growing up are relatively small. Therefore, their own psychological tolerance is relatively insufficient, and they don't know how to deal with and solve the external frustration and stress events. After students successfully enter the university, the surrounding learning and growth environment has undergone great changes. Under this change, students will inevitably have a certain degree of discomfort. In addition, in the face of the surrounding high-intensity competitive pressure and multiple negative psychological effects caused by their own competitive failure, college students are easy to have negative and inferiority complex, which enlarges the psychological pressure of students, then produce anxiety psychology. For medical college students, the professional pressure that the medical specialty itself needs to face is greater than that of other majors, so they are more likely to be in a tense psychological state in the process of learning and growth than students of other majors. Under this group psychological state, although sports competition has a certain role of relieving emotions. However, the sense of training

tension and competitive failure associated with sports competitions may also lead to the aggravation of students' anxiety. The research on the impact of sports economic competition on the professional anxiety of medical college students can establish a more comprehensive anxiety counseling system for students from the perspective of the evolution process of students' anxiety psychology, help students deal with professional anxiety psychology, control the aggravating impact of external additional pressure events on students' anxiety psychology, and promote students to form a more comprehensive stress coping psychological mechanism.

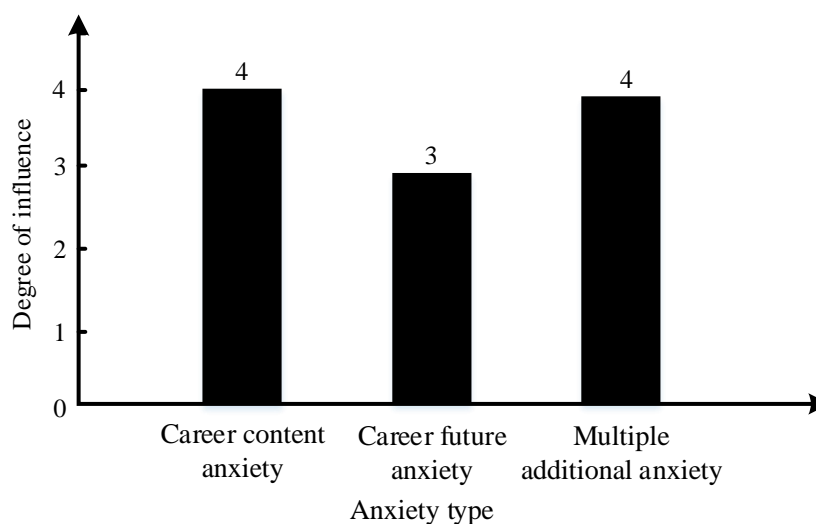
**Objective:** This study starts with the professional anxiety psychology of medical college students, and helps students establish a more perfect psychological control mechanism of professional anxiety by analyzing the psychological impact of sports competition on college students, so as to improve the psychological coping mechanism of students' stress and improve the level of students' physical and mental health.

**Subjects and methods:** 210 medical college students were selected as the main research objects. This study uses the random forest algorithm to classify the psychological types of students' professional anxiety, and on this basis, uses the comparative experimental method to analyze the specific impact path of sports competition on the professional anxiety of medical college students.

**Study design:** In this study, the classification of occupational anxiety psychology by random forest algorithm is taken as the main analysis dimension. Then, the sports competition is established through experimental comparison, and the data are tested and recorded in the process. Through the comparison of whether there is sports competition, the influence of sports competition on the occupational anxiety psychology of medical college students is analyzed.

**Methods:** This study uses Excel to sort out the eye data, and on this basis, uses computer algorithm as the main tool of classification and analysis.

**Results:** The analysis results of specific anxiety types of medical college students' occupational anxiety psychology are shown in Figure 1.



**Figure 1.** Anxiety level distribution

As shown in Figure 1, among the three main anxiety types of medical college students, career content anxiety, career future anxiety and multiple additional anxiety, the impact of career content anxiety and multiple additional anxiety reaches level 4, reaching a significant impact, while the response of career future anxiety is only level 3, forming a significant impact. It can be seen that the additional anxiety brought by sports competition mainly aggravates the psychological anxiety of medical college students from two parts: professional content anxiety and multiple additional anxiety.

**Conclusions:** Compared with other majors, professional anxiety in medical specialty is more serious and extensive. In this case, other additional external event anxiety is likely to have a more serious negative impact on the anxiety psychology of medical college students, and it is necessary to intervene with students' anxiety psychology. Therefore, this study uses the method of classifying the anxiety of students in professional sports colleges to analyze the impact of the additional anxiety of medical students. The results show that the additional anxiety brought by sports competition can aggravate the professional content anxiety and multiple additional anxiety of medical college students, and then lead to the further deterioration of the psychological state of medical college students, resulting in severe anxiety. Therefore,

in the campus additional activities for medical college students, we should pay attention to the impact of the activities on students' psychology, and hold campus activities that fit students' actual psychology and life, rather than activities for activities.

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Shiwu Peng

*Hunan Chemical Vocational Technology College, Zhuzhou 412000, China*

**Background:** Psychological anxiety is the psychological emotion generated by students when facing external pressure or their own unpleasant experience. The main source of this emotion is often that students hope to achieve a certain goal or effect in their own behavior and psychological state, but it is difficult to achieve this goal or effect due to the obstruction of the external environment. Freud's psychological theory holds that individual psychological anxiety comes from their own unconscious and objective instinctive impulse. This impulse comes from a real experience of tension or fear. Under the influence of this impulse, individual anxiety is often difficult to vent, and many anxiety patients can't even clearly indicate the specific content of their own tension or anxiety. Anxiety can usually be divided into two main types; one is pathological anxiety and the other is practical anxiety. Pathological anxiety refers to the individual anxiety without reason, object and consciousness caused by physiological and pathological factors such as individual neurological disorders. Further aggravation of this anxiety will lead to individual panic and fear. Compared with pathological anxiety, practical anxiety is more psychological. This psychology is based on real events or real experiences. It is a reflection of the amplification of an individual's instinctive response in his own life. When an individual realizes that the threat of the current environment or event is greater than its predictable or bearable threat, this instinctive emotion will be amplified immediately, when the threat of the external environment or events is less than its tolerable threat, this instinctive emotion will be reduced or disappear. Individual students affected by practical anxiety are likely to continue to worry about hypothetical anxiety events that may occur in the future, but have no basis in real life. Ideological and political education in colleges and universities can help students get rid of this aimless and aimless anxiety by helping students dredge habitual psychological tension and establish a rational thinking framework, so as to improve students' mental health.

**Objective:** This study provides an entry point for ideological and political education in colleges and universities from the perspective of the formation of anxiety psychology of contemporary college students, and provides colleges and universities with an ideological and political education model more suitable for the mental health of contemporary college students, so as to help students control their anxiety and promote students to establish a sounder personality.

**Subjects and methods:** 189 freshmen were selected as the main subjects. This study uses the K-nearest neighbor algorithm to classify the anxiety psychology of contemporary college students, and on this basis, uses the correlation factor analysis method to analyze the impact of different teaching characteristic factors on students' anxiety psychology in college ideological and political education.

**Study design:** This study uses the campus network to investigate the students' recent psychological state, and on this basis, uses the K-nearest neighbor algorithm to classify the students' anxiety psychological types, and analyzes the impact of college ideological and political education on the students' overall psychological anxiety according to different students' anxiety psychological types.

**Methods:** This study uses SPSS software to compare and analyze the research data.

**Results:** The specific impact of ideological and political education in colleges and universities on alleviating college students' psychological anxiety is shown in Figure 1.

As can be seen from Figure 1, among the four types of anxiety: examination anxiety, interpersonal anxiety, choice conflict anxiety and adaptation anxiety, choice conflict anxiety and adaptation anxiety have the highest level of benign influence by ideological and political education in colleges and universities, reaching level 5, that is, significant influence. Interpersonal anxiety is only secondary to the benign influence of ideological and political education in colleges and universities, reaching level 4, that is, it is significantly affected. Examination anxiety is positively affected by ideological and political education in colleges and universities, and the level is the lowest, only level 3, that is, general influence. It can be seen that ideological and political education in colleges and universities can mainly affect the two types of

anxiety of college students: conflict anxiety and adaptation anxiety.

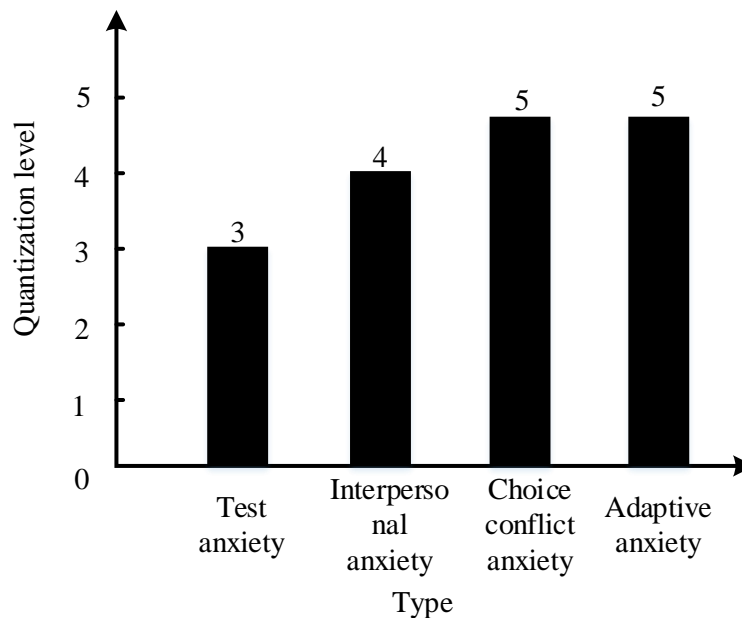


Figure 1. Anxiety type analysis

**Conclusions:** The excessive anxiety of contemporary college students is likely to have a bad impact on students' learning and growth. Therefore, this study investigates the psychological anxiety of contemporary college students, and uses K-nearest neighbor algorithm to distinguish and classify the main types of students' anxiety psychology. On this basis, it analyzes the impact of ideological and political education on students' psychological anxiety. The results show that college ideological and political education has a relatively significant impact on the two main anxiety types of college students' choice conflict anxiety and adaptation anxiety. College ideological and political education based on students' psychology is an important way to help students balance their anxiety.

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## RESEARCH ON THE INFLUENCE OF RITUAL INTANGIBLE CULTURAL HERITAGE PROTECTION AND INHERITANCE ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

Xiaoyan Peng

Wenhua College, Wuhan 430074, China

**Background:** As an irrational bad psychological state, in recent years, with the diversification and complexity of social values and mentality, social anxiety gradually shows an expanding trend in the scope of the group, and its adverse effects are also shown from the two levels of group behavior and individual extreme behavior. Social mentality refers to the emotional feelings and psychological feedback of social members on the current living situation given birth to under specific social conditions. The normal social form should be positive, optimistic and tolerant, and rational as a whole. Once the social concept falls into the irrational trend, changes will produce psychological trends such as psychological impetuosity, suspicion and resentment, extreme hatred for the rich and so on. Social anxiety psychology is a typical irrational psychological state. Social anxiety psychology refers to those social members generally lack confidence and sense of stability in the current situation of social development, feel confused and afraid of their own future development, and are always in an uneasy psychological state. Social anxiety psychology will spread in a wide range with social groups. With the expansion and deepening of the scope and degree of social anxiety psychology, the affected groups may show a certain degree of individual extreme bad behavior or group bad behavior tendency. Once the anxiety psychology is expressed through behavior, it will have a bad practical impact on social development and group psychological hint, and then form a vicious circle. As one of the

excellent traditional Chinese culture, ritual intangible cultural heritage has a certain degree of psychological domestication and appeasement in different social groups. Through the active protection, inheritance and cultural display of ritual intangible cultural heritage, it can help social groups return to the traditional cultural atmosphere and balance the anxiety of social groups with the help of the conceptual culture in traditional culture, to achieve the effect of intervening the psychological state of anxiety in social groups.

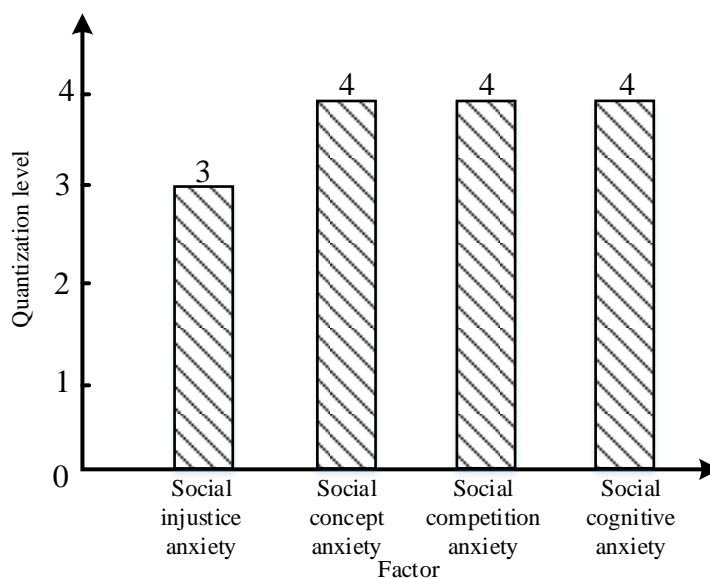
**Objective:** By exploring the impact of the protection and inheritance of ritual intangible cultural heritage on alleviating the psychological anxiety of the audience, this study provides an effective path for modern urban residents to alleviate the psychological pressure and anxiety caused by the social environment. At the same time, it provides a social driving force for the inheritance of Chinese traditional culture. From two perspectives, the level of social and cultural development and the mental health level of social groups are developing positively.

**Subjects and methods:** 98 people with psychological anxiety were selected as the main subjects. This study combines the artificial neural network algorithm with the factor substitution analysis method, uses the artificial neural network algorithm as the classification tool, classifies the anxiety psychological types, and then uses the factor substitution method to analyze the impact of different factors on the audience's psychological anxiety.

**Study design:** Because the artificial neural network still has the characteristics of strong stability and fault tolerance when classifying data sets containing a large amount of noise data, this study uses the artificial neural network to analyze the sample data of social groups, and divides the anxiety psychology of social groups into types with different characteristics. On this basis, the study will use the factor replacement method to replace different factors to analyze the impact degree and effect between factors. In this study, the factors will be replaced according to the factor importance hypothesis in the process of factor replacement, that is, the ones with strong importance will be replaced first.

**Methods:** This study uses SPSS22.0 software to input and analyze the research data.

**Results:** The analysis results of the impact on different anxiety types of audiences in the protection and inheritance of ritual intangible cultural heritage are shown in Figure 1.



**Figure 1.** Anxiety impact analysis

As shown in Figure 1, among the four types of social group anxiety: social injustice anxiety, social concept anxiety, social competition anxiety and social cognitive anxiety, the three anxiety groups of social concept anxiety, social competition anxiety and social cognitive anxiety will be significantly affected by the protection and inheritance of ritual intangible cultural heritage, with an impact level of 4, while the social injustice anxiety groups are significantly affected by the protection and inheritance of ritual intangible cultural heritage. The impact level is level 3.

**Conclusions:** In order to solve the current social group psychological anxiety problem, this study combines the artificial neural algorithm with factor replacement analysis, uses the artificial neural network algorithm to classify and analyze the psychological characteristics of different anxiety groups, and on this basis, uses the factor replacement needle to analyze the influence degree of different factors. The results show that the protection and inheritance of ritual intangible cultural heritage can help the audience change

their way of thinking from the way of traditional cultural psychological attribution and concept inheritance, so as to provide a certain way to relieve the audience's anxiety, and also provide a social driving force for the inheritance of traditional culture.

**Acknowledgement:** The research is supported by: Hubei Provincial Department of Education Scientific Research Program Instructional project: Study on the cultural memory of ritual intangible cultural heritage and its value to contemporary cultural construction (No. B2017345).

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## STUDY ON THE CORRELATION BETWEEN COLLEGE STUDENTS' PHYSICAL COGNITIVE STRUCTURE, PSYCHOLOGICAL NEGATIVE EMOTION AND COLLEGE PHYSICAL EXERCISE

Dapeng Qi

*Shanghai Sipo Polytechnic, Shanghai 201399, China*

**Background:** The university stage is not only an important stage before students enter the society, but also an important transition process for students' psychological maturity. In this process, students' individual mastery and difference shaping of their own mental health status is an important preparation for their future work and life. There is no obvious boundary between college students' mental health and mental sub-health, but there is a certain degree of gray buffer zone. Students in the buffer zone are still likely to improve their mental health level under the correct psychological guidance. Therefore, it is necessary for colleges and universities, as an educational party, to guide students' psychology and help students get rid of negative emotions. In psychological theory, the individual's psychological state is determined not only by psychological factors, but also by physiological factors. Through the intervention of students' physiological factors, we can create a way for the positive interaction between external factors and students' psychological factors, so as to achieve the effect of affecting students' psychological emotion. Physical exercise can help students reduce the adverse effects of negative emotions from the perspectives of their own physical structure cognition, cooperative and competitive psychological exercise and psychological emotion relief. Students can more effectively affect students' psychological endurance and psychological adaptability through group and competitive activities in physical activities, while helping students improve the dimension of physical and mental development, it also provides students with more ways to ease their negative emotions. The enhancement of students' cognition and control ability of their own body in the process of physical exercise can produce stronger self-control hint in psychology, and improve students' self-confidence and overall psychological toughness. Taking college physical exercise as a campus activity to intervene students' psychology can more systematically strengthen students' physical and mental health and promote the all-round development of students' psychological personality.

**Objective:** By studying the correlation between college students' physical cognitive structure, psychological negative emotions and physical exercise in colleges and universities, this study provides necessary ways for colleges and universities to promote the reform of students' psychological education from the perspective of physiological elements interfering with psychological elements, promote the development of students' physical and mental health and cultivate students' sound personality at the same time of improving college psychological education.

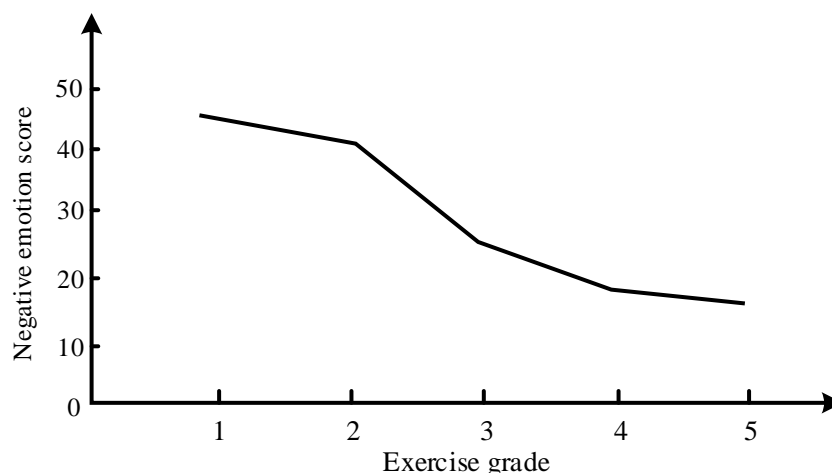
**Subjects and methods:** 330 college students were selected as the main research objects. This study combines the experimental method with the correlation analysis method, and takes the experimental method as the data source basis of the research. On this basis, it analyzes the correlation between college students' physical cognitive structure, psychological negative emotion and college physical exercise, as well as the intervention effect of physical exercise campus activities on students' negative emotion.

**Study design:** This study will be conducted in the form of organizing collective physical exercise in colleges and universities. Researchers will record the psychological state of all students participating in the experiment before the experiment. The duration of the experiment is four weeks. During the experiment, the researchers will record the data by means of sampling interview and overall questionnaire survey. After obtaining the basic data, this study uses the correlation analysis method to analyze the element correlation between students' physical exercise and students' psychological state.

**Methods:** In this study, excel was used to record and count the research data.

**Results:** The correlation between college students' physical cognitive structure, psychological negative emotion and college physical exercise is shown in Figure 1.





**Figure 1.** Analysis of consumer psychological factors

As can be seen from Figure 1, with the increase of exercise level, the broken line of students' negative emotion score shows a gradual downward trend. Among them, the decline of exercise level from level 1 to level 2 is relatively gentle, the decline is the most rapid from level 2 to level 3, the decline is also relatively rapid from level 3 to level 4, and the trend of relatively gentle recovery is restored from level 5 to level 5.

**Conclusions:** The psychological development of students in colleges and universities is still in the stage of negative physical and mental development. In order to solve this problem, this study combines the experimental method with the correlation analysis method, and makes a correlation analysis between the elements of students' physical exercise and the elements of students' psychological state. The results show that with the increase in exercise level, the broken line of students' negative emotion score shows a gradual downward trend. Different exercise levels and stages will have different effects on students' psychological state. Organizing college students to carry out group physical exercise in the form of campus activities in colleges and universities is conducive to relieving students' negative emotions, improving students' physical and mental quality, improving students' group social ability and psychological toughness, and promoting students' all-round physical and mental development.

\* \* \* \* \*

## INFLUENCE OF SHADOW PLAY CHARACTER MODELING AND SINGING STYLE ON AUDIENCE DEPRESSION

Jiang Qi

*Nantong University, Nantong 226019, China*

**Background:** Depression, as a psychological reaction mode of individual negative emotion, is mainly manifested in the negative emotional response of individuals stimulated by external environment or internal psychological factors. According to the individual constitution, the forms of depression in different individuals are also different, which can be embodied in sadness, reduced individual happiness, reduced interest, irritability and anxiety, or in many forms, such as slow thinking response, slow emotional performance outside the individual, and decreased willpower in life. According to the different degree of depressive psychology, depressive psychology can be divided into three main categories. The first category is depressive emotion. Depressive emotion is the category with the lightest degree of depression. At this stage, individuals are only affected by the surrounding environment or surrounding situation to produce a certain degree of sadness or depression. This psychological state may be short-lived or long-lasting. If the depressive emotion lasts for a long time. Then the individual's psychological state will gradually shift to the next type. The second type is depression syndrome. Individuals in the stage of depression syndrome will not only reflect the characteristics of depression in emotion, but also reflect the characteristics of depression in individual behavior. Emotional manifestations include but are not limited to loneliness, sadness that is difficult to vent, excessive demands on yourself, excessive imagination of others' alienation and malice, tension, guilt, etc. Behavioral manifestations include but are not limited to withdrawal behavior, complaints based on anxiety and depression, social behavior disorder, cognitive behavior disorder,

self-mutilation behavior, etc. The third category is major depression, which is the group that has met the diagnosis of clinical depressive symptoms. Depressive psychology can intervene in the development process through reasonable forms. Cultural intervention with psychological attribution is a more effective way. Shadow play, as a traditional Chinese culture, is likely to have a positive intervention effect on depressive psychology.

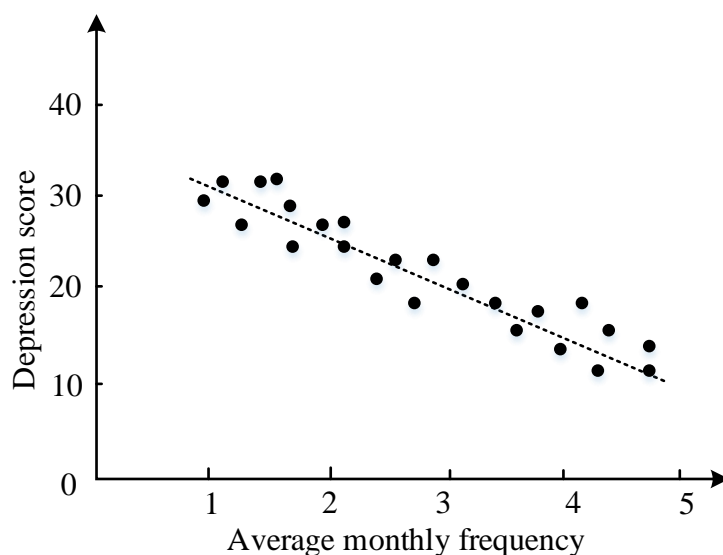
**Objective:** By exploring the impact of shadow play character modeling and singing style on the audience's depression, this study provides an effective intervention path for the depressed psychological group, and improves the mental health level of the social group while carrying forward the excellent traditional Chinese culture.

**Subjects and methods:** A total of 206 people over the age of 18 with depression were the main subjects of the experiment. This study combines correlation analysis with decision tree algorithm to explore the impact of shadow play character modeling and singing style on audience depression through correlation analysis, element classification and influence path analysis.

**Study design:** This study establishes a research chain between shadow play character modeling and singing style and audience depression through correlation analysis, and verifies the correlation by collecting data. After the verification, the decision tree algorithm is used to classify the two ends of the correlation analysis, that is, the shadow play character modeling and singing style and the audience's depression psychology. Finally, the influence of shadow play character modeling and singing style on the audience's depression psychology is analyzed by means of factor influence path analysis.

**Methods:** SPSS19.0 was used in this study for correlation analysis.

**Results:** The correlation analysis between the audience's monthly viewing times of shadow play and the audience's psychological score of depression is shown in Figure 1.



**Figure 1.** Correlation analysis

As shown in Figure 1, the overall trend of the sample shows a distribution trend from top left to bottom right, that is to say, with the increase of the number of shadow puppet shows per month, the audience's depression psychological score shows an obvious downward trend. It can be seen that watching shadow play performance can indeed have a positive impact on audience depression.

**Conclusions:** With the development of modern society, social competition and pressure are increasing. Depressive symptoms have become one of the main representatives of modern people's mental diseases. There are many intervention methods for depressive symptoms, and cultural psychological intervention, as a means of taking into account cultural inheritance and mental health intervention, can promote the development of traditional culture while improving residents' mental health level. This study combines correlation analysis and decision tree algorithm to explore the impact of shadow play character modeling and singing style on audience depression through correlation analysis and element classification analysis. The results show that shadow play performance can indeed have a positive impact on the audience's depression to a certain extent. By controlling the style and shape of shadow play, we can organically combine the traditional cultural performance with the psychological status of modern people, so as to form a performance form more suitable for the psychological life of modern people, add vitality to the cultural inheritance, and provide an effective channel for the audience to dredge the depression psychology, help

the audience get rid of the influence of depression psychology, form a positive mentality and improve the mental health level, establish a lifestyle with more positive significance and psychological stability.

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## RESEARCH ON THE PATH OF CHARACTERISTIC URBAN PLANNING THINKING INNOVATION TO RELIEVE PEOPLE'S DEPRESSION

Zhen Quan

*Changchun Institute of Technology, Changchun 130000, China*

**Background:** Depressive psychology is a kind of negative emotional expression of abnormal depression when an individual is unable to cope with the psychological pressure given by the external environment. The causes of depression may be physiological or psychological. Many psychological causes of physiological depression are expressed in the form of family genetic genes, but some studies have shown that although existing genes will have a certain impact on the individual's psychological tendency to depression, individuals still need the intervention of external factors to develop severe depressive symptoms. In addition, the psychological causes of depression are more psychological. Psychological causes are mainly manifested in three main aspects: social psychological development, social support psychology and individual psychological cognition. In terms of social psychological development, social individuals' cognition of self-development is often based on external positioning. When social individuals have a large gap in the process of seeking self-positioning to the outside world, they will have a sense of pressure and anxiety. The failure of the realization of "expectation me" caused by this external environment will lead to individuals bearing excessive frustration and pressure in their daily life, and then produce depression. In terms of social support psychology, social individuals are often not independent of the external environment, but in a variety of connections with the external environment. This connection is the channel for individuals to relieve their own pressure on the outside world. Once there is a problem with individual social interpersonal and social support, it will lead to the disappearance of pressure relief channels, leading to the accumulation of pressure and the formation of depression. In terms of psychological cognition, the individual's cognitive tendency and cognitive style are likely to have an impact on the individual's psychological status, and the negative cognitive tendency is more likely to lead to the formation of depression. For the causes of depression, the intervention methods can also be divided into two parts: relief intervention and change intervention. Characteristic urban planning can dredge the people's Depression Psychology from the perspective of relief intervention, forming a possible path of group intervention.

**Objective:** This study explores the path of characteristic urban planning thinking innovation to dredge people's depression psychology, considers the mental health level of urban residents in the process of urban construction, and provides psychological suggestions for humanistic urban construction under the new background while helping urban residents get rid of the psychological impact of depression.

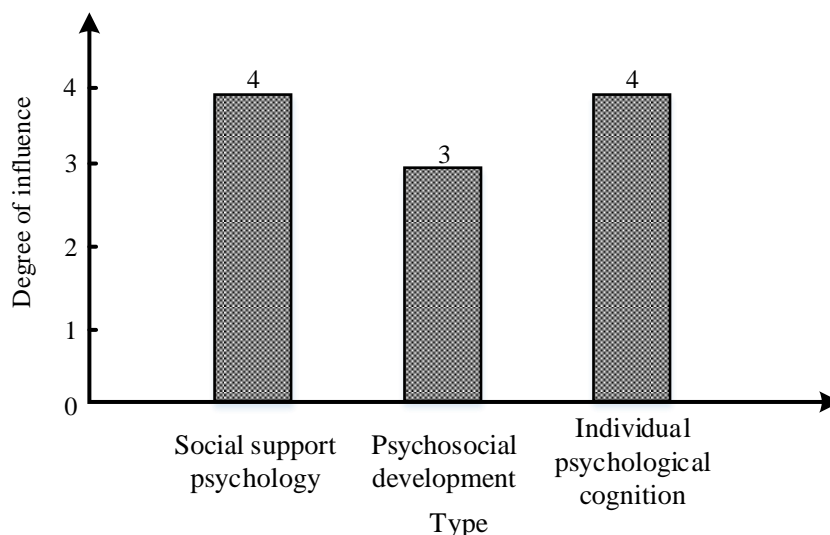
**Subjects and methods:** 196 citizens with depression were the main subjects of the experiment. This study combines support vector machine with correlation analysis method, forms an analysis chain between characteristic urban planning thinking innovation and people's depression psychology through correlation analysis, and carries out further classification factor analysis on the basis of successful correlation test.

**Study design:** Firstly, the research associates the innovative elements of characteristic urban planning thinking with people's depression psychology through correlation analysis, and then classifies the types of people's depression psychology through support vector machine to test the impact of innovative elements of characteristic urban planning thinking on different types of depressed people.

**Methods:** In this study, excel was used to sort out and count the data.

**Results:** The impact of characteristic urban innovation planning on people's depression caused by different psychological causes is shown in Figure 1.

As can be seen from Figure 1, the impact of characteristic urban innovation planning on people with depression caused by social support psychology and individual psychological cognition reaches level 4, reaching significant impact. The impact of characteristic urban innovation planning on the people with depression caused by social psychological development reached level 3, forming a significant impact. It can be seen that the people with depression caused by social support psychology and individual psychological cognition are the main groups that can be effectively intervened by characteristic urban innovation planning.



**Figure 1.** Analysis of psychological causes of depression

**Conclusions:** With the gradual and rapid pace of urban life, the mental health level of urban residents has decreased year by year. As a typical representative of sub-health psychology, depression has become one of the main psychological problems of urban residents. In order to solve this problem, this study will combine support vector machine with relevance analysis method to analyze the impact of characteristic urban planning thinking innovation on people's depression psychology in the form of correlation factor analysis, so as to form relevant suggestions on the characteristic psychological intervention path of urban planning. The results show that characteristic urban innovation planning can have a significant positive impact on the people with depression caused by social support psychology and individual psychological cognition. Mass psychological intervention through characteristic urban planning can not only improve the mental health level of urban residents, but also promote the construction of humanistic city in the new era, and form an urban planning mode with urban residents' quality of life and living experience as the main dimension.

**Acknowledgement:** The research is supported by: Industry university research project of the Ministry of Education. Research and practice on the construction of big data and urban and rural planning virtual simulation workshop (No. 202101126060).

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## RESEARCH ON THE INFLUENCE OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES ON THE CULTIVATION OF STUDENTS' PSYCHOLOGICAL QUALITY

Yanfeng Shang<sup>1</sup> & Yanxia Shang<sup>2\*</sup>

<sup>1</sup>Physical Education and Health Teaching Department, Wuxi Vocational Institute of Commerce, Wuxi 214153, China

<sup>2</sup>Affiliated Sport Polytechnic, Shanghai University of Sport, Shanghai 200237, China

**Background:** Psychological quality was initially defined as an individual's subjective and true reflection of the social objective environment. This psychological response is based on the innate genetic psychological characteristics and developed under the influence of the acquired social environment. On the premise of the stability of the social environment, the individual's psychological quality is also relatively stable. With the development of relevant psychological theories, the concept of psychological quality has also been improved to some extent. Different from the early theories, the recent theories believe that psychological quality is a basic and stable psychological quality closely related to individual social behavior after internalizing the elements of the external environment based on physiological conditions. The improved psychological quality theory connects the individual's physiological conditions with psychological quality, that is, the individual's psychological state does not only depend on psychological factors, but also on physiological factors. Therefore, when cultivating the individual's psychological quality, it is necessary to

cultivate the individual's physical quality. On this basis, the individual's psychological quality can be described as a stable psychological mechanism expressed in a multi-level structure, which is composed of two main factors, one is the core factor and the other is the special factor. The core factor mainly highlights the basic connotation and characteristics of individual psychological quality, which will be fully reflected in individual different psychological states and behavior patterns. Another special factor is composed of three main dimensions: individual cognitive quality, personality quality and adaptability. These three dimensions mainly reflect a series of processes in which individuals constantly adjust their state in the process of interaction with the external environment and then match with the external environment. The cultivation of psychological quality of higher vocational college students through physical education is an external environment that can fully mobilize students' environment and match their psychological behavior based on the cultivation of physiological quality. In this way, an effective way can be provided for the cultivation of students' psychological quality.

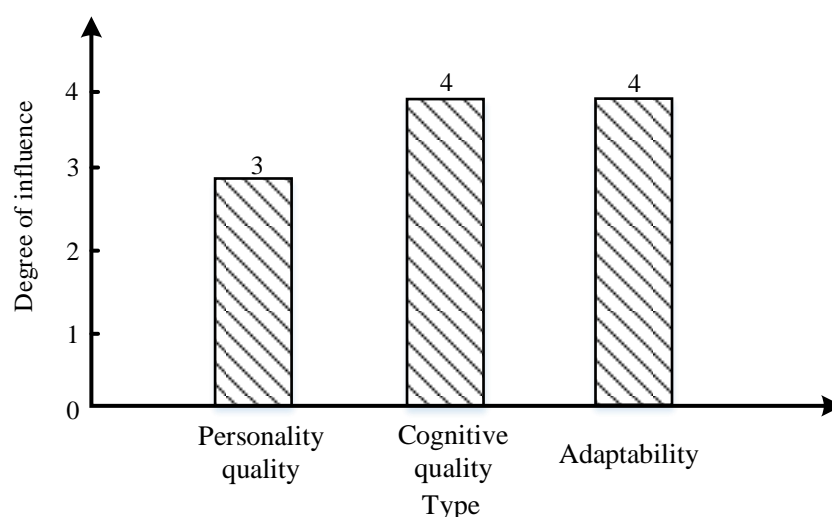
**Objective:** By analyzing the impact of physical education in higher vocational colleges on the cultivation of students' psychological quality, this study provides a campus activity strategy that can effectively cultivate students' physical and mental quality for higher vocational colleges, and helps contemporary higher vocational college students improve their physical and mental health level.

**Subjects and methods:** The experiment takes 200 college students as the main research object. This study combines the K-means clustering algorithm with the experimental method. The experimental method is the main framework supporting the research and the main source of research data. The K-means clustering algorithm is mainly used to classify elements on the basis of experiments and analyze the influence path of elements through classification.

**Study design:** The experiment set in this study is an intervention experiment. The researchers will still record the changes of students' psychological state during the experiment. On this basis, this study uses K-means clustering algorithm to classify the types of changes in students' psychological quality. This study adopts a double classification method. The two classifications are horizontal experimental classification for different application types in the experimental process. The other is to use k-means clustering algorithm to classify students' psychology, and analyze the influence of factors in the form of double classification.

**Methods:** SPSS was used for data statistics and analysis.

**Results:** The impact of physical education in higher vocational colleges on students' different psychological quality dimensions is shown in Figure 1.



**Figure 1.** Dimension analysis of psychological quality

It can be seen from Figure 1 that the impact of physical education in higher vocational colleges on the cognitive quality and adaptability of students' psychological quality reaches level 4, which is a significant impact level. The influence of physical education in higher vocational colleges on the personality dimension of students' psychological quality reaches level 3, which is an obvious influence level. It can be seen that physical education in higher vocational colleges mainly affects students' psychological quality from the perspectives of cognitive quality and adaptability.

**Conclusions:** College is an important period for students' psychological growth, which is very necessary for the cultivation of students' psychological quality. Because the individual's psychological quality is closely related to their physiological quality, this study starts with the characteristics of students' psychological

growth, applies the physiological intervention method of campus physical exercise to students' psychological intervention, and helps students improve their psychological quality by creating the external environment of group sports. The results show that physical education in higher vocational colleges has the most significant impact on the two dimensions of students' psychological quality: cognitive quality and adaptive ability. It can be seen that physical education in higher vocational colleges mainly intervenes students' psychology from two aspects of cognitive quality and adaptive ability, so as to help students improve the level of psychological quality and promote the all-round development of students' body and mind.

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## STUDY ON THE INFLUENCE OF SINGER'S PSYCHOLOGICAL ANXIETY ON MUSIC EXPRESSION

Rui Shao

*Yan'an University, Yan'an 716000, China*

**Background:** Anxiety, as an emotional response to inner anxiety and anxiety caused by external objective factors, is usually manifested in the form of persistent tension, panic attack, neurological dysfunction and so on. Due to the different external influencing factors and social individual occasions, psychological anxiety presents different forms, among which the anxiety state of singers on the stage belongs to a type of performance anxiety. Performance anxiety, also known as "stage tension", is a psychological anxiety symptom related to the stage performance situation. The performance effect of performance anxiety before and during performance is different. Individuals mainly feel psychological anxiety, which is often accompanied by autonomic nerve dysfunction, reduced memory, dry mouth color, panic, inattention and so on. During the performance, these physiological phenomena caused by anxiety may cause the singer's breath and voice to lose control, resulting in stage mistakes that should not have been made. The anxiety psychology of singers is mainly affected by two aspects. On the one hand, it is subjective psychological suggestion. For example, the singer has characteristic anxiety psychology, which shows inferiority complex and fear psychology in stage performance. These psychological characteristics may cause negative psychological suggestion, and then lead to the formation of fear and retreat psychology before the singer's miscellaneous performance. Similar psychology will lead to the loss of performance state, and then affect the performance quality. In addition, the external social environment pressure and their own social pressure faced by singers may also lead to psychological anxiety. This kind of anxiety often comes from the importance of singers for their own reputation, or the harsh requirements of the external environment for singers, which leads to serious psychological burden on singers before or during performance, and affects the expressiveness of stage music while forming physiological effects. Therefore, in the process of intervention on relevant psychological anxiety, we should focus on the factors that form singer anxiety, and reduce the adverse impact of psychological anxiety on singers through factor intervention.

**Objective:** Based on the psychological theory of performance anxiety, this study analyzes the possible psychological anxiety states of singers in the process of stage performance and the possible impact of these psychological anxiety states on the singer's physiology and musical expression, so as to provide a perspective for singers to carry out pre stage self-intervention and help singers overcome the anxiety of stage performance. Enhance the singer's stage performance experience and comprehensive stage performance effect.

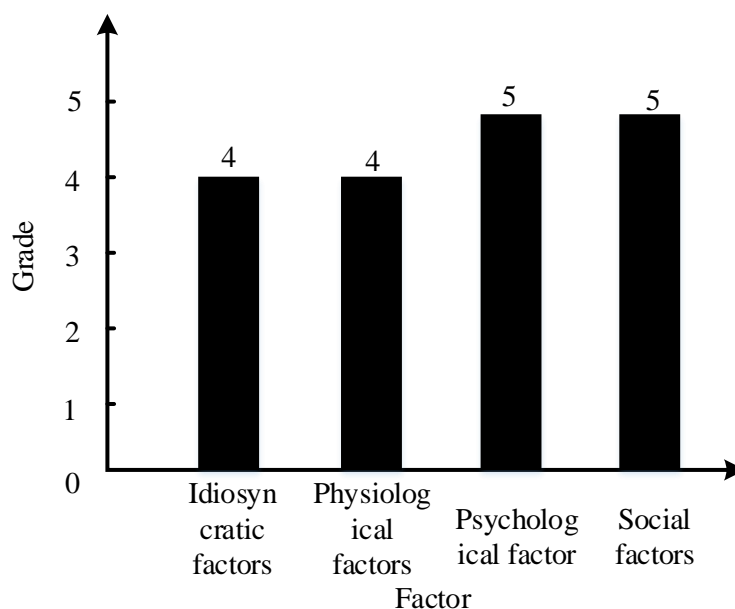
**Subjects and methods:** Taking 20 singers as the main research object. Analyze the influence of different types of music performance factors through the combination of methods and support machines. In this way, the study makes a series analysis of the variables of singers in the process of psychological anxiety, and clarifies the research chain of psychological anxiety caused by external environment or their own factors, which then affects music expressiveness by using factor analysis.

**Study design:** In this study, the support vector machine is used as a classification tool to classify the singers with different psychological anxiety performance types in the process of stage performance, and on this basis, the element analysis is carried out. In the element analysis, the singer's psychological anxiety state is connected with the singer's stage music performance for element force analysis.

**Methods:** In this study, excel is used to make statistics on the data, and on this basis, computer algorithm is used for classification analysis.

**Results:** The influence of different psychological anxiety generating factors of singers on their anxiety

psychology is shown in Figure 1.



**Figure 1.** Analysis of factors causing psychological anxiety

It can be seen from Figure 1 that psychological and social factors have the most significant impact on the singer's anxiety, reaching level 4 of the impact level. The influence of trait factors and physiological factors on the singer's anxiety is not significant, but obvious, reaching the third level of influence level. It can be seen that psychological and social factors have the greatest impact on the singer's anxiety.

**Conclusions:** In order to solve the problem of psychological anxiety of singers in the process of stage performance, this study starts with psychological theory, takes stage anxiety as a separate anxiety type for factor analysis, uses support vector machine algorithm to classify singer groups with different anxiety psychological states, and analyzes the action factors of different group types. The results show that psychological factors and social factors have the most significant impact on the singer's anxiety, while trait factors and physiological factors have a more obvious impact on the singer's anxiety. It can be seen that psychological factors and social factors are the factors that have the greatest impact on the singer's anxiety. By analyzing the psychological anxiety problems of singers in the process of stage performance, we can provide self-intervention means for singers with relevant problems, ensure their stable play in the process of stage performance, and improve the overall stage effect of singers.

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## RESEARCH ON THE ALLEVIATING EFFECT OF HUMAN RESOURCE MANAGEMENT BASED ON SOCIAL PSYCHOLOGY ON EMPLOYEES' ANXIETY

Wei Shao & Yonghong Zhu\*

*Anhui University of Finance and Economics, Bengbu 233000, China*

**Background:** In psychological theory, Fromm theory believes that in the contemporary social and cultural environment, individual anxiety and fear are largely isolated from each other. This kind of social psychological isolation has created the lack of all-round development of personality and the overall psychological loneliness of individuals with different social psychology. However, in social psychology, the anxiety emotions among individuals are not isolated from each other, but connected with each other. This anxiety of connecting with each other is mainly reflected in two important aspects. On the one hand, it is the connection of emotional universality. With the development of society, the individual pursuit of success of enterprise employees is gradually symbolized, and this psychological symbol is consistent in a universal sense. That is, the psychological performance of the success pursued by all enterprise employees is similar to each other. This similarity causes that when employees are difficult to achieve success due to practical obstacles, their anxiety is also similar to each other at the psychological level. On the other hand, it is the

consistency of the types of social groups, that is, the anxiety of enterprise employee groups will infect each other invisibly and become the common anxiety of employees in the whole enterprise and even the whole industry. This anxiety may be oriented to the future development of the enterprise or industry, may be dissatisfaction with the existing management system, etc.. Once the anxiety is group, it may form a group behavior tendency. Thus, causing a relatively bad impact. With the rapid development of social economy in recent years, social contradictions have gradually emerged. The anxiety psychology of enterprise employees has gradually changed from surface to deep, from recessive to explicit. Through the psychological intervention of employees' anxiety through enterprise human resource management, the influence range of anxiety can be weakened from the social psychology path of anxiety, so as to help employees establish correct psychological concepts and get rid of the trouble of anxiety.

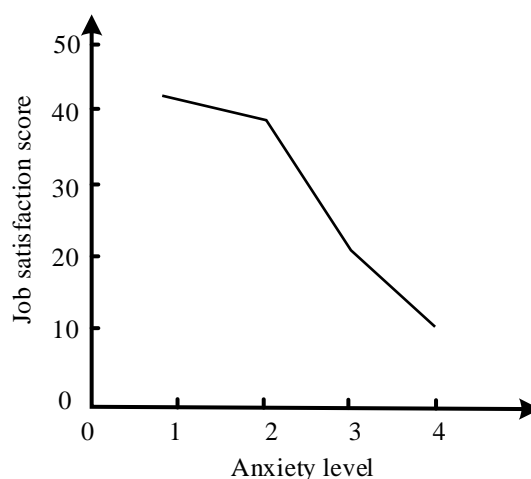
**Objective:** Starting from the theory of social psychology and facing the generation of employee group anxiety in enterprise management, this study analyzes the intervention path from the perspective of human resource management, and tries to use human resource anxiety psychological intervention to help employees get rid of anxiety, realize positive psychological incentive feedback at work, and create a more harmonious operation mode for enterprises and employees.

**Subjects and methods:** In the research process, the employees of different genders on the production line of electronic factory and garment factory are taken as the research object. This study combines correlation analysis with clustering algorithm. Firstly, it establishes exercises between different research fields. Then, on the basis of this connection, it classifies employee groups with different types of anxiety through clustering algorithm, and analyzes the intervention measures.

**Study design:** This study uses the method of correlation analysis to establish the relationship between employees' job satisfaction and employees' anxiety, and confirm the necessity of enterprise management center for employees' psychological intervention. On this basis, this study uses clustering algorithm to classify employee groups with different anxiety psychological types, and studies the ways of psychological intervention for different anxiety psychological types.

**Methods:** In this study, excel is used for comparative experimental data statistics, and computer degree is used for algorithm cluster analysis.

**Results:** The relationship between employees' anxiety and employees' job psychological satisfaction in the enterprise is shown in Figure 1.



**Figure 1.** Analysis of consumer psychological factors

As can be seen from Figure 1, with the increase of employees' anxiety level, employees' job psychological satisfaction in the enterprise shows a downward trend, among which the job psychological satisfaction decreases most rapidly between level 2 and level 3 anxiety. This level just corresponds to the process of anxiety shifting from mild to moderate. It can be seen that the state of moderate anxiety is the critical point for the formation of employees' job satisfaction. In the process of intervening the anxiety psychology of employees, we should focus on intervening the anxiety psychological employees who are beyond the critical point or just at the critical point.

**Conclusions:** This study studies the intervention path of human resource management based on the anxiety psychology of enterprise employees. In the research process, the correlation analysis method is used to analyze the correlation between employees' anxiety psychology and employees' job satisfaction and work effect, and the necessity premise of the research is established. On this basis, the clustering algorithm



is used to classify and analyze the types of anxiety psychology. The results show that there is a negative correlation between employees' job psychological satisfaction and employees' anxiety. By using human resources means to intervene and control employees' anxiety to a certain extent, we can help employees get rid of anxiety from the perspective of company procedures, improve employees' psychological satisfaction and work will, and then achieve the effect of improving employees' work efficiency and work quality. Help enterprises form more competitive employee groups and improve economic benefits.

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## THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' EMOTIONAL ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Si Shi

*Chongqing Vocational Institute of Safety & Technology, Chongqing 404000, China*

**Background:** With the rapid development trend of modern urban life, the phenomenon of life anxiety of residents is becoming more and more common, and the attention to relevant mental health fields is also gradually deepened. As a special group that is about to enter the society and whose physical and mental growth is not perfect, college students have a higher sensitivity to anxiety than other groups. With the change and development of external things, college students' anxiety is also gradually diversified, including learning anxiety, social anxiety, future anxiety and other different types of anxiety. There are many reasons for college students' anxiety, among which the most common is the stressful events encountered by college students in their daily study and life. Studies have shown that most of the psychological anxiety is caused by external stressful events. Because the college students have more feelings, these external stressful events are more likely to lead to the emotional anxiety of college students. In terms of learning anxiety, it may be that students' learning methods are forced to change after entering the university, but students' individual learning habits and learning concepts fail to complete the transformation in time, resulting in the decline of learning effect, which leads to students' self-doubt and anxiety. After entering the university, it may lead to the main line of anxiety, which may lead to the problem of getting along with the students after entering the university. In terms of future anxiety, it may be that under the changes of the external employment environment, students feel that they lack the strength they need in the future job competition, resulting in anxiety. No matter what kind of anxiety, ideological and political education in colleges and universities from the perspective of educational psychology can guide students' thinking and emotion from the perspective of teacher-student relationship, help students sort out their own psychological state and conceptual system through ideological and political guidance, and then help students get rid of the influence of anxiety and promote the sound development of students' personality.

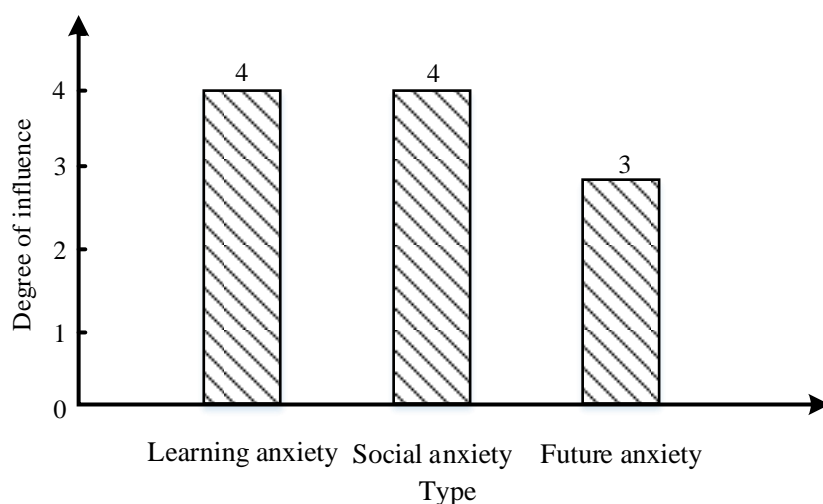
**Objective:** This study treats college students as a group with higher sensitivity to anxiety, uses the college ideological and political education method of educational psychology to help students dredge anxiety, establish a mental health education system more suitable for contemporary students, and improve students' physical and mental health level.

**Subjects and methods:** College students are selected as the main research object. This study combines the fuzzy evaluation method and factor analysis method. Firstly, the qualitative indicators are formulated according to the current situation of students' emotional anxiety, and then the qualitative indicators are given quantitative values, which can be transformed into quantitative indicators for quantitative analysis. On this basis, the factor relationship analysis is carried out.

**Study design:** This study first collects the scale based basic data according to the current situation of students' emotional anxiety, and then establishes the qualitative index system of emotional anxiety according to the basic data of students' emotional anxiety. After fully quantifying the qualitative index, this study will use the factor analysis method to analyze the functional relationship between educational psychology, college ideological and political education and students' anxiety.

**Methods:** This study uses the campus network to investigate the data related to anxiety among students, and uses SPSS software as a fuzzy evaluation tool.

**Results:** Educational psychology the specific effect of ideological and political education in colleges and universities on college students' emotional anxiety is shown in Figure 1.



**Figure 1.** Anxiety level distribution

As can be seen from Figure 1, college students' learning anxiety and social anxiety are significantly affected by educational psychology and college ideological and political education methods, reaching level 4. The future anxiety is obviously influenced by educational psychology and the way of ideological and political education in colleges and universities, reaching level 3. It can be seen that the benign influence of educational psychology on the way of ideological and political education in colleges and universities is mainly concentrated in two aspects: learning anxiety and social anxiety.

**Conclusions:** As a growing group, the psychological status of contemporary college students has certain particularity compared with other social groups. Based on the emotional anxiety status of contemporary college students, this study uses fuzzy evaluation method and factor analysis method to analyze the impact of students' anxiety under the way of ideological and political education in educational psychology colleges and universities. The results show that educational psychology and college ideological and political education have a significant positive effect on students' learning anxiety and social anxiety. Therefore, in the ideological and political education in colleges and universities, we should formulate a practical psychological emotion counseling scheme according to the psychological characteristics of students, and use the relationship between teachers and students to guide students to establish a correct concept system and a sounder personality.

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## DISCUSSION AND STRATEGY ANALYSIS OF OVERSEAS COMMUNICATION PATH OF CHINESE TRADITIONAL CULTURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Wei Shi\* & Weiwei Xie

*Nanchang Hangkong University, Nanchang 330063, China*

**Background:** In social psychology, the research on cultural communication is essentially based on the psychological preferences of cultural audience groups. The psychological theory of "use and satisfaction" is to transform the flow of cultural forms across time and space into the audience's psychological experience of culture. The psychological theory holds that the contact and communication behavior of culture among media individuals is essentially the behavior of the joint action of social factors and psychological factors. Media individuals first contact this type of culture in other communication processes and have psychological expectations for this type of culture. This expectation urges media individuals to actively contact this culture and produce use experience in the contact process. If this psychological experience is satisfied. Then the media individual will be transformed into a new cultural communication individual, produce a new cultural communication relationship, and reproduce the cycle of expectation, use and satisfaction in the psychology of other media individuals. Therefore, the more satisfied the media individual is in the process of cultural use, the higher the sense of relative cultural experience it brings, the easier the media individual is to be transformed into a part of the communication culture and further expand the scope of cultural

communication. The more widely the media impression of psychological satisfaction is spread, the wider the audience affected by cultural communication. Therefore, in the process of overseas communication of Chinese traditional culture, it is very necessary to control the psychological expectation and use experience of overseas audiences. Once the psychological expectation of overseas audiences can be fully mobilized and sufficient satisfaction experience can be generated in the process of cultural experience, a communication chain with cultural audiences as the main communication path will be produced. This communication mode is mainly spontaneous communication and group voice, and it is easy to form a “snowball” effect in cultural communication, which has a stronger communication effect than the traditional unilateral stereotyped cultural output mode.

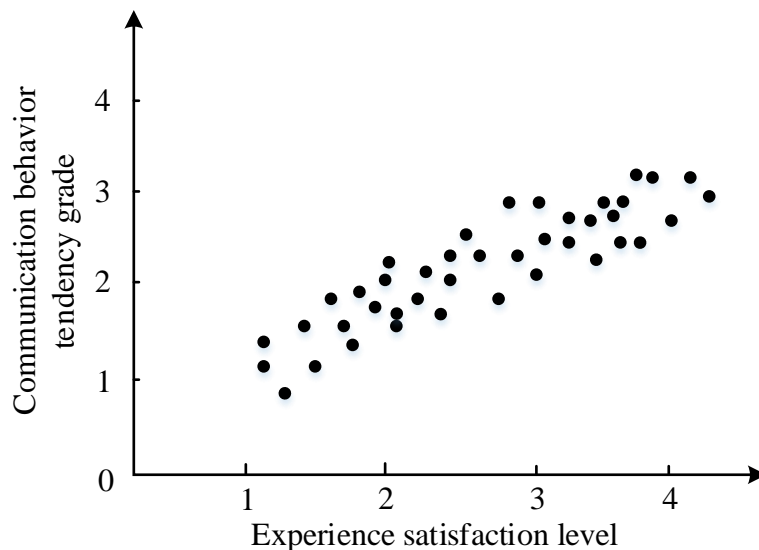
**Objective:** From the perspective of social psychology, this study explores the overseas communication path of Chinese traditional culture dominated by overseas cultural audience groups, so as to provide a communication strategy more in line with the psychological characteristics of modern people for the overseas communication of Chinese traditional culture, so as to promote the worldwide communication of Chinese traditional culture and provide assistance for the inheritance and development of Chinese traditional culture.

**Subjects and methods:** This study focuses on the overseas traditional cultural audience and potential audience. Therefore, the research object is selected in the form of overseas website related publicity. After logging in to the website, the research object will receive a questionnaire application. After consent, the questionnaire information of the website audience will be retained by the website background. This study combines correlation analysis with k-mean cluster analysis, classifies elements on the basis of establishing links, and makes a detailed impact grade analysis according to different element categories.

**Study design:** This study starts from the perspective of social psychology, takes the cultural experience and cultural communication willingness of overseas cultural communication audiences as the main research direction, establishes a logical chain by connecting the psychological elements of overseas cultural communication audiences in the process of cultural experience with the correlation analysis of their cultural communication willingness, and then makes a detailed classification according to the different types of psychological characteristics of the audiences. Then it makes a detailed analysis according to the category of psychological characteristics, and puts forward the strategies of overseas cultural communication on this basis.

**Methods:** SPSS software was used for the statistics and analysis of the research data.

**Results:** The impact of overseas audience’s cultural experience satisfaction on overseas audience’s cultural communication behavior is shown in Figure 1.



**Figure 1.** Analysis of communication behavior tendency

As can be seen from Figure 1, with the gradual increase of overseas audience’s cultural experience satisfaction, the level of overseas audience’s cultural communication tendency is also higher and higher, showing a positive proportional distribution trend as a whole. This distribution trend fully shows the relationship between the satisfaction of overseas audiences’ cultural experience and cultural communication behavior. The higher the satisfaction of overseas audiences, the more communication behavior can be formed, so as to expand the communication area and form a group effect.

**Conclusions:** With the development of globalization, the overseas dissemination of Chinese culture is the inevitable trend of the inheritance and development of Chinese culture. From the perspective of social psychology, this study refines overseas cultural communication into the psychological experience of the audience of overseas cultural communication. On this basis, the research uses the correlation analysis method and K-means cluster analysis method to analyze the relationship between the psychological elements of the overseas cultural communication audience and the communication behavior tendency of the audience group. The results show that the higher the satisfaction of overseas audience's cultural experience, the higher the communication tendency of overseas audience's culture. By focusing the cultural communication strategy on the audience's cultural use chain of cultural expectation and cultural experience, it is conducive to form the overseas communication trend of Chinese culture with more group advantages, and then provide help for the inheritance and development of Chinese excellent traditional culture.

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## RESEARCH ON THE INFLUENCE OF CERAMIC ART TEACHING INNOVATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY UNDER NEW MEDIA

Jingmin Sun<sup>1\*</sup> & Yan Zhang<sup>2</sup>

<sup>1</sup>*Zhejiang University City College, Hangzhou 310015, China*

<sup>2</sup>*Shandong College of Arts, Jinan 250300, China*

**Background:** Mental health means that all aspects of mental state and its activity process show a positive, continuous and positive state, and in this state, the subject has a good ability of psychological adjustment. The external objective environment, self-awareness level and internal psychological conflict will affect the individual's psychological state when dealing with the changes of the surrounding environment and stimuli. If the individual's psychological state is not adjusted and guided in time, under the influence of multiple pressures, it will produce corresponding psychological problems and negative emotions, such as anxiety, depression, schizophrenia and so on. The frequency of anxiety psychology is high and the audience is wide, which has become the main psychological disease of people under modern living conditions. Age structure, cognitive level, psychological age, nature of work and so on will make psychological anxiety groups show different psychological states and anxiety degrees. Psychological anxiety is mainly an emotional regulation disorder dominated by anxiety, which may also lead to other negative emotions such as shame, disappointment, anxiety, fear and so on. Anxiety disorder can be divided into two types: generalized anxiety and acute anxiety. Its etiology is more complex, including genetic factors, stress factors, disease factors and so on. At present, the treatment of anxiety disorder is mainly drug treatment, supplemented by appropriate psychological guidance, but drug treatment has certain compliance, and it is difficult for patients to take drugs regularly, which will not only affect patients' life and work, but also cause certain damage to their physical and mental health, and affect their accuracy and sensitivity of judgment.

Under the current development trend of new media, the information exchange and communication mode with information means as the technical support and scientific and technological products as the physical medium not only speeds up the speed and efficiency of information transmission, but also breaks the restrictions and limitations of time and space on information, making each independent individual become the publisher, disseminator and sharer of information. The innovation of technical means provides opportunities and challenges for the development of ceramic art education in colleges and universities, which makes teachers start to think and seek new teaching methods to improve teaching quality. However, in the original ceramic teaching, the old teaching equipment, the lack of theoretical innovation and the difference of teaching effect all make its student audience have related anxiety psychology. At the same time, the pressure of academic examination, the change of learning environment, interpersonal communication and low psychological tolerance will affect the degree of students' psychological anxiety. Therefore, exploring the impact of ceramic art teaching innovation on students' psychological anxiety in colleges and universities has good practical application value and helps to improve students' mental health.

**Objective:** In order to alleviate the psychological anxiety of students in ceramic teaching in colleges and universities and improve their psychological adjustment mechanism, this paper studies the improvement and innovation of the original teaching mode with the help of relevant psychological theories, and strengthens the intervention of teachers to students with the help of classroom teaching to help them

improve their mental health level.

**Subjects and methods:** Firstly, the psychological status of the students majoring in ceramic art design in a university was evaluated, and then the students with psychological anxiety were taken as the research object. Based on the understanding of the current situation and teaching mode of the original ceramic art teaching course, the students with psychological anxiety were optimized, and the psychological characteristics and emotional changes of the students with psychological anxiety were fully considered. In order to achieve the psychological teaching effect and goal of alleviating anxiety.

**Method design:** The study first analyzed the correlation between ceramic teaching mode and psychological anxiety with the help of principal component analysis, and then randomly divided the research objects into intervention group and conventional group. The intervention group used the improved ceramic art teaching mode for experiment, while the conventional group carried out the experiment according to the original conventional teaching means, and the experimental intervention time was 4 weeks. With the help of Psycho-Somatic-Tension-Relaxation Inventory (PSTRI) and Hamilton Anxiety Scale (HAMA), the psychological status and anxiety degree of the subjects after the experiment were reassessed and the data were analyzed.

**Methods:** The correlation between ceramic teaching mode and students' psychological anxiety was analyzed by principal component analysis statistical to analyze the experimental data.

**Results:** The improved ceramic teaching classroom can effectively help students release pressure, improve anxiety and other negative psychological emotions in classroom teaching, and improve students' self-cognitive ability and mental health to a certain extent. Table 1 shows the statistics of anxiety scores of students in the intervention group before and after the improvement of classroom teaching mode.

**Table 1.** Statistics of anxiety scores of students in the intervention group before and after the improvement of classroom teaching mode

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Employment confusion and anxiety	3.78	2.33	2.05	1.95
Curriculum goal anxiety	3.04	1.42	2.16	1.16
Anxiety of professional operation ability	4.39	2.06	2.12	1.97

**Conclusions:** Ceramic art teaching not only undertakes the teaching goal of imparting professional knowledge to students and improving their humanistic quality, but also undertakes the social goal of transporting high-quality talents to the ceramic industry. According to the current situation of ceramic teaching, actively innovating and improving its teaching mode and strengthening its intervention in students' mental health can effectively relieve students' anxiety. As an emotional disorder, psychological anxiety has the characteristics of irregular, irregular and easy to repeat. Therefore, it is of great value and significance to give full play to the psychological guidance and emotional release of classroom teaching to the students' audience and improve their mental health level.

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## RESEARCH ON THE CULTIVATION OF STUDENTS' ABILITY TO ADJUST PSYCHOLOGICAL PRESSURE AND ANXIETY BEFORE PERFORMANCE IN PIANO TEACHING

Ximiao Sun<sup>1\*</sup> & Junqiao Chen<sup>2</sup>

<sup>1</sup>*Department of Music, Xianyang Normal University, Xianyang 712000, China*

<sup>2</sup>*Department of Music and Performing Arts, Sichuan University of Arts and Science, Dazhou 635000, China*

**Background:** The standard of mental health refers to that all aspects of psychology and its activity process are in a continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. When the individual's psychological condition changes or is stimulated by conditional factors, it will produce a certain amount of psychological pressure, and psychological pressure refers to the positive or negative experience of the brain in order to

help us focus on coping with challenging situations. Moderate and positive psychological pressure can promote individuals to continuously stimulate their own potential and development motivation, and deal with the changes of environment and individuals with a more upward and fuller psychological attitude. Excessive and negative psychological pressure will cause individuals to have negative psychological emotions about upcoming things, cause behavioral cognitive conflict, and hit the individual's enthusiasm and initiative to solve things. In the long run, it is easy to cause a vicious closed-loop cycle and damage their physical and mental health, life and work. When individuals are under certain psychological pressure, they will show certain external emotions, such as anxiety, progress, impatience, uneasiness and so on. Anxiety, as a common and frequent emotion regulation disorder, has a complex etiology, which is mainly manifested in different groups due to the increase of psychological pressure and the limitation of individual tolerance. Anxiety can be divided into generalized anxiety and acute anxiety according to their types, and most of them are accompanied by negative emotions such as shame, disappointment and fear, which are characterized by repetition, susceptibility and disease. Different levels of anxiety will make different groups show inconsistent emotional fluctuations and debugging differences, and also affect the objectivity of individuals in information screening and decision-making. As a better emotional release tool, music can effectively alleviate individual psychological pressure and anxiety. Due to the differences of students' professional quality, different students in piano major in colleges and universities can obtain different degrees of classroom harvest in the original teaching mode. At the same time, the difference of individual music literacy and the degree of effort will make students feel the psychological pressure under the conditions of internal and external factors, and produce anxiety accordingly, which limits the individual's emotional adjustment and behavior mechanism. Therefore, exploring the influence mechanism of piano teaching on students' psychological pressure and anxiety before performance has high teaching application practicality.

**Objective:** Due to the differences of individual quality and psychological pressure resistance, piano students show certain psychological pressure and anxiety in the teaching process, which makes it difficult for them to play a better professional ability in performance activities. Therefore, explore the influence mechanism of piano teaching on students' psychological pressure and anxiety, in order to relieve their psychological pressure and emotion, and improve their mental health level and emotion regulation ability.

**Subjects and methods:** 300 students majoring in piano performance in a university were selected as the research objects. Firstly, the basic information such as psychological pressure and anxiety of the research objects were collected before the experiment, and then the original teaching classroom was improved, such as the introduction of three-dimensional dynamic practice mode. With the help of classroom effect, professional test and other methods, the Psycho-Somatic-Tension-Relaxation Inventory (PSTRI) and Hamilton Anxiety Scale (HAMA) before and after the experiment were collected, and the experimental data were collected and sorted out.

**Method design:** Firstly, the correlation between piano teaching classroom and students' psychological stress and anxiety was analyzed by means of principal component analysis. Then the research objects were randomly divided into improved teaching group (group A) and original teaching group (group B), that is, targeted classroom teaching methods and psychological intervention were applied to the research objects in group A, while conventional classroom teaching methods and psychological intervention were applied to group B. the experimental intervention time was eight weeks. After the experiment, the changes of psychological pressure and the adjustment ability of negative emotions such as anxiety and depression were evaluated and analyzed, and the experimental results were obtained.

**Methods:** The correlation between piano teaching classroom and students' psychological stress and anxiety was analyzed by principal component SPSS22.0 statistical analysis tool to analyze the experimental data.

**Table 1.** Changes of psychological emotion scores of subjects under the intervention of improved piano teaching

Scoring dimension	Before intervention	After 4 weeks of intervention	After 8 weeks of intervention
Anxiety	2.45±0.63	1.37±0.45	1.03±0.41
Depression	2.35±0.38	1.21±0.39	1.07±0.46
Paranoid	1.94±0.57	1.25±0.46	1.02±0.58
Psychotic	2.53±0.46	2.34±0.13	1.55±0.43

**Results:** By improving the pertinence and richness of piano teaching classroom in colleges and universities, taking into account the learning law and psychological status of each individual, and improving and innovating on the original basis, it can effectively alleviate the relevant psychological pressure and

negative emotions of students caused by teaching, and improve the students' mental health level and emotional regulation ability to a certain extent. Table 1 shows the changes of psychological and emotional scores of the subjects under the intervention of improved piano teaching.

**Conclusions:** Self-imposed psychological pressure and anxiety caused by changes in environmental factors will make individuals fall into an "emotional trap" and self-doubt state for a certain period of time, and then it is difficult to get rid of this negative emotion and depression, which will greatly hinder their physical and mental health and daily life. Through the teaching improvement of piano professional classroom and psychological intervention on students, it can effectively alleviate their anxiety, improve their emotional adjustment ability and improve their overall quality.

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## EVALUATION AND ANALYSIS OF THE EFFECT OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' MENTAL HEALTH

Yuan Tao

*Chengdu Normal University, Chengdu 611130, China*

**Background:** With the improvement of China's economic development level and the increase of attention to students' quality education and mental health literacy, people begin to focus on mental health. The standard of mental health refers to that individuals have good psychological adjustment ability and emotional control ability, and can make better psychological response and state to the changes and stimuli of the surrounding environment. Different individuals show different psychological conditions at different stages, and are also affected by the differences of subjective and objective environment, cognitive level and psychological intervention. College students are in a critical period of physical and mental development. The teaching reform and the transformation of teaching methods will greatly expand the cognitive scope of students, make students consider themselves in the social collective, and put forward higher requirements for their adaptability and self-regulation ability. Many factors make college students' psychological pressure increase day by day, and correspondingly produce some psychological problems and negative emotions, such as mental anxiety, depression, fear and conflict, which greatly interfere and affect their study and life, and affect the normal formation of their outlook on life, values and world outlook. In order to actively guide and intervene college students' psychological problems, we first need to change their misunderstanding of psychotherapy, guide them to pay attention to their own values and feelings, and avoid hiding from doctors. Then reduce their resistance to the sources and influencing factors of psychological problems in various forms, and intervene them in the way of teaching in fun and treatment in practice. The factors affecting the mental health level of contemporary college students mainly include external pressure and their own cognitive conflict, that is, when the individual's psychological needs are not met in time, or have cognitive conflict with external objective factors, they will produce corresponding psychological problems. At the same time, the traditional way of Ideological and political education is relatively rigid and lack of innovation, which will make students lose interest and initiative in the curriculum, and it is difficult to pay attention to and actively guide students' psychological problems. Offline teaching methods gather students in the same teaching space environment, which is easy to make students have emotional experiences such as conflict and boredom and psychological problems such as anxiety. Online education breaks through the traditional teaching methods. With the help of some online words, it can effectively shorten the psychological distance between teachers and students, help teachers better intervene students and help them improve their mental health level. Therefore, exploring the mitigation effect evaluation of network ideological and political education on college students' mental health has high application value.

**Objective:** On the premise of mastering the basic psychological status of students, with the help of online ideological and political education classroom, to explore the influence mechanism between it and students' mental health, and put forward intervention guidance suggestions accordingly, in order to reduce the generation of college students' negative emotions and psychological problems and promote their mental health development.

**Subjects and methods:** 800 students in a university were selected as the research object. Firstly, information was collected on their ideological and political teaching effect and mental health status, and then a one month ideological and political teaching experiment was carried out on college students to intervene college students with different psychological problems. After the experiment, the changes of students in different stages of curriculum teaching are counted with the help of mental health self-test scale and mood state scale, so as to better explore the evaluation effect of online Ideological and political

education on alleviating the effect of college students' mental health.

**Method design:** Firstly, the research objects are divided into online group and offline group. The online group adopts online ideological and political teaching, and the offline group adopts traditional classroom teaching mode. And collect and sort out the data of their mental health status after one month.

**Methods:** The relationship between network ideological and political education and students' mental health was explored with the help of correlation function, and SPSS22.0 statistical analysis tool to analyze the scores of mental health scale and mood state scale before and after the experiment, and get the experimental results.

**Results:** The network ideological and political education can provide students with greater autonomy and certain innovative development potential in the teaching process, and the diversified and lively classroom teaching methods can effectively alleviate the psychological problems such as anxiety, depression and conflict caused by learning, and effectively improve the mental health level of college students. Table 1 shows the scores of some mental health scales in the network teaching group before and after the experiment.

**Table 1.** The scores of some mental health scales in the network teaching group before and after the experiment

Timing	Somatization	Force	Anxious	Depressed
Before experiment	1.76±0.28	1.98±0.63	2.43±0.51	1.77±0.64
After the experiment	1.23±0.22	1.53±0.11	1.14±0.27	1.23±0.42
<i>P</i>	<0.05	<0.05	<0.05	<0.05

**Conclusions:** Mental health is one of the important indicators to measure individual health status, and plays an indispensable key role in different growth stages. College students are more likely to have psychological problems when facing complex external environment and more interpersonal troubles, which makes their evaluation of personal value lose some objectivity and comprehensiveness, and cause great damage to their body and mind. With the help of the innovative way of network ideological and political education, the psychological intervention of students can improve the effect of classroom teaching and students' initiative, and then strengthen the positive guidance of teachers to their psychological status and effectively improve their mental health level.

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## THE INNOVATION OF THINKING MODE IN VISUAL COMMUNICATION DESIGN AND THE VISUAL CURE OF PEOPLE'S SPIRITUAL ANXIETY

Fan Wang

*Shanghai Publishing and Printing College, Shanghai 200000, China*

**Background:** The acceleration of social rhythm and the accumulation of various pressures make individuals bear heavy psychological and emotional pressure, and correspondingly produce related psychological problems, and show a series of emotional characteristics and behavioral diseases, such as persistent depression, pessimism and depression, despair and anxiety, sleep disorder and so on. According to statistics, the incidence rate of mental illness is increasing year by year in our country. Mental anxiety as a common mental disease is the core symptom of anxiety disorder. It is manifested as anxiety, irritability, fear, and so on. It is very easy to express anxiety in different degrees, and it is very easy to cause mental state in external stimulation. The expansion of the audience coverage of mental anxiety makes the people begin to pay attention to the mental health status. The mental state of patients with mental anxiety changes greatly, and it is difficult to concentrate. The feeling and stimulation of sound and light source are more prominent than ordinary people, and they lack a sense of security and confidence in uncertain events in the future, which has a great impact on their behavior guidance and decision-making behavior. Mental anxiety patients are often accompanied by sleep disorders, emotional disorders, somatization disorders and so on. The probability of illness increases rapidly, which causes great damage to the physical and mental health of the sick individuals. Mild mental anxiety also has certain self-adjustment ability, and has certain decision-making ability and judgment accuracy in judging things. However, severe mental anxiety will seriously affect the psychological state of patients, make them produce thinking transformation errors when judging things, and then make their overall function and mental state present a pathological state.



Individual way of thinking and thinking habits are completed through the processing of external environmental information. Vision, as the most intuitive and clear way, conveys environmental information to us. Among them, visual communication design is a flexible creation with the help of text, graphics, color and other elements, so as to realize the transmission of specific information and meet people's aesthetic needs.

The rapid development of the times and the increasing cognitive needs of people make the original design form difficult to adapt to people's cognitive needs. At the same time, the design of color and form in the old visual design is difficult to leave a deep visual impression on people, and will also cause great obstacles to the emotional guidance and psychological hint of the audience with mental anxiety. Therefore, accelerating the innovation of visual communication design has become one of the important tasks that cannot be delayed, and the transformation of visual thinking is the key link, that is, designers should strengthen the expansion of associative thinking, reverse thinking and developmental thinking in the fields covered by visual design such as packaging design, logo design and architectural design, and help mental anxiety patients better extract visual information in the form of innovation and optimization, so as to relieve negative emotions.

**Objective:** In order to improve the anxiety and pathological mental state of patients with mental anxiety and improve their overall mental health level, this paper studies how to change the thinking mode of visual communication design to affect the visual information they receive, so as to achieve the intervention effect of psychological state adjustment and visual healing.

**Subjects and methods:** 60 people with mental anxiety were selected. Before the experiment, the basic information on the degree and manifestation of mental anxiety was collected. Psychological intervention was applied to the subjects during the experiment. After the experiment, the mental anxiety data of the subjects were statistically analyzed with the help of Mini Mental State Examination (MMSE) and Self-rating Anxiety Scale (SAS).

**Method design:** During the experiment, the subjects were randomly divided into groups A and B. Group A was treated with psychological intervention under the guidance of thinking innovation, and group B was treated with normal psychological intervention. Both groups were treated with normal psychotropic drugs in this process. The experiment lasted for three months. After the experiment, the visual judgment improvement ability of the subjects was tested with the help of visual design drawing tool, and the mental anxiety improvement evaluation of the subjects before and after the experiment was counted with MMSE scale and SAS scale.

**Methods:** The experimental data were collected by scale evaluation tools and visual design drawings, and SPSS21.0 statistical analysis tool to process and analyze the experimental data.

**Results:** Strengthening the thinking mode innovation of visual communication design can effectively grasp the changes of psychological situation and anxiety of patients with mental disorders, and carry out targeted intervention. Through the analysis of experimental data, it can be seen that the targeted psychological intervention can effectively improve the mental anxiety of the research object, play a positive visual hint, and improve the mental health level of the research object to a certain extent. Table 1 shows the statistical changes of scale scores of group A subjects before and after the experiment.

**Table 1.** Statistical changes of scale scores of group A subjects before and after the experiment

Experimental time	MMSE	Month on month change rate (%)	SAS	Month on month change rate (%)
Before experiment	27.14±2.43	-	58.33±2.77	-
After the experiment	14.36±1.18	7.48	26.91±1.04	-4.26

**Conclusions:** Patients with mental anxiety are more sensitive to changes in the external world and environment, and are very vulnerable to interference factors, which affect their acquisition of visual information and the transformation of thinking content. Therefore, to strengthen their psychological intervention, we should start from their psychological characteristics. The research aims to innovate the thinking mode of visual communication design, so as to make the presentation of content more in line with the aesthetic needs of mental anxiety audience groups, and actively carry out targeted psychological intervention. The results show that the transformation of the design thinking mode can effectively improve their mental health level. Innovation is not only the driving force and source of social development and progress, but also one of the key points pursued in the field of art and design. Only by continuously changing and innovating the thinking mode of visual communication design, can more groups be given visual healing.

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## RESEARCH ON THE INFLUENCE OF VISUAL COMMUNICATION ON THE COMMUNICATION POWER OF NEW MEDIA PRODUCTS UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Junling Li, Fujun Wang\* & Mingjiao Yu

*Xi'an Siyuan University, Xi'an 710038, China*

**Background:** Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational situation. Its focus is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. On the basis of the combination of psychology and practical education, we should pay special attention to the relationship between students' work and practical education. At the same time, educational psychology can develop many special fields to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. Educational psychology includes the relationship between students' personality development and educational environment, students' intelligence, ability development and knowledge learning, the relationship between social development and standardized learning, and the relationship between the effectiveness of teaching and the regularity of talent training. Educational psychology focuses on people-oriented and the cultivation of students' subjectivity, advocates inquiry learning and cultivating creativity, provides a psychological scientific basis for the setting of diversified courses, improves the quality of students' moral education, aesthetic education and governance, and improves the efficiency of classroom teaching and service. With the help of educational psychology, we can effectively intervene students actively and effectively on the premise of grasping the teaching objectives and psychological laws of teaching, so as to realize the purpose of transporting high-quality and comprehensive talents for the society. The continuous progress of the times has promoted the reform process of higher education environment and the urgent development of talent training. Breaking through the traditional limited thinking and the "examination-oriented training" scheme, and truly creating practical talents and practical talents has gradually become one of the teaching priorities of colleges and universities. At present, in the teaching of visual communication design in colleges and universities, due to the "superficial" of teaching design and the backwardness of teaching means, it is difficult for students to grasp the teaching focus and design content in the teaching process. At the same time, the teaching design focuses too much on the classroom content and lacks practical teaching, which makes it difficult for students to recognize the impact mechanism of visual communication on the communication power of new media products, resulting in a series of negative emotions and psychological problems, such as anxiety, depression, conflict, anxiety and so on. This study explores the impact of visual communication on the communication power of new media products from the perspective of educational psychology, which helps to alleviate students' psychological and emotional problems caused by teaching and cognitive differences.

**Objective:** In order to speed up the training of practical talents with high comprehensive quality to adapt to the development of the times and alleviate the psychological problems of students caused by teaching, this paper studies how to promote the improvement and innovation of visual communication teaching from the perspective of educational psychology, in order to help students better understand the influence relationship between visual communication and the communication power of new media products and reduce emotional problems.

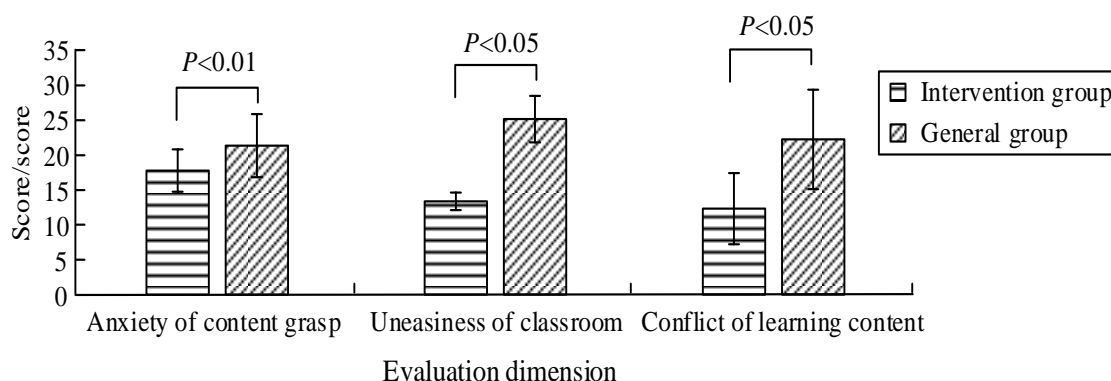
**Subjects and methods:** 600 students majoring in visual communication design and production in a university were selected as the research object. With the help of stratified cluster sampling method, students' views on the shortcomings of current instructional design and the communication power of new media products were collected by means of questionnaire design scale.

**Method design:** The subjects were divided into intervention group and routine group. The routine group normally carried out the learning process of visual communication without any intervention means, while the intervention group carried out the learning process with the help of big data analysis tools and the innovation of teaching methods based on the teaching objectives and teaching methods of educational psychology the teaching test and the evaluation of teaching effect are used to collect the grasp and evaluation of the influence mechanism between visual design and the communication power of new media products. The teaching experiment time is three months.

**Methods:** Statistical analysis tools were used to analyze the scoring data results of the subjects under the implementation of different teaching modes.

**Results:** Through the introduction of educational psychology to optimize the visual design teaching, the

results show that educational psychology can effectively innovate the teaching design objectives and schemes from the students' needs and the law of psychological change, effectively help students better understand the influence mechanism of visual communication under the new media, and reduce their negative emotions and psychological problems caused by teaching. Figure 1 shows the statistics of classroom psychological and emotional scores of the two groups of subjects after the experiment.



**Figure 1.** After the experiment, the scores of classrooms psychological emotion of the two groups of subjects were statistically analyzed

**Conclusions:** Educational psychology can provide a theoretical basis for educational reform. On the basis of grasping the psychological law and teaching law of teaching subject and object, it can teach students according to their aptitude, teach without category, greatly improve the teaching level and ensure the teaching quality. At the same time, the improvement of visual design teaching methods improves students' perception of the relationship between visual communication and the communication power of new media products. They understand that only by integrating and innovating the learned knowledge with practical practice can they reduce their doubts and anxiety about their learned knowledge and professional ability and improve their mental health level.

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## THE POSITIVE GUIDING EFFECT OF EDUCATIONAL PSYCHOLOGY ON COLLEGE STUDENTS' ENGLISH LEARNING

Heng Wang

Guilin University, Guilin 541006, China

**Background:** Educational psychology has been well applied in domestic higher education and has made great contributions to the improvement of subject teaching quality. Under the people-oriented education and teaching concept, the teaching methods and learning modes advocated by educational psychology also conform to the overall direction of educational reform, provide new directions and ways for the teaching reform and the innovation of teaching means in colleges and universities, and greatly improve the teaching quality and students' learning initiative. Educational psychology originated in the 1970s, after continuous practice and application, it has become an indispensable and important part in the current teaching stage, among which behaviorism and cognitive psychology have a great impact on teaching. Behaviorism refers to breaking and reorganizing the formed learning habits through stimulus response. For example, teachers can use the reward and punishment system to strengthen students' excellent habits and weaken bad habits, so as to realize a long-term and effective feedback mechanism. Cognitive psychology refers to the appropriate adjustment of cognitive structure to realize the processing and construction of existing knowledge, so as to emphasize the cultivation of students' learning initiative and enthusiasm. Educational psychology is the bridge and key for teachers and students to communicate and progress. It can effectively intervene and guide students in order to improve the level of teaching quality. However, most teachers are confused about the specific application of educational psychology, and it is difficult to grasp students' psychological characteristics and clarify their cognitive needs in the process of teaching practice. With the continuous

improvement of social development and the advancement of teaching reform, the society has put forward higher standards and requirements for English majors. However, there are many problems in college English teaching, which greatly reduces students' enthusiasm to participate in the classroom. The lack of teaching practice and the singleness of teaching means virtually make English teaching "superficial" and "divorced from reality", resulting in a large gap between students' classroom harvest and their own expectations, resulting in negative emotions and psychological problems, which has seriously hindered their learning process. Therefore, the research improves the teaching classroom with the help of the relevant theories of educational psychology, in order to speed up the effectiveness of college students' English learning and alleviate their psychological problems.

**Objective:** In order to alleviate the psychological problems of English majors caused by teaching, this paper studies the English teaching model from the perspective of educational psychology, in order to guide students' psychological and emotional changes and curriculum learning progress in English learning, teach students according to their aptitude, teach without category, and help them reduce emotional pressure and psychological problems.

**Subjects and methods:** 300 students with English learning difficulties in different grades and majors in a university are selected as the research object. Firstly, the basic information of their learning and psychological status is evaluated, and then the English teaching classroom is improved in order to alleviate the negative emotions and psychological problems of students in the teaching process, and actively guide and intervene them.

**Method design:** The subjects were divided into intervention group, routine group and psychological intervention group. The routine group normally carried out English teaching class without any intervention means. The intervention group used the English teaching mode improved by teaching psychology to learn, and the psychological intervention group guided the psychological problems of the subjects. Then, by means of psychological problem self-test scale and teaching test, the changes of learning and mental health level of the subjects in the four-week period were evaluated.

**Methods:** Principal component analysis was used to extract and analyze the factors affecting English teaching effect and students' psychological level. The innovative teaching model was used to guide students' classroom learning status and emotional changes, and statistical analysis tools were used to analyze the data and statistical results of the research objects under different intervention means.

**Results:** Educational psychology can improve the English teaching mode on the basis of effectively grasping the teaching law and students' psychological law, actively guide and dynamically pay attention to their psychological state and emotion, and reduce their negative emotion. Table 1 shows the statistics of English anxiety scores of the subjects before and after the experiment under different intervention methods.

**Table 1.** Before and after the experiment, the subjects' English anxiety scores under different intervention methods were statistically analyzed

Grouping	Before experiment		After experiment	
	Average value	Standard deviation	Average value	Standard deviation
Intervention group	11.25	1.22	4.13	1.04
General group	10.79	1.36	9.62	1.45
Psychological group	13.06	1.47	6.71	1.32

Factors such as learning difficulty, teaching plan and differences in their own learning ability will lead to students' anxiety in the process of English learning. As can be seen from Table 1, the classroom teaching improved by educational psychology has significantly alleviated students' English anxiety scores after the experiment, which is significantly better than the conventional group and psychological intervention group, and has a better guiding effect on students' negative emotions.

**Conclusions:** The application of educational psychology in English teaching has become a development trend. It is one of the important factors to improve the quality of classroom teaching and students' overall quality. Applying it to the intervention of professional students' learning ability and psychological problems can effectively improve students' enthusiasm and initiative to participate in learning, and realize the improvement of comprehensive language application ability and mental health level.

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## RESEARCH ON THE EXPRESSION AND SOLUTION STRATEGY OF COLLEGE STUDENTS' ANXIETY DISORDER IN THE TEACHING OF ACCOUNTING COMPUTERIZATION IN COLLEGES AND UNIVERSITIES

Jinsong Wang

*Liaoning Economics Vocational and Technology University, Shenyang 110122, China*

**Background:** The increase of social pressure and the limitation of individual tolerance make the population of psychological diseases such as anxiety disorder, depression and emotion regulation disorder increase. More and more people begin to pay attention to and pursue their own mental health status and the satisfaction of their own values. A single drug treatment has little effect on the treatment of psychological diseases and is easy to produce drug compliance. Among them, anxiety disorder has gradually become one of the “killers” causing psychological diseases due to its wide range of patients and repeated variability, and its etiology is more complex and diverse, including genetic factors, stress factors, disease factors and so on. Anxiety disorder is often manifested as motor agitation and sympathetic hyperactivity, accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. According to statistics, the proportion of patients with anxiety disorder who receive correct treatment in China is less than 10%. Most patients' anxiety symptoms are not treated in time, resulting in a great degree of damage to their physical and mental health. Different individuals are affected by different levels of anxiety and show different psychological characteristics. Among them, college students are not fully mature in mental development, and are easily disturbed by external objective environment, learning pressure, interpersonal relationship processing and other factors, which makes them deviate in the judgment of objective things and the attention of their own values, and then fall into a repetitive “emotional trap”, resulting in anxiety disorder. It has caused great damage to their mental health. In recent years, with regard to the safety accidents caused by the psychological problems of college students with anxiety disorder, colleges and universities also began to pay more attention to the mental health problems of students and provide psychological counseling accordingly. However, the process of psychotherapy is a relatively long-term and stable process, so only by internalizing it in the classroom and dredging it in the process of subtle influence, can there be better therapeutic effect. With the advent of the information age, accounting electronic algorithm has gradually become one of the required courses for accounting students. While greatly improving the teaching level and enhancing the ability of students to use professional knowledge, it is also inevitable to have related teaching problems. Due to the limitation of technical equipment and related professionals, accounting algorithm lacks a scientific and reasonable teaching framework in the course teaching, which makes the teaching results difficult to adapt to the development of social technology, increases the difficulty of students' learning, and causes anxiety and negative emotions in the teaching process.

**Objective:** To alleviate the anxiety symptoms of college students, help them better adapt to the transformation of accounting computerization teaching method, and reduce their negative emotions and psychological problems. Therefore, through the introduction of relevant psychological theories, this study explores the performance mechanism of students' anxiety disorder in accounting computerization teaching, and makes appropriate intervention and improvement on the teaching mode, in order to put forward solutions to alleviate college students' anxiety disorder.

**Subjects and methods:** The study selected the students with anxiety disorder in accounting major of a university as the research object. Firstly, the basic information of students' anxiety and learning state was collected with the help of Self-rating Anxiety Scale (SAS) and observation method. Then, according to the teaching content, objectives and requirements of accounting electronic algorithm course, the mathematical model of teaching quality evaluation system is established with the help of neural network theory to realize the innovation of teaching mode, and construct a new targeted and personalized accounting electronic teaching mode. And to test the improvement mechanism of the practice and application of different teaching models on anxious college students by psychological state assessment.

**Method design:** Under the condition of collecting the basic information of college students with anxiety disorder, this paper constructs a teaching quality evaluation model with the help of neural network to realize the innovation of accounting computerization teaching mode, that is, teaching content, teaching method, teaching effect, students' ability to master knowledge and other indicators as the input layer and teaching quality as the output layer. Using mathematical model to innovate the target connotation and level positioning of accounting computerization teaching classroom, so as to realize the improvement and intervention of anxiety college students. The Self-rating Anxiety Scale was used to evaluate the anxiety level and mental health status of students before and after the experiment, and to explore the influence mechanism and countermeasures of college accounting computerization teaching on college students'

anxiety disorder.

**Methods:** The innovation of teaching mode was realized by neural network algorithm, and the experimental data were processed and analyzed with the help of statistical analysis tools, so as to better realize the innovation of accounting computerization teaching classroom and alleviate the anxiety symptoms of college students.

**Results:** Innovating the teaching mode of accounting computerization, that is, realizing the reform of target connotation and level positioning, can effectively improve students' professional learning initiative, have a clearer understanding of their own learning content and curriculum requirements, and then alleviate their anxiety. Table 1 shows the general situation of routine behavior and cognition of anxious college students.

**Table 1.** General situation of routine behavior and cognition of anxious college students

Dimension	Mean	S.D.
Self-recognition value	2.325	0.547
Learning enthusiasm	2.867	0.843
Learning difficulties	3.741	0.515
Emotion regulation disorder	3.304	0.676
Learning perception	1.412	0.412
Self-efficacy	2.956	0.533
Evaluation objectivity	1.272	0.763

**Conclusions:** The social development trend of marketization, globalization and informatization has changed the accounting teaching environment and requirements to a great extent, and also virtually improved the standard of teachers' teaching skills and increased the difficulty of course teaching. As one of the important course contents of accounting students, accounting computerization course can effectively improve students' cognitive structure and overall quality only by accelerating its improvement and teaching innovation. The improvement of accounting computerization course with the help of psychological theory can effectively help students have a higher level of cognition of their major and alleviate their anxiety symptoms and negative emotions.

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## CAUSES AND ADJUSTMENT STRATEGIES OF COLLEGE STUDENTS' CHINESE LEARNING ANXIETY

Minghui Wang

*Tarim University, Aral 843300, China*

**Background:** From the perspective of psychology, anxiety mostly refers to an emotional response and psychological state. It is a compound response to uncertain events in the future that makes it difficult for the body to adapt to environmental changes. Different individuals show different responses to the same anxiety mechanism due to their own differences and psychological quality, and the degree of anxiety they feel is also different. Anxiety has different forms of anxiety according to its types and etiological mechanisms, such as examination anxiety, interpersonal anxiety, language anxiety, health anxiety and so on. There are many reasons for anxiety, including the stimulation of external environmental conditions, low psychological tolerance and differences in learning level. Among them, language anxiety is a kind of foreign language learners' subjective feelings, psychological signs and behavioral reactions. It refers to the fear of not being confident in the expected effect or feeling language learning difficulties in the process of second language learning. Since the application of the concept of language learning anxiety, many scholars at home and abroad have paid attention to it. Language anxiety is different from general psychological anxiety. Its anxiety is mainly caused by the anxiety of applying the language for communication learning or practical practice. However, due to the characteristics of language itself, there are great differences in the process and efficiency of language input and output. The long-term nature of language learning makes learners unable to get positive feedback. It is very easy to produce language learning anxiety, and even the psychological idea of retreat and giving up.

With the continuous vigorous development of China's economy and the continuous enhancement of

China's comprehensive national strength, China's position in the world is also rising steadily, which also makes China's local culture and language pursued by people all over the world. More and more people began to spontaneously join the wave of learning Chinese, and the promotion and popularization of Chinese teaching has been expanded to a great extent. The Chinese structure and culture are broad and profound, with profound historical and cultural heritage, and the research results on Chinese teaching in recent years are lack of systematicness and comprehensiveness. Therefore, most Chinese learners will feel that learning is too difficult at the beginning of learning, resulting in a certain fear, showing anxiety and negative emotions about language learning. Therefore, from the perspective of psychology, this study analyzes the current situation of teaching Chinese as a foreign language and the anxiety of foreign students, and puts forward corresponding adjustment strategies.

**Objective:** To analyze the problems existing in the current Chinese teaching process, analyze the causes of college students' Chinese learning anxiety, and actively intervene students' anxiety and psychological emotion through the improvement of teaching classroom, so as to put forward targeted coping strategies to alleviate their learning anxiety and improve their learning level and psychological quality.

**Subjects and methods:** Taking the foreign students suffering from language learning anxiety in the Chinese Department of a university as the research object, firstly, collect the information on the degree and causes of their language learning anxiety, and modify and delete the scale based on the Foreign Language Classroom Anxiety Scale (FLCAS) combined with the theory of cultural transfer. There are five items in the examination, including the test, the negative evaluation of Chinese and the fear of negative evaluation. The FLCAS scale was used as a test tool to make statistics on the Chinese learning anxiety of the subjects before and after the experiment.

**Method design:** Firstly, with the help of principal component analysis, this paper analyzes the correlation between Chinese teaching classroom and students' learning anxiety, and then innovates and optimizes Chinese classroom teaching methods, means and modes. The subjects were randomly divided into intervention group and control group. The intervention group adopted the classroom teaching mode improved by psychological intervention, and the control group studied the course according to the conventional teaching method. The experimental intervention time was four months. After the experiment, the improvement of classroom teaching on students' Chinese learning anxiety was analyzed with the help of FLCAS scale, and suggestions for improvement were put forward.

**Methods:** The correlation between Chinese teaching classroom and students' Chinese learning anxiety was analyzed by principal component analysis, and the experimental data were processed and analyzed by statistical analysis tool 23.0.

**Results:** Many factors such as learners' age structure, learning ability differences, personality and foreign cultural acceptance ability will affect learners' effect and efficiency of learning a second language. Due to the complexity of Chinese character structure, the difference of cultural background and the singleness of classroom teaching, students are more likely to have language learning anxiety. Improving the classroom teaching mode can effectively alleviate the language learning anxiety of college students and improve their psychological pressure resistance. Table 1 shows the changes of Chinese learning anxiety over time in the control group.

**Table 1.** Changes of Chinese learning anxiety with time in the control group

Time after experiment	Classroom anxiety	Test anxiety	Communication anxiety	Evaluation anxiety
One month	24.16±6.23	18.22±2.84	11.24±2.61	8.89±2.64
Two months	26.47±1.11	19.24±3.01	13.73±4.16	9.05±2.26
Three months	28.43±1.05	24.69±2.93	12.14±3.23	7.85±2.04
Four months	32.14±1.22	32.17±2.43	12.17±1.37	10.28±2.13

**Conclusions:** Chinese learning anxiety is an important factor affecting foreign students' Chinese learning process. Long-term language learning anxiety will affect students' enthusiasm and initiative to participate in classroom learning, and will also lead to a series of negative emotions and negative psychology. Exploring the causes of college students' Chinese learning anxiety and putting forward adjustment strategies in time has important practical value and practical teaching application. The results show that students' language learning anxiety has an important correlation with teachers' teaching methods, and classroom teaching under psychological intervention can effectively alleviate students' anxiety. In the future teaching, teachers should pay attention to the psychological intervention of students and integrate situational and cultural teaching, so as to reduce the Chinese learning anxiety of foreign students.

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## RESEARCH ON OVERCOMING SPORTS SLACK BY RELYING ON PARENT-CHILD SPORTS ACTIVITIES UNDER THE BACKGROUND OF SPORTS PSYCHOLOGY

Shengqi Wang<sup>1,2\*</sup> & Mohamad Nizam Bin Nazarudin<sup>1</sup>

<sup>1</sup>*Faculty of Psychology and Education, Universiti Malaysia Sabah, Sabah 88400, Malaysia*

<sup>2</sup>*Sports Institute, Xianyang Normal University, Xianyang 712000, China*

**Background:** As a branch of psychology, sports psychology mainly studies the psychological performance of sports participants and related sports laws, that is, the two-way influence mechanism between sports activities and human psychological activities. In the current sports competition, paying attention to the psychological suggestion and psychological counseling of athletes has gradually become one of the important pre competition preparation activities. Giving full play to the role of sports psychology in sports activities or competition events can effectively exert varying degrees of intervention on participants according to their psychological state and emotional fluctuation. Positive psychological training and suggestion will strengthen the affirmation and confidence of sports participants in their physical quality and potential, produce positive self-worth and emotional excitement, and then win the game. On the contrary, negative psychological training will reduce the psychological “potential energy” of participants, and then affect their physical quality and psychological state. It is difficult to participate in sports events with a full attitude. With the continuous advancement of the process of teaching reform, the overall health quality of students is gradually placed in an important position, and the focus of health quality education is to pay attention to the individual’s mental health and its changes, followed by physical quality. The development and effect of sports are closely related to the changes of participants’ psychological situation. At the same time, the emotional changes of participants will also have a certain impact on the sports results. The current academic pressure and test anxiety make high school students neglect to pay attention to sports activities, and the frequency of sports teaching has changed from once a week to once a fortnight or once a month. This kind of irregular sports activities will also make students inevitably have emotional states such as sports slack, and corresponding psychological problems such as anxiety, conflict and anxiety, which is not conducive to the improvement of their physical and psychological quality. Parent-child sports activities refer to inviting students and their parents to participate in sports activities together to improve the enthusiasm and initiative of participants through this way of intimate contact. At the same time, this way of sports participation with clear role orientation can make participants change their views on the items of activities, and the sense of group honor will bring positive psychological hints to the psychological situation of participants. Therefore, the research explores the relationship between parent-child sports activities and students’ sports slack with the help of sports psychology, so as to alleviate their negative psychological problems in sports.

**Objective:** In order to improve students’ slack psychology and negative emotion in sports activities and help them improve their physical quality and mental health, this paper studies the relationship between parent-child sports activities and students’ slack psychology with the help of sports psychology.

**Subjects and methods:** The research take 80 students in a senior high school as the research object. Firstly, the information of their sports psychology and emotional state is collected, and then the mood state of the research object is evaluated with the help of the profile of mood states (POMS).

**Method design:** The research objects were randomly divided into group A and group B. both groups used the same sports activity training, and the training time was once a week. Group A improved the original sports teaching classroom based on the concept of parent-child sports activities and sports physical education, so that it could participate in sports activity training in the way of parent-child cooperation, while group B used the conventional sports teaching mode for sports activity training, and the training time was 4 weeks. After the experiment, collect the mood state and movement of the subjects before and after the experiment, and count the score data.

**Methods:** With the help of Excel and SPSS22.0 statistical analysis tools to process and analyze data.

**Results:** Parent-child sports activities are sports activities completed by the joint participation and cooperation of parents and children, including collective activities and group activities. Teachers can guide parents and students to participate in sports interaction from the aspects of platform construction and improvement of measures, and carry out targeted intervention according to the psychological change law of participants in sports activities. The results show that parent-child sports participation can greatly improve students’ enthusiasm and initiative in participating in sports activities, improve their attention to sports results, reduce sports slack psychology and improve their mental health level. Table 1 shows the statistics of



sports psychological scores of the research object after the experiment.

**Table 1.** Statistics of sports psychological scores of the subjects after the experiment

Sports psychology	Group A		Group B		P
	Average value	Standard deviation	Average value	Standard deviation	
Slack psychology	4.13	1.05	11.25	1.12	0.035
Anxiety psychology	9.62	1.43	10.78	1.36	0.024
Uneasy psychology	6.71	1.31	13.06	1.47	0.037
Conflict psychology	4.13	1.11	11.27	1.23	0.001

**Conclusions:** Different ways of participating in sports activities will have a great impact and interference on the changes of individual sports psychology and emotion, and then produce different feedback mechanisms on their sports cognitive attitude. As a sports event, in addition to the physical function of the participants themselves, the psychological quality of athletes will have a great impact on their endurance and mental state, and then have an impact on people's performance in sports activities. With the help of sports psychology, improving the physical education classroom and grasping the combination degree of physical education teaching and psychological intervention can effectively improve the level of physical education teaching, so as to alleviate the boredom and laziness of students participating in physical education teaching and reduce the generation of negative psychological problems in sports.

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## ANALYSIS OF THE IMPACT OF THE FAIRNESS OF BASIC EDUCATION RESOURCE ALLOCATION ON STUDENTS' MENTAL HEALTH

Weiping Wang

*Shangluo University, Shangluo 726000, China*

**Background:** Mental health refers to that all aspects of individual psychology and its activity process are in a continuous and positive psychological state, and in this state, the subject can make good adaptation and give full play to its physical and mental potential. Mental health is one of the evaluation criteria of individual health status. Whether we can correctly deal with the changes and stimuli of the surrounding environment and whether we can have well psychological tolerance and quality are important aspects to evaluate the level of mental health. At the same time, the degree of mental health of individuals at different stages is also different. The factors affecting mental health include the objective environment, the level of psychological quality, self-cognition and psychological conflict, among which the objective factors of external environment and subjective psychological state are the important contents affecting the standard of mental health. The emotional value and psychological attitude of different individuals will affect the normal development of their mental health. Evaluating students' mental health is of great significance in the current educational environment and the background of teaching reform, and students' mental health is easily affected by many factors, such as changes in environmental conditions, academic expectations, interpersonal relationships, family factors and social stress events. Students are in a critical period of physical and mental development, which is a stage of frequent psychological problems, and the formation of their values is not yet mature. Therefore, when facing the choice and judgment of things, they will show "children's mind" or pay too much attention to the subjective ideas at the individual level, and there are some deviations and abnormalities in the opinion evaluation. Some studies have found that there is a certain negative correlation between people's quality and professional ability and mental health, that is, people with stronger professional ability are more likely to have psychological problems. The reason is that people with higher professional quality pay more attention to the high level of psychological needs. The quality of the educational environment and its mechanism will be directly reflected in the teaching plan and goal, which makes the teaching subject show different psychological mechanisms and emotional ups and downs in the teaching process. Basic education is a key part of the whole education system and an

important guarantee for the realization of the training objectives and educational functions of China's education system. The allocation of basic education resources refers to the allocation of material, financial and human resources related to education, so as to meet the teaching requirements of different regions and school levels. However, at present, the allocation of basic education in China is uneven, which is reflected in the gap between urban and rural areas and the difference of school running levels. The difference of teaching resources will affect the students' own mental health level. Therefore, based on this background, this paper studies the impact mechanism of the fairness of basic education resource allocation on students' mental health.

**Objective:** In order to improve students' mental health level and promote their learning quality and effect, this paper studies the influence mechanism of the fairness of basic education resource allocation on students' mental health with the help of psychology related theories.

**Subjects and methods:** Students from four middle schools were selected as the research objects, including one municipal senior middle school (group A), one municipal ordinary middle school (group B), one county and town middle school (group C) and one township middle school (group D). The psychological status of the research objects was evaluated with the help of mental health assessment scale.

**Method design:** The study collected the preliminary situation of students' mental health level under different educational resource allocation by means of metacognitive method and field investigation, and then observed the psychological changes of students under different resource allocation by means of mental health test scale and "role simulation transformation" and other test experiments. The "role simulation transformation" refers to the psychological suggestion intervention on some students with relevant psychological problems due to the difference of teaching resources, that is, the cognitive evaluation of roles is completed by imagining situations without considering the limitations of external restrictive environmental factors. Or "identity experience" with the help of a variety show to collect the mental health of the subjects under the situation.

**Methods:** Metacognitive method was used to explore the influence of educational equity on students' mental health under different allocation of educational resources statistical analysis tools and mental health test scale were used to collect and process the experimental data.

**Results:** The difference in the allocation of basic education resources will affect the fairness of students' access to learning resources, and then affect their learning mentality and emotion. Relatively fair allocation of teaching resources can effectively reduce students' learning comparison, and provide more poor students with opportunities for learning and progress. Accordingly, it will reduce their negative psychological emotions and psychological problems. Table 1 shows the score statistics of mental health scale of research objects in different schools before the experiment.

**Table 1.** Before the experiment, the scores of mental health scale of subjects in different schools were statistically analyzed

Grouping	Anxious	Uneasy	Conflict	Treason
Group A	1.47	1.68	1.12	0.28
Group B	3.68	4.24	3.25	2.73
Group C	2.47	3.22	4.16	3.29
Group D	3.26	2.77	4.28	3.96

**Conclusions:** With the improvement of China's attention to educational resources and the continuous improvement of educational reform, the division of basic educational resources has been relatively fair, and the basic teaching means and equipment of most students have been met. However, teenagers are in a critical period of physical and mental development and are prone to rebellious and other negative emotions and psychological problems. Therefore, schools should pay more attention to the mental health of these students, and carry out timely guidance and intervention to make them have a relatively healthy mental state.

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## ANALYSIS ON THE VALUE OF PHYSICAL TRAINING MODE UNDER EDUCATIONAL PSYCHOLOGY IN ALLEVIATING COLLEGE STUDENTS' ANXIETY

Xiaoyi Wang

*School of Teacher Education, Shaoxing University, Shaoxing 312000, China*

**Background:** Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching effect in a specific situation. Based on psychology, educational psychology constructs the relationship between pedagogy and psychology, discusses the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between teaching effectiveness and talent training, and is committed to improving teaching quality and meeting the needs of teaching subjects. On the basis of practicing the cultivation concept of people-oriented and cultivating people through moral education, educational psychology actively intervenes in the teaching process and teaching subject and object with the help of psychological theory, which is imperceptibly internalized in mind and practice, provides ideological weapons and innovative ideas for curriculum design, and provides new means and tools for the communication and contact between teaching subjects. In essence, the teaching process is the process of teaching interaction. Teachers improve the teaching methods and schemes according to the teaching objectives and students' psychological laws, so as to alleviate students' psychological problems and negative emotions caused by teaching. At present, due to the single and old teaching mode, teachers' relatively relaxed jurisdiction over students and other factors, the alleviating function of physical training on negative emotions has not been fully brought into play. The change of learning environment, interpersonal communication, professional employment and other factors increase the psychological pressure of students, and then produce anxiety. Anxiety, as an irrational state of mind, is the result of the imbalance of emotional regulation, that is, it refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence, and even psychological distortion, will have a negative impact on people's emotional regulation and behavior guidance. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. Different levels of anxiety will make individual behavior different, which makes people easy to be guided by negative emotions and make impulsive behaviors that are not in line with reality and daily behavior. Therefore, it is of great practical significance and value to explore the influence mechanism of physical training mode on college students' anxiety psychology with the help of educational psychology theory.

**Objective:** In order to better explore the influence mechanism of physical training mode on college students' anxiety psychology, help them correctly treat psychological changes, improve their anxiety psychology, and achieve the teaching goal of alleviating negative emotions and improving mental health level.

**Subjects and methods:** 800 students with anxiety psychology in a university were selected as the research object. After collecting the information of students' physical exercise and mental health, they were carried out physical training for one month. The contents of physical training include football, basketball, running and yoga. Based on the analysis of the original physical education teaching mode, it is improved and innovated to grasp the students' learning law and psychological and emotional characteristics. And with the help of mental health self-assessment scale and anxiety self-assessment scale, this paper makes statistics on the psychological changes of students in different stages, so as to better explore the changes of students' anxiety psychology under different physical education teaching modes.

**Method design:** Firstly, according to the mental health status and problems of the research objects, the experimental objects were randomly divided into martial arts group, Taijiquan group, Baduanjin group, stick group and traditional physical education teaching mode group after the improved teaching mode, and the mental health status and change data of different groups after one month were sorted and analyzed.

**Methods:** With the help of SPSS22.0 statistical analysis tool to compare the scores of mental health scale and anxiety scale before and after the experiment, and get the experimental results.

**Results:** Educational psychology can intervene students on the premise of grasping the teaching purpose and students' psychological law, effectively improve students' enthusiasm and initiative to participate in the classroom, further help them release negative emotions and alleviate anxiety. From the perspective of educational psychology, this study explores the mitigation mechanism of physical training mode on students' anxiety psychology. The results show that the classroom with improved teaching mode fully connects students, classroom and teachers in physical training. Compared with the physical education with

unmodified mode, the scores of the research objects in the anxiety scale after the experiment have significant statistical differences. Table 1 shows the score statistics of the mental health scale of the improved model football group before and after the experiment.

**Table 1.** Before and after the experiment, improve the score statistics of mental health scale of model Zuqiu group

Before and after the experiment	Somatization	Force	Interpersonal relationship	Anxious	Depressed
Before experiment	1.42±0.27	1.98±0.62	1.65±0.42	2.03±0.51	1.96±0.64
After the experiment	1.23±0.22	1.54±0.44	1.52±0.34	1.14±0.27	1.23±0.35
<i>P</i>	0.024	0.033	0.012	0.001	0.010

**Conclusions:** Anxiety, as an emotional expression of emotional regulation imbalance, will cause great damage to individual physical and mental health, make people in a depressed mental state for a long time, and lose interest in the surrounding environment and things. The integration of educational psychology into physical training mode can effectively give play to the joint force of education and psychological intervention, enable teachers to alleviate college students' anxiety and improve their mental health level on the basis of grasping the psychological laws and teaching characteristics of teaching subjects and objects.

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## RESEARCH ON ENTERPRISE PERFORMANCE APPRAISAL MODEL CONSIDERING THE PSYCHOLOGICAL STATE OF EMPLOYEES WITH ANXIETY DISORDER

Xiaojuan Wang

*Xizang Minzu University, Xianyang 712082, China*

**Background:** As a complex psychological and emotional disorder, anxiety disorder is usually characterized by motor agitation and sympathetic hyperfunction, accompanied by negative emotions such as shame, disappointment, anxiety and fear, which will have a certain impact on individual learning, life and mental health. From the perspective of psychology, anxiety is a kind of psychological feeling and action tendency in the face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. Cognitive level, psychological endurance, educational requirements, age structure, genetic factors and so on will make individuals produce anxiety under the stimulation of internal and external environmental factors. According to the statistics of who, the number of patients with anxiety disorder shows an increasing trend, and the sick population also tends to be younger and more serious. Among them, employees have become the main patients of anxiety disorder, which is due to the multiple pressures of work pressure and individual life. The psychological state of anxiety disorder employees will affect their evaluation of their own value and work content. They carry out work with a more negative emotional attitude, and their own emotional value cannot be met in time. Moderate psychological anxiety will urge employees to constantly examine their own shortcomings and problems in work, and then solve problems with a more proactive attitude and behavior. However, excessive psychological anxiety will make employees fall into emotional quagmire, resulting in emotional disorder and out of control behavior, which will lead to a series of psychological problems and affect the completion of work tasks and the investment of mental state. Job content, interpersonal relationship, enterprise management system, job burnout, performance appraisal standards and other factors will affect employees' emotional changes and evaluation, and become the potential cause of anxiety disorder. Among them, the quality of the enterprise's performance appraisal model is directly related to the interests of employees. It is one of the important contents that affect employees' psychological emotion, and different employees have different tolerance and emotional perception, so they also hold different attitudes and emotional endurance in solving the same thing and problem. If there is no timely and effective targeted intervention on employees' anxiety psychology, it will affect employees' physical and mental health, make them show a depressed mental state at work, affect their participation in the company's management and compliance with rules and regulations, and is not conducive to the completion of their own assessment objectives and the efficiency of enterprise human resources management. The work performance and mental outlook of employees are important contents of

enterprise performance appraisal, and the emotional state and health level of employees will have a great impact on the overall state of employees. The content of performance appraisal is one of the important strategies of enterprise competitive management.

**Objective:** To pay attention to the psychological status of employees with anxiety disorder is an important content of enterprise assessment management, which affects their overall economic benefits. In order to improve the anxiety psychology of enterprise employees, alleviate their anxiety symptoms and help them improve their mental health level, this paper studies and explores the relationship between the psychological state of employees with anxiety disorder and the enterprise performance appraisal model, reveals the influencing factors affecting employees' anxiety disorder, and puts forward countermeasures.

**Subjects and methods:** The research take the employees with anxiety disorder in an enterprise as the research object, and optimizes and improves them according to the causes of employees' anxiety and the problems existing in the current enterprise assessment mode, in order to realize the effective intervention and remission of employees' psychological anxiety.

**Method design:** Grade the anxiety degree of employees with anxiety disorder, explore the causes of anxiety and its relationship with the performance management evaluation management mode, and then optimize the management mode to meet the psychological needs of employees, alleviate their psychological anxiety and reduce the generation of negative emotions and related psychological problems. The experiment lasted for three months. After the experiment, the data of the changes of psychological anxiety of the subjects were analyzed with the help of the self-rating anxiety scale, so as to better study and consider the intervention mechanism between the psychological state of employees with anxiety disorder and the enterprise performance appraisal model, so as to improve their mental health level.

**Methods:** With the help of social statistical analysis tool SPSS23.0 make statistical analysis on the difference of psychological anxiety relief of employees under different performance appraisal management modes.

**Results:** The enterprise performance appraisal model reflects the affirmation of the enterprise on the work effect of employees to a certain extent, and is an important embodiment of the fairness of resource distribution. The psychological emotion of employees is closely related to the physical environment, psychological environment and enterprise management system. The key point of active intervention for employees with anxiety disorder is to fully affirm the contribution and value of employees to the enterprise. Experiments show that the improvement and innovation of the enterprise performance appraisal mode can make it consistent with the actual situation, meet the psychological needs and emotional values of employees, effectively alleviate the anxiety symptoms of anxiety employees, reduce their worries about unknown events, and greatly improve their mental health. Table 1 shows the statistical results of psychological anxiety levels of the subjects before and after the experiment. Grades from 1 to 5 indicate the degree of psychological anxiety from light to heavy.

**Table 1.** Statistical results of psychological anxiety levels of subjects before and after the experiment

Before and after intervention	Interpersonal anxiety	Work anxiety	Job burnout anxiety	Value realization anxiety
Before intervention	4	5	4	5
After intervention	2	2	1	1

**Conclusions:** Anxiety disorder, as an emotional regulation disorder, will cause great damage to people's physical and mental health. Improving the enterprise assessment management mode can effectively convey the recognition of the enterprise to itself and work to employees, so as to improve their work enthusiasm and confidence and reduce their anxiety symptoms and negative emotions. Therefore, enterprises should pay attention to employees' emotional value and psychological problems in the formulation of human management and performance appraisal in the future, so as to help them improve their mental health level.

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## RESEARCH AND ANALYSIS ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION INTEGRATED INTO COLLEGE ENGLISH TEACHING ON STUDENTS' LEARNING ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xin Wang

*Shaanxi Police College, Xi'an 710021, China*

**Background:** Educational psychology refers to the application of psychological theory to teaching practice and conscious teaching intervention according to the psychological laws and change characteristics of both subject and object of teaching, that is, to help teachers optimize and improve in curriculum design, teaching method improvement and teaching motivation guidance, so as to achieve the teaching effect of solving students' psychological problems and negative emotions. Educational psychology has established the relationship between pedagogy and psychology. By discussing the relationship between students' personality development and educational environment, ability development and knowledge learning, and the regularity between teaching effectiveness and talent training, it has strengthened the relationship among students' subject, teachers and classroom environment object, so that the teaching quality and the needs of teaching subjects can be met to a greater extent. Educational psychology provides ideological weapons and innovative ideas for curriculum design. It is not only the best test means of curriculum effect, but also a good embodiment of ideological and political teaching tools. By incorporating educational psychology into the curriculum design, targeted teaching is carried out according to the psychological characteristics and laws of teachers and students in the process of teaching interaction, and the key points of ideological and political education are conveyed to students in the process of subtle influence, so that it is no longer limited to special ideological and political courses, and its effect of psychological intervention on students is brought into play. At present, college students often ignore the importance and urgency of ideological and political education, which makes it difficult to greatly improve their ideological and moral cultivation. Ideological and political teaching gradually becomes a mere formality, which is difficult to give full play to its leading power and guidance in education. For example, in the current college English teaching classroom, most students have negative emotions and psychological problems such as learning anxiety, resistance and resistance due to the influence of factors such as learning difficulty and personal ability level, which seriously affects their learning quality and mental health level. As a negative emotion, anxiety will make individuals have emotional difficulties such as self-doubt and inferiority complex. It is difficult to face life and learning with a better psychological attitude, which will greatly hinder their mental regulation and emotional control. As a common mental disease, anxiety disorder is characterized by a series of symptoms such as depression, energy decline, pessimism, despair and helplessness. If it is not properly intervened, it may even lead to long-term physical and psychological problems in the long run.

**Objective:** To study the integration of ideological and political education into college English classroom from the perspective of educational psychology, carry out teaching reform from the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, pay full attention to the needs and psychological change characteristics of students, help them alleviate the negative emotions and psychological problems caused by learning, and improve their ideological and moral cultivation and mental health.

**Subjects and methods:** 800 students with learning anxiety in a university were selected as the research object, and the changes of students' psychological status before and after experimental intervention were statistically analyzed by stratified cluster sampling method with the help of Self-rating Anxiety Scale and Health Evaluation Scale.

**Method design:** The subjects were divided into improvement mode group, integration group and control group. The improvement mode group used the improved English teaching mode of educational psychology for learning, and the integration group used the mode of ideological and political education integrated into college English teaching from the perspective of educational psychology for learning. The experimental period is four months. After the experiment, the changes of students' learning anxiety scale under different teaching schemes are statistically analyzed.

**Methods:** Using principal component analysis to explore the correlation between ideological and political education and English teaching, and using the new model to analyze the improvement of mental health of the subjects within four months, SPSS22.0 statistical analysis tool to process and analyze the experimental data.

**Results:** The integration of ideological and political education into English teaching mode with the help of educational psychology can effectively intervene students' psychological status and ideological and moral level, help them better adjust their emotions and psychological pressure, and effectively improve students' enthusiasm and initiative to participate in the classroom. The experimental results show that the improvement of learning anxiety of the integration group is significantly better than that of the other two groups. Table 1 shows the statistics of students' learning anxiety scores in the three groups after the experiment.

**Conclusions:** Educational psychology can enable teachers to timely adjust, optimize and innovate according to their own teaching characteristics and learning progress on the basis of grasping the psychological laws and teaching characteristics of teaching subjects and objects. At the same time, it can also guide students' comprehensive ideological and moral development, and improve students' comprehensive ideological and moral development. English learning and ideological and political teaching

have strong compatibility and close connection. They all serve the main body of students in order to improve their overall quality as the teaching goal. In the future teaching practice, college English teachers should pay attention to the integration and innovation of classroom teaching, and actively guide the adjustment of students' thinking and psychological status.

**Table 1.** After the experiment, the scores of students' learning anxiety in the three groups were statistically analyzed

Group	Learning difficulty anxiety		Test anxiety	
Improvement group	12.78	2.15	9.44	5.33
Integration group	17.35	1.52	12.45	7.14
Control group	29.26	2.32	18.21	4.16

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## ANALYSIS ON THE ROLE OF AUTOMOBILE REPAIR TEACHING IN ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

Yuan Wang

*Jiangsu College of Safety Technology, Xuzhou 221000, China*

**Background:** The reform of education system and the development of socialist market economy have accelerated the changes of China's employment market standards and requirements. Most workers gradually began to pay attention to the learning and training of professional and technical ability, resulting in the gradual increase of the number of higher vocational colleges. In addition, the over saturation of the labor market and the high recruitment standards of employers have virtually increased the employment competition pressure of students, resulting in negative emotions such as anxiety, worry and depression. Employment anxiety refers to the fact that in the process of employment, students are affected by factors such as the low suitability of their majors and positions, the improvement of the standards of employers and the large number of competitors, and then there is a certain deviation between their professional ability and value evaluation and the actual social standards. The non-compliance of the expected value will make students unconsciously fall into an emotional downturn. The severity of employment anxiety will affect the individual's psychological state, and then affect their employment and job selection ability. Moderate employment anxiety will help students master the employment situation in advance, so as to urge them to continuously strengthen their learning of professional knowledge and practical ability. The excessive and negative anxiety psychology will affect the individual's objective evaluation of job demand and the cognition of their own value. In the case of blind employment or avoiding employment, in the long run, it will fall into the vicious circle of unable to find a job and emotional anxiety, which is not conducive to their long-term career planning. Due to the lack of professional teachers, hard learning process and practical learning methods, the automobile repair major in higher vocational colleges is very easy to produce employment confusion and escape psychology in the learning process, which makes its anxiety psychological phenomenon more prominent. At the same time, the students majoring in automobile repair are vulnerable to the influence of the environment and others, have weak self-adjustment ability and environmental perception ability, and do not know enough about the prospect of their major and related technical level. Therefore, they are easy to fall into the trap of anxiety and neglect the improvement and learning of their professional ability. Therefore, exploring the relationship between automobile repair teaching and college students' employment anxiety and helping them put forward countermeasures can effectively help students better adapt to the employment market and actively guide their employment, which has high practical guiding value.

**Objective:** With the continuous change of employment market standards and the continuous saturation of the labor market, the difficulty of employment will only be higher and higher, and the employment advantage of graduates will gradually lose, and produce employment anxiety. Higher vocational students are in the stage of high interest and fighting spirit, strong learning ability and practical ability. If they fall into employment anxiety, they will doubt their ability, lose confidence in the employment market, and then have psychological and behavioral avoidance of employment problems. The purpose of the study is to reduce the employment anxiety and other psychological problems of auto repair students, help them make an objective assessment of the employment market and their professional ability, guide them to actively adjust their psychological status and reduce the generation of negative emotions such as anxiety, anxiety

and fear.

**Subjects and methods:** Randomly take the students with employment anxiety of automobile repair major in a higher vocational college as the research object, and evaluate their employment anxiety and their own working ability with the help of anxiety scale and vocational ability evaluation scale. And through the improvement of the original classroom teaching mode of automobile repair specialty, in order to strengthen the psychological guidance and intervention of students' employment anxiety and help they reduce the generation of negative emotions such as anxiety.

**Method design:** After reasonably evaluating and grading the employment anxiety and employability of the subjects, then factor analysis was carried out on the influencing factors of employment anxiety of automobile repair students with the help of principal component analysis. The intervention of psychological emotion counseling and employment planning guidance in the teaching classroom has achieved the effect of alleviating students' employment anxiety and improving their mental health level and employability. The experiment lasted for three months. After the experiment, with the help of the score of the scale data, this paper explored the role of automobile repair teaching in alleviating college students' employment anxiety.

**Methods:** The influencing factors of employment anxiety were extracted by principal component analysis and tested by SPSS22.0 statistical analysis tool for statistical analysis of experimental data.

**Results:** With the improvement of social and economic level, the employment prospect of automobile repair specialty is gradually favored by more and more people. However, due to the interference of a variety of internal and external subjective and objective factors and the disadvantages of the original teaching classroom, the students of automobile repair specialty have some doubts about their own employment planning, and then have employment anxiety. The results show that this model can effectively alleviate students' employment anxiety and improve their mental health level. Table 1 shows the score statistics of the employment anxiety dimension of the subjects before the experiment.

**Table 1.** Before the experiment, the scores of the subjects' employment anxiety dimension was statistically analyzed

Anxiety dimension	Job competition anxiety	Job choice anxiety	Employability anxiety	Job prospect anxiety
Boy student	25.13±1.28	14.22±1.07	23.17±2.08	19.49±1.36
Girl student	37.15±1.44	21.39±1.35	18.12±1.98	20.04±1.24

**Conclusions:** Students' employment anxiety will seriously affect their confidence and employability to participate in the job market. Helping them correctly view the changes of the job market and their professional ability is the key and difficult point of higher education. Under the increasingly severe employment situation and employment pressure, students majoring in automobile repair in higher vocational colleges should improve their professional ability. Teachers should pay attention to the law of students' psychological change and timely guidance to help them adjust their psychological mood of employment. The results show that the improvement of the teaching mode of automobile repair specialty can effectively alleviate the employment anxiety of college students and promote the improvement of their mental health level.

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## ANALYSIS ON THE ROLE OF COLLEGE EDUCATION IN ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

Zhuoran Wang

*Zhoukou Normal University, Zhoukou 466001, China*

**Background:** As a complex psychological and emotional disorder, anxiety is usually manifested in motor agitation and sympathetic hyperfunction, accompanied by negative emotions such as shame, disappointment, anxiety and fear, which will have a certain impact on individual learning, life and mental health. At the same time, many factors such as individual age structure, cognitive level, psychological bearing level and educational background will cause individual anxiety, which makes it show different psychological mechanisms in different periods. The international health organization claims that the number of Chinese people suffering from anxiety and depression is increasing, and the incidence group is gradually becoming younger. Among them, college students are prone to anxiety and cause great damage to their physical and mental health due to the influence of many factors such as subjective and objective



environment, interpersonal communication, cognitive differences, employment and career selection, study and examination and so on. Among them, employment anxiety is the anxiety emotion that college students will have when facing graduation. The reason is that the development of market economy promotes the change of employment market, and the imbalance between labor supply and demand and the high recruitment standards of employers increase the pressure of employment competition of students, resulting in negative emotions such as anxiety, worry and depression. In the process of employment and job selection, due to the interference of cognitive deviation between internal cognition and objective reality, low adaptability between major and post or unrealistic personal requirements, students will inevitably have behavior mechanisms such as cowardice, retreat and escape in the job market, and fall into doubt and negation of employment prospects and their own value. Appropriate employment anxiety can help students better understand the market demand and professional skill requirements, and have a preliminary understanding of the employment situation in advance, so as to urge them to continuously strengthen their professional knowledge and practical ability. However, excessive employment anxiety will affect their objective evaluation of job demand and their cognition of their own value, and then produce negative emotions and behavioral barriers, making them miss the best period of employment and career choice. With the continuous saturation of the labor market, the employment difficulty of college students will only become greater and greater, and the employment advantage of graduates will gradually lose. In this context, college education should focus on and actively intervene students' employment choice and psychological status, alleviate their employment anxiety and help them better carry out employment and career choice.

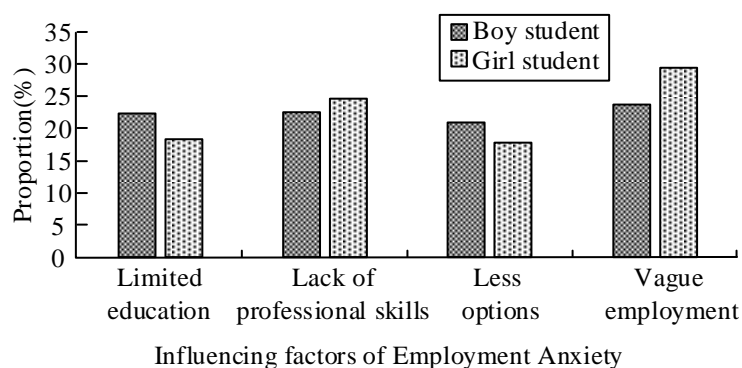
**Objective:** In order to reduce the employment anxiety of college students, help them alleviate their negative emotions such as anxiety, make an objective evaluation of the employment market and their professional ability, guide students to actively adjust and change their psychological emotions, and seek employment opportunities with a positive attitude.

**Subjects and methods:** Randomly take the students of a university as the research object, and collect the information about the evaluation of anxiety and their own working ability with the help of anxiety scale and vocational ability evaluation scale. Then, build an employment anxiety improvement mechanism model with the help of college education, and intervene the students' employment anxiety.

**Method design:** Firstly, after the reasonable evaluation and grading of the subjects' employment anxiety and employability, the influencing factors of students' employment anxiety were analyzed by principal component analysis. To help students alleviate anxiety and improve their employability by means of psychological and emotional counseling, employment practice training and other intervention means. The experimental time is one month. After the experiment, explore the psychological guidance mechanism of college education on students' employment anxiety.

**Methods:** Principal component analysis was used to extract the influencing factors of employment anxiety and test the regression coefficient. College anxiety improvement model and scale tools were used to intervene and sort out the psychological status of the subjects, and statistical analysis tools were used to statistically analyze the experimental data.

**Results:** Students' employment anxiety will seriously affect their confidence and employability in the job market. Helping them correctly view the changes of the job market and their professional ability is the key and difficult point of higher education. The results show that the anxiety improvement model used in the study can effectively guide students to objectively evaluate their own value and professional ability, and reduce students' fear and anxiety about the job market through employment practice. Figure 1 shows the statistics of the proportion of influencing factors of college students' employment anxiety.



**Figure 1.** Statistics on the proportion of influencing factors of college students' employment anxiety

As can be seen from Figure 1, the restriction of educational background, the lack of professional skills, the lack of employment choice and the ambiguity of employment planning will all cause students'

Employment anxiety, accounting for a large proportion, and there is little difference between boys and girls.

**Conclusions:** Employment is not only a key step for students to enter the society from school, but also a new stage in which they begin to feel and experience social changes in the form of individuals. When students graduate, they will unconsciously produce negative emotions such as anxiety and anxiety, which will have a great negative impact on their employability. Higher education should pay attention to the intervention and guidance of students' psychological status, help them adapt to the changes of the employment market, adjust their psychological mood in time, treat employment opportunities and employment choices without evasion or resistance, but take a proactive attitude, constantly improve their professional quality and ability, and actively find employment with full spirit and high morale.

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## STUDY ON THE INFLUENCE OF EMBROIDERY PATTERN DESIGN IN NANJING BROCADE PRODUCTS ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Lingli Xia

*Henan Institute of Science and Technology, Xinxiang 453003, China*

**Background:** From the perspective of psychology, anxiety is a kind of psychological feeling and action tendency in the face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. Cognitive level, psychological endurance, educational requirements, age structure, genetic factors and so on will make individuals produce anxiety under the stimulation of internal and external environmental factors. According to the statistics of who, the number of patients with anxiety disorder shows an increasing trend, and the sick population also tends to be younger and more serious. With the continuous improvement of people's living standards, people begin to pay more attention to their own value pursuit and psychological needs, and lift mental health to the same important position as physical health. The degree of psychological anxiety is closely related to the individual's psychological acceptance ability. Mild anxiety can be effectively alleviated through their own emotional regulation and the guidance and comfort of others. Severe psychological anxiety will not only affect the individual's value orientation and psychological hint, but also easily lead to emotional regulation disorder, accompanied by negative emotions such as fear, anxiety, anxiety and boredom, which will cause great damage to their physical and mental health, so they need the help of professionals. As an easily occurring mental disease, psychological anxiety is mostly related to individual thinking mode and cognitive habits. At the same time, sensory stimulation will have a great impact on individual information acceptance, and then affect their emotional fluctuations. Too old and backward design forms will lead to boring and boring psychological changes, especially artistic design and display. Nanjing cloud brocade is an outstanding representative of China's excellent traditional culture. It is called "China's four famous brocades" together with Sichuan brocade in Chengdu, song brocade in Songzhou and Zhuang brocade in Guangxi. It has a distinctive symbol of Chinese auspicious culture, supplemented by the combination of cloud and Xia simulation, realism and freehand brushwork, and the patterns and patterns of various cultural and artistic shapes, making its patterns elegant and beautiful, colorful and solemn, with strong national and regional characteristics. Nanjing brocade products tend to be classic in color and pattern form, with rich coordination, but the selection of materials is relatively expensive. Moreover, the embroidery pattern design of Yunjin derivatives is not in line with the development trend of the times, such as Yunjin scarf and Yunjin mouse pad, which is difficult to give the audience better psychological cognitive expression in visual experience and meet the psychological needs and emotional anxiety of some special groups.

**Objective:** In order to improve the anxiety of patients with psychological anxiety and help them reduce the generation of negative emotions and psychological problems, this paper studies the improvement of the embroidery pattern design of brocade products with the help of relevant psychological theories, in order to meet the psychological needs of the audience with psychological anxiety and regulate their emotions with sensory stimulation.

**Subjects and methods:** Taking Yunjin consumers with anxiety disorder as the research object, firstly, analyze the causes of their psychological anxiety, and collect their consumption views and evaluation information on Nanjing Yunjin products. Then, on the basis of retaining the characteristics of Nanjing brocade products, it is improved and innovated, so that it can meet the psychological needs of the audience

with psychological anxiety in terms of color matching, pattern design and detail processing, in order to achieve effective intervention in its negative emotions and anxiety relief.

**Method design:** Grade the anxiety level of anxious consumer groups, explore the causes of anxiety and consumption influencing factors, then optimize the design of Nanjing brocade products, and collect the data of anxiety improvement before and after the experiment with the help of self-rating anxiety scale during the four-week experiment. With the help of statistical analysis tools, the experimental data are sorted and analyzed in order to explore the intervention mechanism between the embroidery pattern design of Nanjing brocade products and the psychological anxiety of the audience.

**Results:** Nanjing brocade has unique charm and collection value, and the reserved innovation of its derivative products and reducing the threshold distance between the product and the public can effectively speed up its promotion value and bring new visual feelings to some special consumers. The research explores the influence mechanism of embroidery pattern design in Nanjing brocade products on alleviating the psychological anxiety of the audience. The results show that the color matching, pattern form and the reserved innovation of pattern design can effectively reduce the psychological anxiety of the audience and improve their mental health level. Table 1 shows the statistics of anxiety scores of the subjects before and after the improvement of embroidery pattern design of brocade products.

**Table 1.** The subjects' anxiety scores before and after the improvement of embroidery pattern design of cloud brocade products were statistically analyzed

Anxious dimension	Color matching	Complicated patterns	Embroidery texture
Original design	12.14±1.03	15.26±1.43	7.38±1.05
Optimal design	6.32±1.04	8.26±2.18	4.13±1.31

**Conclusions:** Anxiety disorder, as an emotional regulation disorder, will cause great damage to people's physical and mental health. It will not only affect individuals' perception and judgment of external things, but also make them impulsively make decisions and choices in the state of emotional fluctuation, resulting in irreparable consequences. Consumer groups with psychological anxiety will pay particular attention to their colors and patterns. Optimize the design of embroidery patterns in Nanjing brocade products, so that its derivative products can better meet the psychological needs of anxious audiences, so as to adjust their emotions, reduce anxiety, and live with a more optimistic and positive attitude. At the same time, when inheriting and innovating traditional art and cultural products, we should take more account of the psychological needs of different audience groups to realize the unity of artistry and practicability.

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## EFFECT OF LOCAL RESECTION ON BEHAVIOR DISORDER IN PATIENTS WITH LIVER CANCER

Hao Xu, Liying Wu\*, Guojia Yuan, Xiaoguang Liu & Nianping Chen

*Affiliated Hospital of Guangdong Medical University, Zhanjiang 524000, China*

**Background:** Primary liver cancer poses a great threat to people's health and is one of the common malignant tumors. With the progress of clinical imaging diagnosis technology in China, the examination and treatment efficacy of liver cancer diseases have been greatly improved, and the survival time of liver cancer patients has been significantly prolonged. Surgical treatment is still an important means of liver cancer treatment. More than 80% of patients with liver cancer in China are accompanied by cirrhosis and poor liver function. Regular surgical resection in a large range will bring higher postoperative complications and mortality, further aggravating liver damage. Therefore, resection of liver cancer lesions has become the main treatment scheme, but regular total resection will affect the normal operation of liver metabolic function. Local resection has become the most accepted surgical scheme for patients in the early stage of liver cancer treatment. However, local surgical resection will inevitably have certain surgical risks, and the psychological status of patients with liver cancer will also affect their postoperative rehabilitation effect. Liver function assessment will be carried out before local resection of liver cancer to determine the normal operation of postoperative physical function. Some postoperative patients will unconsciously produce psychological diseases due to their fear of postoperative risk and harm, mainly behavioral disorders.

As a kind of mental and psychological disease, behavior disorder is often manifested as a destructive behavior disorder, which is affected by pathological perception, thinking, emotion and other factors, resulting in a large gap and discrepancy between the external behavior and ordinary people, and its

preference choice is more affected by self-emotion. Behavioral disorders mainly include psychomotor excitement, psychomotor inhibition, imitation action, stereotyped action, posture and forced action. In terms of emotional regulation and code of conduct, they often show a “self” spiritual tendency and “counter mentality”. Liver cancer patients have different psychological states after local resection of diseased tissues due to their differences in cognitive level and psychological tolerance. Liver cancer patients with poor psychological quality are more likely to have behavioral disorders and negative emotions, which will have a certain interference on their postoperative rehabilitation effect and mental health.

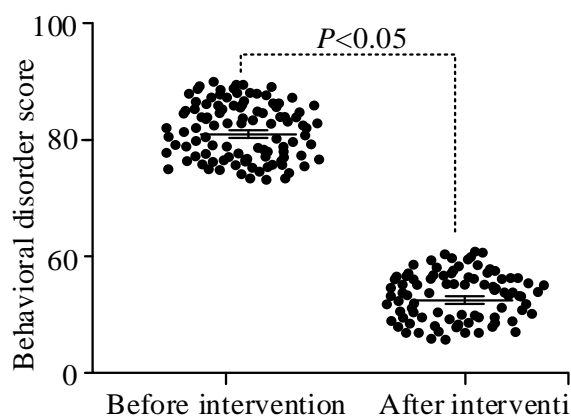
**Objective:** To better understand the manifestation and etiology of postoperative behavioral disorders in patients with liver cancer, help them improve their behavioral disorders, and reduce their postoperative negative emotions and psychological problems, so as to obtain better rehabilitation treatment effect and improve their cognitive level and behavioral mechanism.

**Subjects and methods:** Patients who had undergone local surgery and resection of liver cancer lesions in a hospital were selected as the research objects. The selection of research objects met the selection criteria, and there was no interference of other conditions. Then the subjects were randomly divided into experimental group and control group. The patients in the experimental group were treated with normal drug intervention and psychological counseling after operation, while the subjects in the control group were treated only with drugs. The experiment lasted for three months. After the experiment, the degree of behavioral disorder and psychological status of patients were evaluated with the help of Symptom Checklist 90 (SCL-90) and behavioral disorder scale. After the experiment, the postoperative rehabilitation and related conditions of the subjects were recorded by later follow-up investigation.

**Methods:** The experimental data were analyzed by SPSS23.0 statistical analysis tools were used to analyze the difference and  $P$  value test of the experimental data. The counting data were expressed in percentage (%), and the measurement data were expressed in (mean  $\pm$  standard value). The data between groups were compared by  $t$ -test. The difference was statistically significant when  $P < 0.05$ .

**Results:** In the resection of liver cancer lesions, due to the excessive hepatic pipeline system, the staggered branches and structural variation of the pipeline make the operation more difficult, which makes the patients with liver cancer lack confidence in the postoperative effect of local resection. Patients with liver cancer have some negative emotions such as anxiety and fear before local resection, and are prone to behavioral disorders. Intervention on their psychological status shows that it can effectively reduce the generation of negative emotions and improve behavioral disorders. Figure 1 shows the scores of behavioral disorder scale of experimental subjects before and after psychological intervention.

The results showed that the behavior disorder of patients with liver cancer after local resection was significantly improved before and after the intervention. The score data of behavior disorder had significant statistical difference before and after the intervention ( $P < 0.05$ ), and the score difference was far more than 20 points, which effectively improved the mental health of patients.



**Figure 1.** Statistics of behavioral disorder scale scores of subjects before and after psychological intervention

**Conclusions:** The daily life of patients with liver cancer is greatly hindered and limited due to the trouble of the disease, and the rehabilitation effect after local resection of the diseased tissue is slow. They need the help of their family to carry out daily activities, which will inevitably produce a certain psychological burden and negative emotions, and worry that they will become a burden and burden to the family. The overall effect of liver cancer will be affected by the mental disorder of patients after liver resection, although the mental disorder will be caused by the mental disorder of patients after liver

resection. Therefore, in the future postoperative rehabilitation treatment, we should timely carry out certain psychological intervention on patients, make them face up to their own changes and the characteristics of psychological activities, and promote the improvement of their mental health level.

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## THE INFLUENCE OF THE COMPARISON OF CHINESE AND KOREAN COMPARATIVE LITERATURE BASED ON CULTURAL PSYCHOLOGY ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Yu Huan\* & Yang Lin

*Chonnam National University, Yeosu Campus 59626, Korea*

**Background:** As an interdisciplinary subject of psychology and culturology, cultural psychology refers to the creation and application of psychology containing culture, and the full use of cross-cultural perspectives based on different cultural backgrounds, but it has similarities and differences with cross-cultural psychology. The research of cross-cultural psychology is to exclude culture and obtain universal results, which needs the theoretical support of relevant theories of cultural psychology. Cultural psychology regards people's mind as content driven, specific field, environmental structure, historical change and cultural diversity. It believes that cultural psychology is a science related to people's way of existence. Its content covers a wide range, such as people's psychological intentionality, adaptation complexity and goal orientation. What culture reflects is the summary of human experience. Since the development of cultural psychology in the 1970s, it has experienced three important development periods and stages, which has made important changes in its epistemological position, methodological proposition and research method characteristics. The most fundamental thing is to realize the research turn from cultural construction and cultural creation, and oppose and abandon the presupposition of the theory of essential cultural attention. Cultural psychology focuses on the restoration of the cultural character of psychology, emphasizes the richness and complexity of psychological phenomena, pays attention to the diversity of culture and psychology, and adopts a variety of methods to construct and test the theoretical system. The creative characteristics of people's psychology and cultural and historical background determine that people's psychology cannot talk without culture. Under the current trend of globalization, the frequency of international cultural communication and exchange increases, which makes more and more people begin to pay attention to the learning of foreign cultural products. However, due to the lack of relatively clear cultural cognitive background, different psychological characteristics will be produced.

The relationship between Chinese and Korean literature is closely related to the historical and cultural background of the two countries. It is the result of the exchange of values and ideas in different stages. Due to the characteristics of aesthetic differences and the deep internalization of social psychology, many mathematicians study according to the research methods of comparative literature such as thematic science, communication science and image science. However, in the current college education, it is difficult for students majoring in literature to grasp the depth of learning Chinese and Korean comparative literature in cultural learning. In addition, due to the lack of innovation in the original teaching methods and other factors, their reading audience has psychological anxiety. Psychological anxiety is the result of emotional disorder, mostly manifested in motor agitation and sympathetic hyperactivity, accompanied by negative emotions such as shame, disappointment, anxiety and fear. Anxiety will not only make individuals lose interest in life and learning, but also cause great damage to their physical and mental health.

**Objective:** To help college students better understand the meaning and connection of Chinese and Korean comparative literature, alleviate their anxiety caused by learning and reading, guide them to actively carry out psychological adjustment and improve their mental health level. With the help of relevant theories of literary psychology, this study explores the intervention and influence mechanism of psychological anxiety of Chinese and Korean comparative literature audiences.

**Subjects and methods:** 200 students majoring in Chinese in four universities were selected to collect information about their learning and mental health in the classroom teaching of Chinese and Korean comparative literature. Then, through the introduction of relevant theories of cultural psychology, the teaching methods of Chinese and Korean comparative literature classroom were improved and innovated, so as to realize the intervention of negative emotions such as psychological anxiety of the research objects.

**Method design:** The subjects were randomly divided into intervention group and control group. The intervention group used the literature classroom teaching mode after the intervention of cultural psychology to learn, while the control group used the normal teaching mode and means to learn Chinese and Korean comparative literature. To improve the teaching classroom with the help of cultural psychology is to combine the cultural characteristics and the author's psychological state with the teaching content, and teach on the basis of following the students' psychological law. The experimental intervention time is four weeks. After the experiment, the data statistics of students' psychological improvement are carried out with the help of Self-rating Anxiety Scale. The quantitative score of relevant influencing factors is grade 1-5, and 1-5 points respectively mean no impact, slight impact, general impact, obvious impact and complete impact. SPSS22.0 statistical software is used for statistical analysis of relevant data.

**Results:** Many factors such as individual age structure, cognitive level, psychological bearing level and educational background will cause individual anxiety and present different psychological mechanisms in different periods. In college education, students majoring in literature are difficult to obtain better classroom harvest in the classroom teaching of Chinese and Korean comparative literature due to their own thinking differences and learning depth, resulting in anxiety. Introducing cultural psychology to improve the teaching classroom can effectively intervene their psychological problems and negative emotions on the basis of grasping the characteristics of cultural communication and students' psychological law.

**Table 1.** Statistical results of the influence of classroom teaching reform on the anxiety psychology of students majoring in literature

Grade	Freshman	Sophomore	Junior
Before improvement	5	4	3
After improvement	3	1	1

**Conclusions:** Cultural psychology can effectively reveal the relationship between culture and psychology, help readers solve reading obstacles under the background of understanding relevant history and culture, and better grasp the psychological characteristics reflected in literary works. Bringing cultural psychology into the classroom of Chinese and Korean comparative literature can broaden the depth and breadth of students' reading and learning, reduce negative emotions such as anxiety, anxiety and resistance, and improve the level of mental health in teaching.

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## STUDENTS' ANXIETY IN COLLEGE ENGLISH TEACHING AND ITS CORRECTION

Dong Yang

*Chengdu Vocational & Technical College of Industry, Chengdu 610218, China*

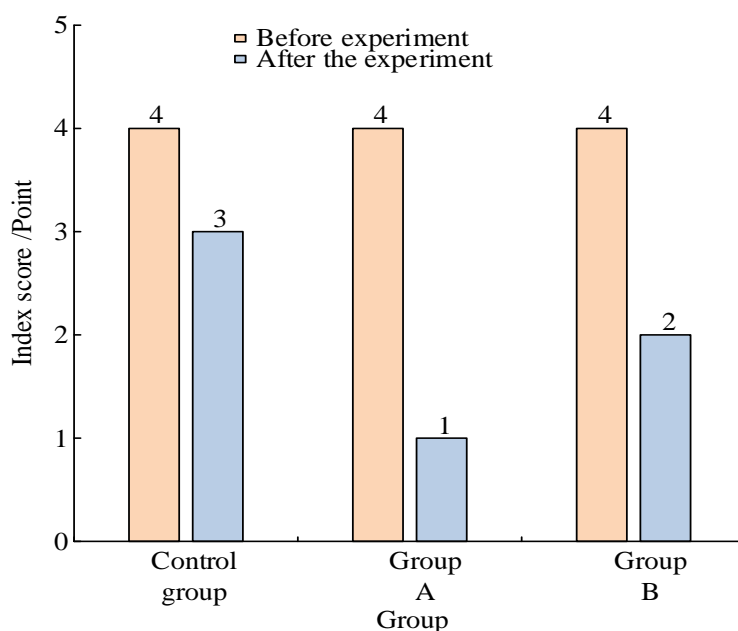
**Background:** Anxiety psychology is a kind of negative emotion, which is caused by anxiety and uneasiness when encountering unsolvable problems. Appropriate anxiety can help individuals maintain a positive state and improve the efficiency of learning and work. When anxiety exceeds the scope of individual tolerance, it will damage individual physical and mental health, and some psychological diseases will appear, resulting in physiological symptoms such as psychological headache, nausea and palpitation, which will affect individual learning, life and work. In colleges and universities, in the process of English learning, due to the unreasonable teaching methods of teachers and poor attitude towards students, college students have anxiety and fear of learning English. They feel nervous and afraid when they encounter English classes, are afraid to answer questions in class, dare not speak English, worry about the ridicule of classmates, and worry that teachers will accuse themselves. In addition to the reasons of teachers, college students' own personality characteristics will also have an impact on English learning. Students with low self-esteem are often more likely to have anxiety than confident students. They are more sensitive to the surrounding environment, have weaker tolerance, and are more likely to shrink back when encountering setbacks and difficulties, resulting in fear of English learning and exclusion of English. In addition, in English teaching, students' learning abilities in listening, speaking, reading and writing are different, so they will show varying degrees of anxiety. English is a foreign language. Due to cultural differences, students will have a natural sense of strangeness to English. Students will have great difficulties in learning. They can't better understand the content explained by the teacher and can't keep up with the teaching progress, so they slowly lose interest in learning English and even reject and dislike English. Facing the anxiety psychology of college students in music teaching, this paper studies the correction of students' anxiety

psychology.

**Objective:** To analyze the causes of anxiety psychology of college students, and put forward corrective countermeasures according to these reasons. By creating a good classroom learning environment and improving students' enthusiasm and initiative, such as group discussion, we can activate the atmosphere of the classroom. At the same time, teachers train students in communication strategies to improve the effect of activities. Teachers improve their personality charm and teaching quality through continuous learning, so that students can stimulate their learning motivation under the influence of teachers' personality charm. Maintain a good teacher-student relationship between teachers and students. In the teaching process, teachers are good at encouraging and praising students, helping students with low self-esteem see their own advantages and rebuild their self-confidence. In addition, in the teaching process, correct students' learning errors, improve students' participation, increase the practicability of English learning, and let students improve their comprehensive English ability in the training of listening, speaking, reading and writing. Students gradually get rid of their inferiority and pressure psychology in the learning process, and get the joy of learning.

**Subjects and methods:** 123 college students with English learning anxiety were randomly selected from a university. These college students were divided into control group, English major experimental group (group A) and non-English major experimental group (group B). The numbers of the three groups were 41, 40 and 42 respectively. Understand their personal situation and analyze the reasons for their anxiety in English learning. During the experiment, the control group conducted general English teaching, and the experimental groups A and B both conducted the reformed English teaching. The experimental time was one semester. During the experiment, the relevant experimental data were recorded and the relevant influencing factors were quantified. The students' English learning ability of the three groups before and after the experiment and the impact of the reformed teaching on the students' anxiety were evaluated through fuzzy comprehensive evaluation. Grade 1-5 was adopted. The higher the score, the greater the degree. The experimental data were processed and analyzed by SAS software.

**Results:** Due to personal character, learning ability, teaching quality, teachers' attitude towards students and other reasons, college students have varying degrees of anxiety, which seriously affects students' learning effect and strikes students' learning enthusiasm. By creating a good classroom learning environment, stimulating students' learning motivation and helping students establish self-confidence, students' initiative is improved and their anxiety psychology is significantly alleviated. The anxiety psychological score of group A in the experimental group is reduced by 2 points. The results are shown in Figure 1.



**Figure 1.** Anxiety scores of students in the experimental group before and after the experiment

**Conclusions:** As a second language, English plays an important role in college curriculum learning. Due to the differences between Chinese and Western cultures and language habits, college students have some difficulties in learning. Some students get twice the result with half the effort, resulting in anxiety in English learning. In this regard, through group discussion, positive and negative debate and other activities,

we can create a good classroom atmosphere, stimulate students' enthusiasm and alleviate classroom anxiety. With the encouragement and help of teachers, college students' anxiety psychology continues to ease, students' academic performance is significantly improved, and students become confident.

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## THE INFLUENCE OF THE CONSTRUCTION OF RED CULTURE IN UNIVERSITY LIBRARY ON COLLEGE STUDENTS' READING ANXIETY

Hui Yang, Yan Chang, Shaohua Du & Cuiping Yang

*Library, Shandong Youth University of Political Science, Jinan 250103, China*

**Background:** Anxiety is a kind of negative emotion, which includes anxiety, panic and other emotional components. Individuals will have anxiety due to crisis situations or difficult events. When things are solved, this emotion will usually be eliminated. Some individuals will produce anxiety without clear reason, and this anxiety is persistent and often lasts for a long time. People with this anxiety feel inexplicably that they will face great disaster, worry that they will suffer from incurable and serious diseases, and feel panic and restless all day. This anxiety is abnormal and a manifestation of mental illness. In the process of crime and trial, there will also be anxiety, and even emotional and emotional disorders. Anxiety can be divided into realistic anxiety and pathological anxiety. The former is the emotional response to the real potential threat or challenge, which can adapt to the fact of the real threat. The degree of the fact threat is consistent with the severity of anxiety. The latter is due to the continuous, no specific reason, no realistic basis, and subjective pain and sports anxiety.

With the advent of the Internet age, the way college students obtain information has changed greatly, from the previous text acquisition to today's image acquisition, and the media of information has changed from paper to network-based. Different from reading text, reading pictures does not need a clear purpose and psychological expectation. College students can browse images according to their preferences. Browsing images for a long time will obtain a sense of satisfaction for college students, which has also become one of the main ways for college students to entertain and entertain. At the same time, because they are used to reading pictures to obtain information, college students show a sense of resistance to reading materials and will not have the patience to turn over the contents of the article page by page. This reading method often requires them to calm down and spend time reading. This mentality is lacking in college students. In the face of these generalized and fragmented information, college students will show a kind of easy annoyance, reading anxiety and irritability, there will be resistance unconsciously. Under the impact of western culture, grass-roots culture and grey culture, China's red culture tends to fade out of people's sight. Especially for college students, some students do not know much about some familiar historical events, which has a great impact on the inheritance of red culture. For university libraries, if they want to continue to inherit the red culture in colleges and universities, they need to make changes in combination with the current actual situation in order to bring new vitality to the development of red culture.

**Objective:** To understand the current reading situation of college students, their understanding of red culture and ways of understanding, and to analyze the manifestations and causes of college students' reading anxiety. On this basis, carry out the construction of red culture in university libraries, take into account the reading habits of college students, make red culture micro class videos, attract more students to understand red culture, and establish corresponding network culture platforms to facilitate students to watch red culture micro class videos at any time, stimulate their emotions towards red culture and alleviate college students' reading anxiety.

**Subjects and methods:** The research objects were college students. 310 college students were randomly selected from three universities to understand their personal information, daily reading habits and their views on red culture, and analyze the causes of students' reading anxiety. The relevant strategies for the construction of red culture in university library are implemented for these students for two semesters, during which the relevant data of students are recorded. Using fuzzy evaluation, this paper studies the changes of students' reading anxiety before and after the construction of red culture in university library and the impact of relevant construction strategies on them. It adopts grade 1-5 score. The higher the score, the heavier the degree. SAS software is used to process the data.

**Results:** With the continuous development of network technology, great changes have taken place in the reading mode of college students. Reading pictures has become their habit. Many students have anxiety in reading articles and are unwilling and impatient to read articles, which has a great impact on the



inheritance and dissemination of red culture in university libraries. By analyzing the three states of students' psychology, body and learning, the university library makes the red culture micro-course video, so that students can watch the video on the library's network culture platform, so as to avoid students' reading anxiety while spreading the red culture. After two semesters, sophomores' reading patience score is 4, and the results are shown in Table 1.

**Table 1.** Reading scores of students in different grades after the construction of red culture in colleges and universities

Grade	Reading patience	Attention	Understanding ability
Freshman	4	4	4
Sophomore	4	5	5
Junior	5	4	5

**Conclusions:** Comply with the development of the times, carry out the network construction of the red culture in the university library, and make the video of the red culture micro class according to the students' reading habits, so that the students can understand and learn the red culture in the interesting and vivid video, feel the national spirit, establish the red culture knowledge system, improve the students' reading anxiety, and have a positive impact on the students' three outlooks.

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## AESTHETIC DESIGN OF CHEERLEADING CLASSROOM TEACHING IN COLLEGES AND UNIVERSITIES AND THE CURE OF AEROBIC EXERCISE ON COLLEGE STUDENTS' EMOTIONAL ANXIETY AND PRESSURE

Shu Yang<sup>1</sup> & Yu Zhang<sup>2\*</sup>

<sup>1</sup>Hunan International Economics University, Changsha 410205, China

<sup>2</sup>Hunan Normal University, Changsha 410081, China

**Background:** Anxiety produces tension, anxiety and other emotions that cannot be explained clearly. Anxiety has no definite objective object, and the content of individual anxiety also has no specific and fixed content. This anxiety is also called floating anxiety or nameless anxiety. Anxiety is an individual's instinctive response, which everyone can produce. When individuals are in a state of stress and are stimulated to some extent, they will have anxiety. Anxiety is in the normal range, which can help individuals solve emergencies. When the degree of anxiety exceeds the individual's tolerance range and is in this state for a long time, individual psychological problems will occur, which will affect the healthy development of individual psychology. For college students, because they are in the stage of complete physical and mental development and maturity, their ability to control their emotions is not enough. When they face problems, they can't deal with them calmly. In this case, anxiety will appear. There are many reasons for students' anxiety, because the learning task is heavy, they can't catch up with the learning progress, and the learning effect is not ideal. Because of the fear that the test results are not ideal and cannot meet their own requirements, or the fear that the students will look at themselves differently because of their poor test results, resulting in anxiety. Or because he is not good at getting along with others, his relationship with classmates and roommates is not harmonious and rigid, and he feels anxious and anxious. Or anxiety about employment, emotion, etc. Various problems have brought great psychological pressure to students, which has affected their life and study, resulting in a lack of sense of security and self-confidence.

Aerobic exercise provides energy through aerobic metabolism, which belongs to low and medium intensity endurance exercise. The exercise time is generally more than 20 minutes, and the heart rate during exercise is usually about 70% of the maximum heart rate. Relevant studies have pointed out that adults can keep the number of aerobic exercises at 3-5 times a week, the exercise intensity is between 65% and 90% of the maximum heart rate, and the time of each exercise is between 20 minutes and 60 minutes. Through aerobic exercise, physical exercise can be carried out and mental diseases can be treated. The process of treatment requires step-by-step and planned treatment. Cheerleading can also belong to aerobic exercise after more than 20 minutes. In recent years, cheerleading operation, as a kind of sports, has been introduced into the teaching content by some colleges and universities, through which students' aesthetic taste and physical quality are cultivated.

**Objective:** To understand the mental health status of college students, and to analyze the reasons why

they feel psychological pressure and the types of anxiety. On the basis of the aesthetic teaching of cheerleading, we should introduce cheerleading into the teaching of cheerleading. Through cheerleading classroom teaching, release students' psychological pressure, alleviate students' anxiety, and let students experience the beautiful enjoyment brought by cheerleading. In completing various cheerleading actions, improve students' self-confidence, increase students' sense of achievement, and cultivate students' team spirit and improve their interpersonal skills through cooperation with other students.

**Subjects and methods:** The research objects were college students. Four colleges and universities were randomly selected, and 102 college students were randomly selected from the selected colleges and universities. These college students come from different majors and grades. Understand their personal information and mental health status, analyze the causes of their anxiety, and understand their views on cheerleading. These students were divided into control group (50 people) and experimental group (52 people). The control group carried out general physical education teaching and the experimental group carried out cheerleading teaching for one semester. The relevant data of students were recorded during the teaching period. Fuzzy evaluation was used to analyze the changes of anxiety of the two groups of students before and after teaching, and to study the impact of cheerleading on students' anxiety. Grade 1-5 was used. The higher the score, the heavier the degree of correlation. SAS software was used to process and analyze the data.

**Results:** In recent years, the pressure faced by college students has gradually increased, students' psychological conditions have problems, and anxiety is widespread, which has seriously affected students' study and life. After the classroom teaching of cheerleading, the students gradually release the pressure in their hearts in the process of cheerleading, stretch their body and mind, and their anxiety is slowly relieved or even cured. The anxiety score of junior students is 2 points, and the results are shown in Table 1.

**Table 1.** Anxiety scores of students in different grades after cheerleading Teaching

College student	Uneasy	Fear	Anxious
Freshman	1	1	1
Sophomore	2	1	1
Junior	1	2	2

**Conclusions:** With the popularity of Cheerleading in colleges and universities, students' aesthetic taste has been cultivated, and cheerleading has been loved by many students. In the practice of cheerleading, the students' physical and psychological quality has been gradually improved.

\* \* \* \* \*

## RESEARCH ON KNOWLEDGE MAP FUSION METHOD DYNAMIC MONITORING AND ANALYSIS OF ANXIETY PSYCHOLOGY OF HIGHER VOCATIONAL STUDENTS

Xia Yang

*Changsha Social Work College, Changsha 410004, China*

**Background:** When an individual is faced with a coming threat but can't cope with it, it shows a negative emotion, which is called anxiety psychology. Anxiety psychology is mainly anxiety. In addition, it also includes negative emotions such as panic and anxiety. The emergence of anxiety is related to critical situations and unpredictable things. When the crisis disappears, the individual's anxiety may be eliminated slowly. When a person has no reason to experience anxiety, he is often frightened and restless for no reason. He has inexplicable anxiety about his physical health. This kind of anxiety is abnormal and a manifestation of mental illness. Individuals with serious conditions will even show emotional and emotional disorders. Criminals are prone to abnormal anxiety, especially when sentencing, serving sentences and reforming. Anxiety psychology can be divided into realistic anxiety and pathological anxiety. The latter is a kind of mental disease. Its symptoms are tension and uneasiness without specific reasons. It will feel groundless that it will be a great disaster, cause sports uneasiness, and lead to a subjective pain. Pathological anxiety is a long-term state and will not be eliminated due to the solution of objective problems. This is just opposite to realistic anxiety. Realistic anxiety is a kind of negative emotion that may appear in every individual. This anxiety will be eliminated due to the solution of objective problems. It is a basic emotional response to adapt and solve problems. An appropriate amount of anxiety can help individuals maintain a positive state and promote the smooth solution of problems. When the degree of anxiety exceeds the scope of individual

tolerance, it will lead to psychological problems and form an obstacle to solving problems.

With the continuous development of economy and culture, the psychology of students in higher vocational colleges has changed significantly. Under the impact of various ideas, higher vocational students have different psychological problems, one of which is anxiety. There are four main reasons for the anxiety of higher vocational students, namely, biological genetic factors, learning pressure, interpersonal pressure and the distress of employment and job selection. Under the influence of exam-oriented education, students' academic assessment is mainly based on the test scores, which affects the acquisition of scholarships for higher vocational students and has a great impact on their employment. Many students choose their majors according to the wishes of their parents when filling in the voluntary form, and there are fewer students who like to choose the major. For these students, the pressure of learning and examination is large, which leads to anxiety, which will be exacerbated by various qualification examinations. The knowledge map fusion method takes the knowledge domain as the research object, which can show the relationship between the development status and changes of scientific knowledge structure, and can be applied to many fields such as student learning, learning analysis and so on. Therefore, this method can be applied to the dynamic monitoring and analysis of higher vocational students' anxiety psychology.

**Objective:** To index the relevant literature of higher vocational students' anxiety psychology through the method of knowledge map fusion, summarize these literature, analyze the changes of higher vocational students' anxiety psychology in the literature, the corresponding causes and the changes of solutions in the literature, and select the latest research results to intervene the higher vocational students' anxiety psychology through the dynamic circulation system of psychological crisis intervention, In order to alleviate the anxiety of higher vocational students.

**Subjects and methods:** The research objects are higher vocational students in school. 350 higher vocational students are randomly selected from 4 colleges and universities. These students come from different majors and grades and have different family backgrounds. Understand the anxiety psychology, learning status and views on their major and school, and analyze the causes of their anxiety psychology. For these students, the relevant measures of psychological crisis intervention dynamic circulation system are used for two semesters, during which the relevant data of higher vocational students are recorded, and the data are processed and analyzed by SAS software. The higher the score, the heavier the score. The changes of anxiety psychology of higher vocational students before and after the intervention of psychological crisis intervention dynamic circulation system are studied.

**Results:** In recent years, the academic pressure of higher vocational students has been increasing, resulting in varying degrees of anxiety. According to the knowledge map fusion method, the relevant literature of higher vocational students' anxiety psychology is indexed, and the development law of anxiety psychology and the changes of intervention measures are found. Select the latest research results from these documents to carry out anxiety psychological intervention on the selected higher vocational students. After two semesters, the anxiety of sophomores decreased significantly, and the anxiety score was 2. The results are shown in Table 1.

**Table 1.** Anxiety scores of students in different grades before and after intervention

College student	Time	Anxious	Nervous
Freshman	Before intervention	4	3
	After intervention	1	1
Sophomore	Before intervention	4	4
	After intervention	2	1

**Conclusions:** Through the intervention of psychological crisis intervention and dynamic circulation system, the psychological problems of higher vocational students have been improved, which significantly alleviates the anxiety of higher vocational students, effectively prevents some students from psychological problems, and strengthens the positive cognition of higher vocational students on their own value.

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## ANALYSIS ON THE OBSTACLES AND REALIZATION PATH OF THE CONSTRUCTION OF DOUBLE QUALIFIED TEACHERS BASED ON JOB BURNOUT PSYCHOLOGY

Yanqin Yao

*Jiangsu Urban and Rural Construction Vocational College, Changzhou 213147, China*

**Background:** Teachers are facing great professional pressure. They are prone to job burnout, mainly manifested in extreme physical and mental fatigue, including emotional exhaustion, reduced sense of achievement and personality disintegration. After working for a long time, teachers will feel bored and boring about their work, and their enthusiasm for work will become low, without work enthusiasm. This emotional change process is gradual. At the beginning of work, teachers usually have great enthusiasm for work. They will feel satisfied with their work and feel that the job of teacher is of great social significance. However, with the consumption of resources and energy, the phenomenon of high and low return on actual investment makes teachers have a great sense of frustration and burnout. Some teachers will reduce their teaching requirements. Under the pressure of difficult class management and more requirements from parents, teachers' job burnout will further aggravate, their mood will be more irritable, and teachers' patience will continue to wear off. After this state lasts for about 4 years, their job burnout psychology will reach the maximum. At this time, teachers' work passion is exhausted, and their salary has become the driving force for them to stick to it. Teachers' work has also lost its original significance. The causes of teachers' job burnout can be mainly divided into four aspects: professional factors, working environment factors, personal factors and social factors. Among the professional factors, it can be divided into the heavy pressure of external expectations, the gap between expectations and reality, and the low creativity of occupation. In the low professional creativity, restricted by many factors, teachers' creativity in the actual education and teaching process has not been brought into play. Most teaching work is repetitive work. This working state is easy for teachers to feel physically and mentally exhausted. Among the factors of working environment, teaching environment and organizational atmosphere will have an impact on teachers' work passion.

Double qualified teachers are the integration of double certificate teachers and double ability teachers. On the basis of obtaining technical certificates such as engineers, this type of teachers should also have teaching qualification, and have the corresponding ability of theoretical teaching and practical teaching. From the connotation of double qualified teachers, we can see that this kind of teachers have higher requirements than ordinary teachers. Accordingly, the teaching pressure will increase a lot, and it is easier to produce a sense of job burnout. However, the development of vocational education in China started late, the awareness of professional development is vague, the cooperation mechanism between schools and enterprises is loose, the professional development of double qualified teachers is lack, the workload faced by teachers is large, and it is difficult to coordinate work and learning, which will make teachers' job burnout serious.

**Objective:** To understand the current situation and obstacles of the development of double qualified teachers, and to analyze the causes of job burnout of double qualified teachers. On this basis, this paper puts forward the countermeasures for the professional development of double qualified teachers. By constructing the professional development system of double qualified teachers, local education departments and vocational colleges should pay attention to the professional development of double qualified teachers, so that they can actively participate in it, so that double qualified teachers can feel the attention of the school. Formulate development goals and development plans for double qualified teachers, so that double qualified teachers can always maintain a positive state and implement each step of the plan. Formulate a reward system to affirm and reward the efforts of double qualified teachers, further improve their enthusiasm and eliminate their job burnout psychology. By strengthening the cooperation between schools and enterprises and building the skills and training mode of double qualified teachers, we can promote the professional development of teachers, so that teachers can improve their professional skills, improve teaching quality, obtain more sense of achievement and eliminate their job burnout in the exchange and learning of enterprises.

**Subjects and methods:** The subjects were double qualified teachers. 190 double qualified nursing teachers were randomly selected, all of whom were women. They have different professional titles and educational qualifications, there is a gap in the number of years as double teachers, and their marital status is different. Understand their views on their own career, psychological pressure and job burnout, analyze the causes of job burnout, analyze the impact of double qualified teachers' professional development countermeasures on double qualified teachers through fuzzy evaluation, adopt grade 1-5 score, the higher the score, the heavier the correlation, and use SAS software to process and analyze the data.

**Results:** Vocational education started late, the domestic dual qualified teachers' awareness of professional development is vague, the school enterprise school running mode is a mere formality, teachers

lack relevant exchange and learning opportunities, and the high work pressure and low salary of dual qualified teachers lead to teachers' sense of job burnout. By constructing the professional development system of double qualified teachers and strengthening the cooperation between schools and enterprises, double qualified nursing teachers feel the attention of schools and local education departments. Stimulated by the reward system, teachers' enthusiasm is greatly reduced and their job burnout psychology is significantly reduced. The emotional exhaustion score of senior double qualified nursing teachers is 2, and the results are shown in Table 1.

**Table 1.** Psychological scores of job burnout of double qualified nursing teachers with different professional titles

Title	Emotional exhaustion	Fulfillment	Personality disintegration
Intermediate	2	4	2
Senior	2	5	1

**Conclusions:** With the establishment of double qualified teachers' professional development system and the strengthening of school enterprise cooperation, the work enthusiasm of double qualified teachers has been greatly improved and their professional skills have been improved. In their work, they can gain a sense of achievement, and their job burnout is gradually eliminated.

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## THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION TEACHING DESIGN BASED ON EDUCATIONAL PSYCHOLOGY ON ALLEVIATING STUDENTS' FOREIGN LANGUAGE LEARNING ANXIETY

Qinghua Ye

*Guangzhou Institute of Science and Technology, Guangzhou 510540, China*

**Background:** As a branch of psychology, the research object of educational psychology is educators and educates, and the research content is their psychological situation and psychological change law. Educational psychology is applied in many fields to study the psychological changes of students in the process of teaching. In the face of students' psychological and behavioral problems in the teaching process, the use of educational psychology knowledge can solve these problems, so as to help students improve their academic performance and reduce the psychological burden in the learning process. The knowledge of educational psychology can guide teachers to carry out relevant educational and teaching activities and improve teaching quality. Before carrying out education and teaching activities, we should first understand the basic psychological laws of students, master what psychological processes will appear in the teaching interaction between teachers and students, and guide students according to these psychological processes, so that students can adapt to the teaching methods, keep up with the progress of teaching, and finally better achieve the teaching objectives. In daily student management, we can also use the knowledge of educational psychology to formulate management measures to make students abide by discipline and make the classroom atmosphere better. We can also correct students' conduct, let them take learning seriously and actively solve the problems in learning, or ask teachers and classmates for help to maintain a positive state. When necessary, teachers can encourage and enlighten students through some small measures, so that students can eliminate negative emotions, form positive psychological qualities such as perseverance and courage, and obtain better academic results.

With the development of China's economy and society, the state has put forward the requirements for the cultivation of English compound talents. Students should not only have a solid foundation of English, but also master professional knowledge. This puts forward new requirements and new directions for college English teaching, and translation teaching continues to develop. Translation plays an important role in college English teaching. Translation ability will affect students' listening, speaking, reading and writing ability. These English abilities are closely related. College students can obtain a lot of language knowledge, understand a lot of Chinese and Western cultures, deepen their understanding of the differences between the two cultures, and improve their language ability. In addition, English translation is the requirement of the times and the development trend of the internationalization of higher education. Students should improve their translation level. However, due to personal characteristics and unskilled mastery of translation skills, college students have varying degrees of learning anxiety in English translation teaching,

which affects students' normal learning and has a certain blow to students' learning enthusiasm.

**Objective:** To understand the current learning anxiety of students in English translation teaching in colleges and universities, and to analyze the causes of these students' learning anxiety. According to students' learning psychological state and learning status, this paper uses the knowledge of educational psychology to reform college English translation teaching and puts forward relevant countermeasures. First of all, in the teaching process, take students as the center, create a relaxed and harmonious classroom atmosphere, let each student participate through some interactive activities, improve students' enthusiasm, increase students' sense of achievement, improve their learning interest and alleviate students' learning anxiety through activities. Reasonably change the role of teachers, make the relationship between teachers and students more harmonious, and alleviate students' tension and learning anxiety.

**Subjects and methods:** The research objects are college students. 130 college students from different majors and grades are randomly selected from a university. They understand their personal information, English learning and teachers' teaching, and analyze their advantages and disadvantages in English translation and the causes of learning anxiety. After the reform of English translation teaching for these students, the teaching time is two semesters. During the teaching period, observe the students' learning status and record the students' relevant data. Using fuzzy evaluation, this paper studies the changes of students' English ability and learning anxiety before and after the reform of English translation teaching. Grade 1-5 score is adopted. The higher the score, the heavier the degree. SAS software is used to process the data.

**Results:** Due to their low self-esteem, some college students are afraid of teachers' roll call in translation class, will avoid teachers' eye communication, and their translation ability is poor, resulting in foreign language learning anxiety. After the reform, students' self-confidence has been improved, their translation ability has been significantly improved, they are no longer nervous in class, and their learning anxiety has been significantly alleviated. Among them, the learning anxiety score of business English majors is 2. See Table 1 for details.

**Table 1.** Foreign language learning anxiety scores of students of different majors

Major	Learning anxiety	Learning tension	Learning fear
Business English major	2	1	1
English major	1	2	1
Computer major	2	2	2

**Conclusions:** Pay attention to students' needs, adjust English translation teaching according to students' situation, and improve students' participation. By reasonably changing the role of teachers, we can make the relationship between teachers and students more harmonious, make the students' tension disappear slowly, gradually alleviate their learning anxiety, and improve their English translation ability in the process of active learning.

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## STUDY ON THE INFLUENCE OF SOCIAL MEDIA USE FREQUENCY ON TEENAGERS' CONSUMPTION ANXIETY

Mengjiao Yin\* & Biao Ma

*Taihu University of Wuxi, Wuxi 214100, China*

**Background:** With the continuous development of economy and society and the continuous improvement of information technology, all kinds of network information are filled around people, which has a great impact on people's ideas. Consumption anxiety is one of them. In the past, people bought the products they needed through shopping and enjoyed the happiness brought by shopping. Now, people have formed a variety of consumption anxiety in the process of shopping, such as quality choice anxiety, price choice anxiety, channel choice anxiety and so on. Consumption anxiety has become a new social mentality, and the consumption anxiety formed by people of different ages is different in the process of consumption. For teenagers, social media is a good entertainment medium. Through social media, you can learn a lot of novel things and know more useful goods. However, the enrichment of commodities makes teenagers like many commodities, and also makes teenagers don't know how to choose commodities. The mental development of teenagers is not mature, the concept of right and wrong has not been formed, and they cannot well

control their desire for things. In the process of consumption, there will be excessive consumption and spend a lot of money to buy some flashy things. Some teenagers even secretly use their parents' mobile phones for excessive consumption. Parents' hard-earned money is spent on anchor rewards and playing games, which brings great economic damage to the family. Moreover, being addicted to social media, all kinds of shallow and extreme information will erode teenagers' brains and make their words and deeds extreme and irritable. After passionate consumption, some teenagers often feel regret and know that their indiscriminate consumption behavior is wrong and should not be so, but they just can't control themselves. When social media is used again, it will generate passionate consumption. In the long run, it will form consumption anxiety. In addition to passionate consumption and excessive consumption, some teenagers do not know the authenticity of goods because they are afraid of being cheated on the Internet, so they do not know how to choose, resulting in consumption anxiety.

**Objective:** To understand the causes of adolescent consumption anxiety and analyze the characteristics of adolescent consumption anxiety. Study the impact of social media use frequency on teenagers' consumption anxiety, put forward relevant measures, pay attention to teenagers' use of social media, supervise and control their use content, and avoid teenagers' bad consumption. Limit the time and frequency of teenagers' use of social media, especially before going to bed. By reducing the use of social media, slowly improve teenagers' consumption anxiety, correct teenagers' consumption view, and enable them to consume reasonably and rationally. Carry out mental health education for young people, improve the negative emotions formed by young people in the network, promote the healthy development of young people's body and mind, and cultivate young people's values, outlook on life and world outlook, so that they can better resist the temptation and interference of the network.

**Subjects and methods:** The research objects were middle school students with consumption anxiety. 400 middle school students were randomly selected from three middle schools. These students came from different grades, had different family environments and had different personality characteristics. Analyze the types and causes of these students' consumption anxiety, and understand their views on social media. These students were given mental health education for two semesters. Relevant data were recorded during mental health education. Fuzzy evaluation is used to analyze the impact of social media use frequency on teenagers' consumption anxiety, and study the changes of middle school students' consumption anxiety before and after education. Grade 1-5 is adopted. The higher the score, the heavier the degree of correlation. Data processing and analysis are carried out through SAS software.

**Results:** With the continuous development of network technology, people's consumption and payment are more convenient. They can have entertainment and consumption in the network through mobile phones. This behavior of spending and paying at any time has certain hidden dangers, which means that teenagers can also entertain and consume through mobile phones. However, teenagers' minds are not yet mature, and their resistance to various temptations in social media is not high. There will be blind consumption, passionate consumption, excessive consumption and other situations. Excessive use of social media will also produce consumption anxiety. In this regard, integrate social media related knowledge into mental health education to help middle school students correctly view online consumption, correct wrong consumption views, reduce the frequency of social media use under the joint supervision of parents and teachers, and alleviate middle school students' consumption anxiety. After two semesters, the grade of consumption choice anxiety of senior two students are 2. The specific results are shown in Table 1.

**Table 1.** Consumer anxiety scores of students in different grades after the experiment

Grade	Consumer choice anxiety	Excessive consumption anxiety	Passion consumption anxiety
Senior one	2	2	2
Senior two	2	1	2
Third year in high school	1	2	1

**Conclusions:** After mental health education, teenagers' impulsive consumption is significantly reduced, a correct consumption view is formed, teenagers' consumption anxiety is significantly improved, and their emotions become stable and positive.

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## THE PRACTICAL EFFECT OF CURRICULUM IDEOLOGY AND POLITICS IN MENTAL HEALTH EDUCATION UNDER THE BACKGROUND OF EPIDEMIC PREVENTION AND CONTROL

Wei Shi<sup>1,2</sup>

<sup>1</sup>Northwestern Polytechnical University, Xi'an 710000, China

<sup>2</sup>Yan'an University, Yan'an 716000, China

**Background:** Under the background of national new crown epidemic prevention and control, the study and lifestyle of college students is very different from that before the epidemic. Under this influence, the mental health of college students also shows different characteristics from the state before the epidemic. Some studies have found that in the early stage of the epidemic, college students were faced with the closed management of cities and schools, coupled with uncertainty and a sense of crisis about the future, the overall mental health of college students decreased, and the number of psychological problems such as anxiety and depression increased significantly. College students at home fared better in terms of psychological problems than students in closed schools, but they showed higher levels of perceived stress, and many college students had a worsening relationship with their parents. After the normalization of epidemic prevention and control, although the negative emotions of college students have eased compared with the initial stage of the outbreak, they still show more negative emotions than before the epidemic. As one of the main bodies highly involved in students' learning and life, schools should pay attention to the mental health status and problems of students in the context of epidemic prevention and control.

Ideological and political education is an important part of the educational concept of the comprehensive development of colleges and universities. It is a teaching of cultivating socialist successors according to the needs of the country for talents and the needs of students themselves. The teaching content is mainly ideal and belief education, patriotism education, ethics education and all-round development education. Although ideological and political education has achieved good results so far, with the development of the times and the diversification of current value orientations, coupled with the background of epidemic prevention and control, the psychological state of college students is very different from that before the epidemic. Traditional thinking the applicability of political education to contemporary college students has declined, and at the same time, there is a lack of attention to the psychological state and characteristics of students. In order to adapt to this change, ideological and political education can be integrated into the mental health education of college students. On the one hand, ideological and political education pays more attention to the psychological dimension of students. Interventions for college students' mental health problems in the era of prevention and control.

**Objective:** Explore the adjustment ideas of college mental health education combined with ideological and political under the background of epidemic prevention and control, and analyze the improvement effect of the adjusted mental health education model on college students' mental health problems.

**Subjects and methods:** 220 college students with similar mental health status and other basic information were recruited as the experimental subjects, and they were randomly divided into two groups. The effect of education mode on the mental health of two groups of students.

**Research design:** Two groups of students were given 2 months of mental health education. The experimental group used improved education and the control group used traditional education methods. Before and after the experiment and during the experiment, the mental health status of the two groups of students was tested and compared. The psychological measurement tool used in this study is the Self-Assessment Scale (SAS) of college students' psychological status in the background of Epidemic Prevention and Control, which refers to the Self-Assessment Questionnaire for Mental Health (SRQ-20) and Self-Assessment Scale for anxiety. It showed reliable reliability in the initial test.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** The test results show that after the teaching, the students in the experimental group are better than those before the teaching in each item of the "self-assessment of college students' psychological status in the background of epidemic prevention and control". Table 1 shows the comparison of some items in the test results of the students in the experimental group before and after teaching. It can be seen that the performance of anxiety, depression and anger in this group of students is statistically significant compared with the performance before teaching ( $P < 0.05$ ).

**Table 1.** Comparison of test results before and after teaching in the experimental group

Item	Anxiety	Depression	Anger
<i>P</i>	0.048	0.026	0.033



**Conclusions:** Under the background of epidemic prevention and control, the study and life of college students have undergone tremendous changes compared with those before the epidemic. As a result, their mental health status also shows different characteristics from those before the epidemic. The mental health education of universities should pay attention to this situation and make corresponding actions. adjustment. The study explored a mental health education model combining ideology and politics, and proved through experiments that this model has a positive effect on the mental health of college students in the era of epidemic prevention and control.

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## RESEARCH ON THE IMPACT OF THE CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM ON ALLEVIATING MERCHANTS' ANXIETY

Guangtian Yu

*Suzhou Industrial Park Institute of Vocational Technology, Suzhou 215123, China*

**Background:** Anxiety is a kind of negative emotion, which occurs when an individual is unable to solve the real threat. This emotion is mainly anxiety, and there will be tension and uneasiness. Everyone may have anxiety. When the problem or threat is solved or disappears, the anxiety will be eliminated. An appropriate amount of anxiety will have a positive impact on the individual's work and study, promote the individual to solve problems, and in this process, stimulate the individual's potential, improve the individual's psychological tolerance, and improve the individual's psychological quality. Excessive anxiety will hinder the individual's normal thinking, attack the individual's enthusiasm to solve problems, make him depressed, his temper will become irritable, and he will be very sensitive to the movements around him. A little noise will attract his attention, resulting in the impulse to lose his temper. In the long run, it will bring a great burden to the body and mind, cause physical and mental health problems, reduce the body's function and immunity. Even produce disease, causing mental illness. There are many reasons for anxiety, such as personal factors, family factors, social environmental factors and so on. In personal factors, introverted and cowardly people are more likely to have anxiety, and they are more sensitive to the movements around them. Among the social environmental factors, the threat and pressure brought by the social environment have a sense of oppression on the individual's work and study, increasing the individual's psychological pressure, resulting in anxiety.

With the continuous development of economy and society, the e-commerce industry has developed rapidly, and the physical retail industry has been greatly impacted. The space of the retail industry has been squeezed, the sales volume has decreased significantly, and many retail stores are facing the risk of bankruptcy. In the face of the fierce e-commerce industry, physical retail merchants have had varying degrees of anxiety. Although the physical retail industry has taken many measures to change this situation, the actual effect is not good, and many retail industries have not found a way to transform. Even if some stores find a way of transformation, the cultivation period of new stores is very long. Physical retail merchants are worried and anxious about the future development and are eager to find a way out.

**Objective:** To analyze the current physical retail industry and understand the anxiety and causes of physical retail merchants. On this basis, we will innovate the business model of the new retail smart circulation supply chain, integrate online and offline channels, and reconfigure the concerns among consumption scenarios, consumption expectations and business situations based on consumer experience, that is, reconstruct the enterprise relations in the supply chain such as brands, wholesalers and logistics, reduce retail costs, improve retail efficiency, and enable physical retail merchants to find a development path, reduce anxiety. On this basis, a new retail smart circulation supply chain business model innovation system is established to increase the passenger flow and repurchase volume of retail stores, so as to alleviate the anxiety of merchants.

**Subjects and methods:** The research objects were physical retail merchants. 210 physical retail merchants were randomly selected. These merchants came from different ages, educational backgrounds and business ages. Understand their physical retail status and anxiety, and analyze the causes of these merchants' anxiety. Fuzzy evaluation is used to study the impact of new retail smart circulation supply chain business model innovation methods on physical retail merchants. 1-5 grades are used. The higher the score, the heavier the degree of correlation. SPSS software is used to process and analyze the data.

**Results:** In recent years, under the influence of the rapid development of e-commerce industry, the sales volume of physical retail industry has been decreasing, the space of retail industry has been squeezed, and the users of this industry have varying degrees of anxiety. By establishing a new retail smart circulation

supply chain business model innovation system, the retail cost of merchants' stores is reduced and the retail efficiency is improved. Among them, the anxiety score of young and middle-aged merchants is 2, and the results are shown in Table 1.

**Table 1.** Anxiety scores of physical retail merchants of different ages

Age group	Uneasy	Fear	Anxious
Youth	1	1	2
Young and middle-aged	1	1	2
Middle age	2	2	2

**Conclusions:** With the continuous development of economy and society, the e-commerce industry has developed rapidly, and the physical retail industry has been greatly impacted. The sales performance of many retail stores is poor, and merchants have varying degrees of anxiety. In order not to cause more losses, some retail stores choose to close stores and no longer operate. By establishing a new retail smart circulation supply chain business model innovation system, the cost of retail merchants is reduced, the income is improved, and the anxiety of physical retail merchants is significantly alleviated.

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## RESEARCH ON THE SOURCE OF FILM WRITERS' ANXIETY AND ITS INTERVENTION COUNTERMEASURES

Xiaonan Yu

*Shandong College of Arts, Jinan 250300, China*

**Background:** Anxiety disorder is the abbreviation of anxiety psychosis, and its main feature is anxiety. Individuals with anxiety disorder experience fear and uneasiness without facts, and these emotions have no clear objective object. Individuals with anxiety disorder are also accompanied by autonomic nerve symptoms, muscle tension and other physiological characteristics. According to the characteristics of symptoms, anxiety disorders can be divided into two categories: panic disorder and generalized anxiety disorder. In generalized anxiety disorder, individuals have worries, troubles and other emotions that are not symmetrical with reality, and will be overly vigilant and exercise-induced tension. For individuals with panic disorder, they will have a strong panic state, which will occur repeatedly, at least three times a month, each lasting within 2 hours, and a sense of loss of control, which will affect the development of daily life. Anxiety disorders are classified according to symptoms, which can be divided into acute anxiety and chronic anxiety. The main manifestation of acute anxiety is panic disorder. During the attack, the individual will feel dying, the heartbeat will be too fast, dyspnea, and even respiratory alkalosis, which will induce limb numbness. The severity of physiological symptoms will increase the individual's sense of fear and lead to mental collapse. After the attack or appropriate treatment, the symptoms of acute anxiety will gradually alleviate. Chronic anxiety can have five main symptoms: panic, fatigue, nervousness, shortness of breath and chest pain, as well as physiological symptoms such as nausea and cold sweat. Chronic anxiety is sometimes difficult to distinguish from neurasthenia in diagnosis. Doctors need to make a comprehensive diagnosis to avoid misdiagnosis. Generally speaking, young and middle-aged people are more likely to suffer from anxiety disorder. The causes of this psychosis change with the individual and environment. Introverts are more likely to suffer from anxiety disorder than extroverts. Long-term brain holes and excessive pressure are also easy to lead to anxiety disorder.

Compared with the foreign film industry, the development trend of the domestic film industry is weak, and there are few domestic brilliant films. When watching the film, the audience will have the phenomenon of "scolding while chasing and spitting while watching". The film score is low. When many viewers mention the domestic film, the first impression is that the film is not good-looking, the content of the film is not attractive, and the audience prefers to watch foreign films. Facing the current situation of domestic film broadcasting, film writers are under great pressure, resulting in anxiety disorder. In addition, the screenwriting team is mixed. In addition to the fame and wealth of well-known screenwriters, many young screenwriters have made contributions to the film screenwriting work, but they do not have the qualification of film signature. Many rights and interests of these young screenwriters are not guaranteed, their income is not high, and copyright infringement will occur. The complex film writing environment makes young screenwriters have great psychological pressure, resulting in anxiety disorder.

**Objective:** To understand the current situation of film screenwriter industry and analyze the causes of anxiety disorder among film screenwriters. On this basis, adjust the film screenwriter industry, integrate the strength of the film screenwriter industry, obtain the nutrients of screenwriter creation from real life, increase the quality of life and professional level, which can arouse the resonance of the audience, increase the attraction of the film, and improve the anxiety of the screenwriter while increasing the box office of the film. Strengthen the construction of screenwriters, improve the ideological quality and professional level of screenwriters, provide industrial and social support, give young screenwriters more development opportunities, reduce the psychological pressure of young screenwriters and alleviate their anxiety.

**Subjects and methods:** The research objects were film writers. 53 film writers were randomly selected. These film writers had different educational background, income, length of service and family background. Understand the personality information, personality characteristics and working environment of these film writers, and analyze the causes of their anxiety disorder. Through fuzzy evaluation, this paper studies the impact of adjustment countermeasures of different film screenwriting industries on film screenwriters, and the anxiety score of film screenwriters after the implementation of relevant countermeasures. Score 1-5. The higher the score, the heavier the degree. Process the data through SAS software.

**Results:** In recent years, screenwriters in the film industry tend to be commercialized, benefit the most, and homogenize seriously, forming a trend of "IP" adaptation, but the film box office is bleak, and the audience is more disappointed in the film industry, which brings great psychological pressure to the film writers and produces anxiety disorder. Through the adjustment of the film screenwriter industry, the film creation is focused on real life, and the audience's recognition of the film has been improved to a certain extent, which gives the film screenwriter a little self-confidence and alleviates his anxiety. Among them, the impact score of young screenwriters in excavating realistic themes is 5, and the results are shown in Table 1.

**Table 1.** Influence of different measures on film writers of different ages

Age group	Explore realistic themes	Provide industry support
Youth	4	5
Young and middle-aged	5	5
Middle age	5	4

**Conclusions:** By increasing the excavation of realistic themes, strengthening the construction of editing team and providing industry and social support, the life quality of film content can be improved, the resonance of audience can be increased, the professional level of film writers can be improved, and the improvement of film quality can be promoted, so as to reduce the psychological pressure of film writers and alleviate their anxiety.

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## ON THE IMPORTANCE OF CONSIDERING EMPLOYEES' PSYCHOLOGICAL ANXIETY IN PRODUCT DESIGN EDUCATION IN COLLEGES AND UNIVERSITIES

Guangpeng Yue & Fengze Li\*

*Luxun Academy of Fine Arts, Shenyang 110004, China*

**Background:** Psychological anxiety is the emotional reaction of an individual when he feels that he can't solve the coming threat, or the tension and anxiety of an individual without reason and objective object. Anxiety is its main emotional response. In addition, it will also realize negative emotions such as tension and worry. Psychological anxiety can be divided into two kinds: realistic anxiety and pathological anxiety. The cause of realistic anxiety is that the individual cannot solve the threat he will face, which leads to psychological anxiety. This psychological anxiety will disappear as the problem is solved, and basically everyone will have realistic anxiety. As a kind of mental illness, the symptoms of pathological anxiety are tension and uneasiness without specific reasons, and there will be an unfounded feeling that they will be in danger, which will cause sports uneasiness and subjective pain. Pathological anxiety is a long-term state and will not be eliminated due to the solution of objective problems. Moderate psychological anxiety can help solve problems and improve individual enthusiasm. Excessive psychological anxiety will bring great psychological pressure to individuals, which will not only hinder the smooth solution of problems, but also affect the development of individual physical and mental health. For college students, due to many learning

contents and high requirements for themselves, college students will have psychological anxiety. During the examination period, college students will have examination psychological anxiety due to insufficient examination preparation, insufficient learning ability, poor psychological quality and other reasons. They will show excessive tension in the examination process. When answering questions, they will be in a state of mental tension, with physical symptoms such as sweaty palms and headaches, and even unable to think, blank brain and examination syndrome. Or because the education and teaching mode is unreasonable, the teaching quality is not high, and the students' professional ability has not been properly cultivated, the students feel psychological anxiety about the future employment and fear that they cannot meet the requirements of employment.

The major of product design is a comprehensive discipline, which integrates humanistic art and computer technology. The talents trained in this major are comprehensive talents. They need to have good cultivation and quality of industrial product artistic modeling design, master relevant professional theoretical knowledge and be able to be applied in practical activities. At present, there are still many problems in product design education in colleges and universities, and the teaching mode is still in the "spoon feeding" teaching mode. When teaching, teachers prefer theoretical teaching and less practical teaching, which cannot mobilize students' enthusiasm, students' comprehensive ability cannot be cultivated and cannot meet the job requirements of relevant industries, which hinders students' smooth employment and makes students have employment anxiety, which is common among employees in this industry. During school, the professional practice ability of these employees has not been well cultivated. After graduation, their working ability is poor and they need to invest more time and energy to improve their application ability. However, the urgency of time has brought them great psychological pressure, resulting in psychological anxiety.

**Objective:** To understand the psychological anxiety of the corresponding industry of product design specialty and the current situation of product design education in colleges and universities, and analyze the causes of psychological anxiety of relevant employees and the shortcomings of product design education in colleges and universities. This paper discusses the importance of considering the psychological anxiety of employees in product design education in colleges and universities, and on this basis, reforms the product design education in colleges and universities. Through rich and colorful teaching methods, attract students' attention, improve students' learning enthusiasm, let students master the software tools of relevant industries, improve their aesthetic ability, make students have a deeper understanding of the employment industry, alleviate students' employment anxiety, and prevent students' anxiety after employment. Strengthen the practical teaching of product design, improve students' practical ability, improve students' employment success rate, and prevent students' anxiety after employment, so that they can better face the problems at work after graduation.

**Subjects and methods:** The research objects are students majoring in product design. 340 students majoring in product design are randomly selected from four universities. These students come from different schools, grades and families, understand their learning and psychological anxiety, and analyze the causes of psychological anxiety. These students were taught the reform of product design education in colleges and universities for two semesters, and the relevant data of students were recorded during the teaching period. Through fuzzy evaluation, the psychological anxiety of students before and after the reform of teaching is analyzed. Grade 1-5 is adopted. The higher the score, the heavier the degree. SAS software is used for data processing and analysis.

**Results:** Due to the outdated teaching mode and insufficient practical teaching, the professional application ability of students majoring in product design is poor. Many graduates of this major have psychological anxiety after engaging in relevant industries. Considering the psychological anxiety of graduates after employment, colleges and universities attach great importance to practical teaching in order to enable future students to avoid or reduce relevant psychological anxiety. After the reform and teaching of product design education in colleges and universities, students' professional skills have been improved, students' employment anxiety has been improved, and freshmen's employment anxiety score is 2 points. The results are shown in Table 1.

**Table 1.** Employment anxiety scores of students majoring in product design in different grades

College student	Job insecurity	Employment anxiety	Employment fear
Freshman	2	2	2
Sophomore	2	1	1
Junior	1	2	1

**Conclusions:** After the reform and teaching of product design education in colleges and universities, students' learning enthusiasm and professional skills have been improved, students' employment anxiety

has been alleviated, and comprehensive talents have been cultivated.

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## A STUDY ON THE CULTIVATION OF COLLEGE STUDENTS' ENGLISH PSYCHOLOGICAL QUALITY BY POSITIVE PSYCHOLOGY AND ITS STRATEGIES

Shangchun Zeng

*Wuzhou University, Wuzhou 543002, China*

**Background:** As a branch of psychology, the research content of positive psychology is human positive psychology and virtue. The research focus of this psychology is the positive role of positive psychological quality in different fields, including education, management and so on. In the research process, we will guide and cultivate the positive psychological quality of individuals through scientific methods, correct the negative concerns of individuals with psychological problems, and enable them to shift their concerns to the positive level of things. And gradually stimulate the individual with the help of various positive things, so as to infect the individual's emotion, gradually become optimistic and positive, stretch your mind and improve the individual's negative emotion. After a period of time, when facing problems, individuals will no longer blindly look at things negatively, have the courage to find ways to solve problems, and actively try a variety of methods. When they can't solve them, they will humbly ask others for advice until they find a solution to the problem, rather than directly escape and treat them negatively when the problem occurs, resulting in more and more serious problems. In the process of education and teaching, we can use positive psychological knowledge to create a positive learning atmosphere and ensure the good development of teaching.

At present, English, as a second language, has a poor teaching effect in college teaching. Many students have uneven abilities in English learning. With the growth of age, the level of students' English learning ability tends to decline. For students with poor English scores, English learning is more difficult. There are great differences in Chinese and western language habits, which has hit the enthusiasm of students. These students will have negative emotions such as escape, exclusion and disgust when facing English learning, and will have anxiety. For new college students, their familiar things have changed. Because their English pronunciation has a strong local accent, they dare not speak English in front of others and are ashamed to ask others for advice, resulting in anxiety. And some students feel at a loss about the application prospect of English. They learn English more in order to obtain CET-4 and CET-6 certificate. They don't face up to English learning and are not active in learning. Most of the time, they just make a surprise attack for a period of time before CET-4 and CET-6.

**Objective:** To understand the current state of college students in English courses and the effect of English teaching, analyze the reasons for the negative psychological state of students, adjust the English teaching mode by using the knowledge of positive psychology according to the students' English learning situation and learning psychology, and cultivate the students' positive psychology of English learning at the same time of English teaching, so as to make college teachers and students pay attention to the positive psychology of English learning. In the construction of teachers, the construction requirements of full-time learning psychological counseling teachers and English professional teachers as the supplement, and the cultivation of positive psychology in English learning permeates into daily education and teaching. In the process of English teaching, we should deeply explore students' positive psychological quality and promote the formation of students' positive psychology in English learning.

**Subjects and methods:** The research objects are college students. 280 college students were randomly selected from a university. The selected students come from different grades and majors. Understand students' personality characteristics, attitudes towards English courses and the current situation of English courses, and analyze the reasons for students' negative psychological state. After the reform of English Teaching for these students, the time of English teaching is one semester. The relevant data of students are recorded during the teaching period, and these data are sorted and counted. Fuzzy evaluation is used to analyze the psychological state of the students selected before and after the reform of English teaching. Grade 1-5 is used. 1-5 points respectively mean no, slightly, general, obvious and complete. The data processing software is SAS software.

**Results:** At present, in college English teaching, students' learning enthusiasm is not high. Facing the problems in the process of English learning, many students choose to be perfunctory and give up English learning. Some students, due to their personal ability, work twice as hard in English learning, resulting in anxiety. Through the reform of English teaching mode by using positive psychology, students gradually form

positive psychological quality, strengthen students' English learning motivation and improve their enthusiasm. After one semester of study, freshmen's learning enthusiasm score is 5, and the results are shown in Table 1.

**Table 1.** English learning psychological quality scores of college students in different grades after English teaching reform

College student	Learning enthusiasm	Self-confidence	Learning initiative
Freshman	5	4	5
Sophomore	4	5	5
Junior	5	4	4

**Conclusions:** After the adjustment of English teaching mode, college students should establish positive English learning psychology under the psychological guidance of teachers. And with the help of teachers, cultivate the positive psychological quality of English learning.

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## THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON PSYCHOLOGICAL GUIDANCE TO ALLEVIATE COLLEGE STUDENTS' EMPLOYMENT ANXIETY

Xinsheng Cai

*Guangdong Medical University, Dongguan 523808, China*

**Background:** Anxiety Psychology refers to the tension of an individual about the situation he will face, resulting in unexplained anxiety and fear in his heart. Anxiety psychology can be divided into two kinds: objectivity and neurosis. Objective anxiety is the response to the real danger in the environment, while neurotic anxiety is the result of contradiction in the subconscious. In recent years, under the influence of social transformation, the employment pressure of college students is increasing, the number of college graduates is increasing year by year, and the competition for jobs is fierce. Many college graduates are facing the situation of unemployment after graduation, and the employment problem is more serious. Facing the difficult situation of employment, many college students have different degrees of employment anxiety. Some college graduates do not know how to face the problem of finding a job after graduation due to insufficient psychological preparation, resulting in anxiety. This kind of employment anxiety usually shows continuous tension. When graduates successfully find a job, this anxiety will gradually disappear. In addition, some college students show a state of confusion and anxiety because they don't know which job to choose, but this state will disappear because they find a more suitable job. Or college students will also have anxiety after they encounter setbacks in the process of employment. College students with employment anxiety are emotionally depressed and difficult to concentrate. The whole person shows a very tired state and is easy to lose his temper. A little pressure will cause their strong reaction and have no enthusiasm for the things around them.

With the continuous advancement of economic globalization, various cultural trends and values impact the thoughts of college students. In this environment of Ideological and cultural collision, some college students will have some ideological problems, resulting in bad phenomena such as political confusion and value distortion. At this time, colleges and universities need to carry out ideological and political education for college students, guide college students to establish correct three outlooks, cultivate the spirit of unity and cooperation, help college students form positive psychological qualities such as courage, tenacity and self-confidence, eliminate their mental health problems, solve their ideological confusion and make them go more smoothly on the road of life.

**Objective:** To understand the causes of employment anxiety of college students and make a specific analysis. On this basis, through relevant ideological and political education measures, guide college students' employment anxiety psychology, guide them to have a certain understanding of the current employment social environment, understand the current professional employment situation, have a certain psychological preparation for future employment, reduce their sense of confusion about employment, and

help them alleviate their employment anxiety. In Ideological and political education, the training of employment ideal psychology is infiltrated into the curriculum, college students are encouraged to carry out short-term and long-term employment planning, and seriously implement the formulated plan. The plan can be adjusted appropriately according to the actual situation, so that they can better realize employment and find more satisfactory jobs.

**Subjects and methods:** Taking college students as the research object, 300 college students were randomly selected from three universities to understand their employment planning, current employment mentality and difficulties, and master their views on the current ideological and political education in colleges and universities and their understanding of employment training. These college students were given ideological and political education for one semester, and the relevant experimental data were recorded. Using fuzzy comprehensive evaluation, this paper analyzes the impact of the innovation of ideological and political education on the psychological guidance of alleviating college students' employment anxiety, as well as the psychological score of college students' employment anxiety before and after the innovation of Ideological and political education. It adopts grade 1-5 score. The higher the score, the heavier the degree. It uses SAS software for data analysis and processing.

**Results:** With the increasingly severe employment situation, the employment pressure of college students is increasing, and the competition for jobs is fierce. College students have different degrees of employment anxiety, their employment enthusiasm is hit, their mood is relatively low, and they don't know how to choose a job. In the face of employment setbacks, their psychological tolerance is weak. With the approach of employment, some college students will have physiological symptoms such as headache, palpitation and nerve sensitivity. Through the innovation of ideological and political education in colleges and universities, the employment education is integrated into the ideological and political education in colleges and universities. Through the introduction of the employment social environment, the correction of employment methods and other measures, the employment anxiety psychology of college students is guided to gradually alleviate their employment anxiety psychology. After one semester, the employment anxiety score of English majors is 2, and the results are shown in Table 1.

**Table 1.** Employment anxiety scores of students of different majors

Major	Employment anxiety	Job insecurity	Employment fear
English major	2	2	1
Finance major	2	1	2
Accounting profession	1	1	1

**Conclusions:** Integrating employment education into Ideological and political education in colleges and universities, in the process of ideological correction and ideological guidance, college students have a certain understanding of employment, gradually clarify their career planning, and slowly alleviate their employment anxiety under the subtle influence of Ideological and political education.

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## RESEARCH ON THE INFLUENCE OF COLLEGE PHYSICAL EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH IN CHINA

Xiaoxiang Shen<sup>1</sup> & Jin Wang<sup>2\*</sup>

<sup>1</sup>Guangzhou College of Applied Science and Technology, Guangzhou 511370, China

<sup>2</sup>Ningbo University, Ningbo 315211, China

**Background:** Psychologically healthy individuals are relatively coordinated in physical, intellectual and emotional aspects, can better adapt to the surrounding environment, get along well with others, feel happiness and satisfaction in life, and make every effort to give full play to their abilities in professional work, with high work efficiency. Individuals maintain a strong interest and desire for knowledge, have a clear self-awareness, are good at accepting themselves, can face up to their shortcomings, and calm down to correct them slowly. Encounter things you don't understand, be able to learn from others with an open mind, and learn from each other. When encountering difficulties, be able to face them, adjust their mentality in time, and have strong emotional control ability and ability to solve things. Individuals with mental health maintain a good attitude most of the time, are willing to communicate with others, have good moral quality, abide by discipline and law, and do not do anything against morality and law. In addition,

the psychological behavior of a mentally healthy individual is consistent with his age characteristics.

In colleges and universities, many college students have different levels and types of mental health problems. These mental health problems are the result of the joint action of many factors, such as personal factors, family factors, social factors and so on. Due to the great pressure of study and life in colleges and universities, college students will be more nervous in the long-term tense state of study, and will have psychological problems such as anxiety and compulsion, and even schizophrenia. Moreover, more than 10% of the students in colleges and universities are poor students. Affected by family factors, these college students will have greater pressure on their study and life. Moreover, due to the limitation of living environment, these college students often do not know how to alleviate their psychological problems, resulting in more serious psychological problems. In addition, under the problems of emotional crisis, communication difficulties, role transformation and adaptation obstacles, college students have psychological problems such as inferiority complex, depression and violent tendency, which have a serious impact on students' physical and mental health. Relevant studies have found that sports can promote the metabolism of the human body, accelerate the elimination of harmful substances, relieve psychological pressure, help to improve the negative emotions of the human body, and temper people's will.

**Objective:** To understand the mental health status of college students and analyze the causes of mental health problems. On this basis, combined with psychological pedagogy, this paper puts forward the corresponding implementation measures of physical education. Renew the concept of physical education through communication, attach importance to mental health education, and list it as the key development direction of physical education, so as to promote the organic integration of psychological education and physical education. Clarify the goal of sports mental health education, conduct extensive psychological investigation on students, understand the current psychological state of students, and adjust the educational goal according to the psychological problems of students. Enrich the content of sports mental health education and make students understand more mental health knowledge. At the same time of mental health education, physical education activities should be carried out so that students can develop both physically and mentally.

**Subjects and methods:** The research objects were college students. Three colleges and universities were randomly selected. A total of 310 college students were randomly selected from these colleges and universities. These college students come from different majors and grades, have different family situations, analyze their mental health problems, and master their views on physical education and mental health education. The relevant measures of integrating physical education with psychological education were implemented for these students. The experimental time was 2 semesters, and the relevant data of students were recorded during the experiment. Using fuzzy evaluation, this paper analyzes the impact of integrated education on college students' mental health, and studies the psychological changes of college students before and after integrated education. The relevant factors are quantified and scored at 1-5 levels. The higher the score, the more relevant the degree is. SPSS software is used for data analysis and processing.

**Results:** In recent years, the mental health problems of college students have become increasingly prominent. College students have varying degrees of anxiety, anxiety and depression in life, study and interpersonal relationship, which has a great impact on their body and mind. In this regard, we should integrate mental health education into physical education, and intervene the mental health problems of college students by renewing educational ideas, clarifying educational objectives and enriching the content of physical mental health education. After integrated education, the interpersonal sensitivity score of civil engineering students is 1, and the results are shown in Table 1.

**Table 1.** Scores of mental health problems of students of different majors

Major	Interpersonal sensitivity	Test anxiety	Emotional anxiety
Civil engineering	1	2	2
Garden specialty	1	2	2
Computer major	2	1	1

**Conclusions:** Physical education integrates mental health education. On the basis of in-depth understanding of college students' mental health problems, adjust the activities of physical education, improve the effect of intervention on college students' mental health problems, and make college students' physical and mental development in an all-round way.

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## THE INFLUENCE OF COLLEGE MUSIC TEACHING REFORM ON STUDENTS' MUSIC PSYCHOLOGY

Bo Tang

*Hunan University of Humanities, Science and Technology, Loudi 417000, China*

**Background:** Music psychology belongs to the category of psychology, which mainly studies the psychological state and psychological ability of people engaged in music learning. Music teaching must follow the scientific method of the combination of physiological law and psychological law in order to achieve good results in teaching. The research shows that there are four main psychological characteristics of students in the process of music learning: one is interest, which is the driving force of music learning. Second, sensibility, which is the main form of music learning response. Third, personality differences are the obvious characteristics of music learning psychology. Fourth, the process of music learning is phased. The psychological activities of music learning generally include three psychological processes: cognition, emotion and will. The cognitive process also includes specific psychological phenomena such as feeling, perception, memory, imagination and thinking. The psychological activities in these processes do not exist in isolation, but are closely related to each other. Therefore, the music learning process is a comprehensive psychological activity process, and music teaching must be carried out according to the psychological characteristics of music learning. In specific teaching activities, music teachers should master the psychological characteristics of students of different ages and teach students to feel, understand and master the connotation of music. Therefore, music teachers should not only have the required music quality and theoretical knowledge, but also master the laws and methods of music teaching, and have the knowledge of students' psychology. Music teaching should conform to the music learning psychology of college students. Although traditional music teaching has its right side, it also has many unsatisfactory places. For example, boring skill training, the influence of teacher center and lack of creative teaching are not in line with students' psychology of music learning, so they must be reformed. The reform must first shift from teacher led to student-centered, then from indoctrination teaching to creative teaching, then from skill teaching to psychological teaching, and finally from the correction of singing and performance methods to psychological guidance. In order to implement the new concept of music education, music teaching in colleges and universities must be reformed according to the heart of music learning, and implement comprehensive and comprehensive music education, so as to improve students' comprehensive quality, cultivate students' healthy personality and promote students' all-round development.

**Objective:** Music education is closely related to people's psychology. The purpose of studying music teaching psychology is to better carry out music education according to students' psychology of music learning, and finally achieve the purpose of cultivating people through music education.

**Subjects and methods:** 400 students in a university are selected as the research object. Music teachers need to fully consider the psychological status of students and use the teaching mode after the reform of music teaching in colleges and universities to teach students. The teaching time is 2 months to evaluate the effect of teaching after the reform.

**Research design:** This study adopts the self-designed "college music teaching reform mode teaching evaluation scale", which includes six dimensions: Students' learning interest, learning attitude, music knowledge learning, learning habits and quality, students' classroom participation and classroom teacher-student communication, with a total of 15 items. In the form of Likert 5-point scale, the score is 0-4. The higher the score, the better the teaching effect.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** The evaluation results are shown in Table 1. The scores of students' learning interest, learning attitude, music knowledge learning, learning habits and quality, students' classroom participation and classroom teacher-student communication after teaching are significantly higher than those before teaching ( $P < 0.01$ ). Based on the reform mode of music teaching in colleges and universities, it can improve students' music learning state in all aspects. Students attach great importance to the study of music class and are eager to learn more music knowledge, which shows that the correct and optimistic learning attitude of students under this mode has played a good effect and promotion.

**Conclusions:** In order to implement the new concept of music education, music teaching in colleges and universities must be reformed according to the heart of music learning, and implement comprehensive and comprehensive music education, so as to improve students' comprehensive quality, cultivate students' healthy personality and promote students' all-round development. College students' music psychology has its internal characteristics and laws. In the process of students' learning vocal music, instrumental music, Solfeggio and ear training, we should reform music teaching from the characteristics of music learning psychology and the psychological process of music learning.

**Table 1.** Teaching evaluation results of music teaching reform model in colleges and universities

Dimension	Before teaching	After teaching
Learning interest	2.47±0.38	2.82±0.47**
Learning attitude	2.75±0.42	3.13±0.36**
Music knowledge learning	2.69±0.30	2.92±0.28**
Learning habits and quality	2.15±0.22	2.53±0.28**
Students' classroom participation	2.62±0.33	3.13±0.30**
Classroom teacher-student communication	1.69±0.18	2.19±0.21**

Note: \*\* $P < 0.01$ .

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## RESEARCH ON THE EFFECT OF MENTAL HEALTH EDUCATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY ABOUT INNOVATION AND ENTREPRENEURSHIP FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Chen Lai\* & Wei Liu

*Gannan Medical University, Ganzhou 341000, China*

**Background:** Educational psychology is a subject that studies the psychological situation and change law of educators and educates. Through educational psychology, this paper analyzes the psychological phenomena in the process of education and teaching. The knowledge of educational psychology is the inevitable requirement of quality education. The goal of quality education is to improve students' all-round quality and make students' ability training and mental health education develop in an all-round way. When teaching related subjects, teachers carry out educational and teaching activities on the basis of mastering the knowledge of educational psychology and under the guidance of relevant theories of educational psychology. First of all, teachers need to understand the basic psychological laws of students, understand the psychological process of teacher-student interaction in the teaching process, and gradually guide students in the teaching process, so as to achieve teaching objectives and improve students' comprehensive quality. Teachers can manage students through educational psychology knowledge, so that students can abide by discipline in the teaching process, maintain classroom continuity and create a good classroom atmosphere. Pay close attention to students' learning psychology and change rules in the teaching process, and adjust the management work according to these changes to improve the management efficiency, so as to improve the teaching quality. Educational psychology is the realistic need for the healthy growth of college students. When cultivating college students, cultivating good psychological quality is also a part of talent training. Excellent graduates should have a healthy psychology, so that they can bravely face the difficulties in life and work, solve the difficulties and achieve success in life and work. Perseverance, courage and other positive psychological qualities are important conditions for graduates to achieve life achievements.

At present, the psychological quality level of college students is low, different psychological problems occur frequently, and the number of "problem students" is increasing. Among them, in the cultivation of innovative and entrepreneurial talents in colleges and universities, many college students have appeared anxiety. Due to the poor psychological quality and low ability of college students, in the cultivation of innovation and entrepreneurship, college students feel confused and helpless about innovation and entrepreneurship, are afraid of entrepreneurship failure, and cannot bear the pressure of innovation and entrepreneurship, resulting in varying degrees of anxiety. This anxiety will affect the initiative and enthusiasm of college students' innovation and entrepreneurship. When the anxiety exceeds the psychological bearing range of students, it will cause some harm to the body and mind of college students. Therefore, colleges and universities need to intervene the anxiety of college students through mental health education.

**Objective:** To understand the mental health status of entrepreneurial college students in colleges and universities, and to analyze the causes of anxiety in the cultivation of innovative and entrepreneurial talents. On this basis, through mental health education, alleviate the anxiety of college students, establish a differentiated mental health education model, stimulate the internal potential of each student, and carry out mental health education of corresponding courses according to the different stages of students, so as to promote the cultivation of students' innovation and entrepreneurship ability. Adopt diversified mental

health education methods, create a new psychological environment and give full play to students' subjective initiative.

**Subjects and methods:** The research objects are college students in innovation and entrepreneurship training. 350 college students were randomly selected from four universities. These students come from different grades and majors. Understand the mental health status, anxiety level, their study and other relevant personal information of these college students, and understand their views and suggestions on the cultivation of innovative and entrepreneurial talents in colleges and universities. These students were given mental health education for one semester, and the relevant data during mental health education were recorded. Fuzzy evaluation was used to analyze the impact of mental health education on college students' innovation and entrepreneurship anxiety. Specific factors were quantified. Grade 1-5 was used. The higher the score, the heavier the degree. SPSS software and Excel house arrest were used to process and analyze the data.

**Results:** Due to the lack of psychological endurance and innovation ability of college students, many college students showed anxiety and felt confused, nervous and uneasy about entrepreneurship in the training of innovative and entrepreneurial talents in colleges and universities. By adopting corresponding mental health education countermeasures, the mental health level of college students has been improved, and the anxiety of students has been improved to varying degrees. The anxiety score of junior students in innovation and entrepreneurship is 2. The results are shown in Table 1.

**Table 1.** Innovation and entrepreneurship anxiety scores of college students in different grades

Grade	Anxious	Uneasy	Worried	Panic
Freshman	2	1	2	1
Sophomore	1	2	2	1
Junior	2	2	1	1

**Conclusions:** Mental health education plays an important role in the cultivation of innovative and entrepreneurial talents in colleges and universities. Through mental health education, we can improve the mental health level of college students, alleviate their anxiety, stimulate their internal potential and promote the improvement of college students' innovative and entrepreneurial ability.

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## STUDY ON THE INFLUENCE OF TRADITIONAL ART EDUCATION ON THE REHABILITATION OF PATIENTS WITH THINKING LOGIC DISORDER

Zuyin Zhou

*Wuhan Business University, Wuhan 430000, China*

**Background:** Thinking logic disorder is manifested in the fact that individuals do not conform to logical rules in the process of reasoning, and there are contradictions in concepts and premises, which are contradictory to the objective reality. The clinical manifestations of patients with thinking logic disorder are mainly divided into five kinds, namely symbolic thinking, logical wrong thinking, new words, sophistry and contradictory thinking. Symbolic thinking is manifested in that patients will confuse the specific and abstract concepts of things, and express the specific concepts of things through some words or actions that only they can understand. Others can't understand what the patient said, but the patient is very clear about the universal meaning of his expression. For example, mental patients will wear clothes on the opposite side, or ordinary people will make symbolic description, and green symbolizes life. Patients with logical wrong thinking will secretly change concepts in the process of reasoning. The thinking logic is chaotic and strange. Without any logic, they can't find the logical basis and violate the logical rules, making the patient's words very absurd and strange, which makes it difficult for ordinary people to understand and communicate. Patients with new words will create some words, symbols and other contents by themselves and give new meanings to these contents. In the process of word creation, there is no relationship between these words. Ordinary people can't understand this patchwork logic and the reasons for giving meaning. Sophistry patients will carry out some meaningless dialectics and exploration, which seems reasonable but ineffective. The content is very empty and has no practical significance. They like to talk empty words. However, there will be opposition and contradiction between two kinds of thinking, which will compete with each other, and the power of the two kinds of thinking is equal.

Art education belongs to cultural education, which mainly perceives, understands and creates visual images, including artistic activities, and realizes individual education through artistic creation. In art education, the cultivation of individual creativity is emphasized. Develop the right brain and EQ of the human body, so that the individual's imagination and thinking ability can be cultivated and improved. Through the creative cultivation of thinking in art education, we can create many beautiful material products, broaden individual vision and enrich individual emotion in art education. Through the creation of art works, we can reflect the individual's consciousness and personality characteristics. Art therapy can treat patients with logical thinking disorder and let them slowly restore their thinking and logical ability. Art education can learn from the relevant knowledge of art therapy, adjust and apply the traditional art education measures.

**Objective:** To understand the classification and clinical characteristics of patients with thinking logic disorder, adjust the educational objectives of traditional art education according to these clinical manifestations, and put forward corresponding implementation measures. Through painting teaching, promote the development of patients' thinking ability, let patients know the color and the size and shape of the object corresponding to the color in the course of color recognition, and let patients better distinguish the color. And on the basis of color understanding, divergent thinking, contact the color characteristics of surrounding things, and cause patients to think. Through painting, the modeling performance ability of patients can be developed. In the teaching process, patients can be guided through various shapes of objects, let them perform modeling performance, and point out that objects with different shapes correspond to things with different shapes in real life. In the process of manual teaching, exercise the hands-on ability and hand eye coordination ability of patients, and promote the coordinated development of multiple skills of patients.

**Subjects and methods:** The research objects were patients with thinking and logic disorders. 100 patients with thinking and logic disorders were randomly selected. These patients came from different occupations and ages, and their clinical characteristics of thinking and logic disorders were different. These patients were divided into control group and experimental group. The numbers of control group and experimental group were 49 and 51 respectively. The experimental group received general rehabilitation treatment, and the control group received art education on the basis of general rehabilitation treatment. The experimental time was 4 months. During the experimental period, relevant data were recorded. The changes of clinical symptoms of the two groups before and after the experiment were analyzed by fuzzy evaluation. The scoring standard was grade 1-5. The higher the score, the heavier the degree of correlation. Through SPSS software for processing and analysis.

**Results:** Affected by external and personal factors such as family and social environment, some people will have different degrees of thinking logic obstacles, poor thinking logic ability, unable to think and express their own meaning well, which hinders the normal communication with others. Through the innovation of traditional art education, it is applied to the rehabilitation treatment of patients with thinking logic disorder. After the experiment, the symbolic thinking score of young patients in the experimental group was 2. The results are shown in Table 1.

**Table 1.** After the experiment, the scores of thinking logic impairment in patients of different ages in the experimental group

Age group	Symbolic thinking	New words	Contradictory thinking
Juvenile	2	2	2
Youth	2	1	2
Young and middle-aged	1	1	1

**Conclusions:** Through art education, cultivate patients' thinking ability, improve patients' modeling liquidity, and enable patients to realize the coordinated development of multiple functions in manual teaching.

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## THE AUXILIARY EFFECT OF OPTIMIZING THE STRUCTURE OF IDEOLOGICAL AND POLITICAL COURSE ON ALLEVIATING STUDENTS' COGNITIVE IMPAIRMENT

Guohui Xu

*Qingdao University, Qingdao 266071, China*

**Background:** In the process of cognition and knowledge acquisition, individuals will have a process of extraction and processing, which can be called cognition. Cognition includes psychology and social behavior, involving learning, memory, thinking and so on. Cognitive impairment means that individuals have abnormalities in the process of information extraction and processing, resulting in memory impairment. There are abnormalities in cognition, language, behavior and other aspects, and different aspects of cognition are related. When there are problems in one aspect of cognition, those other aspects will be affected. For example, when individuals have abnormalities in attention and memory, they will have a certain obstacle to solving the problem. Cognitive impairment can be divided into many kinds of obstacles, such as sensory and perceptual obstacles and thinking obstacles. Among sensory and perceptual obstacles, it can be divided into sensory obstacles, perceptual obstacles and perceptual comprehensive obstacles. Thinking obstacles can be divided into thinking form obstacles and thinking content obstacles. Delusion, obsessive-compulsive disorder and overpriced concept all belong to thinking content disorder. Individuals with cognitive impairment will have cognitive bias, decline in thinking ability and make mistakes in understanding things.

At present, in the ideological and political courses in colleges and universities, students' learning enthusiasm and initiative are not high. They feel that the courses are boring and practical value is not high. Many students often play mobile phones and read books of other subjects in ideological and political classes, and do not care about the content of ideological and political teachers' lectures. From the performance of students in the ideological and political class, we can see that students have rebellious psychology towards the ideological and political curriculum, and there are differences in the cognitive structure between teachers and students. With the infiltration of the information age, students have completed the post-modern ideological construction of liberalism, anti-essentialism and other psychology, and formed subculture psychological self-confidence against the elderly. The stage of physical and mental development of college students aggravates this rebellious psychology. There are differences in the cognition of politics and culture between teachers and students, which will lead to obstacles in ideological communication between teachers and students. Teachers can't understand students' cultural feelings and misunderstand students' cultural identity. Influenced by the differences of cultural ideas, teachers will have rigid subject cognition and lack of understanding of students' cognition. Similarly, students will feel that the teacher is not fashionable enough, there are thinking obstacles with the teacher, and there will be obstacles in communication. In addition, teachers' ideological anxiety caused by professional titles and scientific research pressure will be dissatisfied with students' learning attitude. Preaching to students will aggravate students' cognitive impairment of ideological and political courses.

**Objective:** To understand the current situation of ideological and political classes in colleges and universities, students' attitude towards ideological and political courses, and analyze the cognitive obstacles of students and the causes. According to the cognitive impairment of students, optimize the structure of ideological and political courses in colleges and universities, innovate teaching methods, modes and means according to the situation of students, and improve teaching design. In the teaching of ideological and political courses, we should highlight the problem orientation, answer the students' ideological and theoretical confusion according to the students' cognitive deviation, find the academic interface, and establish the theoretical framework. In this process, we should timely grasp the psychological changes of students, respect students' cognitive habits, and increase the affinity and appeal of ideological and political courses in the process of constantly solving doubts, so that students can learn ideological and political courses more actively.

**Subjects and methods:** The subjects of the study were college students. 280 college students were randomly selected from a university. The selected students come from different grades and majors. Understand students' personality characteristics, attitudes towards ideological and political courses and the current situation of ideological and political courses, and analyze the performance and causes of cognitive obstacles of selected students in the learning process of ideological and political courses. The teaching of ideological and political course after structural optimization is carried out for these students. The teaching time is one semester. The relevant data of students are recorded during the teaching period, and these data are sorted and counted. Fuzzy evaluation is adopted to analyze the cognitive impairment of students selected before and after teaching. Grade 1-5 is adopted. 1-5 points respectively mean no, slightly, general, obvious and complete. The data processing software is SAS software.

**Results:** In the teaching of ideological and political course in colleges and universities, due to the rebellious psychology of students and the cognitive differences between teachers and students in political culture, the teaching effect of ideological and political course is not ideal and cannot achieve the teaching goal. According to the cognitive situation of students, the structure of ideological and political courses is optimized, students' cognitive habits are respected, their ideological doubts are answered, and students' cognitive impairment is improved. Among them, the thinking deviation score of students majoring in engineering cost is 1, and the results are shown in Table 1.

**Table 1.** Cognitive impairment scores of students of different majors

Major	Thinking deviation	Cognitive bias	Memory impairment
Business English major	2	2	1
Engineering cost specialty	1	1	2
Computer major	2	1	1

**Conclusions:** In view of the unsatisfactory teaching of ideological and political course in colleges and universities and the cognitive deviation of students in ideological and political course, optimize the structure of ideological and political course, adjust the teaching content according to students' cognitive status and psychological characteristics, change from fragmented teaching to systematic teaching, improve students' cognitive deviation and improve students' thinking ability.

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## A STUDY ON THE INFLUENCE OF THE INTEGRATION OF TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' ANXIETY

Guoliang Zhang

*Yantai Nanshan University, Longkou 265713, China*

**Background:** When individuals expect some adverse consequences, they will show tension, anxiety and other emotions, mainly anxiety. With the continuous development of economy and society and the continuous improvement of people's quality of life, many families can afford the cost of universities, and colleges and universities recruit more and more college students. Because many college students are single children, their self-care ability is very poor and their psychological tolerance is weak. After leaving the care of their parents, these college students show varying degrees of psychological problems and worry in interpersonal communication, learning, examination, emotion and so on. Anxiety can be divided into two types according to symptoms, namely mental anxiety and somatic anxiety. The personal experience of mental anxiety has no origin to produce negative emotions such as anxiety and irritability, and is often in a state of anxiety. It is expected that there will be some bad results, but it does not say the specific results. The spirit is more alert, it is difficult to concentrate when doing things, and sometimes there will be a decline in memory, which affects the normal development of learning and work. The personal experience of somatic anxiety shows the physiological symptoms of restlessness, palpitation and chest tightness. It will keep walking back and forth and tremble.

At present, college students have a relatively shallow understanding of China's excellent traditions. They don't understand some of China's customs and the calendar of traditional festivals, can't remember the time of traditional festivals, and even don't understand some traditional festivals at all, but they are very clear about western festivals and will be very enthusiastic to prepare for the arrival of western festivals. In addition, college students' impression of traditional festivals only stays at the level of discount and promotion in shopping malls. They cannot understand the cultural connotation and significance of traditional festivals. Traditional festivals have a trend of commercialization. In the dissemination of traditional culture, it is mostly carried out in the form of books, picture albums and other forms. The dissemination places are concentrated in libraries, museums and other places, which is not conducive to the large-scale dissemination of traditional culture and inconvenient for students to understand traditional culture. In addition, traditional culture can regulate students' behavior ability, guide students' thoughts, enrich students' spiritual world, and promote the good development of students' ideological education. In this regard, traditional culture and ideological and political education in colleges and universities have the same educational effect.

**Objective:** To understand the mental health status of college students and analyze the causes of students' anxiety. This paper studies the specific measures of integrating traditional culture into ideological and political education, and analyzes the impact of these measures on alleviating the anxiety of college students. Through these measures, we can improve college students' cognition of traditional culture, cultivate students' positive psychological quality, improve students' pressure resistance, and promote the improvement of the teaching quality of ideological and political education, so as to make the teaching effect better.

**Subjects and methods:** The research objects are college students. 290 college students are randomly

selected from three universities. These students come from different majors and grades. Their anxiety levels are different, and the causes of anxiety are different. Understand their understanding of traditional culture. The selected students will receive ideological and political education on the integration of traditional culture for one semester, during which relevant data will be recorded. Fuzzy evaluation is used to analyze the impact of the integration of traditional culture into ideological and political education on students' anxiety. Grade 1-5 scores are adopted. 1-5 scores indicate no, slightly, general, obvious and complete respectively. The data processing and analysis software is SAS software.

**Results:** The college students who have just entered the university will be more flustered and anxious about study and examination when they face the problems of life and study because they have left their parents to do everything. When getting along with roommates and classmates, they will be self-centered, prone to opinion conflict, resulting in psychological conflict, resulting in interpersonal anxiety. Without intervention, this anxiety will seriously affect the study and life of college students. However, the ideological and political education integrated into the traditional culture can transfer the excellent spirit of the traditional culture to college students, enrich their spiritual world, correct the wrong thoughts of college students, enable them to learn the excellent qualities such as "preserving similarities while reserving differences" and "embracing all rivers", and improve the comprehensive quality of college students. After ideological and political education, the interpersonal anxiety of freshmen has been improved, with a score of 2. The results are shown in Table 1.

**Table 1.** Anxiety scores of college students in different grades

College student	Interpersonal anxiety	Learning anxiety	Test anxiety
Freshman	2	2	2
Sophomore	1	1	2
Junior	1	2	1

**Conclusions:** Integrating traditional culture into ideological and political education in colleges and universities can alleviate students' anxiety, deepen students' cognition of traditional culture and inherit traditional culture.

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## ANALYSIS ON THE INFLUENCING FACTORS OF MENTAL HEALTH LITERACY OF VOCAL MUSIC MAJORS IN COLLEGES AND UNIVERSITIES

Shiwen Zhang

*Shanxi Vocational College of Art, Taiyuan 030002, China*

**Background:** Psychological literacy is the ability of an individual's brain to respond to objective reality, such as sensory ability, emotional control ability and so on. Different application fields have different requirements for individual psychological literacy. For painting, painters need to have high control over lines and be able to distinguish different colors, especially for those colors with very similar colors. They also need to have certain imagination and composition ability to draw paintings with high artistry. In the art of vocal music, singers also need to have healthy psychological literacy. The health of psychological literacy is closely related to the singer's ability to perceive and create sound. The singer can control his breath and breathe well. In the process of singing, he can pronounce clearly, and has good emotional control ability, memory and perception ability. Be able to perceive and think about songs well, and create imagination. Have good ability to deal with emergencies in the process of singing. When the singer has more ability and higher degree, the singer's psychological quality is healthier, on the contrary, it tends to be unhealthy.

With the diversified development of education, colleges and universities have changed from a single subject university to a multi-disciplinary university, which provides an opportunity for the development of vocal music major. College education has become the main way of vocal music professional development. After the reform and development, according to the different types of education, vocal music majors are divided into two categories: professional music colleges and normal universities. In professional music colleges, teachers and students have shown great enthusiasm in western advanced vocal music concepts and singing techniques. Some students choose to go abroad for further study to improve their singing ability, or exercise themselves through many practical activities. Various vocal music lectures and artistic exchanges have been carried out in many music colleges and universities. In addition, in order to better cultivate the

ability of vocal music students, vocal music disciplines are added, such as vocal music aesthetics, vocal music performance psychology and so on. Driven by these disciplines, it has accelerated the development of vocal music specialty in China, enriched the content of vocal music education, and attracted more students to choose vocal music specialty.

**Objective:** To understand the development status of vocal music major in colleges and universities and the psychological quality of vocal music students, and to analyze the factors affecting the psychological health quality of vocal music students. Aiming at the psychological quality of vocal music students, we should adjust vocal music teaching to make the basic skills of vocal music students more solid. Through the song singing training from easy to difficult, enhance students' self-confidence and let vocal music students get more sense of achievement in the process of practice. Carry out cultural knowledge teaching for students majoring in vocal music, strengthen their literary cultivation, enable them to have a deeper understanding of the emotions expressed in songs, and promote the improvement of their song recreation ability. In addition, in vocal music teaching, we should use the knowledge of vocal music psychology and physiology to timely understand the psychological and physiological changes of vocal music students, and give corresponding guidance to students, so that they can have a good singing state.

**Subjects and methods:** The research objects are students majoring in vocal music in school. Students majoring in vocal music in different grades are randomly selected from three universities. These students come from different family backgrounds and have different personality characteristics. Understand the psychological quality of these students and the reasons for their formation, and master their weaknesses in vocal music major. These students were taught vocal music for one semester, during which the relevant data of students majoring in vocal music were recorded. After the experiment, fuzzy evaluation is used to study the impact of different teaching measures on vocal music majors' psychological literacy and the changes of their psychological literacy. Grade 1-5 was adopted, and the higher the score, the heavier the degree. SPSS was used to process and analyze the data.

**Results:** Due to personality differences, different understanding ability of songs and different emotional control ability of song singing, there are differences in the health degree of psychological literacy of vocal music major in colleges and universities. In view of these situations, we should adjust vocal music teaching, correct the pronunciation of vocal music majors, adopt scientific vocal methods, teach literary knowledge and sing songs with different difficulties. After the experiment, the mental quality and health level of students in different grades were improved. The score of music perception ability of freshmen was 4. The results are shown in Table 1.

**Table 1.** Vocal music ability scores of vocal music majors in different grades after the experiment

Grade	Music perception	Emotional control ability	Breath control ability
Freshman	4	4	4
Sophomore	5	4	5
Junior	4	5	5

**Conclusions:** Using the knowledge of vocal psychology and physiology, we can carry out vocal music teaching for vocal music students, improve the comprehensive ability of vocal music students, and let them gradually improve their self-confidence in vocal music learning, be able to calmly deal with the problems in learning, and improve the mental quality and health level of students.

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## RESEARCH ON THE INTEGRATION OF BRITISH AND AMERICAN LITERATURE TEACHING AND COURSE VALUE EDUCATION UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Xuexiang Zhang

Weifang University, Weifang 261061, China

**Background:** From the perspective of educational psychology, the emergence of educational psychology is mainly to solve the psychological problems of students in the process of development, help students reshape their body and mind, and build a good and healthy learning environment. Under the background of the rapid development of modern education, the research of educational psychology has expanded from the early research on students' mental health to the research on the whole educational environment, and



analyzed various psychological factors affecting people's learning. The subjective factors of students are influenced by environment, psychology, teaching courses and many other reasons. Researchers have conducted a large number of experiments on these factors and found that the impact of psychological factors on students is intuitive and long-term. In education, students' psychological state can be divided into positive and negative. A healthy and positive psychological state is more conducive to students' learning. On the contrary, negative psychology will hinder students' thinking and is not conducive to the development of learning activities. In order to better study the psychological impact on students in the course learning, this paper combines the British and American literature course with the ideological and political course, analyzes the impact of psychological changes on the course quality, and explores the opinions on optimizing the teaching course from the research of educational psychology.

The British and American literature course is mainly based on the study of British and American literary works. The teaching content involves all aspects of British and American culture, history and literary development. The difficulty in the teaching of British and American literature course is that students can't start from the perspective of history and culture and analyze literary feelings more deeply. Many students have subjective emotions, which is related to students' psychological factors. The ideological and political course involves the research on people's emotion, thought and psychology. Therefore, the integration of British and American literature course and ideological and political course is used to explore the impact of educational psychology on students' curriculum learning. In the actual course teaching, the changes of students' psychological activities will be affected by the learning environment, the inherent understanding of British and American history and culture, and the different understanding of different cultures. There are great differences in the analysis of literary works, which affects the course teaching. From the perspective of educational psychology, this influencing factor can be combined with the ideological and political course to optimize the changes of students' psychological emotion. Through the research on the state of students' educational psychology, improve the teaching mode, so that students can turn negative emotions into positive emotions, and through the guidance of Ideological and political psychological emotion, students' negative psychological learning pressure will be more conducive to students' positive development and improve the effect of curriculum education.

**Objective:** Under the background of educational psychology, according to the changes of students' psychological emotion, this paper will analyze the impact on British and American curriculum learning, and continuously optimize and improve the curriculum teaching mode and improve the quality of curriculum teaching in combination with the characteristics of Ideological and political psychology teaching.

**Subjects and methods:** 120 students majoring in literature in a school were selected for classroom research, and the changes of students' psychological activities were counted from the students' learning performance in English and American literature classroom. 120 students were divided into two groups of 60. One group is the control group and the other is the learning group. The learning group will combine the ideological and political course in the study of British and American literature and adjust the course according to the students' psychological changes. After two kinds of teaching experiment tests, the influence of educational psychology on students' learning is evaluated through the learning effect of literature course, and the curriculum optimization strategy is put forward according to the psychological changes of students.

**Results:** As shown in Table 1, the effects of psychological changes of the two groups of students on course learning are shown. Table 1 shows that the teaching mode of British and American literature under educational psychology can significantly affect students' positive psychology, which is reflected in the continuous growth of students' persistent psychology, firm psychology and self-confidence psychology.

**Table 1.** The influence of educational psychology on learners

Positive psychology	Control group	Study group	P
Persistent	20	40	<0.05
Firm	30	51	<0.05
Self-confidence	32	56	<0.05

**Conclusions:** The development of modern education pays attention to the changes of students' learning psychology, which is very important for the reform and innovation of education. How to improve the quality of curriculum teaching and ensure the healthy development of students' physical and mental health requires educators to attach great importance to the relationship. The research starts with the psychological and emotional cognition and psychological changes of middle school students in British and American literature course, discusses the impact of psychological factors on students' learning quality, integrates British and American literature course with ideological and political education through the research on students' psychological changes, and puts forward optimization suggestions for improving

British and American literature course through the research on students' psychological and emotional state. The results show that students' psychological change factors have a direct impact on students' curriculum learning. In this regard, the development of modern education should not only pay attention to humanistic education, but also pay attention to students' mental health education. Through positive mental health guidance, we can improve students' ideological attitude and reform students' learning effect, which is the focus of current educational development.

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## THE INFLUENCE OF ETHNIC DANCE EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

Meng Zhao

*Shanxi University, Taiyuan 030001, China*

**Background:** Menstrual anxiety is a common mental disorder. In modern medical research, it is found that patients with mental anxiety generally have problems such as large emotional fluctuation, mental tension, anorexia and inattention, while patients with more serious mental anxiety are prone to more serious mental diseases, such as cognitive impairment and autism. Therefore, problems such as mental anxiety need to be found and treated early, Avoid more serious psychological diseases. With the development of society, more and more college students have mental anxiety problems. According to the current survey of college students, it is found that the mental anxiety problems of college students mainly focus on several points, such as anxiety about learning, anxiety about employment development and anxiety about interpersonal and social relations. At the same time, coupled with the accelerated pace of modern life and the increase of dietary health problems, it is also a major factor leading to the mental anxiety of college students. At present, the main methods to alleviate college students' nervous anxiety are drug treatment, mental health counseling and physical counseling. Physical counseling has a relatively good effect on college students' anxiety. At the same time, it is easy to be accepted by students. At the same time, it also has the training of physical and mental quality, which has a good effect on the improvement of the overall quality of college students.

National dance education in colleges and universities is a kind of physical education, which has both humanistic quality education and specific quality education. National dance education includes the education of national traditional dance culture, history and humanistic emotion, which can not only improve students' national dance knowledge, but also enhance students' cultural literacy, cultivate students' sentiment and alleviate students' spiritual pressure. At the same time, national dance also belongs to the category of physical education. In dance training, college students express their respect and love for national culture through their understanding of national history, culture and emotion to the dance body language. Combined with the current widespread psychological anxiety problems of college students, we can alleviate students' mental tension and anxiety through national dance teaching. For example, students' psychological and emotional anxiety can be adjusted by reading the cognition of national dance culture and dance art aesthetics. At the same time, through the dance physical training and the cognition of dance skills, we can enhance students' understanding and love of national culture. Physical training cannot only improve students' physical quality, but also release various pressures faced by students and regulate students' development. Therefore, in view of the widespread mental anxiety problems in colleges and universities, this paper puts forward that the national dance education in colleges and universities can not only improve students' cultural knowledge and artistic literacy, but also exercise their body and mind, which meets the requirements of the development of modern education.

**Objective:** To study the current situation of college students' mental anxiety, analyze the main factors of college students' mental anxiety and its impact on their own development, and discuss the therapeutic effect of college students' national dance education on students' mental anxiety.

**Subjects and methods:** Randomly select 600 students in a university as the research object of mental anxiety experiment, and take college ethnic dance teachers as the secondary research object, count the psychological anxiety of all research objects, and analyze the teachers' basic cognition of mental anxiety treatment. Aiming at the mental anxiety of college students, this paper constructs a treatment mode of ethnic dance education, analyzes the performance of patients before and after treatment, and evaluates whether ethnic dance education in colleges and universities can alleviate the mental anxiety of college

students.

**Results:** The behavioral application ability and cognitive ability of students with mental anxiety and normal students are shown in Table 1. The patient's ability is graded according to 0-4. 0 indicates poor ability and 4 indicates very good ability. Table 1 shows that the behavioral application ability of students with mental anxiety is gradually improved, and their cognitive ability is gradually close to that of normal students.

**Table 1.** Comparison table of behavioral ability between students with mental anxiety and normal students

Project		Before teaching	After teaching	P
Application ability	Cognitive impairment	1	2	<0.05
	Normal students	3	4	
Cognitive ability	Cognitive impairment	1	3	<0.05
	Normal students	3	4	

**Conclusions:** With the continuous expansion of competitive pressure in modern society, many college students have mental anxiety. Facing the current situation of college students' mental anxiety, modern education should pay attention not only to the education of students' cultural quality, but also to the education of students' physical and mental quality. Under the background of higher education reform, educators need to strengthen the psychological guidance of students, increase the exercise of students' physical quality and improve the overall quality of students. As a highly educational discipline, college national dance education not only carries forward and inherits the national culture, but also improves students' cultural literacy and physical quality in the process of education. It has a good effect on improving the anxiety of college spiritual students and promoting the healthier and scientific development of college students.

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## ANALYSIS OF THE IMPACT OF COMPUTER SOFTWARE DESIGNED WITH BEHAVIORAL PSYCHOLOGY ON USERS WITH COGNITIVE IMPAIRMENT

Xiaoli Zhou<sup>1</sup> & Wei Ma<sup>2</sup>

<sup>1</sup>*Sichuan Top IT Vocational Institute, Chengdu 610000, China*

<sup>2</sup>*Chengdu Forward Technology Co., Ltd., Chengdu 610000, China*

**Background:** Cognitive impairment is a serious mental disease. People with cognitive impairment are different from ordinary people in physical, mental and behavioral performance. Generally, people with cognitive impairment have memory decline and their emotions are vulnerable to environmental impact in the early stage. With the aggravation of the disease, patients will decline in their ability to learn, work, socialize and accept new things, especially the skills and knowledge they have mastered before. With the confusion of logical thinking, the decline of comprehensive analysis ability, language repetition and other phenomena, they will appear in the problem of social fault. At present, there are many treatment schemes for cognitive impairment, but they cannot solve the problem. There are several common treatment schemes, such as surgery, medicine, physical therapy and acupuncture. With the continuous development of science and technology, there are more and more treatment strategies for psychological diseases. In addition to several conventional schemes, there are psychological auxiliary therapy and sports rehabilitation training therapy. Among them, psychological auxiliary therapy starts from the patient's psychological activity state and gives psychological comfort and psychological auxiliary guidance according to the patient's illness, so as to awaken the patient's internal emotional consciousness and make the patient feel the warmth of the external crowd. At the same time, the influence of external transmission is positive. Through psychotherapy, patients gradually recover their behavior consciousness and thinking, establish self-awareness and restore self-confidence. At present, psychotherapy has good affinity for patients with psychological diseases, and it is also easier to be recognized by patients.

People with cognitive impairment mainly have cognitive impairment at the behavioral level, which affects one's study, life, work and communication. Therefore, from the perspective of behavioral psychology, a computer-aided software of behavioral psychology can be developed to assist patients with cognitive impairment and serve as the main treatment scheme for patients with cognitive impairment. The computer-aided software of behavioral psychology includes functional modules such as conventional

psychological counseling guidance, expert online medical treatment, behavioral psychology rehabilitation guidance and training, and the audio content of behavioral psychology is included in the software. According to the specific situation of patients, select the rehabilitation training process corresponding to the behavioral psychology rehabilitation software. In the early stage, routine psychological auxiliary treatment will be carried out according to the expert guidance, including diet, psychological and emotional adjustment and routine physical health training. As patients gradually adapt to the treatment plan, they will enter the professional treatment and rehabilitation process, including several stages of learning videos. The training content will focus on the situation of patients with cognitive impairment, and specially customized training tasks, such as diet arrangement, physical training, rehabilitation learning guidance and so on. After several stages of training, check the impact of computer-aided training on patients with cognitive impairment. Therefore, the research proposes a computer software integrating behavioral psychology for the rehabilitation treatment of patients with behavioral cognitive impairment to verify whether the treatment scheme is effective.

**Objective:** To explore the disease status of people with cognitive impairment, analyze the impact of psychotherapy on people with behavioral cognitive impairment, and design a rehabilitation training assistant software based on behavioral psychology to alleviate the patient's condition.

**Subjects and methods:** 60 people with behavioral cognitive impairment in a hospital were selected as the research object of rehabilitation training. The research patients were divided into two groups. One group was the control group, using the general rehabilitation treatment scheme, and the other group was the experimental group, which was the combination of the general treatment scheme and the psychological rehabilitation training. The patients were given rehabilitation training for half a year to record whether the proposed treatment scheme had an impact on the patients.

**Results:** Table 1 is the comparison table of rehabilitation training experiment of two groups of patients with cognitive impairment. In the six-month rehabilitation training, the number of patients with cognitive impairment using the software rehabilitation training scheme showed a downward trend, which was significantly better than the ordinary rehabilitation treatment scheme, and a large number of patients with severe cognitive impairment gradually changed to low cognitive impairment, and the number of patients with low cognitive impairment increased. The proposed scheme can alleviate the disease.

**Table 1.** Comparison table of rehabilitation training experiment between two groups of patients with cognitive impairment

Project	Experience group	Control group
Severe cognitive impairment	30	30
General cognitive impairment	21	25
Low cognitive impairment	5	15

**Conclusions:** People with cognitive impairment have certain difficulties in study, life and work. People should give more patience and attention in their daily life. At the same time, people with cognitive impairment have complex causes, there is no targeted treatment, and conventional drugs and rehabilitation training are not suitable for all patients. Therefore, a training and rehabilitation software based on behavioral psychology is developed according to the disease characteristics of patients with cognitive impairment. The comparison of rehabilitation experiments shows that the rehabilitation guidance training of behavioral psychology can effectively alleviate the patient's condition and improve the rehabilitation effect of patients. The new treatment scheme is also more suitable for most patients. It has good affinity for such patients and is worth popularizing.

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## INFLUENCE OF EDUCATIONAL REFORM ON TEACHERS' ANXIETY UNDER BIM COLLABORATIVE MANAGEMENT MODE

Heng Sun

*Jilin University of Architecture and Technology, Changchun 130000, China*

**Background:** With the accelerating pace of modern life, more and more people have psychological problems, such as emotional anxiety, irritability, irritability, etc. there are many reasons for these manifestations, such as work and life pressure, adverse interpersonal communication, physical health

factors, etc. In the field of education in China, most teachers have had anxiety problems. The direct impact of this psychological problem is the decline of teachers' teaching quality. If teachers do not adjust in time, they are likely to have psychological diseases such as mental anxiety and depression, which will not only affect the development of education in China, but also have an adverse impact on teachers' physical and mental health. According to the investigation of relevant data, it is found that there are several reasons for teachers' anxiety, such as anxiety caused by unclear career planning and development. Teachers' anxiety caused by high work task pressure and long-term emotional depression. The improper handling of the relationship between teachers and the same time leads to the anxiety of affecting work and productivity. It is not difficult to see from the survey data that the current teachers generally have anxiety problems, and the factors causing anxiety mainly come from the anxiety of career development and interpersonal communication. Therefore, the current education field needs to urgently solve the psychological anxiety of teachers, take effective measures to improve the current situation of teachers' anxiety, and help teachers establish a correct concept of professional development, so as to have the scientific development of modern education.

At present, the general population suffers from anxiety. To improve the anxiety status of the population, we also need to apply drugs to the case according to the factors of population anxiety in order to improve people's anxiety. The anxiety of teachers mainly comes from career development factors and simultaneous factors. In the field of education, in order to alleviate the pressure of teachers and enhance the harmonious relationship between teachers, many schools will adopt collaborative management model. BIM collaborative management mode mainly solves the problem of lack of communication and cooperation between teams. For example, in some teaching tasks, BIM management mode can achieve the effect of multiple teachers completing teaching tasks together, which can not only improve teachers' teaching efficiency, but also enhance the friendship between teachers. More importantly, teachers can exchange teaching opinions and ideas and improve teachers' education level, to alleviate the anxiety of teachers' professional development. BIM collaborative management can be realized not only in teaching tasks, but also in the arrangement of teaching and the management of teachers and students. It can reduce teachers' teaching pressure to alleviate teachers' anxiety. Therefore, a BIM collaborative management model is proposed to analyze the factors of teachers' anxiety, and improve the common anxiety problems of teachers based on BIM collaborative management model.

**Objective:** To explore the current situation of teachers' anxiety, analyze the main factors causing teachers' anxiety, and put forward a BIM collaborative management model to improve the current problems of teachers' anxiety and help teachers develop better.

**Subjects and methods:** Take 60 teachers in a school as the main research object, count the specific reasons for the anxiety of teachers, put forward the BIM collaborative management mode strategy according to the anxiety of teachers, adopt the collaborative management mode for half a year in school teaching, and evaluate whether the BIM collaborative management mode can improve the performance of teachers' anxiety after six months of testing.

**Results:** The score of 1-4 is used to indicate the improvement of teachers' anxiety. The score of 1 indicates very poor, the score of 2 branches indicates average, the score of 3 indicates well, and the score of 4 indicates excellent. The scoring items are set as "anxiety improvement" and "self-confidence". After half a year's test, the scores of teachers' anxiety indicators are counted. The higher the score, the better the recognition of teachers' career planning.

**Table 1.** Training test results of teachers' anxiety improvement in six months

Project	One month	Three months	Six months
Anxiety improvement	1	2	3
Confidence	2	3	4

**Conclusions:** In the context of modern education reform, education should not only pay attention to students and teaching content, but also pay attention to teachers. Due to career development factors, many teachers have problems such as anxiety, which not only seriously affects the development of modern education, but also endangers the physical and mental health of teachers. Therefore, in modern society, people should increase the understanding and affirmation of teachers and lower the harsh requirements for teachers. At the same time, in teaching management, teachers generally have emotional anxiety problems. Effective suggestions should be put forward according to the specific pressure of teachers. For example, BIM collaborative management model can not only improve the pressure of teachers' teaching tasks, but also enhance the friendship between teachers, improving the overall teaching level of teachers, so as to improve teachers' anxiety, which is of positive significance to the whole education industry.

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## ANALYSIS ON THE ALLEVIATING EFFECT OF PROMOTING MULTI SENSORY READING MODE ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

Wenyan Yu\*, Xiaobo Chi, Yiping Jiang & Yeqi Chu

*Zhejiang University of Technology, Hangzhou 310014, China*

**Background:** In the medical field, cognitive impairment is not considered as a kind of mental disease that is difficult to cure, and there are many textures that lead to the formation of cognitive impairment. However, in the medical field, clinical medical experts believe that the factor leading to cognitive impairment is that the patient's brain is stimulated, resulting in damage to the nerves that control human neural activities, and the cognitive function of the brain is affected and unable to receive external information normally. However, more experts and scholars tend to attribute cognitive impairment to mental and psychological diseases, because from a psychological point of view, some patients can alleviate their condition through drug treatment, psychological adjuvant treatment, physical rehabilitation training and other ways. However, different patients have different types of cognitive impairment, and the treatment methods are not the same. At present, in colleges and universities, some student groups have cognitive obstacles, and it is difficult to accept knowledge in learning. At the same time, there are also some obstacles in interpersonal communication, which affect the development of students. Considering that the cognitive impairment of students mainly comes from psychological factors, drug treatment is not only easy to damage students' body, but also affect students' body and mind. Therefore, the cognitive impairment of students can be alleviated in the form of psychological counseling. Through the reconstruction of students' patients' thinking, cultivate students' consciousness and emotion, and help patients establish a cognitive system, so as to reshape patients' world outlook and improve students' cognitive impairment.

In the development of colleges and universities, in order to improve students' physical and mental health problems, psychological counseling and ideological and political education are often adopted to improve students' mental health problems. Considering that cognitive impairment is a serious disease at the psychological level, and the patients lack accurate judgment and cognition of things, among the students with cognitive impairment, we can improve the condition of the sick students through the study of students' psychological emotion, especially the multi-sensory treatment method, which can awaken the students' ability to accept new things and improve the patient's condition. Therefore, in college education, it has been proposed to promote multi-sensory reading mode in colleges and universities to improve students' cognitive impairment. Considering that patients with cognitive impairment lack the ability to correctly judge things and have obstacles in emotion, psychology, emotion and cognition of new things, they can use multi-sensory stimulation. For example, let students try to express the emotion of reading content by mobilizing sensory organs such as eyes, brain, heart, mouth and hands through reading multi-sensory content, so as to help the sick students feel things again and adjust their psychological state. And improve students' cognitive impairment through multi-sensory training. Therefore, in order to clarify the impact of psychological counseling strategies on college students' cognitive impairment, a multi-sensory reading model is proposed to alleviate students' cognitive impairment. Through multi-sensory reading, patients' senses are mobilized and their psychological emotions are adjusted, so that the cognitive impairment of sick students can be improved.

**Objective:** To explore the current situation of college students' cognitive impairment, analyze the impact of students' cognitive impairment on personal development and physical and mental development, and put forward a multi-sensory reading model to improve the condition of college students with cognitive impairment.

**Subjects and methods:** Taking 100 students in a university as the research object, set 1 to 4 grade indicators respectively, of which 1 means poor, 2 means average, 3 means good and 4 means very good. Set three evaluation indicators of test items, namely "learning cognitive ability", "learning effect" and "psychological performance", to reflect the impact of multi-sensory reading mode on college students with cognitive impairment.

**Results:** After 5 months of multi-sensory reading promotion test, the index scores of ordinary students and sick students are counted, as shown in Table 1. It is obvious that after half a year's test, the condition of students suffering from psychological disorders has been alleviated and basically reached the index of

ordinary people.

**Table 1.** 5-month multi-sensory reading promotion test results

Project	1 month	2 months	3 months	4 months	5 months
Learning cognitive ability	2	2	2	2	3
Learning effect	1	2	2	2	3
Psychological and emotional status	1	1	1	2	3

**Conclusions:** With the expansion of competitive pressure in modern society and the gradual rejuvenation of cognitive impairment diseases, college students with cognitive impairment have received extensive attention from the society. As a serious mental disease, cognitive impairment not only affects people's thinking and consciousness, but also has a great impact on their mood and physical and mental state. College students with cognitive impairment should be treated rationally. Teachers and students should pay more attention to and care for the sick students, and increase mental health counseling to help the sick students restore their self-confidence and return to a healthy state of mind. The promotion of multi-sensory reading teaching in colleges and universities can improve the behavioral indicators of students with cognitive impairment, which has a positive impact on promoting the scientific development of modern education.

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## RESEARCH ON STUDENTS' PSYCHOLOGICAL PROBLEMS AND COUNTERMEASURES UNDER THE MODE OF INDUSTRY EDUCATION INTEGRATION OF VOCATIONAL EDUCATION

Lina Zhao

*School of Marxism, Changzhou College of Information Technology, Changzhou 213164, China*

**Background:** With the continuous expansion of social competitive pressure, more and more people have psychological problems. In vocational education, many students also face psychological problems. For example, in the investigation of vocational education, it is found that many students have psychological problems such as mental anxiety, mental tension, depression and slow thinking. The investigation of these students' psychological problems shows that there are many factors causing students' psychological problems, but they are mainly concentrated in several aspects: lack of good career planning objectives and anxiety about the future employment market. Weak mastery of professional knowledge and lack of employment competitiveness. Fear of employment, exclusion of social employment and dare not face it. These anxiety problems generally appear in China's vocational education student groups. Considering the particularity of vocational education, many students do not have a systematic understanding and understanding of vocational education. The purposes of many students entering vocational schools include mixing diplomas, mixing time, falling in love, and failing in the exam, so they have to choose vocational education. No matter for various reasons, students in vocational schools are facing unprecedented pressure from social competitors. Due to the lack of social competitive advantage, many students have psychological anxiety problems, which is unfavorable for the development of vocational education. At the same time, it also affects the healthy growth of students and has a negative impact on their academic planning and development, at present, education needs to urgently solve the psychological problems of students in current vocational education, help students establish correct career development goals, and adjust their mentality, so as to improve the quality of vocational education.

At present, the society generally has prejudice and discrimination against vocational education students, which also leads to the lack of good social competitiveness of vocational education students. With the continuous advancement of China's educational reform, China's educational development has made a new layout and planning for vocational education, taking the application of practical ability as the goal of the development of vocational education and opening up a new direction for vocational students. In particular,

as a traditional industrial country, China lacks a large number of applied skilled talents. The development of vocational education is to make up for the lack of technical talents. Therefore, China's vocational education actively promotes the integration of industry and education in schools, which not only improves students' cultural quality, but also the joint school running mode of schools and enterprises can transform theory into practice, enhance students' mastery of knowledge and skills, and promote the development of comprehensive quality talents. In particular, at present, students in vocational education generally have psychological problems, which stem from students' concern about their own discovery prospects and their lack of recognition of their personal competitive strength. Therefore, in the current vocational education, actively respond to the national production and education integration model and carry out targeted production and teaching training projects, which can not only alleviate students' employment pressure, but also improve students' social competitive strength, it has important research significance to solve the psychological problems of vocational schools.

**Subjects and methods:** This paper studies the psychological problems of students in current vocational education, analyzes the main factors of students' psychological problems under current vocational education, and discusses the construction of a scientific production education integration model in vocational education to improve students' comprehensive quality and competitive strength, alleviate students' psychological anxiety and ensure students' healthy and scientific development.

According to the psychological problems of students in the current vocational education, select 100 students to teach psychological problems according to the psychological problems of vocational design students. The psychological changes and performance changes of the research object after the integration of industry and education are counted. As an evaluation index to solve students' psychological problems, the test time is one year.

**Results:** The psychological changes and learning changes of vocational education students under the mode of integration of industry and education are shown in Table 1. They are scored according to the 0-4 score system. After the integration training of industry and education, all aspects of students' indicators have been improved.

**Table 1.** Psychological changes and learning results under the mode of integration of industry and education

Project content	Before teaching	After teaching
Self-confidence	2	3
Learning quality	2	3
Decrease of psychological anxiety	1	3

**Conclusions:** In modern vocational education, students generally have various psychological problems. Schools and teachers should attach great importance to and pay attention to them, and give correct guidance and care, so as to adjust students' mentality, help students solve psychological problems and return to the best state of learning. Vocational education, as applied skills education, plays a very important role in the development of China's industrialization. Therefore, schools should actively promote the school running mode of integration of industry and education, adhere to people-oriented teaching, put students' concerns first, and take improving students' overall quality and improving students' social competitive advantage as an important goal of educational development, so as to help students solve the problems of employment pressure and career planning anxiety. Only in this way can students grow up more scientifically and healthily and promote the scientific development of vocational education in China.

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## THE POSITIVE IMPACT OF THE APPLICATION OF COMPUTER SOFTWARE TECHNOLOGY ON USERS' ANXIETY IN THE BIG DATA ENVIRONMENT

Yong Zhao

*Sichuan Top IT Vocational Institute, Chengdu 611743, China*

**Background:** With the acceleration of social development, more and more people have anxiety psychological problems. Anxiety symptoms are typical psychological diseases, and their clinical manifestations include mental tension, insomnia and dreaminess, panic, restlessness and so on. At present, many people in society have anxiety psychology, and there are many reasons for anxiety symptoms. The mental tension formed by the accumulation of various mental pressures has changed into anxiety psychology,



including employment pressure, learning pressure, life burden and so on. At the same time, people with weak physical and mental health are vulnerable to the intervention of environmental factors and anxiety symptoms. At present, the main coping strategies for psychological anxiety are psychological counseling and drug treatment plus physical fitness training. It is a good strategy to alleviate users' anxiety and tension through reasonable physical and mental adjustment. In addition, there are psychological counseling and drug treatment. However, this kind of method has a long-time cycle and is not suitable for all people, especially the problems of insomnia and dreaminess and lack of concentration in drug treatment of anxiety patients, it is easy to bring physical injury to patients. The psychological counseling cycle is over, which requires more attention and care. At the same time, with a good diet, it can have a good alleviating effect on the body and mind of patients. In addition, with the advent of the information age, the information data analysis of anxiety patients through big data technology can also adjust users' anxiety psychological problems and obtain good improvement results.

With the advent of the information age, big data technology, as a popular computer technology, can be well applied in many fields. For people with anxiety, in addition to common drug therapy and psychological adjuvant therapy, we can also use computer big data technology to collect all kinds of clinical performance data of anxiety patients, analyze the main performance of anxiety patients through big data technology, and put forward important reference opinions for anxiety treatment according to different types of anxiety symptoms. In particular, computer software technology is used to input the anxiety psychological performance of patients with anxiety disorder, and big data technology is used to provide the best quality opinions for patients. For example, for mental anxiety patients, with the support of big data technology, multi-stage quality schemes are provided according to the degree of anxiety of patients. For example, in addition to increasing drug treatment, serious anxiety disorder also increases mental health counseling, physical fitness training and other contents. For the public mild anxiety disorder problems, through the reasonable matching of big data technology, rehabilitation treatment schemes such as psychological counseling and physical fitness training are provided, which can more accurately solve the problems of anxiety patients. Therefore, from the perspective of big data, the research puts forward the strategy of treating users' anxiety based on big data software technology.

**Objective:** To study the widespread anxiety psychological problems in society, analyze the factors causing anxiety psychology of patients, study some schemes to improve anxiety patients, propose to analyze the behavior of anxiety patients through computer big data technology, and discuss the impact of big data technology on users' anxiety psychology.

**Subjects and methods:** In the society, find 150 people with anxiety psychological performance, input the anxiety data into the computer according to the anxiety performance of different people, match the best treatment scheme for patients through big data analysis technology, and evaluate whether the scheme has a positive impact on anxiety psychological patients through the anxiety performance of the research object in the later stage of half a year's treatment.

**Results:** Table 1 shows the performance results of 150 subjects after providing treatment schemes through big data technology. It can be seen from the table that after reasonable data screening with big data technology, targeted and accurate treatment schemes can be provided for patients. After 6 months of treatment, it can be seen that the number of patients with anxiety has increased significantly, which has a positive effect on patients.

**Table 1.** Performance results of 150 subjects after providing treatment scheme through big data technology

Positive psychology	Before teaching	After teaching	<i>P</i>
Persistent	42	101	<0.05
Firm	61	107	<0.05
Self-confidence	59	111	<0.05

**Conclusions:** Anxiety is a psychological disease. With the acceleration of social rhythm, more and more people suffer from anxiety. Anxiety patients not only affect their own health, but also have an adverse impact on life and work, which has been highly concerned by the society. The traditional methods of anxiety psychotherapy are mainly drug therapy, psychological adjuvant therapy and physical and mental fitness training. However, different patients have different anxiety factors and different severity of anxiety symptoms. Search the anxiety data of patients through computer big data technology to provide more accurate anxiety psychotherapy for patients, which can well improve the psychological problems of anxiety disorders, and has important research significance for the research of psychological diseases.

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## RESEARCH ON THE RELATIONSHIP BETWEEN COMMUNITY SCENE MARKETING AND CONSUMERS' PSYCHOLOGICAL PURCHASE INTENTION

Yina Feng

*Sichuan Vocational College of Finance and Economics, Chengdu 610101, China*

**Background:** The research on consumer psychology can tap consumers' purchase intention. By capturing consumers' psychological activities and emotional demands, launching products that meet consumers' wishes and balancing them in price, product performance and other indicators, we can improve sales performance and meet consumers' purchase psychology at the same time. In the research on the psychological characteristics of consumers, the psychology of consumers has the characteristics of purpose, consciousness, development and change. The change of any factor will affect the sales effect. Therefore, in modern marketing strategy, it is necessary to reasonably excavate various characteristics of consumers and explore the purchase relationship between consumers and products, so as to further improve the quantity of sales and sales performance. With the continuous development of e-commerce industry, e-commerce shopping based on the Internet has become the main platform for consumers to buy goods. E-commerce shopping eliminates various expenses such as store fees and labor costs. By providing purchase relations through the network platform, consumers can buy the same products at a lower price, which is deeply loved by young groups. In addition, with the intensification of market competition, there is also a new consumption mode, community scenario marketing, which is different from traditional sales. Community marketing needs to grasp the psychological relationship of consumers' purchase and obtain the maximum benefit of sales through consumers' purchase psychology.

As a huge economic market in China, there are a large number of communities in various cities. Relying on community relations, a huge consumption network can be built through marketing strategies. Community scene marketing is rising rapidly in various cities in China. Different from the traditional distribution channel strategy, community scene marketing has higher participation, stronger adhesion and clearer theme eigenvalues. In community scenario marketing, we can build a community sales brand through the cohesion of the community, and customize products that meet the needs of community consumers through the research on the consumption psychology of community people. In the construction of community scene sales network, to improve the effect of community marketing, we should deeply explore the relationship between consumers' purchase intention, such as optimizing the product types and product prices concerned by consumers, and improving the marketing effect through the strategy of low price and high sales volume. At the same time, with the formation of community brand, in order to increase the viscosity of consumers and community marketing, marketing strategies such as member discounts and special point commodity discounts will be added in marketing, so as to improve the sales effect of the whole marketing community. Therefore, from the perspective of community scenario marketing, this paper discusses the relationship between consumer psychology and consumer purchase intention, so as to discuss the relationship between consumer psychology and community influence on consumption.

**Objective:** To study the psychology of consumers, analyze the relevant factors affecting consumers' purchase intention, and analyze the psychological relationship of consumers in community scene marketing, so as to improve the effect of community scene sales.

**Subjects and methods:** Taking a community scene network in a city as an example, randomly select 50 community consumers in the community scene to investigate the psychological purchase factors of consumers, optimize the marketing strategy of community scene through mastering the psychological data of consumers, and discuss the purchase intention of community consumers for their own products in a month.

**Results:** The change of purchase psychology of community consumers after one month is shown in Table 1. Through the research on the psychology of community consumers, the community scene marketing strategy is improved. After one month of sales, the sales performance and consumers' purchase intention of community marketing have been greatly improved. 1 to 4 are the index parameters. The higher the value, the better.

**Table 1.** The changes of purchase psychology of community consumers after one month are shown in the Table below

Project	Consumption intention	Satisfaction	Community sales	Commodity viscosity
Before	2	3	2	1
After	4	4	3	3
<i>P</i>	<0.05	<0.05	<0.05	<0.05

**Conclusions:** Community scenario marketing is different from traditional marketing strategies. In the community circle, consumers should be more viscous, interactive and willing to buy. To improve the effect of community scene sales, we need to reasonably grasp the psychological relationship between consumers and products, such as the balance between product price and sales quantity. Establish community brand and set up membership system. At the same time, pay attention to commodity promotion, continuously optimize the community marketing strategy through the evaluation of consumers' psychological purchase intention, which can improve consumers' purchase intention. At the same time, by reasonably balancing the relationship between price and quantity, it can also significantly improve the performance of community sales, so as to meet the development goal of community scenario marketing. With the continuous discovery of China's e-commerce market, more and more online e-commerce platforms have also established independent community marketing brands offline, which makes the sales of community products more diversified and more conducive to the purchase requirements of consumers. However, in community scenario marketing, we should always grasp the purchase psychology of consumers and reasonably optimize the marketing strategy, so as to meet the hearts of mass consumers, in order to achieve better development of community scene sales.

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## RESEARCH ON THE CURRENT SITUATION AND DEVELOPMENT OF WUSHU AND ITS IMPACT ON ALLEVIATING COLLEGE STUDENTS' LEARNING PSYCHOLOGICAL ANXIETY

Xikui Guo\* & Xianli Lyu

*Ankang University, Ankang 725000, China*

**Background:** Psychological anxiety is a psychological disease. People with psychological anxiety have tight nerves and are vulnerable to the influence of the external environment, resulting in problems such as depression, anorexia, poor sleep and so on. With the acceleration of the development of modern society, more and more young groups suffer from psychological anxiety, which has been widely concerned by the society. At present, college students generally suffer from learning psychological anxiety, and the causes of students' learning psychological anxiety mainly focus on learning problems, such as the psychological anxiety caused by the difficulty of professional courses and learning difficulties faced by many college students. For another example, the pressure of entering a higher school and graduation leads to the pressure of learning at home, resulting in mental stress problems. In addition, with the increase of English test, computer and other certification tests, the learning tasks of learning specialty and textual research are overlapped, and the students' academic tasks are increased, resulting in the problem of learning psychological anxiety. In addition, more and more students do not have reasonable adjustment and arrangement of study and rest time. For example, college students generally stay up late to study and increase learning tasks in the stage of facing the examination, coupled with the accumulation of various internship tasks, employment and other pressures, many college students are nervous and have the symptoms of learning psychological anxiety. Learning anxiety symptoms not only affect students' health, but also affect their academic development. Therefore, in modern college education, we need to pay attention to the psychological anxiety of students, put forward targeted measures according to the specific anxiety status of students, and improve students' psychological anxiety, which is very important to promote the scientific development of current education.

In the long-term research on college students' learning anxiety, psychological experts believe that the problem of psychological anxiety in colleges and universities is a universal phenomenon. We should not only look at the problem with a normal attitude, but also make reasonable adjustments to help current college students solve the problem of learning psychological anxiety. From the impact of learning psychological anxiety, experts found that physical and mental exercise can effectively alleviate students' learning anxiety, but also have the effect of strengthening their health. Wushu is one of the key sports in colleges and universities. By actively promoting Wushu activities in college education and calling on all students to participate in Wushu activities, it has important research significance for students who have been in a state of mental anxiety for a long time. Wushu not only provides Wushu movement guidance, but also a reasonable Wushu movement can relieve students' mental pressure and release students' pressure. Wushu training in the outdoor environment, with the participation of many students, can regulate students' body, psychology and emotion, which will have an important impact on improving students' learning anxiety. Therefore, facing the problem of learning anxiety of college students, this paper studies the impact of

actively carrying out Wushu in college education on alleviating college students' learning anxiety.

**Objective:** This paper discusses the situation of college learning anxiety, analyzes the symptoms of college students' learning psychological anxiety and its impact on learning, and then puts forward the problem of alleviating students' learning psychological anxiety through Wushu teaching.

**Subjects and methods:** Taking 100 students suffering from mental anxiety in a university as the research object, this paper counts the number of students' psychological changes after six months of martial arts training, so as to prove whether martial arts training has an impact on improving students' learning psychological anxiety.

**Results:** Table 1 shows the psychological changes of 100 research subjects after Wushu training. It can be seen from the table data that after Wushu training, the mentality of 100 research students has improved, they become more active and learn more actively, indicating that Wushu can improve students' learning psychological anxiety.

**Table 1.** Psychological changes of 100 subjects after Wushu training

Positive psychology	Before teaching	After teaching	P
Learn more actively	30	70	<0.05
Anxiety improved	20	90	<0.05
Self-confidence	12	70	<0.05

**Conclusions:** Psychological anxiety has become a common social phenomenon. Especially with the accelerated development of social rhythm, more and more people appear in psychological anxiety, which will not only affect personal physical and mental development, but also have an adverse impact on work and study. Through the research on the current situation of college students' learning anxiety, it is found that college students generally have the problem of learning psychological anxiety. According to the in-depth study of students' anxiety factors, it is found that physical training can effectively alleviate students' learning pressure and improve students' psychological anxiety. Therefore, this paper studies the influence of Wushu in colleges and universities on alleviating students' learning psychological anxiety. The results show that Wushu in colleges and universities can effectively alleviate students' learning pressure and learning anxiety, and has a positive impact on promoting the scientific development of current college education.

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## STUDY ON THE INFLUENCE OF CIVIL ENGINEERING SAFETY CONSTRUCTION MANAGEMENT MODE ON EMPLOYEES' PSYCHOLOGICAL ANXIETY AND DEPRESSION

Yimin Guo<sup>1</sup>, Sha Li<sup>1</sup> & Xiaomei Bian<sup>2</sup>

<sup>1</sup>Beijing Institute of Technology, Zhuhai 519088, China

<sup>2</sup>Yulin Vocational Education Center, Yulin 719000, China

**Background:** Psychological anxiety and depression is a typical psychological disease. There are many factors causing psychological anxiety and depression, especially in modern society, people's accelerated pace of life and increased pressure, resulting in many people's problems of psychological anxiety and depression. In medical research, clinicians believe that people with psychological anxiety and depression are mainly affected by external environmental factors, leading to the stimulation of the brain nervous system, resulting in hormones that are not conducive to human development, affecting people's body, mind and emotion, making people depressed, tension, anxiety and other problems. Patients with psychological anxiety and depression are in a depressed state, and their learning ability and working ability will decline. If they do not improve the problem in time, serious patients will have serious problems such as insomnia and dreaminess, weight loss, low memory, and even depression. Therefore, patients with psychological anxiety and depression should be dealt with in time. In the construction of civil engineering projects, due to the pressure of work, many construction workers have psychological anxiety and depression, which has a great impact on the safety production of engineering construction projects. In particular, patients with psychological anxiety and depression are likely to have construction negligence due to mental tension,

which may cause serious safety construction problems. Therefore, in terms of civil engineering safety construction management, it is necessary to put forward reasonable opinions to alleviate the psychological anxiety and depression of employees and ensure that the project can be carried out safely and orderly, which is of great significance to promote the safe construction of civil engineering.

In the current civil engineering safety construction management task, the psychological anxiety and depression of employees need to be paid high attention. The long-term high mental load and high workload will bring many negative emotional effects to employees. If employees are not relieved and treated in time, it will have a severe impact on the project construction. Therefore, in the safety construction management of civil engineering, we need to pay high attention to the psychological anxiety of employees from the safety management work. Therefore, it is proposed to improve the safety construction management mode of civil engineering in order to improve the psychological anxiety and depression of employees. Many civil engineering construction units focus on safety technology production and personnel safety protection, and few pay attention to employees' mental health problems. Therefore, in safety management, it is necessary to improve the work content of management, such as changing employees' work and rest time and reasonably standardizing employees' operation process, so that employees have a lot of rest time and adjust their body and mind in safety management tasks. Maintain a good emotional state. At the same time, psychological counseling shall be added in the management work, psychological safety education shall be carried out, and targeted opinions shall be put forward for the psychological anxiety and depression of employees, so as to optimize the whole safe construction management mode. Therefore, in order to improve the psychological anxiety and depression of civil engineering employees, analyze the impact of employees' psychological anxiety and depression on safe construction, study and propose to optimize the civil engineering safe construction management mode to alleviate employees' psychological anxiety, and analyze the impact of the management mode on employees' psychological anxiety and depression.

**Objective:** To explore the current situation of psychological anxiety and depression of civil engineering employees, analyze the impact of employees' psychological anxiety and depression on project safety production, and then put forward the problem of improving employees' psychological depression and anxiety by optimizing civil engineering safety construction management mode.

**Subjects and methods:** The research take 200 civil engineering construction employees as the research object, counts the current situation of psychological anxiety of employees with psychological anxiety, improves the project safety production management mode, counts the emotional changes of normal employees and employees with psychological anxiety after six months, and evaluates the impact of optimizing the safety construction management mode on the psychology of employees.

**Results:** Through the optimization of civil engineering safety construction management mode, the results shown in Table 1 are obtained. It can be seen that optimizing the construction safety management mode can improve the psychological quality of employees and improve the management effect. Score 0-4. The higher the score, the better the employee's performance ability.

**Table 1.** The coupling relationship between cognitive impairment and teaching innovation in ideological and political education

Project		Before teaching	After teaching	P
Working ability	Anxious staff	2	3	<0.05
	General staff	3	4	
Safety production awareness	Anxious staff	2	4	<0.05
	General staff	3	4	

**Conclusions:** The aggravation of social competitive pressure makes more and more people have problems such as psychological anxiety and depression. Psychological anxiety has become a health problem and has attracted extensive attention from the society. In the process of civil engineering construction, the psychological factor affecting safety is often ignored. Therefore, this paper makes an in-depth study on the psychological anxiety and depression of civil engineering employees, analyzes the impact of psychological depression and anxiety symptoms on civil engineering safety production, and puts forward to alleviate the psychological anxiety of employees through the optimization of civil engineering safety management. The results show that reasonable adjustment of the safe construction mode of civil engineering can effectively alleviate the problems of emotional tension and excessive pressure of employees, and ensure the quality of engineering construction, which has a positive impact on promoting the scientific development of civil engineering industry.

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## INTERVENTION OF MOBILE PAYMENT RISK OF FINANCIAL IC CARD ON CONSUMER TRUST AND CONSUMER PSYCHOLOGICAL MECHANISM

Yangyudongnanxin Guo

*Hunan International Economics University, Changsha 410205, China*

**Background:** In the development of modern society, every change of technology will change people's way of life. For example, with the advent of the information age, the economic circulation in the past mainly focused on the offline economy, while the breakthrough of Internet technology makes the economic means no longer limited to offline entities, and new economic models such as network economy and online shopping have emerged, which not only facilitates people's life, but also creates new jobs. With the increasingly prominent position of the Internet in economic development, online payment has gradually replaced the traditional cash payment. More and more people go out to shop and buy goods. They are no longer inclined to use paper money, but prefer to pay with mobile phones. One clicks online payment and one click online shopping have greatly facilitated people's life. However, with the continuous discovery of information technology, network security and online payment security have also attracted widespread attention. Especially after entering the 21st century, the number of online frauds has increased sharply, and a large number of people will encounter online fraud every year, which makes more and more consumers ask about the security of online payment. Network security has always been a common concern in society. Every year, China will lose hundreds of billions of funds because of network security. It can be imagined that network security has a great impact on people's life. With the continuous development of science and technology, people continue to improve the security level of online payment, such as introducing more advanced payment security mechanisms, increasing face, fingerprint and other security mechanisms, and even reducing payment risks through capital flow amount restrictions, so as to avoid network security risks. At the same time, various banks have also launched their own means of payment, such as financial IC mobile payment, which provides rich payment functions, but its security is still widely concerned by consumers.

Consumer trust psychology refers to the degree of psychological trust of consumers in a product, which directly determines the consumer's loyalty to the product. As an online payment method launched by banks, financial IC card mobile payment has attracted extensive attention once it is launched. Through the research on the current online payment security, the bank found that the payment security is widely concerned by consumers, which directly affects consumers' trust and consumption psychology. Therefore, some banks have continuously updated the mobile payment security level of financial IC card through technical means, and added more diversified use functions to improve the number of consumers. Compared with ordinary online payment means, financial IX card mobile payment has higher security level, safer capital protection and wider scope of use. Through the research on consumer psychology, financial IC card soon attracted extensive attention in the society. In the era of information and data, information security has become a key issue of concern. According to the research on the security of online payment generally concerned by consumers, this paper analyzes the characteristics of financial IC card mobile payment, and studies the impact of financial IC mobile payment risk on consumers' trust and consumption psychological mechanism.

**Objective:** To explore consumers' cognition of online payment, analyze the security issues that consumers are more concerned about online payment means, analyze the characteristics of financial IC card mobile payment technology, and then discuss the impact of financial IC mobile payment risk on consumers' trust psychology.

**Subjects and methods:** 200 financial IC card consumers in the society were randomly selected as the research object. By setting the security level of financial IC card, the consumer psychological performance was counted to evaluate the impact of the security level of financial IC card on their consumer psychology.

**Results:** The consumption psychological change table of 200 consumers is shown in Table 1, in which 1-4 evaluation indicators are set. The higher the value, the more positive the consumer performance is. It can be clearly seen that the higher the security level of financial IC card, the more positive the psychological performance of consumers and more concerned by consumers.

**Table 1.** The coupling relationship between cognitive impairment and teaching innovation in Ideological and Political Education

Project	General security level	Medium security level	Good security level	Very good security level
Consumer acceptance	1	2	3	4
Consumer psychological enthusiasm	1	1	2	3

**Conclusions:** The emergence of online mobile payment has changed people's daily life and shopping habits. However, with the advent of the information and data age, information security has attracted widespread attention, and the security and practicability of mobile payment technology have attracted more attention from consumers. Through the research on the relationship between the risk of financial IC card mobile payment and consumers' trust in the consumer psychological mechanism, the results show that the higher the security level of financial IC mobile payment, the higher the consumers' acceptance of the product's consumer psychology. At the same time, it is more favored by people. It shows that with the development of modern society, online mobile payment has become the main way of payment. In order to win the trust of consumers, we should not only improve the practicability of payment function, but also improve the security of payment technology.

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## ON THE WAYS OF IMPROVING STUDENTS' COGNITIVE PSYCHOLOGY BY PHYSICAL EDUCATION AND HUMANISTIC EDUCATION IN COLLEGES AND UNIVERSITIES

Mingyang Song

*Hunan Normal University, Changsha 410000, China*

**Background:** Cognitive psychology is a new branch in the field of psychological research. The research point mainly focuses on people's research on human advanced psychological process. Through the research on this advanced psychological process, we can explore people's psychological connection in cognitive things and better realize people's all-round development. The research of cognitive psychology involves the research of people's multiple senses and psychological emotions, including the research of people's attention, representation ability, thinking ability, creative ability, memory, language organization ability, logical thinking ability and so on. Through the research of their cognitive process, it reflects the psychological change path of people in the process of learning and cognition. At present, the development of college students is limited by factors such as environment, body and thinking ability. Their cognitive psychology is not perfect, and there are limitations in the process of cognition of things. In accepting new things and learning new contents, many students have problems such as incomplete and in-depth understanding of knowledge. Especially in the study of students' cognitive psychology, it is found that many college students have problems such as slow acceptance of new knowledge and incomplete understanding of knowledge. There are many factors for cognitive psychological problems, such as students' tight spirit, complex learning pressure and limited thinking. Therefore, in order to improve college students' cognitive psychological problems, we should not only guide students' learning thinking, but also release their physical and mental pressure. Through the relief of students' spiritual pressure, students can participate in learning more intensively and improve the final learning effect.

In the current development of colleges and universities, most students have cognitive psychological problems. The most common ways to improve this problem are drug treatment, diet regulation, learning strategy optimization, psychological counseling and physical training. However, drug treatment has great side effects. In the development of colleges and universities, psychological counseling is more inclined to alleviate students' pressure, so as to improve students' psychological cognitive problems. The curriculum of physical education humanities education in colleges and universities is different from the traditional psychological counseling program. Humanities education includes both physical training and psychological counseling. In the humanistic education of physical education in colleges and universities, carrying out humanistic education according to students' cognitive psychological characteristics has a positive impact on alleviating students' mental pressure and tension. At the same time, as a humanities education discipline, the content of sports humanities education involves sports culture, sports spirit, sports psychology, physical training and other contents. Through the reasonable development of sports humanities education in colleges and universities, it will have a positive impact on students' cognitive psychology. Therefore, in

order to explore the impact of college sports humanistic education on students' cognitive psychology, starting from students' cognitive psychological problems, this paper studies the causes of students' cognitive psychological problems, and analyzes the impact of college sports humanistic education on improving students' cognitive psychology.

**Objective:** To explore the current situation of college students' cognitive psychology, analyze the causes and treatment ways of students' cognitive psychology, and then explore the effect of sports humanistic education on improving students' psychological cognition.

**Subjects and methods:** Taking 200 students with cognitive psychological problems in a university as the research object, the students' psychological state was scored through six months of physical education humanities curriculum education. Evaluate whether students can improve students' cognitive and psychological problems in sports humanities teaching, so as to improve students' learning quality.

**Results:** The changes of students with cognitive psychological problems in the teaching process are shown in Table 1. Table 1 shows that in the six-month teaching practice, students' cognitive psychological problems have decreased significantly, and most students' cognitive psychological problems have been alleviated with the extension of the course time.

**Table 1.** Changes of students with cognitive psychological problems in the teaching process

Project	0 months	2 months	4 months	6 months
Serious cognitive problems	60	50	45	40
General cognitive problems	80	70	60	34
Low cognitive problems	60	80	95	126

**Conclusions:** Under the background of modern education reform, people pay more and more attention to the mental health problems of college students. Many students generally have mental tension and mental anxiety due to academic pressure and survival pressure, which leads to cognitive psychological problems and affects the discovery of students. Therefore, this paper analyzes the impact of cognitive psychological problems on students' development, and evaluates the impact of college sports humanistic education on students' cognitive psychology by studying the relationship between college sports humanistic education and improving students' cognitive psychology. The results show that the reasonable development of college physical education and humanistic education can effectively alleviate students' cognitive and psychological obstacles and improve students' learning quality. Therefore, in the development of colleges and universities, we need to pay more attention to the psychological problems of students and take effective strategies to promote the scientific and healthy development of students.

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## THE POSITIVE INFLUENCE OF THE APPLICATION OF COMPUTER SOFTWARE TECHNOLOGY ON STUDENTS' ANXIETY UNDER THE ENVIRONMENT OF BIG DATA

Xiaoyan Wei\* & Fanzeng Meng

*Shaanxi Institute of Technology, Xi'an 710300, China*

**Background:** With the accelerated pace of modern people's life, more and more people have anxiety psychological problems. Anxiety psychology is a common psychological disease. People with anxiety psychology usually show moderate phenomena such as depression, nervous tension, insomnia and dreaminess, anorexia and lack of mental strength. Serious patients are prone to depression, neurological injury and other problems. At present, in the environment of colleges and universities, more and more college students have anxiety psychological problems. There are many reasons for anxiety psychology, mainly focusing on the anxiety psychological problems caused by high pressure of learning or entering a higher school. At the same time, due to the pressure of employment competition, many students are facing the problem of employment pressure. In addition, there are unhealthy work and rest habits, anxiety problems caused by the decline of physical function caused by long-term staying up late playing with mobile phones and surfing the Internet. For anxiety psychological problems, in the research of psychiatric medicine, drugs are mainly used to regulate patients' nerves and alleviate the current situation of patients' excessive mental tension, so as to improve patients' insomnia, anorexia and other problems. However, the anxiety psychological problems of college students mainly focus on the pressure at the psychological level. It is more appropriate to adopt psychological auxiliary treatment, physical training adjustment and humanistic



psychological education. However, regardless of the choice of various methods, it is the key to effectively alleviate the anxiety psychological problems of college students.

With the advent of the information age, the application field of big data computer software technology is becoming wider and wider. More and more people get more accurate data answers through big data technology analysis, which facilitates people's daily work and life. In the face of the widespread anxiety psychological problems of college students at present, through the reasonable use of computer big data software technology to analyze the causes of current college students' anxiety, and give the most effective anxiety psychological solutions according to different students' anxiety causes and anxiety performance, which can have a positive impact on the development of college students. In particular, big data technology will have a positive impact on the clinical performance of a large number of anxiety patients, matching the most suitable treatment scheme for students will minimize the impact on students, so as to improve the current situation of students' anxiety and significantly improve students' learning and living conditions. Therefore, this paper studies the common anxiety psychological problems of college students, analyzes the common anxiety psychological treatment schemes, and discusses whether the big data computer software technology has a positive impact on the treatment of college students' anxiety.

**Objective:** To explore the current situation of students' cognitive impairment in college food specialty courses, analyze the impact of students' cognitive impairment on their professional achievements, analyze the mitigation effect of Ideological and political education on students' cognitive impairment, and then explore the coupling relationship between Ideological and political education and innovative teaching of college food specialty.

**Subjects and methods:** Using the method of stratified sampling, this paper studies 120 students with anxiety psychology in a university, uses big data technology to analyze students' anxiety psychology, and counts the changes of students' psychological interaction in college learning. Big data technology gives specific anxiety psychotherapy plans through the statistics of students' psychological anxiety, six months later, the big data technology was used to analyze the psychological changes of students with anxiety psychology, so as to evaluate whether the big data computer software technology has a positive impact on students' anxiety psychological problems.

**Results:** The positive psychological changes of 120 students are shown in Table 1. Table 1 shows the changes of college students' psychological anxiety under the support of big data technology. The data in Table 1 can be seen that after six months of testing, big data technology has a positive impact on students' psychological anxiety. At the same time, the number of students' persistent psychology, firm psychology and self-confidence psychology is increasing.

**Table 1.** Positive psychological changes of 120 students

Positive psychology	Before teaching	After teaching	<i>P</i>
Persistent	50	101	<0.05
Firm	38	107	<0.05
Self-confidence	59	111	<0.05

**Conclusions:** Anxiety psychology generally exists in young groups in society, among which college students generally have psychological anxiety problems. Anxiety not only affects students' body and mind, but also has an adverse impact on their study and life. Modern education should pay close attention to it. Through the study of college students' anxiety psychology, this paper analyzes the causes of college students' anxiety psychology, and analyzes the common methods to alleviate anxiety psychology. Through the application of big data computer software technology, we can more accurately analyze the anxiety psychological performance of college students, obtain the concerns of college students' anxiety psychology, and give a better treatment plan. The results show that through the research on the data of anxious students in colleges and universities, we can give a more accurate psychological treatment plan for anxiety and alleviate students' psychological anxiety problems. Therefore, it can be seen that college students generally have psychological anxiety problems, which should be widely concerned by the society, and take effective measures to alleviate students' anxiety problems, so as to promote the development of education.

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## RESEARCH ON THE IMPACT OF GOVERNANCE BASED ON BIG DATA TECHNOLOGY IN COLLEGES AND UNIVERSITIES ON STUDENTS' EMOTIONAL ANXIETY AND STRESS

Wanjun Wu

*Chongqing Vocational Institute of Safety & Technology, Chongqing 404120, China*

**Background:** As a common problem, psychological anxiety reflects that more and more people have anxiety psychological problems in the current society. Anxiety not only affects people's mood and makes people's spirit tense, but also brings a series of negative effects. For example, patients with emotional anxiety have decreased performance ability in study and work, lack of concentration, insomnia, dreaminess, neurological fatigue and other problems, and even serious psychological diseases. At present, college students generally have the problems of emotional anxiety and excessive pressure. There are many reasons for this situation. For example, college students lack good interpersonal skills, may face the problem of being excluded by their classmates, and cannot solve the problems of emotional anxiety and fear of communication for a long time. The pressure of study and employment, such as the increase of college courses, more and more students are facing the pressure of examination, enrollment and employment. If the body cannot get a good rest, a reasonable rest will make the nerves tense and prone to emotional anxiety. At present, there are many ways to treat emotional anxiety, such as drug treatment, which can alleviate the symptoms of emotional anxiety by regulating the patient's body and mind. At the same time, there is psychological counseling to improve the anxiety of patients through reasonable psychological counseling and education. In addition, physical rehabilitation training and strengthening communication and attention to patients can effectively alleviate the emotional anxiety of patients. Facing the current problems of emotional anxiety and increased pressure among college students, we need to choose a reasonable treatment plan in order to better meet the development requirements of students.

Facing the widespread emotional anxiety and pressure of college students, modern education should not only pay attention to students' cultural education, but also strengthen the education of students' mental health. Through reasonable physical and mental health education to enhance students' physical quality and improve students' compressive ability, which is more conducive to the development of education. At present, big data technology is widely used in medical treatment, scientific research, education and other fields. Relying on the huge data network of the internet, through the analysis and processing of big data technology, you can get the accurate data answers you want. In the face of the widespread emotional anxiety symptoms of college students, through the analysis of big data technology, we can accurately screen out the main causes and proportion of students' emotional anxiety. At the same time, for the specific problems of anxiety, big data technology can also give accurate emotional anxiety treatment plans based on the huge data network, so as to alleviate the current emotional anxiety and mental tension of college students. Therefore, in order to alleviate the problems of college students' emotional anxiety and excessive pressure, this paper studies the causes of college students' emotional anxiety, discusses some methods to cure emotional anxiety, puts forward the problem of students' emotional anxiety through big data technology, and obtains the methods to alleviate students' emotional anxiety through big data analysis.

**Objective:** To explore the emotional anxiety of college students, analyze the impact of emotional anxiety, give methods to alleviate students' emotional anxiety, and then explore whether big data technology has a positive impact on students' emotional anxiety.

**Subjects and methods:** Take 200 students in a university as the research object, count the emotional anxiety status of all students, analyze the relationship between emotional anxiety and big data, use big data technology to analyze students' emotional situation, give the treatment plan for students' emotional anxiety, and evaluate whether big data technology has a positive impact on students with emotional anxiety.

**Results:** Students with emotional anxiety and normal students use application ability and learning ability. The changes of cognitive ability are shown in Table 1. The ability of patients is graded according to 0-4. The higher the value, the better the impact of psychological enthusiasm. It can be seen from Table 1 that the application of big data technology has a positive impact on improving students' emotional anxiety.

**Conclusions:** With the intensification of social competition, modern people are under more and more pressure, such as emotional anxiety, mental tension and other problems, especially many college students have emotional anxiety problems. Facing the emotional anxiety of college students, the development of college education should be paid full attention to. The research analyzes the symptoms and influencing factors of college students' emotional anxiety, gives the common treatment methods of anxiety disorders, and puts forward to analyze the current situation of college students' emotional anxiety through big data technology to give accurate treatment methods of emotional anxiety. The results show that analyzing the

performance of students' emotional anxiety through big data technology can reasonably give targeted emotional anxiety treatment methods, alleviate students' emotional anxiety problems, reduce students' learning pressure, and effectively promote the scientific and healthy development of college students.

**Table 1.** Changes of students' ability before and after teaching

Project		Before teaching	After teaching	P
Application ability	Anxious students	1	3	<0.05
	Normal students	2	4	
Psychological improvement	Anxious students	1	3	<0.05
	Normal students	3	4	

**Acknowledgement:** The research is supported by: Science and Technology Research Project of Chongqing Education Commission in 2019; Research and practice of data governance in vocational colleges based on big data technology (No. KJ201904739203465).

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## THE INFLUENCE OF HUMAN RESOURCE MANAGEMENT INTEGRATED WITH PERSONALIZED PSYCHOLOGICAL CARE ON EMPLOYEES' MENTAL ANXIETY

Xiaojun Yu<sup>1,2</sup>

<sup>1</sup>*College of Commerce, Xi'an Siyuan University, Xi'an 710038, China*

<sup>2</sup>*Graduate School, University of Perpetual Help System DALTA, Las Piñas City 1740, Philippines*

**Background:** Mental anxiety is a typical psychological disease. People with mental anxiety generally have problems such as inattention, nervous tension, insomnia and dreams, memory decline and work efficiency decline. With the acceleration of the pace of social development, more and more people have mental anxiety and other symptoms. Mental anxiety not only affects people's work efficiency, but also has an adverse impact on the whole body and mind. Usually, in addition to the care and attention of the surrounding people, patients need to reasonably adjust their body and mind, maintain an optimistic and positive attitude, and treat problems with an ordinary psychology, which is conducive to alleviating the psychological symptoms of anxiety. At present, there are many treatments for mental anxiety. The common ones are drug treatment, which can regulate the mental pressure of patients and improve their physical and mental resistance. Physical rehabilitation training, through the guidance and training of doctors, do reasonable physical training, regulate body and mind, and alleviate mental anxiety. And psychological auxiliary treatment, through humanistic care, psychological counseling and other ways to adjust the patients' mental anxiety symptoms. No matter what method to choose to treat mental anxiety symptoms, people around patients need more patience and care, maintain enthusiasm and make effective communication, so as to help patients get out of the dilemma of mental anxiety.

At present, more and more enterprise employees suffer from mental anxiety symptoms due to various pressures, which not only affects their personal physical and mental development, but also has a negative impact on their work, which has been highly concerned by the enterprise human resources management department. In the development of enterprises, we should not only pay attention to the development interests of enterprises, but also maintain the enterprise development culture and pay attention to the comprehensive development quality of employees, so as to ensure the common progress of employees and enterprises. The comprehensive development quality of employees includes the requirements of learning ability, working ability, physical and mental quality, and each index has an important impact on the development of employees. In the face of more and more employees' mental anxiety, the enterprise human resources management department needs to pay attention to it. At present, more and more enterprises have set up psychological care centers for employees in human resource management to help employees solve problems in life and work. At the same time, the enterprise also integrates personalized psychological care services, such as organizing friendship activities within the enterprise to enhance employee friendship. Set up employee assistance projects to solve some practical difficulties of employees. At the same time, regular physical examination of employees shall be added to improve the relationship between employees and the enterprise through communication, comfort and small gifts on holidays, so as to have a positive impact on the mental anxiety of employees. Therefore, in view of the common mental anxiety problems of

enterprise employees, this paper analyzes the causes of employees' mental anxiety, and studies the impact of integrating personality psychological care on employees' mental anxiety symptoms.

**Objective:** To explore the current situation of mental anxiety of enterprise employees, analyze the common manifestations and adverse effects of mental anxiety patients, study some common treatment schemes of mental anxiety, and then analyze the impact of integrating personalized psychological care on mental anxiety symptoms of enterprise employees.

**Study design:** Take 60 patients with mental anxiety in an enterprise as the research object, implement the integrated personalized psychological care management strategy in the enterprise human resource management, and count the changes of employees' psychological interaction at work after six months, so as to evaluate the impact of the integrated personalized psychological management strategy on employees' mental anxiety.

**Results:** Table 1 shows the comparison of the number of psychological changes of 60 employees with mental anxiety before and after. It can be seen from the table that after the personalized care and management of the enterprise, the mental anxiety of the employees has been improved, and the employees show more confidence, work more actively, and the psychological anxiety has been alleviated.

**Table 1.** Comparison table of psychological changes of 60 employees with enterprise mental anxiety before and after

Positive psychology	Before work	After work	<i>P</i>
Good performance	20	50	<0.05
Positive working attitude	9	45	<0.05
Self-confidence	10	48	<0.05

**Conclusions:** With the acceleration of social development, more and more people suffer from mental anxiety. Mental anxiety symptoms not only affect people's physical and mental health, but also affect patients' work and study. Therefore, people should pay high attention to it. For enterprise employees suffering from mental anxiety, this paper studies the impact of human resources department on employees' mental anxiety symptoms by integrating personalized psychological care strategy. The results show that human resources department can significantly alleviate employees' mental anxiety symptoms and have a positive impact on employees' development by integrating personalized psychological care. Therefore, the development of enterprises should not only pay attention to the long-term development goals of enterprises, but also pay attention to the physical and mental care of enterprise employees, so as to ensure the scientific and healthy development of enterprises.

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## RESEARCH ON THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN IMPROVING THE QUALITY OF STUDENTS' FOREIGN LANGUAGE LEARNING

Beibei Huang

*School of Foreign Languages, Zhejiang University of Science and Technology, Hangzhou 310023, China*

**Background:** Educational psychology is the psychology that studies human learning in the educational environment. Through the psychological research of all influencing factors in the educational environment, it excavates the most suitable learning methods for learners and promotes learners to solve various problems encountered in the process of development. Educational psychology focuses on the research of students' emotion, thinking and other ability indicators. Through research, we can optimize the teaching design and adjust students' psychological state, so as to enable students to achieve the best learning state in the learning environment. However, in the actual teaching, the development of students is affected by many factors, such as teachers' teaching ability, students' learning talent, teaching environment and teaching conditions, which will affect students' psychological emotion. At the same time, in the research of educational psychology, we also pay attention to the research of teachers' psychological activities, such as teachers' comprehensive quality and ability, teaching implementation methods, the influence of external factors, students' classroom performance and so on. Two psychological factors will determine the final learning effect of the classroom. In the research of educational psychology, some scholars believe that in order to improve the educational effect of the classroom, we should start from the psychological aspects of teachers and students, and reasonably implement the teaching plan according to the psychological

influence of their psychology, so as to continuously improve the teaching effect, so as to improve the teaching effect of the classroom.

In foreign language learning, many students are afraid of foreign language courses, and even there is a psychological exclusion in their subconscious mind. In actual learning, middle school students are naturally unwilling to take the initiative to participate in learning, which will affect the effect of students' foreign language learning. In the research of educational psychology, students' learning emotion, students' subjective learning consciousness and students' classroom performance are the factors that determine the final quality of the curriculum. At the same time, in the study of teachers' psychology, teachers are affected by the environment, and their teaching emotion, teaching methods and classroom mentality also affect the teaching effect of the course. Therefore, today, with the continuous reform of education, foreign language teaching needs to use the means of educational psychology to constantly adjust the psychological state of students and teachers. For example, teachers should correctly guide students to accept foreign language courses, correct their learning attitude, and alleviate students' exclusion through communication, so as to help build learning self-confidence. At the same time, teachers also need to constantly reflect, optimize the teaching process, summarize deficiencies and adjust their mentality, so as to obtain the best teaching state, so as to meet the research of educational development and solve the problem of poor effect of current foreign language education. Therefore, in the context of educational psychology, through the psychological research of students and teachers, this paper studies the impact of educational psychology on students' foreign language learning quality.

**Objective:** To explore the current situation of students' foreign language curriculum learning in a school, analyze the role of educational psychology in teaching development, study the psychological attitude of students and teachers towards foreign language curriculum, and then explore how to improve the teaching quality of foreign language curriculum through educational psychology in foreign language curriculum.

**Subjects and methods:** The research take the students majoring in foreign language in a school as the research object, and counts the positive psychological status of teachers and students in foreign language curriculum in foreign language teaching. Through the implementation of psychological education in school foreign language curriculum, it can count out whether psychological education has an impact on the implementation of foreign language curriculum.

**Results:** The influence of psychological activities of teachers and students in a school on foreign language teaching is shown in Table 1. It is graded from 0 to 4. 0 means no influence, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means complete influence. The results show that the psychological activities of teachers and students can have a significant impact on foreign language teaching.

**Table 1.** The influence of teachers and students on the reform of university management system

Project	Teacher		Student	
	Curriculum professional psychology	Positive psychology of teaching	Learning positive psychology	Subject recognition psychology
Reform of university management system	4	4	4	3

**Conclusions:** In the context of educational reform, foreign language curriculum reform needs to constantly explore new teaching methods and teaching ideas in order to meet the development and planning requirements of modern education. Through the research of educational psychology, the teaching content will be continuously optimized according to the psychological changes of students and teachers, and the teaching scheme in line with the educational reform will be given. The results show that through the reasonable research on the psychological state of students and teachers, the teaching methods in line with foreign language learning can significantly improve the activity of students and teachers in the classroom and ensure the quality of the classroom. Therefore, by reasonably analyzing the factors of educational psychology and constantly adjusting the teaching content, it has a positive impact on improving the teaching effect.

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## STUDY ON THE IMPROVEMENT OF COLLEGE STUDENTS' DEPRESSION BY THE ARTISTIC CHARACTERISTICS OF FILM AND TELEVISION DRAMA LITERATURE

Tiantian Zhu

*Sichuan People's Art Theater Co., Ltd, Chengdu 610066, China*

**Background:** Depression is a serious psychological disease. People with depression usually have problems such as depression, tension, lack of interest and lack of mental strength. At the same time, patients with severe depressive symptoms have serious insomnia, excessive tension and even world weariness. If they are not adjusted reasonably, they are likely to have tendencies such as self-mutilation, self-injury and suicide. At present, there is no targeted treatment for depression. Medical research on patients with depression has found that with the aggravation of the condition of patients with depression, patients will gradually lose interest ability, learning ability and communication ability. Depression has also become the disease with the highest suicide rate, which has attracted extensive attention in the society. The formation factors of depression are complex, including family genetic factors, inducing factors caused by chronic diseases, drug abuse factors, and mental factors caused by various negative emotions. Due to the complexity of the pathogenic factors of depression, there is no targeted treatment for depression in medicine. The common treatments for depression are psychological auxiliary quality, drug inhibition treatment and physical rehabilitation training. No matter which treatment plan, we need to choose a reasonable treatment plan according to the degree of depression in order to effectively help patients solve their psychological problems. At present, more and more college students suffer from environmental pressure, emotional problems and other factors, and have the symptoms of depression, which affects their own health and development. Therefore, how to alleviate students' depression in the development of colleges and universities has a positive impact on the news of education.

The causes of depression of college students mainly focus on environmental pressure and emotional problems. Students suffering from depression are depressed, their learning ability decreases and their attention is not focused in class, which affects the development of students. Great attention should be paid to the development of college education. For college students with depression, psychological intervention and psychological adjuvant therapy are usually adopted to alleviate the condition, and finally let the students return to a healthy state through physical rehabilitation training. At the same time, some people believe that through the artistic characteristics of film and television drama literature, it can regulate students' mood and mentality, so as to improve the condition of patients with depression. There are a large number of artistic works of the academy of arts in film and television drama literature, including music and film and television drama works that relieve people's emotions. Through the viewing and reading of excellent artistic works, it can regulate the emotion of depressed students and alleviate the pressure of students. Although many people have proposed psychological assistance strategies to treat college students' depression, few people have discussed the impact of literary and artistic works on patients with depression. Therefore, in order to improve the depression of college students, this paper analyzes the performance and influence of patients with depression, and studies the influence of the artistic characteristics of film and television drama literature on alleviating college students' depression.

**Objective:** To explore the current situation of college students with depression, analyze the specific performance of patients with depression and its impact on their own development, analyze several methods of treating depression, and then discuss the effect of the artistic characteristics of film and television drama literature on Improving college students' depression.

**Subjects and methods:** Take 200 students in a university as the research object, count the learning ability of depressed students and ordinary students, study whether the literary and artistic characteristics of film and television drama can improve the depression of college students, and evaluate the effect of film and television drama literary works on alleviating students' depression after six months of testing.

**Results:** As shown in Table 1, the emotional state of students after six months of nurturing the artistic characteristics of film and television works is scored as 1-4. The higher the score, the better the emotional state. It can be seen that the learning enthusiasm and emotional optimism of students with depression have been improved, indicating that the scheme can improve the problem of students with depression.

**Table 1.** Six months later, the students' emotional state influenced by the artistic characteristics of film and television works,

	Project	Before teaching	After teaching	<i>P</i>
Learning enthusiasm	Depressed students	0	3	<0.05
	Normal students	2	4	
Emotional optimism	Depressed students	1	3	<0.05
	Normal students	3	4	

**Conclusions:** In modern society, patients with depression belong to a special group of people and need to be widely concerned and understood by the society. In particular, patients with depression are depressed, their learning ability is reduced, and there is a tendency of self-mutilation and suicide. Colleges and universities have become a high incidence of patients with depression. Therefore, through the research on the symptoms of depressed students in colleges and universities, it is proposed to adjust the emotional status of students through the artistic characteristics of film and television drama literature, so as to improve the condition of depressed students. The results show that the reasonable introduction of film and television drama literary works to let the depressed patients enjoy can well regulate the patients' mood, improve the condition of the depressed students, and improve the learning quality of the students. Therefore, in the development of modern education, we need to pay close attention to students' psychological state and take reasonable and effective methods to alleviate students' mental pressure, so as to promote the scientific development of education.

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## ON THE POSITIVE INFLUENCE OF AESTHETIC EDUCATION OF FILM AND TELEVISION PERFORMANCE ON PATIENTS WITH AFFECTIVE DISORDER

Xiaorui Zhang

*Communication University of China, Beijing 100024, China*

**Background:** Affective disorder is a typical mental disease with low cure rate, which has a serious impact on the physical and mental health of patients. The main manifestations of patients with affective disorders are low or high mood, accompanied by corresponding cognitive and behavioral changes. For example, patients are prone to delusions and hallucinations. At the same time, with the aggravation of the disease, it will affect the patient's life, study and work, and often have problems such as insomnia, dreaminess, mental anxiety, anorexia and so on. There are many reasons for affective disorder, such as genetic factors, social stress factors, personality formation characteristics and neurobiochemical factors. In society, the prevalence rate of women is higher than that of men. Due to the complex factors of affective disorder, there is no targeted treatment in medicine. At the same time, this disease may relapse due to improper treatment. The common treatment methods include drug therapy, regulating work and rest therapy, deep brain stimulation therapy and psychological adjuvant therapy. At present, for patients with affective disorders, psychological adjuvant therapy is a more popular and preferred treatment method. With the accelerated pace of modern life and the increase of various pressures, patients with affective disorders show an increasing trend every year. Affective disorders have an adverse impact on the development of society. Therefore, the society needs to pay more attention to this kind of people, understand and care more, and take reasonable treatment methods to effectively treat the patient's condition.

Patients with affective disorder have low emotional performance, are easy to immerse in sad emotions, and have problems such as physical maladjustment, which often affect their study and work. Studies have found that patients with affective disorder have large emotional fluctuations, often accompanied by negative emotions and mental tension. Through reasonable aesthetic education, patients' anxiety can be alleviated and the symptoms of affective disorder can be alleviated. There are a large number of aesthetic education works in film and television performances. Their stories are rich in emotion, the rhythm of music is light, and have the characteristics of aesthetic education. They can relieve the body and mind and regulate the emotion for people who are nervous and stressed. Therefore, judging the aesthetic education of the performance of film and television works has a certain impact on patients with emotional disorders. There are many aesthetic film and television works. Relevant works can infect the audience in thought and emotion and adjust the audience's psychological state, so as to relieve and adjust their psychology. Starting with the pathogenesis and treatment of patients with affective disorder, this study analyzes whether the aesthetic education of film and television performance has a positive effect on the condition of patients with affective disorder.

**Objective:** To explore the current situation of students' cognitive impairment in college food specialty courses, analyze the impact of students' cognitive impairment on their professional achievements, analyze the mitigation effect of Ideological and political education on students' cognitive impairment, and then explore the coupling relationship between Ideological and political education and innovative teaching of college food specialty.

**Subjects and methods:** 200 people with affective disorder were randomly selected as the research

object. Through the aesthetic education of film and television performance for four months, the changes of emotional activities of patients with affective disorder before and after learning were counted, so as to customize the aesthetic education class of film and television performance, and evaluate whether the aesthetic education of film and television performance has a positive impact on patients with affective disorder.

**Result:** The changes of emotional activities of 200 patients with affective disorders after three months of treatment are shown in Table 1. It can be seen from the table that after three months of aesthetic education of film and television performances, the emotional status of patients with affective disorders has been improved. Compared before and after learning, the number of emotional optimism indicators has been greatly improved, the number of emotional confidence indicators has also been improved, and the index of social ability has also been enhanced. It shows that the aesthetic education of film and television performance can have a positive impact on the emotional activities of patients with affective disorder.

**Table 1.** Changes of emotional activities in 200 patients with affective disorders after three months of treatment

Positive psychology	Before teaching	After teaching	P
Emotional Optimism Index	40	150	<0.05
Emotional confidence index	36	140	<0.05
Social ability index	30	120	<0.05

**Conclusions:** with the acceleration of the pace of social development, the pressure of modern people also increases. More and more people are suffering from affective disorder, which affects people's physical and mental health, and also has an adverse impact on life, work and study. Therefore, in the face of affective disorders, people should pay more attention to patients, learn to regulate physical and mental pressure and reduce the risk of illness. Through the analysis of the causes and treatment methods of patients with affective disorder, this paper analyzes the aesthetic education of film and television performance to improve the condition of patients with affective disorder. The results show that through the aesthetic education of film and television performance, it can adjust the patient's mood, improve the patient's condition and promote the development of social harmony and stability.

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## THE INFLUENCE OF FLIPPED CLASSROOM REFORM OF PHYSICAL EDUCATION TEACHING BASED ON BEHAVIORAL PSYCHOLOGY ON STUDENTS' POSITIVE PSYCHOLOGY

Pengfei He\* & Kunpeng Li

*Zhejiang Yuexiu University, Shaoxing 312000, China*

**Background:** As an important branch of psychology research, behavioral psychology is a kind of psychology that mainly predicts people's psychological activities through the study of researchers' physical behavior. In the research of behavioral psychology, human behavior and spiritual consciousness are not easy to be captured, but in the research of psychology, it is considered that behavior is the combination of physical reactions formed by organisms adapting to environmental changes. As long as the researchers are analyzed by psychological means, the goal of predicting or controlling human behavior can be achieved. In modern education, the research content of student psychology is also more and more. Through the research of students' psychological emotion, reasonably optimize the teaching content, so as to improve the teaching quality, apply behavioral psychology to the field of education, constantly optimize the teaching content through the capture of students' behavioral characteristics, and meet the development requirements of students' physical and mental quality, which will be able to more effectively promote the development of students. In physical education, physical education curriculum is a comprehensive quality discipline, which pays attention to the cultivation of learning physical and mental, thinking and physical ability. Most of the physical education curriculum is carried out on the playground, and there are a large number of physical action training contents. It combines behavioral psychology with physical education to study students' behavioral and psychological characteristics, and can well optimize the quality of classroom teaching, which is of great significance to promote the reform and development of education.

Flipped classroom is a new teaching mode based on modern educational ideas, which breaks the shackles



of the traditional teaching mode, reverses the classroom, pays more attention to students' experience, teacher-student interaction and teacher-student communication in teaching, so as to break the situation of passive learning of students in traditional teaching. In physical education, to implement flipped classroom teaching, we need to grasp students' personality characteristics, interests and hobbies, and implement more targeted flipped classroom teaching according to students' characteristics, so as to break the passive situation of traditional teaching. In the flipped classroom teaching of physical education tuition, we can grasp the development law of students through the research of students' behavioral psychology. For example, there are differences in the sports loved by male and female students. Through the research of students' behavioral psychology, we can choose the curriculum items that are more popular with students' psychology. At the same time, according to the analysis of students' psychological emotion, we can reasonably carry out the flipped classroom layout and teaching design to enhance the interaction between teachers and students, so as to more effectively implement flipped classroom teaching. Therefore, this paper analyzes the research significance of behavioral psychology, studies the teaching characteristics of flipped classroom in physical education, and puts forward to improve the teaching effect of flipped classroom in physical education by studying students' behavioral psychology.

**Objective:** This paper analyzes the research content and research direction of behavioral psychology, discusses the teaching characteristics and teaching requirements of the flipped classroom of physical education, analyzes students' views on physical education combined with the principles of behavioral psychology, and then improves physical education through the application of behavioral psychology in the flipped classroom of physical education, so as to realize students' love for physical education courses.

**Subjects and methods:** Using the method of stratified sampling, this paper makes a classroom investigation on 120 students of a physical education, uses behavioral psychology to optimize the flipped classroom of physical education, counts the changes of students' psychological mutual activities in the flipped classroom of physical education, and evaluates the impact of behavioral psychology on the application of the flipped classroom teaching mode in physical education.

**Results:** The positive psychological changes of 120 students are shown in Table 1. Table 1 shows that the PE flipped classroom teaching mode under behavioral psychology can significantly affect students' positive psychology, which is reflected in the continuous growth of students' improving teaching quality, firm psychology and self-confidence psychology.

**Table 1.** Changes of students' positive psychology under innovative teaching mode

Positive psychology	Before teaching	After teaching	<i>P</i>
Improvement of teaching effect	42	101	<0.05
Learning enthusiasm	56	107	<0.05
Self-confidence	59	111	<0.05

**Conclusions:** With the deepening of educational reform, modern education pays more and more attention to the research on students' psychology. Through the research on students' behavioral psychology, we can grasp the characteristics of students' psychological development, so as to constantly adjust teaching and adapt to the law of modern teaching development. In the flipped classroom of physical education, the mode of flipped classroom of physical education is constantly adjusted through the research of students' behavioral psychology. The results show that through the research on students' behavior and psychology, the teaching mode of PE flipped classroom is constantly adjusted, the students' performance in the classroom is more positive, and the teaching effect has been significantly improved. Therefore, in physical education, we should grasp the characteristics of students' psychological development and reasonably optimize the teaching content, which is of great significance to promote the development of teaching.

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## VALUE ANALYSIS OF CHINESE INTERNATIONAL EDUCATION IN ALLEVIATING STUDENTS' LEARNING ANXIETY UNDER EDUCATIONAL PSYCHOLOGY

Xu Si, Yubing Yang\* & Mengmeng Yuan

*Ural Federal University, Yekaterinburg 620000, Russia*

**Background:** Since the 1990s, China's economic level and scientific and technological level have developed rapidly, and have been recognized by more and more countries on the world stage. In this context,

more and more foreign people have a strong interest in China's traditional culture. Therefore, Chinese international education has made great progress, which has greatly promoted international cultural exchanges. At present, due to the short development time of Chinese international education, there are still many problems in the teaching mode, resulting in low teaching quality, slow learning progress and low learning efficiency. Therefore, many students have learning anxiety. Learning anxiety is a kind of negative emotion caused by students' dissatisfaction and worry about their learning progress and learning effect. Appropriate learning anxiety can promote students to improve their learning methods, urge students to improve learning efficiency, and have a beneficial impact on students. However, excessive learning anxiety will cause students' psychological pressure, affect students' physical function and health, and damage students' physical and mental health. In addition, excessive learning anxiety will lead to the decline of students' self-confidence and loss of interest in learning, which is not conducive to the healthy and long-term development of students. Therefore, it is necessary to innovate and improve the teaching mode of Chinese international education in order to improve the effect of classroom teaching, improve students' learning efficiency and alleviate students' learning anxiety.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. The research is based on educational psychology to innovate and improve the teaching mode of Chinese international education, so as to improve students' learning efficiency and alleviate students' learning anxiety.

**Objective:** There are still many problems in the teaching mode of Chinese international education, resulting in low teaching quality and low learning efficiency of students. Therefore, many students have learning anxiety. Excessive learning anxiety will lead to the decline of students' self-confidence and loss of interest in learning, which is not conducive to the healthy and long-term development of students. The research is based on educational psychology to innovate and improve the teaching mode of Chinese international education, so as to improve students' learning efficiency and alleviate students' learning anxiety.

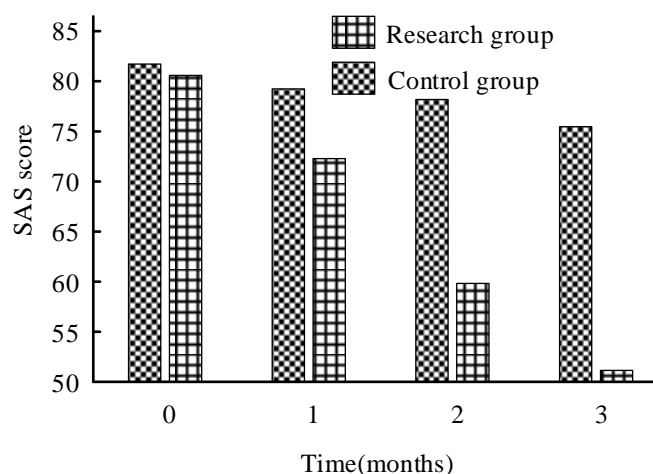
**Subjects and methods:** 100 students majoring in Chinese international education were selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate students' learning anxiety, and the examination results of professional courses were used to evaluate the teaching effect.

**Study design:** Students were randomly divided into study group and control group, with 50 people in each group. Among them, the students in the research group used the improved model based on educational psychology to teach. The students in the control group used the traditional teaching mode. After a period of time, the anxiety and test scores of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before teaching, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After teaching for a period of time, SAS scores of students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). The SAS score of the control group had no significant change ( $P > 0.05$ ). The SAS scores of the two groups of students are shown in Figure 1.

**Conclusions:** In recent years, more and more foreign people have a strong interest in China's traditional culture. Therefore, Chinese international education has made great progress, which has greatly promoted international cultural exchanges. At present, due to the short development time of Chinese international education, there are still many problems in the teaching mode, resulting in low teaching quality, slow learning progress and low learning efficiency. Therefore, many students have learning anxiety, which has a negative impact on students' physical and mental health. The experimental results showed that there was no significant difference in SAS scores between the two groups before teaching ( $P > 0.05$ ). After teaching for a period of time, the SAS scores of students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). The SAS score of the control group had no significant change ( $P > 0.05$ ). The above results show that the innovation and improvement of the teaching mode of Chinese international education based on educational psychology can effectively improve students' learning efficiency and alleviate students' learning anxiety.



**Figure 1.** SAS scores of two groups of students

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## RESEARCH ON THE INFLUENCE OF INCENTIVE MECHANISM ON ADMINISTRATIVE STAFF'S ANXIETY IN HIGHER VOCATIONAL COLLEGES

Xiaoping Que & Ling Pan

*Hainan Vocational University of Science and Technology, Haikou 571126, China*

**Background:** The administrative staff of higher vocational colleges is an important guarantee to ensure the normal operation of school management. Therefore, the working ability and working state of the administrative staff of higher vocational colleges determine the management level and service level of higher vocational colleges to a certain extent, and then affect the teaching, scientific research and training of students in higher vocational colleges. At present, there are many problems in the incentive mechanism for administrative personnel in many higher vocational colleges, which cannot play the incentive role for administrative personnel. Therefore, many administrative personnel lack work passion and work efficiency is low. For a long time, some administrators have doubts about their ability to work, resulting in anxiety. Short term and mild anxiety can help administrators set work goals and help administrators reshape their work enthusiasm, so as to improve work efficiency. However, long-term and excessive anxiety will lead to administrative personnel suffering from psychological diseases, affect the physical and mental health of administrative personnel, bring pain to administrative personnel, seriously affect the normal life and work of administrative personnel, and have a negative impact on the administrative work of higher vocational colleges. In addition, excessive anxiety will also cause administrators to have negative and negative psychology about themselves and work, lose hope for life, thus producing negative psychology and causing a burden on society and families. Therefore, to innovate and improve the incentive mechanism of administrative personnel in higher vocational colleges, so as to improve the work enthusiasm of administrative personnel and the efficiency of management, so as to alleviate the anxiety of administrative personnel, which is of great significance to the development of higher vocational colleges and administrative personnel.

Positive psychology advocates the positive orientation of psychology, which mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. Based on positive psychology, the research innovates and improves the incentive mechanism of higher vocational colleges, so as to stimulate the work enthusiasm of administrative personnel, improve the administrative efficiency of higher vocational colleges, alleviate the anxiety of administrative personnel, and promote the personal development of higher vocational colleges and administrative personnel.

**Objective:** At present, there are many problems in the incentive mechanism for administrative personnel in many higher vocational colleges, which cannot play the incentive role for administrative personnel. Therefore, many administrative personnel lack work passion and work efficiency is low. For a

long time, some administrators have doubts about their ability to work, resulting in anxiety. Based on positive psychology, the research innovates and improves the incentive mechanism of higher vocational colleges, so as to stimulate the work enthusiasm of administrative personnel, improve the administrative efficiency of higher vocational colleges and alleviate the anxiety of administrative personnel.

**Subjects and methods:** 40 administrative personnel from 6 higher vocational colleges were selected as the research objects. The anxiety psychological degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90), and the work efficiency of the research objects was evaluated by the monthly performance score of administrative personnel.

**Study design:** Using the random number table method, 40 administrative staff were randomly divided into study group and control group, with 20 people in each group. Among them, the administrative staff in the research group adopted the improved incentive mechanism based on positive psychology, while the administrative staff in the control group adopted the traditional incentive mechanism. After a period of time, the anxiety level and work efficiency of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After a period of work, the scores of somatizations, obsessive compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the administrative staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** SCL-90 for two groups of executives

Project	Group		t	P
	Research group	Control group		
Somatization	24.6±8.2	35.4±10.7	6.425	0.000
Obsessive compulsive symptoms	22.4±7.3	28.5±7.6	7.642	0.000
Interpersonal sensitivity	19.8±3.2	29.5±6.3	8.179	0.000
Depression	28.2±4.5	40.1±9.7	6.130	0.000
Anxiety	24.9±6.2	33.4±8.1	7.528	0.000
Hostile	8.2±1.8	17.3±6.1	6.319	0.000
Terror	14.3±3.2	22.5±4.7	8.147	0.000
Paranoid	10.3±6.4	16.8±6.5	8.826	0.000
Psychotic	19.2±4.8	28.6±5.3	6.513	0.000

**Conclusions:** At present, there are many problems in the incentive mechanism of administrative personnel in many higher vocational colleges. Some administrative personnel doubt their working ability, resulting in anxiety. Excessive anxiety will also cause administrators to have negative and negative psychology about themselves and work, lose hope for life, and produce negative psychology, which has caused a burden to society and families. Based on positive psychology, the research innovates and improves the incentive mechanism of higher vocational colleges. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the administrative staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The above results show that the improvement of incentive mechanism based on positive psychology can effectively stimulate the work enthusiasm of administrative personnel, improve the administrative efficiency of higher vocational colleges, alleviate the anxiety of administrative personnel, and promote the personal development of higher vocational colleges and administrative personnel.

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## A STUDY ON COLLEGE STUDENTS' LEARNING AVOIDANCE PSYCHOLOGY IN THE PROCESS OF ENGLISH WRITING

Jingjie Cao<sup>1</sup> & Zhiming Tang<sup>2\*</sup>

<sup>1</sup>Chengdu Technological University, Chengdu 611730, China

<sup>2</sup>*International College of Fujian Agriculture and Forestry University, Fuzhou 350002, China*

**Background:** With the advent of the era of economic globalization, economic and cultural exchanges between countries are becoming more and more frequent, the scale of transnational trade is becoming larger and larger, and the demand for international talents with English skills is also increasing. As an important position of international talent reserve, English education in colleges and universities has been paid more and more attention by people from all walks of life. In the process of English learning, English writing is an important way to improve students' mastery of English. However, due to the boring writing and the huge academic pressure, some students will have anxiety and fear about English writing, and then have avoidance and anxiety about English writing. Avoidance psychology refers to that college students will subconsciously avoid using unfamiliar words or sentence structures in English speaking and writing, and choose relatively simple and familiar words and sentence structures. The existence of avoidance psychology will greatly affect the improvement of students' English level, and then affect students' future development. Therefore, it is necessary to find appropriate ways to eliminate students' avoidance psychology.

Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. Based on the analysis of college students' avoidance psychology based on educational psychology, it can be seen that college students' avoidance psychology mainly comes from their lack of confidence in their own English level and learning anxiety caused by poor learning efficiency. Therefore, the research improves the college English teaching model based on educational psychology, so as to improve students' English level, improve students' self-confidence, alleviate students' learning anxiety, and eliminate students' learning avoidance psychology in the process of English writing.

**Objective:** College students' avoidance psychology is mainly due to their lack of confidence in their English level and learning anxiety caused by poor learning efficiency. The existence of avoidance psychology will greatly affect the improvement of students' English level, and then affect students' future development. Therefore, it is necessary to find appropriate ways to eliminate students' avoidance psychology. Based on educational psychology, this study improves the college English teaching model in order to eliminate students' learning avoidance psychology in the process of English writing.

**Subjects and methods:** 60 students with avoidance psychology in English writing were selected as the research objects in a university. The Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the degree of students' learning anxiety, and the students' English scores were used to evaluate the teaching effect and avoidance psychology.

**Study design:** Students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group adopted the improved English teaching model based on educational psychology. The students in the control group used the traditional English teaching model. After teaching for a period of time, the degree of learning anxiety and the elimination of avoidance psychology of the two groups of students were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** After a period of teaching, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of the control group ( $P < 0.05$ ). The academic performance of the study group was significantly higher than that of the control group ( $P < 0.05$ ). The changes in the degree of depression of the two groups are shown in Table 1.

**Table 1.** Changes in the degree of depression of the two groups of students

Timing	SAS Score		t	P
	Research group	Control group		
Before teaching	75.3±12.2	76.1±11.8	0.147	0.852
After teaching	46.7±6.4	75.7±8.9	8.051	0.009
t	9.475	4.352	-	-
P	0.000	0.043	-	-

**Conclusions:** English writing is an important way to improve students' mastery of English. However, due to the boring writing and the huge academic pressure, some students will have anxiety and fear towards English writing, and then have avoidance and anxiety towards English writing. Students' avoidance psychology mainly comes from their lack of confidence in their English level and learning anxiety caused by poor learning efficiency. Therefore, the research is based on educational psychology to improve the college English teaching model. The experimental results showed that after a period of teaching, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). The academic performance of the study group was significantly higher than that of the control group ( $P < 0.05$ ). It shows that the improvement of English teaching model can significantly improve students' English level, improve students' self-confidence, alleviate students' learning anxiety, and eliminate students' learning avoidance psychology in the process of English writing.

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## ECONOMETRIC ANALYSIS OF CHINA'S RESIDENTS' CONSUMPTION GAP UNDER THE BACKGROUND OF CONSUMPTION PSYCHOLOGY

Dongmin Zhang\*, Libo Zhu & Xiuying Ma

*Jilin University of Finance and Economics, Changchun 130117, China*

**Background:** In the process of China's rapid economic development, the income distribution gap of Chinese residents is gradually expanding. Studies have reported that in 2007, the Gini coefficient of Chinese residents has exceeded 0.45. The widening income gap has also directly led to a large gap in the consumption level of Chinese residents. Among them, the consumption gap between urban and rural residents is the most intuitive and obvious. Studying and analyzing the consumption gap of Chinese residents will help to maintain the sustainable development of China's economy and narrow the income gap of Chinese residents, so as to achieve a well-off society in an all-round way and improve national happiness. However, the research and analysis of the national consumption gap has a huge workload, and some staff engaged in this cause are often unable to complete their work accurately and efficiently. Therefore, they doubt their ability to work, and then have anxiety. Frustration is a kind of psychological state in which an individual is unable to overcome his or her fear and anxiety, which leads to the formation of a state of self-confidence and frustration. Long term and excessive anxiety will damage the patient's body function, reduce the patient's mental health level, and affect the patient's normal work and life. Therefore, it is necessary to find an appropriate method to measure and analyze the consumption gap of residents in China in order to alleviate the anxiety of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes the consumption situation of Chinese residents, puts forward assumptions based on the analysis results, and constructs an index system to measure and analyze the consumption gap of Chinese residents, so as to alleviate the anxiety of staff.

**Objective:** The income distribution gap of Chinese residents is gradually expanding, which leads to a large gap in the consumption level of Chinese residents. The research and analysis of the national consumption gap has a huge workload. Some staff engaged in this cause are often unable to complete their work accurately and efficiently. Therefore, they doubt their ability to work, and then have anxiety. This study constructs an index system based on consumer psychology to measure and analyze the consumption gap of residents in China, so as to alleviate the anxiety of staff.

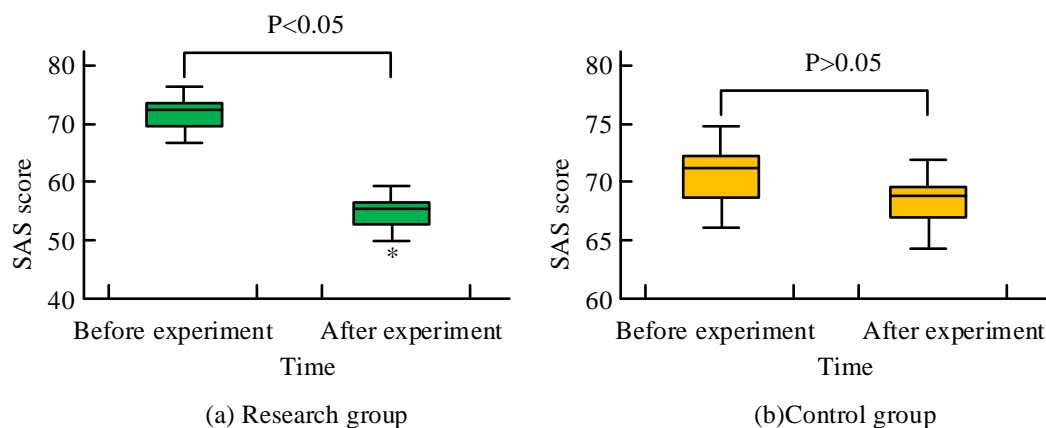
**Subjects and methods:** 60 people engaged in related work were selected as the research objects. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 were used to evaluate the anxiety degree of the two groups.

**Study design:** The subjects were randomly divided into study group and control group by random number table method, with 3 in each group 0 people. Among them, the research group used the index system based on consumer psychology to analyze the consumption gap of Chinese residents, and the control group used the traditional method to analyze the consumption gap of Chinese residents. After a period of time, the

anxiety levels of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** Before the experiment, there was no significant difference in SAS score between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the study group decreased significantly ( $P < 0.05$ ) and was significantly lower than that of the control group ( $P < 0.05$ ), as shown in Figure 1.



**Figure 1.** SAS scores of two groups of subjects  
Note: \* $P < 0.05$  compared with the control group.

**Conclusions:** In the process of China's rapid economic development, the income distribution gap of Chinese residents is gradually expanding, which leads to a large gap in the consumption level of Chinese residents. Among them, the consumption gap between urban and rural residents is the most intuitive and obvious. Studying and analyzing the consumption gap of Chinese residents will help to maintain the sustainable development of China's economy and narrow the income gap of Chinese residents, so as to achieve a well-off society in an all-round way and improve national happiness. However, the research and analysis of the national consumption gap has a huge workload, and some staff engaged in this cause are often unable to complete their work accurately and efficiently. Therefore, they doubt their ability to work, and then have anxiety. Therefore, the research constructs an index system based on consumer psychology to measure and analyze the consumption gap of residents in China, so as to alleviate the anxiety of staff.

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## THE INFLUENCE OF INNOVATIVE PIANO TEACHING MODE ON STUDENTS' COGNITIVE PSYCHOLOGY IN COLLEGES AND UNIVERSITIES

Xiaole Zhu

Xiamen Huaxia University, Xiamen 361024, China

**Background:** With the continuous progress of the times, the requirements for the level of college students are becoming higher and higher. College students need all-round development in morality, intelligence, physique, beauty and labor, which has become the consensus of all sectors of society. In the education system of colleges and universities, piano teaching in colleges and universities is one of the main ways to improve students' aesthetics, cultivate students' taste, improve students' musical literacy, cultivate students' sentiment, alleviate students' anxiety and improve students' mental health level. At the psychological level, anxiety belongs to a kind of negative emotion, which is an emotional state of tension, anxiety and fear because individuals are in a dangerous state of being unable to achieve their goals or overcome obstacles. At present, there are some problems in piano teaching courses in colleges and universities, which cannot fully play its role in alleviating students' anxiety. Therefore, the long-term backlog of students' anxiety cannot be vented, which will lead to students' cognitive problems. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Therefore, it is necessary to innovate and reform the piano teaching mode in colleges and universities, so

that it can fully play the role of alleviating students' anxiety.

School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the teaching mode according to the evaluation results, and carry out psychological intervention on students. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. The research uses school psychology to analyze the causes of anxiety of anxious students, so as to carry out targeted reform and innovation of piano teaching mode in colleges and universities, so as to improve students' piano learning efficiency and give play to the alleviating effect of piano teaching on students' anxiety, so as to treat and avoid students' cognitive problems.

**Objective:** There are some problems in the current piano teaching curriculum in colleges and universities, which cannot fully play its role in alleviating students' anxiety. The long-term backlog of students' anxiety cannot be vented, which will lead to students' cognitive problems and easy to suffer from cognitive impairment. The research is based on school psychology to carry out targeted reform and innovation of piano teaching mode in colleges and universities, so as to give play to the alleviating effect of piano teaching on students' anxiety, so as to treat and avoid students' cognitive problems.

**Subjects and methods:** 120 students were selected as the research objects in a university. Self-rating Anxiety Scale (SAS) and Symptom Checklist 90 (SCL-90) were used to evaluate the degree of anxiety of students. Combined with the mental health part of Mini Mental State Examination (MME) and Short Form 36 Questionnaire (SF-36), a scale was developed to evaluate the degree of cognitive impairment of students.

**Study design:** The students were randomly divided into study group and control group by random number method, with 60 people in each group. Among them, the research group used the improved college piano teaching mode based on school psychology to teach piano. The control group used the traditional college piano teaching mode for piano teaching. After a period of time, the cognitive psychology of the two groups of students was compared.

**Methods:** The software SPSS17.0 and Excel were used to count and analyze the relevant data.

**Results:** There was no significant difference in MME scores between the two groups before teaching ( $P > 0.05$ ). After teaching, the degree of cognitive impairment of students in the research group decreased significantly ( $P < 0.05$ ). There was no significant change in the control group ( $P > 0.05$ ), and it was significantly lower than that in the study group ( $P < 0.05$ ). The MME scores of the two groups are shown in Table 1.

**Table 1.** MME scores of two groups of students

Timing	MME Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before work	11.4±5.5	11.3±5.2	0.254	0.671
After work	26.4±2.4	12.2±4.0	6.673	0.035
<i>t</i>	7.643	0.361	-	-
<i>P</i>	0.001	0.412	-	-

**Conclusions:** Anxiety is a kind of negative emotion. It is an emotional state of tension, uneasiness and fear caused by individuals in a dangerous state of being unable to achieve their goals or overcome obstacles. The long-term backlog of anxiety cannot be vented, which will lead to individual cognitive problems and cognitive impairment. At present, there are some problems in piano teaching courses in colleges and universities, which cannot fully play its role in alleviating students' anxiety. Therefore, the research is based on school psychology to carry out targeted reform and innovation of piano teaching mode in colleges and universities. The results showed that there was no significant difference in MME scores between the two groups before teaching ( $P > 0.05$ ). After teaching, the degree of cognitive impairment of students in the research group decreased significantly ( $P < 0.05$ ). There was no significant change in the control group ( $P > 0.05$ ), and it was significantly lower than that in the study group ( $P < 0.05$ ). The above results show that improving the piano teaching mode in colleges and universities can significantly alleviate students' anxiety, so as to alleviate students' cognitive impairment.

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## A STUDY ON THE INFLUENCE OF DISCOURSE TRANSLATION AND COMMUNICATION OF THE COMMUNITY OF HUMAN DESTINY ON FOREIGN STUDENTS' AFFECTIVE DISORDER

Yanfeng Zu

*Guangzhou Huali College, Guangzhou 511325, China*

**Background:** In recent years, China's international status has become higher and higher, and its traditional culture has been warmly welcomed all over the world, which has aroused the interest of many young people. Therefore, many students come to China to study abroad. The ideology, religious beliefs and customs of foreign students in China are different from those of Chinese college students. Compared with Chinese college students, they are more prone to anxiety and depression. Psychology believes that anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Long term anxiety will cause serious problems in students' mental health, resulting in emotional disorders. Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The clinical manifestation of affective disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective disorder is repetitive, alternating and mixed. The clinical manifestations of affective disorder include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. Finding an appropriate way to alleviate the emotional barriers of foreign students is of positive significance to the personal development of foreign students and China's international image.

Affective psychology is one of the important parts of psychology. Its main research object is human emotion. The main research content is how to eliminate or alleviate individual tension and pressure caused by external stimulation or nature through certain means, so as to help individuals restore healthy and sound personality. Psychologists believe that only when individuals improve their psychology can they improve their emotions. Based on affective psychology, this study analyzes the causes of affective disorders of foreign students, and puts forward that the main causes of affective disorders of foreign students are loneliness and alienation. Therefore, the study translates the community of human destiny and makes it spread among foreign students, so as to enhance the identity of foreign students, so as to reduce the alienation and loneliness of foreign students, and finally alleviate the degree of emotional barriers of students.

**Objective:** The ideology, religious beliefs and customs of foreign students in China are different from those of Chinese college students. Compared with Chinese college students, they are more likely to have anxiety and depression, and then suffer from emotional disorders. The study uses the translation and dissemination of the community of human destiny to enhance the identity of foreign students, so as to reduce the sense of alienation and loneliness of foreign students, and finally alleviate the degree of emotional barriers of students.

**Subjects and methods:** 80 ethnic minority students with anxiety psychology were selected from three universities as the research objects, and the degree of anxiety and depression was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and SCL-90.

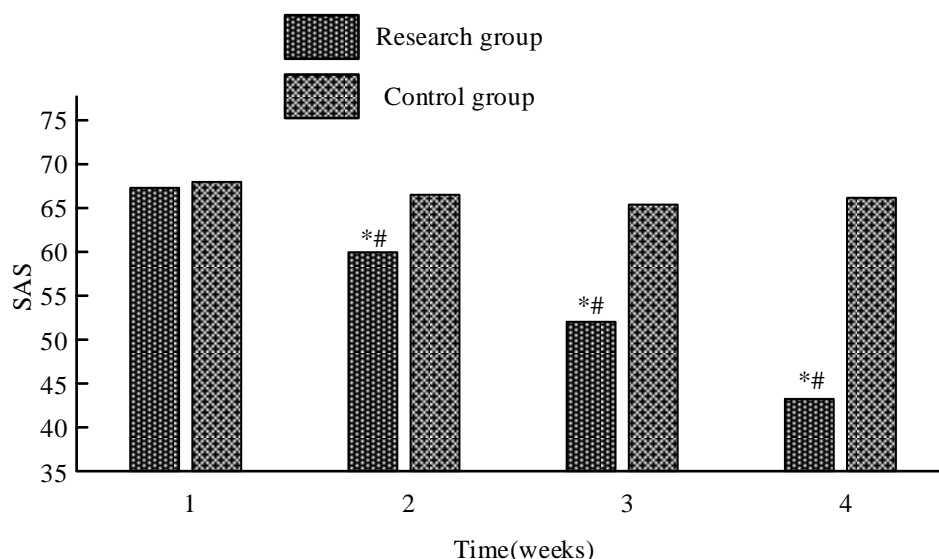
**Study design:** The students were randomly divided into study group and control group by random number table method, with 40 people in each group. The students in the translation group and the communication group were not the control group. One month later, the mental health status of the two groups of students was compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the intervention, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After one month of intervention, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), while there was no significant change in the control group ( $P > 0.05$ ). The SAS scores of the two groups of students are shown in Figure 1.

**Conclusions:** The ideology, religious beliefs and customs of foreign students in China are different from those of Chinese college students. Compared with Chinese college students, they are more likely to produce anxiety and depression, and then produce negative emotions such as anxiety and depression. Based on affective psychology, this study analyzes the causes of foreign students' affective disorder, and puts forward the use of translation and communication of the community of human destiny to enhance foreign students' sense of identity, so as to reduce foreign students' sense of alienation and loneliness, and finally alleviate the degree of students' affective disorder. The results showed that there was no significant difference in SAS scores between the two groups before the intervention ( $P > 0.05$ ). After one month of intervention, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), while there was no significant

change in the control group ( $P > 0.05$ ). It shows that this method can effectively alleviate the affective disorder of foreign students.



**Figure 1.** SAS scores of two groups of students

Note: \*  $P < 0.05$  compared with that before intervention; # It indicates that compared with the control group,  $P < 0.05$ .

\* \* \* \* \*

## THE INFLUENCE OF CONSUMER PSYCHOLOGY ON REGIONAL ECONOMIC DEVELOPMENT AND CONSTRUCTION

Jianlin Zhao

*Luoyang Institute of Science and Technology, Luoyang 471023, China*

**Background:** Regional economy, also known as regional economy, refers to part of the national economy distributed in various administrative regions. Regional economy is regarded by economists as a microcosm of the national economy, which can reflect the prosperity of the national economy. Since the 1990s, China's economic development, transformation and urbanization have been advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. In this context, the study of the impact of consumer psychology on regional economic development and construction has also become a hot topic in recent years. The impact of consumer psychology on regional economic development and construction involves many aspects, and the amount of data is also very huge and cumbersome. Some staff engaged in this industry cannot get accurate analysis results within the specified time. For a long time, some staff members have doubts about their ability to work, resulting in anxiety. Short term and mild anxiety can help staff set work goals and help staff reshape their work enthusiasm, so as to improve work efficiency. However, long-term and excessive anxiety will lead to psychological diseases, affect the physical and mental health of staff, bring pain to staff, and seriously affect the normal life and work of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the consumer psychological state of consumers, puts forward assumptions according to the analysis results, constructs an index system, and then studies the impact of consumer psychological state on regional economic development and construction, so as to finally alleviate the anxiety of staff.

**Objective:** The research on the impact of consumer psychological state on regional economic development and construction has a huge workload, which is often unable to be completed on time.

Therefore, some staff have doubts about their work ability, resulting in anxiety. Based on consumer psychology, the research analyzes the consumer psychological state of consumers, puts forward assumptions according to the analysis results, constructs an index system, reduces the research workload and alleviates the anxiety of staff.

**Subjects and methods:** 40 workers engaged in related industries were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety Scale (HADS) were used to evaluate the anxiety level of the subjects.

**Study design:** Using the random number table method, 40 subjects were randomly divided into study group and control group, with 20 people in each group. The research group used the index system based on consumer psychology to work. The control group used the traditional method to work. After a period of time, the anxiety and depression levels of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, there was no significant difference in SAS score between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the staff in the research group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). There was no significant change in SAS score in the control group ( $P > 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of subjects

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before experiment	61.9±12.3	62.1±13.1	0.403	0.762
After experiment	42.6±6.2	60.3±10.1	7.354	0.000
<i>t</i>	8.019	0.431	-	-
<i>P</i>	0.000	0.437	-	-

**Conclusions:** The study of the impact of consumer psychology on regional economic development and construction has become a hot topic in recent years. However, the workload of the study is very large, and some staff members have anxiety. Based on consumer psychology, the research analyzes consumers' consumer psychological state, puts forward assumptions and constructs an index system according to the analysis results. The results showed that after working with the index system for a period of time, the SAS score of the staff in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). It shows that the index system can effectively reduce the research workload and alleviate the anxiety of staff.

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## ANALYSIS OF CHINESE URBAN RESIDENTS' PSYCHOLOGICAL CONSUMPTION EXPECTATION UNDER CONSUMPTION PSYCHOLOGY

Shaoxuan Guo

*Zhongnan University of Economics and Law, Wuhan 430070, China*

**Background:** In the 1930s, some scholars deeply analyzed and discussed consumers' psychology and purchase behavior, and then put forward the concept of consumer psychological expectation. Consumer psychological expectation means that in the process of consumer behavior, consumers make a comprehensive evaluation of the price and performance of the goods they want based on personal cognition and psychological expectation. Consumer psychological expectation usually includes consumers' psychological price and expected quality of goods. There are many factors that affect consumers' psychological expectation, such as the market price of goods, the functional practicability of goods, whether goods have a good after-sales service system, the brand popularity of goods and so on. In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and

psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, so as to select the indicators affecting the consumer psychological expectation of urban residents and study the factors affecting the consumer psychological expectation.

**Objective:** Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities. Therefore, based on consumption psychology, this study analyzes the consumption psychological expectation of urban residents in China, so as to select the indicators affecting the consumption psychological expectation of urban residents and study the factors affecting the consumption psychological expectation.

**Subjects and methods:** 600 urban residents were selected as the research object, and the Consumer Psychological Expectation Questionnaire (CPEQ) was developed based on consumer psychology to analyze the factors affecting consumer psychological expectation.

**Research design:** Using cluster sampling method (selecting research objects with different educational backgrounds and jobs from 6 cities), using the consumer psychological expectation questionnaire based on consumer psychology to investigate, and analyzing the factors affecting consumer psychological expectation according to the questionnaire survey results. Using the principal component analysis method to analyze the extracted factors, and extracting the principal factors with eigenvalues greater than 1.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Five main factors are extracted by principal component analysis, which are macroeconomic situation expectation (factor 1), personal life and income expectation (factor 2), government economic policy expectation (factor 3), price trend expectation (factor 4) and emergency prevention expectation (factor 5). The alpha coefficients of the five main factors are high, and the alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability. The alpha coefficients of the five main factors are shown in Table 1.

**Conclusions:** In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, and formulates a consumer psychological expectation questionnaire according to the analysis results to analyze the factors affecting consumer psychological expectation. The results show that five principal factors are extracted by principal component analysis, and their alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability.

**Table 1.** Coefficient of 5 principal factors

	Principal factor serial number				
	1	2	3	4	5
Alpha coefficient	0.6862	0.5963	0.7345	0.7664	0.6762

\* \* \* \* \*

## INFLUENCE MECHANISM OF DIVERSIFIED CONSUMPTION PSYCHOLOGICAL TREND ON ACTIVATING THE POTENTIAL DRIVING FORCE OF DIGITAL ECONOMY

Tao He

*Hangzhou Polytechnic, Hangzhou 311402, China*

**Background:** The concept of digital economy was first put forward in 1996, which has aroused great repercussions in the economic community. With the development of computer information technology, the digital economy industry has also made great progress. In some areas of China, digital economy industry has become the pillar of local economy and made great contributions to improving the level of market economy

and GDP. Some studies have shown that consumers' consumption behavior and consumption trend have a significant impact on the activation of digital potential power, which can promote the technological innovation and industrial upgrading of digital economy industry and promote the development of digital economy industry. Therefore, it is the work of most digital economy enterprises to study the influence mechanism of consumer psychology and consumer behavior on the potential driving force of digital economy. However, the factors involved in this work include all aspects. The workload is heavy and cumbersome, so many employees have anxiety, depression and other emotions. Long term and excessive anxiety will lead to psychological diseases, affect the physical and mental health of staff, bring pain to staff, and seriously affect the normal life and work of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes consumers' consumption behavior and consumption psychology, and believes that consumers have diversified consumption psychology trends. The diversified consumption trend drives the digital economy enterprises to innovate and develop continuously, which stimulates the potential driving force of the digital economy and drives the development of the digital economy industry. Based on consumer psychology, analyzing the influence mechanism of consumers' diversity and consumer psychological trend on activating the potential power of digital economy can effectively reduce the workload, improve the accuracy of analysis results, and then alleviate the anxiety of staff.

**Objective:** To study the influence mechanism of consumer psychology and consumer behavior on the potential power of digital economy, which is the work of most digital economy enterprises. However, the factors involved in this work include all aspects. The workload is heavy and cumbersome. Many employees have anxiety, depression and other emotions, which affect their physical and mental health. Based on consumer psychology, the research analyzes the influence mechanism of consumers' diversity and consumer psychological trend on activating the potential power of digital economy, effectively reduces the workload, improves the accuracy of analysis results, and then alleviates the anxiety of staff.

**Subjects and methods:** 80 workers engaged in related industries from 7 digital economy enterprises were selected as the research objects, and the anxiety degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90).

**Study design:** The subjects were randomly divided into study group and control group by random number table method, with 4 in each group 0 people. Among them, the research group used the method based on consumer psychology for analysis. The control group was analyzed by traditional methods. After a period of time, compare the mental health status of the two groups before and after the experiment.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Figure 1.

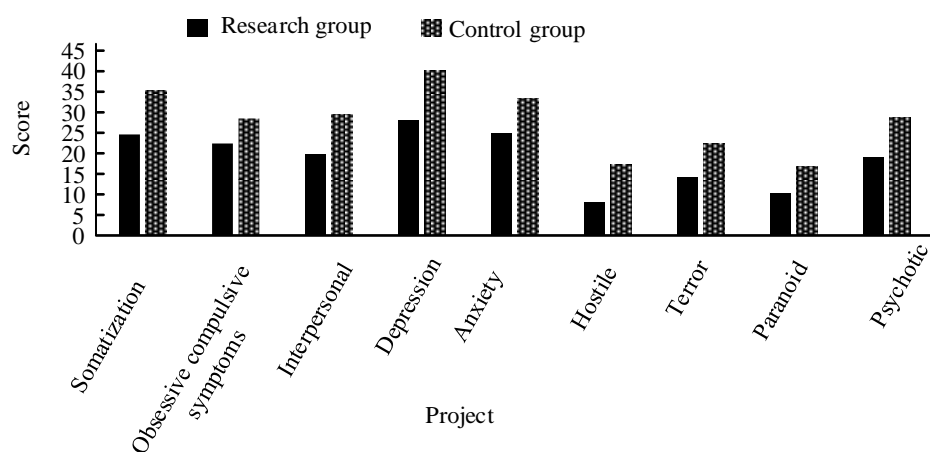


Figure 1. SCL-90 score of two groups

**Conclusions:** With the development of computer information technology, the digital economy industry has also made great progress. Consumer behavior and consumption trend have a significant impact on the activation of digital potential power. Therefore, the research on the influence mechanism of consumer psychology and consumer behavior on the potential power of digital economy is the work of most digital economy enterprises. However, the workload of this work is large and cumbersome, which is easy to cause anxiety among staff. The research analyzes consumers' consumption behavior and consumption psychology based on consumption psychology, so as to analyze the influence mechanism of consumers' diversified consumption psychology trend on activating the potential driving force of digital economy, effectively reduce the workload, improve the accuracy of analysis results, and then alleviate the anxiety of staff. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ).

\* \* \* \* \*

## THE INFLUENCE OF INNOVATION PATH OF COLLEGE PHYSICAL EDUCATION TEACHING MODEL ON STUDENTS' ANXIETY

Shouling Gao

*Changsha Medical University, Changsha 410219, China*

**Background:** Colleges and universities are the main positions for cultivating high-quality and high-level talents for the society. In recent years, the speed of social development has been accelerating, and the competition has begun to become more and fiercer. College students should not only face the pressure of learning, but also face the pressure from life, employment, interpersonal communication, economy and so on. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. Moderate anxiety helps students have a sense of crisis, so as to concentrate and improve learning efficiency. However, long-term excessive anxiety will affect students' hormone secretion, and then affect students' organ function, causing damage to students' physical and mental health. Students' self-regulation ability will also have problems and obstacles, and their psychological endurance and anti-frustration ability will be reduced, resulting in bad psychology such as inferiority complex, impulse, fear, cowardice and so on. In addition, excessive anxiety will also lead to the loss of learning motivation of college students, which will further lead to the increase of students' academic pressure, resulting in the loss of self-confidence, mental tension, insomnia, test anxiety and other problems. Therefore, alleviating college students' anxiety and improving students' mental health are of great significance to students' study, life and future development.

Physical education in colleges and universities can improve students' physical quality, improve students' immunity and self-confidence, vent their accumulated emotions, and then improve students' physical and mental health and alleviate students' anxiety. The traditional teaching mode of physical education has many defects in alleviating students' anxiety, but it is not ideal enough. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

**Objective:** In recent years, the speed of social development has been accelerating, and the competition has begun to become more and more intense. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

**Subjects and methods:** Two classes were randomly selected as the research objects in a university.

Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' anxiety, and the test results were used to evaluate the teaching effect.

**Research design:** Randomly select a class as the research group (36 people), and use the innovative college physical education teaching mode based on educational psychology to carry out physical education teaching. The other class is recorded as the control group (37 people), and the college physical education teaching mode carries out physical education teaching. After teaching for a period of time, compare the anxiety level and course performance of the two groups of students.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before teaching, there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups ( $P > 0.05$ ). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ( $P < 0.05$ ). The changes of SAS scores of the two groups are shown in Table 1.

**Table 1.** Changes in SAS scores of students in the two groups

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	65.4±8.7	67.2±7.6	0.124	0.733
After teaching	42.7±4.3	67.1±5.2	7.405	0.000
<i>t</i>	7.371	0.421	-	-
<i>P</i>	0.000	0.649	-	-

**Conclusions:** College students should not only face the pressure of learning, but also face the pressure from life, employment, interpersonal communication, economy and so on. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. Excessive anxiety will lead to the loss of learning motivation of college students, and further lead to the increase of students' academic pressure, resulting in the loss of self-confidence, mental tension, insomnia, test anxiety and other problems. Therefore, the research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety. The results showed that there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups before teaching ( $P > 0.05$ ). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ( $P < 0.05$ ). It shows that innovative physical education teaching mode has positive significance for the healthy development of students.

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## RESEARCH ON THE INFLUENCE OF NEWS COMMUNICATION MODE CHANGE ON ALLEVIATING AUDIENCE'S MENTAL ANXIETY UNDER THE BACKGROUND OF MEDIA INTEGRATION

Zhiteng Nie<sup>1,2</sup>

<sup>1</sup>*School of History and Culture, Hunan Normal University, Changsha 410081, China*

<sup>2</sup>*School of Literature and Journalism, Xiangnan University, Chenzhou 423000, China*

**Background:** The dissemination of news and its media affect the audience's psychological state to a large extent, so many studies have explored the relationship between audience psychology and news dissemination. Generally speaking, the audience's psychology for news communication mainly includes the psychology of novelty, truth-seeking, proximity and rebelliousness. The novelty-seeking psychology mainly refers to the audience's preference for unknown and new things, and the truth-seeking psychology mainly refers to the audience's perception of the truth of the news. Sexual requirements, the psychology of seeking proximity means that news that fits the audience's daily life is more likely to arouse their attention and resonance, while the psychology of rebelliousness means that some excessive propaganda and dissemination will stimulate the masses and cause them to be generated in the opposite direction of propaganda. Based on the above psychological factors, in theory, the dissemination of news and its media can have an impact on

the psychological state of the audience. Through proper use of this characteristic, it can have a better effect on relieving the negative psychology of the audience such as anxiety, and can also strengthen the news itself.

Driven by technological development, the news industry is under the trend of media integration. Media fusion refers to the fusion of the functions of various media, to expand the functions of the media, and to learn from each other's strengths and weaknesses. At present, the media integration trend of the news industry is mainly the integration of traditional media and new media. For example, traditional paper media are gradually becoming electronic and networked, newspapers and publications published in paper will be issued electronic versions at the same time, and many news media are also actively adopting official accounts, mobile applications, etc., to expand their media types. The influence of media convergence has led the news industry to have more forms of news dissemination, and the dissemination of news content has become more rapid. Then, under the background of media integration, how the change of news communication mode affects the audience's psychological state, and whether it can bring positive changes to the audience's mental anxiety and other negative psychological states through the change of news communication mode has become a question that has research value.

**Objective:** To study whether changes in news communication methods have a greater impact on the audience's mental anxiety than traditional media, and whether its ability to affect the audience's psychological state can be used to improve the audience's mental anxiety.

**Subjects and methods:** The study searched for a total of 114 citizens with similar psychological states and other basic information as research objects, and divided them into two groups of equal numbers completely randomly. The control group only received news from traditional media, and the mental anxiety of the two groups was compared after a period of time.

**Research design:** The duration of the study was three weeks. The mental anxiety levels of the two groups of subjects were examined before and after the experiment, and whether the difference was significant was judged by statistical methods. The psychometric tools involved in the study were General Self-Efficacy Scale (GSES), Self-Rating Anxiety Scale (SAS), and simple coping assessment.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** Table 1 shows the correlation between self-efficacy, anxiety and coping style in the psychological state of the experimental group after the experiment. It can be seen that there is a positive correlation between their self-efficacy and anxiety level, and a negative correlation between self-efficacy and coping style, and all correlations are statistically significant ( $P < 0.05$ ). This means that the higher the subjects' self-efficacy, the more likely they are to have high levels of anxiety and low levels of coping styles.

**Table 1.** Correlation analysis of three psychological levels

Psychological level	Self-efficacy	Anxiety	Coping style
Self-efficacy	-	0.236	-0.789
Anxiety	0.236	-	-0.201
Coping style	-0.789	-0.201	-

**Conclusions:** The trend of media integration in the news industry is causing great changes in the way of news dissemination in the media. Traditional paper media has become electronic and fragmented, and news media are gradually converging. The same media often uses complex media to disseminate its own content. The dissemination of news has the ability to affect the audience's mental anxiety and other psychological states, and the news dissemination method of media integration has a greater impact on the audience. Therefore, the reformed news dissemination method under the background of media integration can be applied to alleviate the audience group. Sexual mental anxiety, but on the other hand, beware of bad information that negatively affects the audience's psychological state through the same mechanism.

**Acknowledgement:** The research is supported by: Project of Hunan Provincial Social Science Achievement Review Committee in 2022 "Research on the strategy of Hunan county-level converged media center to promote rural revitalization" (No. XSP22YBC447).

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## RESEARCH ON EMPLOYMENT ANXIETY OF TOURISM MANAGEMENT GRADUATES IN HIGHER VOCATIONAL COLLEGES



**Lei Zhang**

*Sanya Aviation and Tourism College, Sanya 572000, China*

**Background:** The employment quality of higher vocational college graduates indirectly affects the speed of modern social development, so it has attracted the attention of people from all walks of life. Tourism management is one of the main majors in higher vocational colleges. The employment quality of graduates majoring in tourism management can reflect the employment quality of graduates in higher vocational colleges to a certain extent. Some tourism management graduates suffer from employment anxiety because of too much employment pressure and too confused and worried about the future. Anxiety is a kind of psychological disease, which is caused by the patients' inconsistency between reality and expectations and their worries about their own disadvantages in the future. It is mainly manifested in emotional instability and often falling into negative emotions such as fear, anxiety and chagrin. Too much anxiety or too long anxiety will cause a huge burden on the patient's body, threaten the patient's physical and mental health, and is not conducive to the patient's personal development and social harmony. Therefore, finding an appropriate method to reduce the employment pressure of college students and alleviate their employment anxiety is of great significance to the future development of students and the progress of society.

Vocational college employment guidance is an important way to provide reasonable suggestions for students' employment and alleviate students' employment anxiety. However, there are many problems in the current employment guidance in higher vocational colleges, which leads to the unsmooth development of employment guidance and cannot better alleviate students' employment anxiety. Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. The research analyzes the causes of students' employment anxiety based on personality psychology, and then improves the employment guidance, so as to give full play to the role of employment guidance and alleviate students' employment anxiety.

**Objective:** There are many problems in the current employment guidance in higher vocational colleges, which leads to the unsmooth development of employment guidance and cannot better alleviate students' employment anxiety. The research is based on personality psychology to improve employment guidance, so as to give full play to the role of employment guidance and alleviate students' employment anxiety.

**Subjects and methods:** 120 fresh graduates majoring in tourism management were selected as the research objects in a higher vocational college. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' employment anxiety. Use the employment rate to evaluate the effect of employment guidance.

**Research design:** Using the random number table method, 120 students were randomly divided into research group and control group, with 60 people in each group. Among them, the students in the research group received improved employment guidance based on personality psychology. The students in the control group received traditional employment guidance. After a period of time, the employment rate and employment anxiety of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** Before the experiment, there was no significant difference in SDS scores between the two groups ( $P > 0.05$ ). After three months of employment guidance, the SDS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ). The SDS scores of the two groups are shown in Table 1.

**Table 1.** SDS scores of two groups of students

Timing	SDS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.4±9.6	71.7±13.4	8.452	0.001
<i>t</i>	8.943	0.147	-	-
<i>P</i>	0.001	0.652	-	-

**Conclusions:** Some tourism management graduates suffer from employment anxiety because of too much employment pressure and too confused and worried about the future. Too much anxiety or too long anxiety will cause a huge burden on the patient's body, threaten the patient's physical and mental health, and is not conducive to the patient's personal development and social harmony. The research analyzes the

causes of students' employment anxiety based on personality psychology, and then improves the employment guidance, so as to give full play to the role of employment guidance and alleviate students' employment anxiety. The results showed that there was no significant difference in SDS scores between the two groups before the experiment ( $P > 0.05$ ). After three months of employment guidance, the SDS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ).

**Acknowledgement:** The research is supported by Hainan Philosophy and Social Sciences 2021 Planning Project: "Research on people-to-people exchanges between Hainan and Russia under the construction of free trade port" (No. HNSK (ZX)21-98).

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## APPLICATION OF INDUSTRY EDUCATION INTEGRATION COLLABORATIVE EDUCATION MODEL IN ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

Wenjuan He

*Guangzhou Railway Polytechnic, Guangzhou 510000, China*

**Background:** Higher vocational colleges are an important base for cultivating skilled and practical talents for our country. Higher vocational college students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very prone to employment anxiety. Anxiety is a kind of psychological disease, which is caused by the patients' inconsistency between reality and expectations and their worries about their own disadvantages in the future. It is mainly manifested in emotional instability and often falling into negative emotions such as fear, anxiety and chagrin. Too much anxiety or too long anxiety will cause a huge burden on the patient's body, threaten the patient's physical and mental health, and is not conducive to the patient's personal development and social harmony. Therefore, finding an appropriate method to reduce the employment pressure of college students and alleviate their employment anxiety is of great significance to the future development of students and the progress of society.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on social psychology, this study discusses the impact of the collaborative education mode of industry education integration on students' employment anxiety, hoping to find an education mode that can effectively improve students' practical ability and alleviate students' employment anxiety.

**Objective:** Higher vocational college students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very prone to employment anxiety. Based on social psychology, this study discusses the impact of the collaborative education mode of industry education integration on students' employment anxiety, hoping to find an education mode that can effectively improve students' practical ability and alleviate students' employment anxiety.

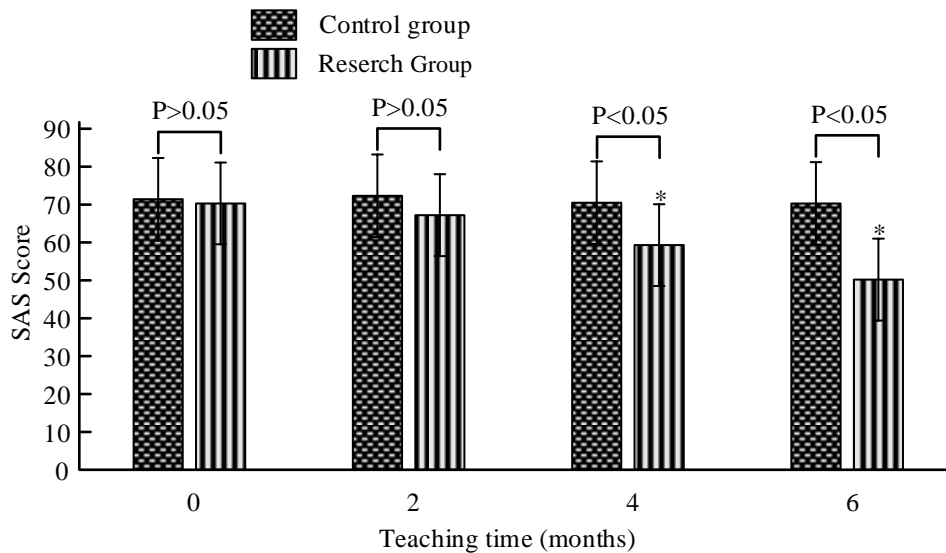
**Subjects and methods:** 100 students were selected from a higher vocational college as the research object. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' employment anxiety.

**Research design:** Using the random number table method, 100 students were randomly divided into research group and control group, with 50 students in each group. Among them, the students in the research group used the collaborative education mode of industry education integration based on social psychology to teach. The students in the control group used the traditional education mode for teaching. After a period of time, the scores and employment anxiety of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** Before teaching, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After teaching, the SAS score of students in the research group decreased significantly ( $P < 0.05$ ), and

was significantly lower than that of students in the control group ( $P < 0.05$ ). The SAS scores of the two groups of students are shown in Figure 1.



**Figure 1.** SAS scores of two groups of students  
Note: \* $P < 0.05$  compared with that before teaching.

**Conclusion:** Higher vocational college students are at the junction of study and employment, and face the dual pressure of study and employment, so they are very easy to have employment anxiety. Finding a suitable method to reduce the employment pressure of college students and alleviate their employment anxiety is of great significance to the future development of students and the progress of society. Based on social psychology, this study discusses the impact of the collaborative education mode of industry education integration on students' employment anxiety, hoping to find an education mode that can effectively improve students' practical ability and alleviate students' employment anxiety. The experimental results showed that there was no significant difference in SAS scores between the two groups before teaching ( $P > 0.05$ ). After teaching, the SAS score of students in the research group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ).

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## PERFORMANCE AND ADJUSTMENT STRATEGIES OF EMPLOYMENT PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS IN THE PILOT OF MODERN APPRENTICESHIP SYSTEM

Zhiwei Zhu

*Changsha Social Work College, Changsha 410004, China*

**Background:** College students are the future hope of national construction and valuable national talent resources. The talent quality level of college students is also directly related to the development of national economy and the progress of social science and technology. In recent years, with the continuous improvement of the state's assistance to the entrepreneurship and employment of college graduates, the gradual deepening and improvement of the relevant system of independent employment of college graduates in China has provided college graduates with a broad platform and opportunities for fair competition and employment, and helped capable college graduates to display their talents in their work. However, some college students majoring in the pilot of modern apprenticeship failed to make psychological preparations in time in the process of employment and adapt to the transformation of their professional identity, resulting in varying degrees of employment psychological problems, which had a serious negative impact on the smooth employment of students. In view of the psychological obstacles of college students

majoring in modern apprenticeship pilot in the process of job selection and employment, the government and colleges and universities should strengthen the employment guidance and intervention for students, help the students of pilot majors understand their psychological problems in time, and quickly carry out psychological response and adjustment, so as to establish good psychological quality in the process of employment and job search and adapt to the transformation of their social and professional identity.

Psychological problems refer to a kind of unhealthy psychological state caused by the stimulation of realistic factors. The severity of psychological problems is not high, and the duration of this unhealthy psychological state is often not long. Under psychological problems, the individual's emotional response is still within the scope of rational control, and there will be no serious damage to social functions. However, if we do not intervene in time, with the extension of time, the severity of individual psychological problems may continue to increase, resulting in serious psychological obstacles and a serious impact on individual physical and mental development. College graduates may have a variety of employment psychological problems in the process of employment. The employment psychological problems of students majoring in the pilot of modern apprenticeship system are mainly manifested in anxiety and depression, unclear self-cognition, herd psychology, excessive delusion and so on. They show the symptoms of psychological problems in the three dimensions of social psychology, cognitive psychology and emotional psychology. Students majoring in the pilot of modern apprenticeship system may be affected by the herd mentality, and lose their self-judgment and choice in the process of job selection. Moreover, college students are prone to be eager for quick success and instant benefit, have too high job expectations and self-ability level, and are afraid of difficulties in job hunting and work. Being restless and at a loss is also one of the psychological problems that are easy to appear among the students of pilot majors. They show self-abandonment and depression in the process of employment.

**Objective:** Through the in-depth analysis of students' employment psychological problems, the research hopes to grasp the root causes of employment psychological problems of students majoring in the pilot of modern apprenticeship, provide help for students majoring in the pilot of modern apprenticeship to overcome employment psychological obstacles, promote the active employment and healthy employment of college graduates, and provide psychological suggestions and strategies for further promoting the pilot of modern apprenticeship.

**Subjects and methods:** This study analyzes the employment psychological problems of students majoring in the pilot of modern apprenticeship in the process of job hunting, explores the symptoms of employment psychological problems of students majoring in the pilot of modern apprenticeship, and puts forward the adjustment strategies of students' employment psychological problems. Based on the employment psychological problems of students majoring in the pilot of modern apprenticeship, this paper uses the evaluation method of artificial neural network to analyze the impact of employment psychological adjustment strategies of students majoring in the pilot of modern apprenticeship on students' employment psychological problems, and uses the advantages of artificial neural network in information mining and in-depth learning to solve the intervention and guidance effect of psychological adjustment strategies on students' employment psychological problems. Based on the evaluation results of neural network, this paper discusses the scientific and effective adjustment strategies of students' employment psychological problems, so as to provide help to alleviate the employment psychological problems of college graduates.

**Results:** The scores of modern apprenticeship pilot students with psychological problems on the application effect of psychological adjustment strategies are shown in Table 1. All pilot students recognized the application effect of psychological adjustment strategies.

**Table 1.** Evaluation on the application effect of psychological adjustment strategies by students majoring in the pilot of modern apprenticeship system

Survey object	Male	Female
Positive psychological suggestion	4	4
Adjust employment expectations	3	4
Active psychological catharsis	4	3

**Conclusion:** Anxiety, conformity and other employment psychological problems are common problems of college graduates in the process of job hunting and employment. Students majoring in the pilot of modern apprenticeship system should actively carry out self-psychological suggestion in the process of employment, establish a healthy and reasonable outlook on job selection and employment, appropriately adjust their employment psychological expectations, and accurately locate their self-cognitive level.

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## THE INFLUENCE OF VISUAL COMMUNICATION DESIGN UNDER BEHAVIORAL PSYCHOLOGY ON CONSUMERS' PURCHASE PSYCHOLOGY

Zhe Zhang

*Wuhan Sports University, Wuhan 430000, China*

**Background:** Behavioral psychology is a branch of psychology founded by American psychologist Watson. Behavioral psychology takes people's behavioral psychological activities as the research object, emphasizes the interaction between people's behavior and psychological characteristics, makes a comprehensive analysis of individuals from the law of behavioral psychology, and forms a psychological way of thinking of psychology and behavior. There are differences in personality, social role, family background and other factors among individuals, so individual behavior characteristics are also different. Behavioral psychology divides individual behavior activities into social behavior, necessary behavior and autonomous behavior. Social behavior is also called social behavior. Social behavior such as dinner with friends is social behavior. Individual social behavior is mainly affected by his hobbies and personal tendencies. In general, the necessity behavior of individuals is less affected by external factors, which refers to the behavior activities that must be carried out in the daily life of individuals. Autonomous behavior, also known as selective behavior, is an individual's behavior of independent choice. It is usually affected by environmental factors, such as individual autonomous behavior such as going out for a walk.

Aesthetics, practicability and other factors are the commodity conditions that consumers will consider when purchasing commodities. The value of commodities has an important relationship with the product itself and packaging. The visual communication effect of product packaging design directly affects consumers' first impression of commodities. Designers convey their ideas and ideas to consumers through the visual communication and appearance design of goods, attract consumers' attention and increase consumers' desire to buy goods. On the other hand, the packaging design of commodities is also a channel to show the information of commodities. Excellent commodity packaging design can effectively transmit the characteristic information of commodities, bring beautiful sensory experience to consumers and promote the efficiency of commodity trade. The packaging design of commodities needs to express commodity information and attract consumers' attention as the design premise, beautify the appearance packaging of commodities through pattern design, color matching and shape change, so as to make consumers have a deep visual impression and help consumers quickly understand the characteristic information of commodities. The packaging design of goods can promote consumers to deepen their impression of goods, making it difficult for consumers to forget the goods, so as to attract more consumers to buy or repurchase. Effective packaging design can promote consumers' cognition of goods, establish a good product impression in consumers' hearts, and increase the number of potential users of goods.

**Objective:** Based on the theory of behavioral psychology, this study explores the characteristics and change laws of psychological activities behind consumers' purchase behavior, studies the visual communication design of commodity packaging, combines the visual communication design of commodity packaging with consumers' purchase behavior and psychology, and puts forward the commodity visual communication design strategy for consumers' purchase behavior psychology. The research analyzes the relationship between consumers' purchase behavior psychology and commodity packaging design, hoping to provide reference for optimizing commodity packaging design from the perspective of behavioral psychology.

**Subjects and methods:** Using the method of correlation analysis, this paper analyzes the correlation between commodity packaging design and consumers' purchase behavior psychology, understands the potential relationship between commodity packaging design and consumption behavior, and optimizes the visual communication design of commodity packaging from the perspective of behavioral psychology. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables.

**Results:** The comparison results of consumer scores before and after the optimization of commodity packaging design are shown in Table 1. After the optimization of commodity packaging design based on behavioral psychology, consumers' satisfaction with information transmission, attention attraction and consumption promotion of commodity packaging design is improved.

**Table 1.** Comparison results of consumer scores before and after optimization of commodity packaging

design

Survey object	Before optimization	After optimization
Information transmission	2	4
Attention attraction	1	4
Purchase behavior promotion	1	4

**Conclusions:** From the perspective of behavioral psychology, optimizing and adjusting the packaging design of commodities can effectively improve the information transmission efficiency of commodities, attract consumers' attention, deepen consumers' impression and purchase desire of commodities, and realize the effective improvement of commodity trade efficiency. The packaging design of goods can make full use of the design and combination of packaging graphics to attract the attention of consumers, and enhance the appeal and design sense of commodity packaging through concrete or conscious graphic design, so that consumers can generate rich associations from the packaging design of goods and help promote consumer behavior. On the other hand, color matching is also the key factor to promote consumers' purchase desire. Commodity packaging design can start with color design and use consumers' sensitivity to color to promote consumption.

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## THE EFFECT OF THE REFORM OF ACCOUNTING AND AUDITING STANDARDS ON THE COGNITIVE PSYCHOLOGY OF ACCOUNTING PRACTITIONERS

Min Tang

*School of Accounting and Finance, Wuxi Vocational Institute of Commerce, Wuxi 214000, China*

**Background:** With the operation and improvement of China's market economic system, the development of enterprises has ushered in greater opportunities and faced more uncertain factors and challenges. If enterprises want to occupy an active position in the market competition market, they must actively improve their operation and management ability and core competitiveness. Under the background of the reform and implementation of the new special accounting and auditing standards, they must innovate the enterprise financial management and audit system and promote the improvement of enterprise financial management ability. The implementation of the new accounting and auditing standards puts forward higher requirements for the information accuracy of enterprise financial management. Enterprises need to improve their financial management level and strengthen the internal audit management of enterprise finance in order to better adapt to the changeable international competitive market. However, in order to seek their own rapid development and obtain more benefits, some enterprises choose to take some illegal operations in the risk, touch the bottom line of the law and forge the enterprise financial information. The implementation of the reform of the new accounting and auditing standards requires enterprises to ensure the objective authenticity of their own financial information and truly reflect their own economic status and operating benefits in financial management.

Human cognitive function is the advanced activity of human cerebral cortex. Human cognition of things is the process of receiving, coding, extracting and using information, including human perception, recognition, memory, reasoning and other thinking activities. Cognitive psychology holds that individuals obtain information from the outside world through their own perception, store cognitive information in memory, and combine it after cognition and knowledge accumulation. The sensory information of human body is directly obtained by sensory stimulation and has concrete characteristics, but the perceived information is simple information without processing, which is transformed into cognitive characteristic information after processing by human brain. Embodied cognitive psychology believes that cognition includes body cognition including human brain, and individual physical activity mode, sports experience, perception and other factors will have an impact on individual cognition. Individual cognition is based on body and activity mode. Individual cognition is provided by the body. Individual subjective feelings and physical activities provide the basic content for people's cognition, thought and language,

**Objective:** Taking cognitive psychology as the starting point, this study analyzes the cognitive psychological characteristics of accounting practitioners, and analyzes the cognitive psychological change characteristics of accounting practitioners under the background of the reform of new accounting and auditing standards, hoping to provide help for strengthening the psychological attention of accounting practitioners and promote the reform of new accounting and auditing standards and the long-term

development of accounting practitioners. Help enterprises improve their financial audit level under the background of the reform of new accounting and auditing standards.

**Subjects and methods:** Study and analyze the impact of the reform of the new accounting and auditing standards, and explore the impact of the implementation of the reform of the new accounting and auditing standards on enterprise financial management and audit, so as to analyze and understand the impact of the reform of the new accounting and auditing standards on the cognitive psychology of enterprise accounting practitioners. The research makes a statistical analysis on the cognitive psychology of accounting practitioners, and fully understands the cognitive psychological changes of accounting practitioners under the reform of the new accounting and auditing standards. Combined with Delphi method, this study analyzes the impact of the new accounting and auditing standards reform on the cognitive psychology of accounting practitioners, uses Delphi method to conduct three rounds of expert consultation and empowerment, and understands the correlation between the new accounting and auditing standards reform and the cognitive psychology of accounting practitioners. The selected experts are required to have been engaged in scientific research or practical work in accounting and audit related fields for more than 5 years, with high professional quality, and are required to ensure the full participation of experts during the research and consultation period. All experts are willing to participate in the consultation and research.

**Results:** The cognitive and psychological changes of accounting practitioners before and after the reform of accounting and auditing standards are shown in Table 1. Before and after the reform of the new accounting standards, the social cognition, industry cognition, self-cognition and others' cognition of accounting practitioners have been significantly improved.

**Table 1.** Cognitive and psychological changes of accounting practitioners before and after the reform of accounting and auditing standards

Test dimension	Before reform	After reform
Social cognition	2	4
Industry cognition	1	3
Self-cognition	1	4
Others cognition	2	4

**Conclusions:** Under the reform of new accounting and auditing standards, enterprise financial audit is facing diversified choices, which also brings challenges to the audit of the authenticity and rationality of enterprise financial income data. It is also facing greater difficulties in the process of audit of enterprise financial management. On the other hand, the reform of accounting and auditing standards also poses greater challenges to the professional quality and psychological quality of accounting practitioners. Under the more stringent accounting audit, the level of industry cognition and social cognition of accounting practitioners has been significantly improved, and the self-cognition and others' cognition of accounting practitioners have also been improved.

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## THE EFFECT OF THE TRANSFORMATION OF THE CONCEPT OF “MASS ENTREPRENEURSHIP AND INNOVATION” EDUCATION IN COLLEGES AND UNIVERSITIES ON THE IMPROVEMENT OF PATIENTS WITH COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF STRATEGIC MANAGEMENT

Hongbin Huang

*Nantong University, Nantong 226019, China*

**Background:** In the process of social and economic development, China is gradually realizing transformation and becoming an innovative country. Therefore, the demand for innovative talents is also rising. In China's education system, colleges and universities are one of the most important links, shouldering the important task of exporting high-quality talents for the society. Therefore, colleges and universities have gradually carried out “mass entrepreneurship and innovation” education in extracurricular teaching. “Mass entrepreneurship and innovation”, that is, innovation and entrepreneurship education, is a new educational concept put forward by China in recent years in order to be in line with international standards, keep up with the pace of the times and cultivate innovative talents. Innovation and

entrepreneurship education aims to help students fully understand the current social enterprise business environment, entrepreneurial opportunities, entrepreneurial risks and enterprise development model. At the same time, help students fully understand the concept and characteristics of entrepreneurship, and effectively cultivate students' entrepreneurial awareness and innovative spirit. Therefore, through innovation and entrepreneurship education, students' innovation awareness and entrepreneurship level can be improved, and high-quality innovative talents can be trained for the society, which is of great significance to students' personal development and the overall development of society. The integration of innovation and entrepreneurship education and professional education is an important way to cultivate students' professional ability, entrepreneurial ability and innovation ability under the current economic development trend, and can provide more opportunities for students' future development. However, at present, there are many problems in the integration of innovation and entrepreneurship education and professional education in colleges and universities, which need only one step of improvement.

Individual cognition involves many abilities, such as memory ability, judgment ability, thinking ability, perception ability and so on. Individual cognitive process is to encode, operate, extract and use external things and input information. Individual cognitive function is a high-level activity of the cerebral cortex. When the human cerebral cortex is damaged, it may lead to specific cognitive impairment. The emergence of cognitive impairment often involves a variety of cognitive impairment. Patients with cognitive impairment have obstacles in many aspects, such as attention, memory, abstraction, computing power and so on. Generally, there is rarely a single state of impaired ability. When students have cognitive impairment, their learning ability will inevitably decline. Teachers are required to reform the teaching model to adapt to the learning characteristics and laws of students with cognitive impairment. From the perspective of psychology, the main reason for college students' cognitive impairment lies in the improvement of the difficulty of college education and the increase of the knowledge involved in college teaching, which has an impact on students' conventional cognition, resulting in cognitive impairment. In view of the current situation of college education, in view of the cognitive obstacles of college students, colleges and universities continue to improve the teaching system and teaching mode, and urge teachers to formulate teaching plans from the aspect of students' psychological cognition. However, it is undeniable that college students' cognitive impairment has gradually shifted from curriculum learning to daily life. In order to better alleviate college students' cognitive impairment, it is necessary to implement teaching management for college students.

**Objective:** College education is not only aimed at the improvement of students' professional level, but also a platform for planning students' future development. Therefore, it is of great significance to explore the "mass entrepreneurship and innovation" education in colleges and universities. In order to understand the specific teaching effect of "entrepreneurship and innovation" education, this study analyzes the development status of "entrepreneurship and innovation" education, and analyzes the changes of middle school students' cognitive impairment in the transformation of "entrepreneurship and innovation" education concept.

**Subjects and methods:** Taking the students of a university as the research object, this paper first makes statistics on the development history of "entrepreneurship and innovation" education in the University, and puts forward the transformation idea of "entrepreneurship and innovation" education in colleges and universities under strategic management from the perspective of strategic management. 44 students with different degrees of cognitive impairment in colleges and universities were randomly selected and divided into mild cognitive impairment group, moderate cognitive impairment group and severe cognitive impairment group according to the degree of cognitive impairment. The idea of changing the concept of "mass entrepreneurship and innovation" education in colleges and universities under strategic management was applied to students' daily education, and the changes of cognitive impairment scores of students with cognitive impairment before and after teaching were analyzed.

**Results:** The evaluation of cognitive impairment of students with cognitive impairment is shown in Table 1. The degree of cognitive impairment of students is divided by 0-10. 0 indicates no cognitive impairment and 10 indicates complete cognitive impairment. The results show that with the change of the concept of "entrepreneurship and innovation" education in colleges and universities under strategic management, the scores of students' cognitive impairment evaluation show a downward trend, and the evaluation changes in the severe cognitive impairment group are the most obvious.

**Table 1.** Changes of students' cognitive impairment scores

Project	Before intervention	After intervention	<i>P</i>
Light	3.1	1.9	<0.05
Moderate	6.4	2.6	<0.05
Severe	8.9	2.8	<0.05



**Conclusions:** College students' innovation and entrepreneurship development education is an important work of colleges and universities. At the same time, how to alleviate students' cognitive impairment on this basis is of great significance. The research takes students with cognitive impairment as the research object, puts forward the transformation strategy of "mass entrepreneurship and innovation" education concept based on strategic management, and analyzes the changes of students' cognitive impairment under the influence of the strategy. The results show that the transformation strategy of "mass entrepreneurship and innovation" education concept of strategic management can significantly affect students' cognitive impairment and promote students' growth.

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## RESEARCH ON THE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FOR REBELLIOUS PSYCHOLOGICAL COUNSELING OF COLLEGE STUDENTS UNDER THE NEW SITUATION

Zhipeng Yu<sup>1</sup>, Siying Zhu<sup>2</sup>, Yunsheng Lu<sup>1</sup> & Zhiwu Chen<sup>1</sup>

<sup>1</sup>Hunan First Normal University, Changsha 410000, China

<sup>2</sup>Hunan Normal University, Changsha 410000, China

**Background:** The meaning of rebellious psychology is that the considerable external environment in which the individual lives is contrary to its subjective concepts and ideas, and it is a psychological activity that occurs. Mental states of routine and external environmental constraints. Rebellious psychology generally appears in the growth process of young people, and college students, as a group with immature mental and social experience, will also encounter rebellious psychology more in their study and life.

Ideological and political education is an important part of the educational concept of the comprehensive development of colleges and universities. It is a teaching of cultivating socialist successors according to the needs of the country for talents and the needs of students themselves. The teaching content is mainly ideal and belief education, patriotism education, ethics education and all-round development education. The current ideological and political education of college students is facing a new situation, mainly including the new situation of social development, the new situation of educational reform and the new characteristics of contemporary college students. The ideological and political education of many schools' lacks understanding and learning of these new situations. At the same time, college students themselves have been impacted by the current social multiple values and some unhealthy ideological trends. These factors lead to the rebellious psychology of college students for the ideological and political education that is deviated from their actual situation. The manifestations of this kind of rebellious psychology mainly include blind resistance to ideological and political education, psychological planning of teachers of ideological and political education, and rejection of the content of ideological and political education. For this kind of rebellious psychology, it is necessary to improve the ideological and political education in colleges and universities according to the characteristics of the current new situation and the renewal of contemporary college students, so as to improve the teaching effect of ideological and political education and guide the rebellious psychology of college students.

**Objective:** Exploring the improvement methods of ideological and political education in colleges and universities under the new situation, and experimenting with the improved ideological and political education methods can better ease the rebellious psychology of college students to ideological and political education.

**Subjects and methods:** A total of 260 college students with similar psychological conditions and other baseline data were selected, and they were randomly divided into two groups of equal numbers. One group used the traditional ideological and political education model as the control group, and the other group was used as the experimental group. An improved ideological and political education model. After a period of ideological and political education, the two groups of students were evaluated for their rebellious psychological conditions.

**Research design:** The duration of the ideological and political education experiment is 2 months, and the research subjects are tested on the reverse psychological condition before the start of the teaching, after the end and during the teaching process. The reverse psychological test scale used in the research is a self-written reverse psychological evaluation scale. The significance of the scale Ballte sphere test is less than 0.01, and its reliability and validity also reach the applicable level. It can be used for the measurement and analysis of college students' reverse psychology.

**Methods:** Relevant data were calculated and counted using Excel software and SPSS20.0 software.

**Results:** The reverse psychological test scores of the experimental group and the control group before and after the ideological and political teaching experiment are shown in Table 1. It is not difficult to see that there is not much difference in the rebellious psychology of the two groups of students before the teaching, but after the teaching, the students in the experimental group are greatly relieved compared with before the teaching, while the control group is not much different from before the experiment. The comparison between groups showed that the students' reversal psychological score in the experimental group was significantly lower than that in the control group after the teaching ( $P < 0.05$ ).

**Table 1.** Reverse psychological scores of the two groups of students

Group	Before teaching	After teaching
Experience group	3.24	2.68
Control group	3.32	3.208
<i>t</i>	0.395	2.863
<i>P</i>	0.807	0.021

**Conclusions:** The emergence of rebellious psychology in students' growth and study life is unavoidable. Excessive rebellious psychology may have a negative impact on college students' study, life and life development. Therefore, schools should pay attention to the rebellious psychology of college students in ideological and political education in colleges and universities. And carry out reasonable intervention and dredging. The study found that the ideological and political education model considering the rebellious psychological counseling path of college students can effectively guide the rebellious psychology of college students, and the teaching model has the potential to be practical and popularized.

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## THE EFFECT OF UNIVERSITY LIBRARY MANAGEMENT INNOVATION ON READERS' BEHAVIOR OBSTACLES UNDER BEHAVIORAL PSYCHOLOGY

Cuiyun Li

*Qufu Normal University, Rizhao 276800, China*

**Background:** Behavioral psychology is an important part of psychological research. Behavioral psychology analyzes individual behavior and emphasizes that researchers can only observe individual behavior objectively. Behavioral psychology believes that the basis of individual behavior is individual response, and multiple individual responses can constitute behavior. It is also believed that the psychological changes of human behavior and behavior will also occur under the influence of psychological activities. Psychologists divide the views of behavioral psychology into four categories. First, behavioral psychology believes that in the psychological research of individuals and groups, the spiritual consciousness is not accurate, and the expression of behavior is people's real psychology. The second point is that the significance of psychology is to predict and control individual behavior through psychological intervention. The third point is that in the research of psychology, we should not examine the individual's heart subjectively, but judge the individual's behavior psychology from an objective point of view. Fourth, behavioral psychology believes that people's psychological state can be divided into congenital and acquired. Congenital is the inevitable factor brought by heredity, acquired is the operable psychology caused by environmental changes, and human behavior is influenced by acquired. Behavior disorder refers to the obvious abnormality of individual behavior and activity, which is the result of various psychological process disorders. There are many reasons for individual behavior disorders. According to the performance of patients, they are generally divided into psychomotor inhibition and psychomotor excitement. Psychomotor excitement also refers to behavioral excitement. Patients generally show an increase in behavior and action. Psychomotor inhibition refers to a significant reduction in patients' actions and behaviors. If this situation affects daily life and work, it is morbid.

University library management is an important part of university management, which is of great significance to the psychological intervention of college students and the construction of spiritual civilization. Humanism takes people as the core of management and emphasizes the important position of people in management. To carry out the management reform of university library Based on humanistic thought, the library should first strengthen the attention to the readers' psychological emotion, provide

targeted improvement services for readers, enhance the two-way interaction between the library and readers, and make the service quality of the library more fit the readers' psychological needs. When readers use the equipment and facilities of the library for the first time, readers may be unfamiliar with the use and operation of retrieval equipment, resulting in the problem of low efficiency of information retrieval, which is difficult to meet the needs of readers. Therefore, the library should strengthen the cultivation of information literacy, enhance readers' personal information retrieval ability through various information equipment operation training, and further optimize readers' library service experience.

**Objective:** To study and analyze the characteristics of the use and service objects of university library, explore the reading and behavior characteristics of university library readers with behavior barriers, analyze the impact of university library management reform on behavior barrier readers, and analyze the direction and path of university library reform, hoping to provide help to improve the reading experience of behavior barrier readers and promote the progress and innovation of university library management mode.

**Subjects and methods:** This study uses the method of correlation analysis to explore the relationship between the management reform of university library and readers' behavior barriers, and uses regression analysis to study the impact of the management reform of university library on the reading experience of readers with behavior barriers, so as to provide reference for alleviating readers' behavior barriers. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables. The study also uses the way of comparative analysis to understand the impact of university library management reform on readers' behavior disorder, compares the behavior disorder of readers before and after the reform, and discusses the therapeutic significance of university library management reform on readers' behavior disorder.

**Results:** The comparison results of behavior disorder scores of readers with behavior disorder before and after the management reform of university library are shown in Table 1.

**Table 1.** Comparison of behavioral disorder scores of readers with behavioral disorders before and after the reform

Test dimension	Before reform	After reform
Male	4.3	1.6
Female	4.2	1.3

**Conclusions:** Based on behavioral psychology and humanistic thought, colleges and universities should reform the traditional library management mode and system, and strengthen the humanity of university library management by improving the attention to readers' reading behavior and psychological experience. The management reform of university library under humanistic thought can effectively improve readers' reading perception, help readers with behavior disorders alleviate the symptoms of behavior disorders, and improve the sense of library use experience of patients with behavior disorders.

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## RESEARCH ON THE INFLUENCE OF APPLIED COMPUTER COURSE TEACHING MODE ON COLLEGE STUDENTS' COGNITIVE PSYCHOLOGY

Xiaofeng Shang

*City Institute, Dalian University of Technology, Dalian 116600, China*

**Background:** The generation of cognition is the expression of the heart and an ecological rational thought. It emphasizes that people's cognitive psychology has limitations, and this limitation has adaptability at the same time. Cognitive adaptability can help individuals make correct decisions in the face of multiple choices. Cognitive psychology believes that individual cognition is a kind of memory performance, which is the process of brain processing and receiving information. At the same time, it believes that individual cognition can help language listening, understanding and production. Based on psychological knowledge, cognitive psychology theory absorbs the essence of modern information theory, cybernetics and other advanced theoretical achievements, and analyzes the process of individual psychological change from the perspective of experiment and information processing. Cognitive psychology takes human input and output activities as the research object, analyzes the internal psychological changes between human input and output activities, infers the psychological activities behind them from the

observable input and output phenomena, and probes into human cognitive psychological process from the outside and inside. Cognitive psychology believes that human cognitive process is the process of responding to external stimuli. Human cognition of knowledge or information goes through individual processing and storage, and finally stimulates individual sensory organs and enters individual memory. Cognitive psychology also emphasizes the enthusiasm of individuals in information search and processing. Individuals use strategies to actively search for information, process, store and express it.

With the development and progress of social economy, the application scope of computer technology is more and more extensive, and the computer industry has higher and higher requirements for the quality of talents. The computer industry is eager for applied technical talents. The new talent market environment requires colleges and universities to actively adjust their talent training mechanism, provide more high-quality technical talents for the computer industry, establish the training concept and mechanism of applied computer professionals, combine computer theory teaching with practice, and promote the improvement of professional adaptability of talents. The promotion of the reform of application-oriented and computer teaching mode is different from the general vocational training education. On the basis of high-quality undergraduate education, integrate the vocational practical training, and establish a modern vocational undergraduate education and teaching mode of application-oriented computer specialty. On the basis of ensuring the comprehensive quality level of talents, the applied computer course education mode strengthens the cultivation of students' practical professional skills, helps students improve their practical ability and practical problem-solving ability through technical application practice in various channels and ways, and promotes the improvement of students' comprehensive professional skills.

**Objective:** From the perspective of cognitive psychology, the research analyzes the cognitive psychological characteristics of students in the process of professional learning, and explores the impact of the teaching mode and system of applied computer course on students' cognitive psychology. Through the analysis of college students' cognitive psychological activities, taking students' computer course learning as the starting point, this paper analyzes the correlation between the applied computer professional course education mode and students' cognitive psychology, hoping to provide help to promote the efficiency and level of computer professional course education in colleges and universities, and promote students' professional skills, knowledge learning and cognitive psychological level.

**Subjects and methods:** Based on the 2021 college teaching quality evaluation report of a city, the research obtains the statistical data of college computer teaching quality evaluation from the evaluation report, understands the current situation of college computer teaching, and analyzes the changes of college computer teaching mode in recent years. Combined with the evaluation report data, this paper analyzes the development status of the teaching mode reform of computer specialty in colleges and universities, collects the problems existing in the current computer course teaching and the implementation of teaching reform in colleges and universities, and puts forward the implementation direction and path of applied computer specialty course education reform in colleges and universities. The research explores the actual implementation effect of the applied computer course teaching reform through the reform pilot, analyzes the internal relationship between the applied computer course teaching reform and students' cognitive psychology, and understands the impact of the teaching reform on students' cognitive psychology.

**Results:** The changes of students' cognitive psychological scores before and after the reform of applied computer teaching mode are shown in Table 1.

**Table 1.** Changes of students' cognitive psychological scores before and after the reform of applied computer teaching Mode

Test dimension	Before reform	After reform
Social cognition	1	3
Self-cognition	1	4
Others cognition	2	4

**Conclusions:** The promotion of the reform of teaching mode of applied computer course can effectively promote students' practical mastery of professional skills and knowledge, and help students exercise their professional skills in sufficient practical opportunities. The reform of teaching mode of applied computer course improves students' computer theoretical level and practical ability through organized and planned teaching arrangement, and promotes the comprehensive improvement of college students' cognitive psychology in social cognition, self-cognition and others' cognition.

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## THE INFLUENCE OF THE CONSTRUCTION OF TALENT TRAINING QUALITY STANDARD IN APPLIED UNDERGRADUATE COLLEGES AND UNIVERSITIES ON COLLEGE STUDENTS' PSYCHOLOGICAL QUALITY

Haibo Jiang\* & Yihuo Jiang

*Dongguan City College, Dongguan 523419, China*

**Background:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. In the cultivation of college students' psychological quality, ideological and political education in colleges and universities is a widely used intervention means. However, from the teaching time, it can be seen that ideological and political education in colleges and universities can have little intervention effect on the talent training plan in applied undergraduate colleges and universities. The reason is that the psychological changes in college talent cultivation are due to the influence of scientific research projects. Therefore, how to intervene the psychological quality of college students is of great significance.

In order to promote the talent training of college students, aiming at the improvement of college students' psychological quality, some studies have proposed to formulate the quality standard of talent training in colleges and universities, and the importance of the quality standard of talent training in colleges and universities has been emphasized in the research. In the application-oriented undergraduate colleges and universities, the school pays more attention to the practical application ability of students, that is, in the daily education and training of colleges and universities, the attention and training of students' practical ability costs a lot of practice. From the perspective of China's educational development, applied undergraduate colleges and universities carry out curriculum design and class hour arrangement according to the talent needs in social development. Therefore, the talent training quality standard of applied undergraduate colleges and universities has its own characteristics. In the formulation of talent training quality standards in applied undergraduate colleges and universities, colleges and universities continue to emphasize the need to meet the needs of social talents to formulate teaching standards, and require teachers and students to meet the standard quality. However, it is undeniable that if the quality standard of talent training formulated by colleges and universities is too high for students, students will not be able to achieve it, which will also lead to a certain degree of psychological problems. In order to solve the students' psychological problems in the talent training of applied undergraduate colleges and universities, this paper studies and constructs the formulation scheme of talent training quality standards in applied undergraduate colleges and universities, so as to help college students improve their psychological quality.

**Objective:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Aiming at the talent training of application-oriented undergraduate colleges and universities, this paper constructs the talent training quality standard of application-oriented undergraduate colleges and universities, formulates the scheme, and evaluates the correlation between the scheme and the cultivation of students' psychological quality.

**Subjects and methods:** Taking an application-oriented university as an example, 500 students were selected for empirical investigation, and the psychological emotions of all students in college learning were counted, including anxiety, depression, positive learning psychology and positive life psychology. The influencing factors of students' psychological emotions were determined by fuzzy evaluation method. Based on the influencing factors of students' psychological emotion, this paper constructs a talent training quality standard formulation scheme in applied undergraduate colleges and universities, applies the scheme to students' daily learning, and evaluates students' psychological changes during teaching.

**Results:** The impact of the perfection and rationality of talent training quality standards in applied undergraduate colleges and universities on students' anxiety, depression, positive learning psychology and positive life psychology is shown in Table 1, with 0-4 points indicating no impact to complete impact.

**Table 1.** The influence of talent training quality standard on psychological quality in colleges and universities

Content	Anxious	Depressed	Learning positive psychology	Positive psychology of life
Perfection	4	3	4	3
Rationality	4	4	3	4

**Conclusions:** The cultivation of college students' psychological quality is the key factor to promote students' long-term development. Therefore, it is very important to put forward the strategy of cultivating students' psychological quality. Taking Application-oriented undergraduate colleges and universities as an example, this paper analyzes the current situation of students' psychological quality, and puts forward the quality standard of talent training in colleges and universities, so as to improve students' psychological quality and ability. The results show that students' anxiety, depression, positive learning psychology and positive life psychology are significantly affected by the perfection and rationality of talent training quality standards in colleges and universities. The above results show that in the talent training of application-oriented undergraduate colleges, the formulation of talent training quality standards based on students' psychological quality education is feasible, which can help students establish a good psychological system and promote their development.

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## INFLUENCE MECHANISM OF LEISURE SPORTS TRAINING ON RELIEVING TEENAGERS' NEGATIVE EMOTIONAL PRESSURE

Chenyang Zou\*, Xiaoxiao Hu & Le Huang

*Nanchang University College of Science and Technology, Gongqing 332020, China*

**Background:** Psychological stress generally refers to a psychological reaction when a person's environment and events are more threatening than his ability to deal with. When the body is stimulated by the outside world and the individual is in a comprehensive state of tension for a long time due to unpleasant life experience or difficult to deal with complex stress events, it may endanger the individual's mental health, resulting in psychological stress. The individual's social environment, family background, self-feelings, interpersonal relationships and other factors will have an impact on the individual's psychological state. Their personal personality characteristics and life attitude will also affect the changes of individual spirit and emotion. The individual's own health, the setbacks and conflicts faced in life experience, the stimulation of social environment background and cultural life background to the individual and other aspects promote the individual to produce mental stress. Adolescence is a transitional stage from childish children to adult maturity. Teenagers are in the process of development and growth of ideas and ideas. Therefore, teenagers have high psychological and emotional sensitivity. When they can't meet their physiological and psychological needs, they are easy to produce strong psychological pressure and endanger teenagers' mental health. The psychological pressure of some teenagers is too strong, beyond the scope of individual self-regulation, which has had a serious impact on daily life and learning, resulting in a significant reduction in their quality of life. Appropriate tension and pressure can promote to some extent, but being under excessive tension and pressure for a long time will lead to the negative state of teenagers for a long time, which is not conducive to the healthy growth and development of teenagers.

Physical exercise is physical exercise. It refers to the purposeful and planned physical exercise activities on the basis of following the scientific law of sports, so as to promote people's physical and mental health development, enhance individual physique and enrich personal life. Leisure physical exercise can help people form good exercise habits, maintain regular body vitality, exercise the body's cardiopulmonary function and core function through appropriate amount of exercise, exercise individual muscle strength on

the basis of optimizing physical quality and maintain a good physical level. And leisure physical exercise can also improve the function of human digestive system and respiratory system, promote the growth and development of human bones and muscles, and prevent some diseases to a certain extent. In addition to the optimization of body function, leisure physical exercise can also promote the development of mental and spiritual health. Through sports training, it can help individuals eliminate mental fatigue and maintain a positive mental state, so as to improve learning and work efficiency.

**Objective:** The research comprehensively analyzes the function of leisure physical exercise, analyzes the impact of leisure physical exercise on improving teenagers' mental health level, analyzes the therapeutic effect of leisure physical exercise on teenagers' negative emotional pressure, and expects to put forward a new exercise promotion scheme for teenagers' mental health through research and analysis, so as to alleviate teenagers' negative emotional pressure.

**Subjects and methods:** Through the analysis of the mental health level and physical exercise status of teenagers in China, this study understands the mental health level and negative emotional pressure of teenagers, grasps the needs and problems of teenagers' physical exercise, deeply excavates the relationship between teenagers' physical exercise and the quality of mental health, and opens up new development ideas for improving teenagers' mental health level. Using the method of comparative experiment and stratified cluster sampling, 20 middle school students in three grades of a middle school were selected for the experiment. The subjects took 30-60 minutes of physical exercise every day for one month. The psychological stress level of the subjects was evaluated every 5 days, and the changes of the stress level of the subjects during the experiment were counted.

**Results:** The changes of stress level test scores of teenagers before and after the experiment are shown in Table 1. After one month of physical exercise intervention, the physical quality and mental health level of teenagers have been significantly improved.

**Table 1.** Changes of stress level test scores of adolescents before and after the experiment

Factor	Pressure effect	Emotional change	Physical condition
Before experiment	1	2	1
After the experiment	3	3	4

**Conclusions:** As a positive way of physiological assistance, leisure physical exercise can effectively resist individual psychological tension, help alleviate psychological pressure, and establish a self-protection mechanism in appropriate sports. And high-intensity sports training can reduce the level of individual perceived pressure, reduce individual psychological stress response, and enhance individual tolerance to pressure and frustration. Physical exercise can also enhance college teenagers' sense of self-confidence and self-confidence in organized and regular exercise activities, eliminate teenagers' interpersonal sensitivity through interactive physical exercise, help teenagers eliminate bad emotions such as psychological anxiety, and promote teenagers to have positive and optimistic emotions.

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## MITIGATION EFFECT OF HUMAN-COMPUTER INTERACTION ON PEOPLE WITH COGNITIVE IMPAIRMENT IN IMAGE PROCESSING

Qiyu Wang

*Shandong Institute of Petroleum and Chemical Technology, Dongying 257061, China*

**Background:** Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brains intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a kind of mental disease. In psychiatry, cognitive impairment is identified as ideological cognitive impairment and perceptual deficit disorder. At the same time, from the perspective of psychology, cognitive impairment is a kind of psychological problem, which is obtained after the psychological impact of patients. In clinical medicine, it is considered that the generation of cognitive impairment is the brain injury caused by the stimulation or external environment. The brain is the part that controls human activities. The impairment of brain cognitive function will lead to people's inability to accurately judge the external information they receive. In psychiatric research, the treatment of cognitive impairment mainly depends on the long-term efficacy of drugs. The treatment brought by drugs is limited,

which can only alleviate individual cognitive impairment to a certain extent, and drugs have side effects. Long-term use will bring all kinds of unpredictable consequences. However, some psychiatrists have suggested that cognitive impairment, as an ideological disorder, can effectively cultivate the cognitive ability of patients with cognitive impairment through thinking and cognitive reconstruction. Thinking and cognitive reconstruction is the use of psychological induction to educate and cultivate patients with cognitive impairment, including reshaping the world outlook of patients with cognitive impairment, re-understanding things and events, etc. In the modern society with the continuous development of society, people are more likely to have cognitive impairment under the influence of the external environment. Therefore, how to effectively alleviate and treat patients with cognitive impairment in different fields is of great significance.

With the advent of the intelligent era, a variety of intelligent products are emerging, among which human-computer interaction products, as the representative of intelligent products, have attracted more and more public attention. So far, human-computer interaction is mainly used in the field of education and social services. In the field of education, human-computer interaction can help students consolidate their daily knowledge. At the same time, some studies have shown that human-computer interaction products designed based on image processing technology can also help students alleviate negative psychological and mental diseases to a certain extent. Through in-depth discussion, it is found that the mechanism of human-computer interaction products in alleviating cognitive impairment is to bring human-computer interaction experience to students and improve the frequency of students' daily social communication. Moreover, the human-computer interaction products optimized by image processing technology can change their interactive content according to the psychological feelings of interactive individuals. In the face of people with cognitive impairment, the human-computer interaction products can change the educational content in real time according to the psychological needs of people with cognitive impairment, so as to achieve the purpose of alleviating anxiety in the period. Therefore, exploring the emotional changes of people with cognitive impairment under the influence of human-computer interaction products can effectively provide reference for higher education, and alleviate students' psychological barriers by increasing the interaction between people with cognitive impairment and human-computer interaction products, in order to provide direction for the development of higher education and science and technology in China.

**Objective:** Individual cognitive impairment in social development is the key factor hindering the development of people. Therefore, in order to promote the harmonious development of society, the research proposes to apply human-computer interaction products under image processing technology to the alleviation of cognitive impairment. The research first explores the development status of cognitive impairment in social development, and then analyzes the application effect of human-computer interaction in the mitigation of cognitive impairment.

**Subjects and methods:** Taking 500 residents of a community as the research object, the degree and process of cognitive impairment of all objects were evaluated, and the number of people with cognitive impairment was selected. The human-computer interaction products under image processing technology were applied to the intervention of cognitive impairment mitigation. The intervention time was 5 months. The degree of students' cognitive impairment was measured at 1, 2, 3, 4 and 5 months after the intervention. Finally, the differences of students' cognitive impairment scores before and after the intervention were counted. All data were analyzed by SPSS24.0 software for statistical analysis to evaluate the differences of students' cognitive impairment before and after intervention.

**Results:** The mitigation effect of human-computer interaction behavior of human-computer interaction products under image processing technology on patients with cognitive impairment is shown in Table 1.

**Table 1.** Changes of people with cognitive impairment under the intervention of human-computer interaction products

Group		Before intervention	After intervention	<i>P</i>
Gender	Male	8.74	4.32	<0.05
	Female	8.91	4.67	<0.05
<i>P</i>		>0.05	>0.05	-

**Conclusions:** The cognitive impairment of social people is an important factor hindering individual development. How to alleviate the cognitive impairment of people in social development is a problem closely concerned by all sectors of society. The research applies the human-computer interaction products under image processing to the mitigation of cognitive impairment, and analyzes the impact of human-computer interaction on cognitive impairment. The results show that for people with cognitive impairment of different genders, human-computer interaction products based on image processing



technology can effectively alleviate cognitive impairment in the early stage and play an obvious positive role in individual development.

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## RESEARCH ON THE NECESSITY OF STRICTLY IMPLEMENTING CIVIL AND COMMERCIAL LAW TO ALLEVIATE THE ANXIETY OF INSURANCE CUSTOMERS

Yang Lv

*Guizhou Minzu University, Guiyang 550000, China*

**Background:** With the continuous development of the economic market, property management in the economic market has been paid more and more attention. However, under the background of economic development, the types of business handling in the insurance industry are increasing, which brings about the upsurge of psychological negative emotions of insurance customers, especially the change of anxiety. From the perspective of psychology, anxiety is produced by individuals after being affected by the outside world. Under the influence of the environment, individual psychological tolerance decreases, making them more prone to anxiety. Anxiety has always been one of the important mental health problems concerned by all sectors of society. In psychology, the treatment of anxiety is usually hypnosis or verbal stimulation. In the process of hypnosis, psychologists will urge patients to enter deep sleep by means of hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. Many studies have pointed out that in the psychological relief of insurance customers' anxiety, the effect of psychological treatment is gradually reduced. The main reason is that the anxiety of insurance customers is not only psychological trauma, but also continuously affected by the environment. Therefore, it is urgent to find more effective psychological relief strategies.

In the management of economic market, civil and commercial law plays a key role. Civil and commercial law includes civil law and commercial law. Civil law changes according to the changes of commodities in the economic market, and commercial law is a means of protecting interests in market transactions. Generally speaking, in economic market transactions, civil and commercial law can effectively safeguard personal rights and interests. Therefore, civil and commercial law can also play an obvious role in the business handling of insurance industry. In insurance transactions, the anxiety of customers is due to the weak psychological tolerance of individuals on the one hand, and the inability to judge the interests of the insurance industry after the transaction on the other hand. Therefore, the change of economic environment in the transaction process will further aggravate the anxiety of customers. In view of this, the study attempts to analyze the correlation between the civil and commercial law and the anxiety psychology of insurance customers, and analyze the mitigation effect of strict implementation of the civil and commercial law on the anxiety psychology of customers, so as to evaluate the necessity of the implementation of the civil and commercial law, in order to provide a good development direction for the economic market.

**Objective:** To understand the current situation of customer anxiety in insurance transactions, analyze the effect of strict implementation of civil and commercial law on customer anxiety in insurance transactions, and evaluate the importance and necessity of customer anxiety in insurance transactions.

**Subjects and methods:** 570 customers who handled insurance business in a city from August 2021 to December 2021 were randomly selected, and all customers were given anxiety scores to determine their anxiety before and after handling insurance business. 210 of 570 customers were randomly selected for intervention experiment. The intervention means was to explain the relevant contents of civil and commercial law in detail after the customer's insurance business was handled, and point out the interest protection role of civil and commercial law in the transaction. At the same time, by giving examples to illustrate the effect of civil and commercial law, analyze the change of anxiety of 210 customers after the insurance business was handled, and compare the difference of anxiety score between them and customers who did not use the civil and commercial law in detail.

**Results:** The analysis of the psychological anxiety of insurance customers participating in the test is shown in Table 1. Table 1 shows that the average psychological anxiety score of customers after handling in the insurance industry shows an increasing trend, indicating that business handling improves the psychological anxiety of customers. After the intervention of 210 clients, their psychological anxiety scores decreased significantly, which was significantly different from the intervention clients ( $P < 0.05$ ).

**Table 1.** Changes of psychological anxiety of insurance customers

Project	Business handling		Intervene	
	Before handling	After handling	Presence intervention	No intervention
Zone 1	59.33±2.31	67.11±2.28	44.36±1.87*	64.45±1.37
Zone 2	57.39±2.17	67.34±2.21	44.82±1.83*	66.18±1.33
Zone 3	58.82±2.39	64.10±2.44	42.32±1.77*	61.45±1.43

Note: \* indicates the difference between customers with and without intervention ( $P < 0.05$ ).

**Conclusions:** In order to alleviate the transaction anxiety in the economic market, the research takes the psychological anxiety of customers in insurance business handling as the research object, and realizes the psychological intervention by expressing the effect of strict implementation of civil and commercial law to customers. The psychological anxiety score of customers shows that the psychological anxiety score of customers increases after business handling because customers do not know the benefits brought by the transaction results. After explaining the effect of civil and commercial law, after some customers understand their own interest protection mechanism, the psychological anxiety score decreases significantly, and there is a significant difference between customers and material intervention customers, which is statistically significant. Therefore, in order to maintain the development of the economic market and encourage individuals to participate in transactions, we should fully explain the importance and effectiveness of civil and commercial law to individuals, so as to alleviate individual transaction anxiety, so as to promote the good development of the economic market.

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## A STUDY ON THE PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS IN RETURNING HOME AND STARTING A BUSINESS UNDER THE REVITALIZATION OF RURAL AREAS

Yuming Luo

*Luoyang Institute of Science and Technology, Luoyang 471023, China*

**Background:** In 2018, the state put forward the important strategy of “five revitalizations”, emphasized the importance of rural industry revitalization in national development, and pointed out that rural industry revitalization requires scientific overall planning from the top-level design to ensure the implementation of rural revitalization strategy. The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. As the main strategy of China’s current development, the “Rural Revitalization” strategy has been paid more and more attention by all sectors of society. In the “Rural Revitalization” strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China’s “Rural Revitalization” is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help of China’s relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside.

Anxiety is a kind of comprehensive negative emotion, which refers to the tension and anxiety caused by individuals’ excessive worry about the future and destiny. When individuals subjectively predict the pressure and threat they will face, and it is difficult to find countermeasures quickly, individuals may have a variety of psychological states such as anxiety, tension and panic. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. In recent years, with the acceleration of social and economic development, the social employment situation is becoming increasingly severe, the talent market is saturated, and the problem of difficult employment of college students is also highlighted. On the other hand, the proposal of college enrollment expansion policy in recent years has also led to a sharp increase in the number of college graduates, further increasing the employment difficulty of college students. Under this social situation, many college students bear strong employment anxiety, and feel nervous and uneasy about the future employment prospects at the stage of college study. College students’ psychological preparation for employment during graduation is insufficient. In the face of employment competition, they

may have employment anxiety, mental tension, fear and panic. In serious cases, this Employment anxiety will directly affect the daily life and study of college students, which is not conducive to the job hunting and employment of college students.

**Objective:** The research analyzes the employment situation of college students, discusses the psychological problems of college students in employment and entrepreneurship, and takes the employment anxiety of college students as the starting point to explore the role of college students' returning home and entrepreneurship in alleviating the psychological anxiety of college students' graduation and employment under the background of rural revitalization. The research analyzes the correlation between college students' psychological anxiety and returning home entrepreneurship, excavates the effect of college students' returning home entrepreneurship in solving college students' employment problems and alleviating college students' employment anxiety, expects to put forward new solutions to alleviate college students' employment anxiety, provide data support for promoting college students' active returning home entrepreneurship, encourage college students to return home entrepreneurship and promote rural revitalization.

**Subjects and methods:** Through the analysis of college students' employment anxiety, this study understands the degree of college students' anxiety about their own employment prospects, grasps the mental health level of contemporary college students, and discusses the causes of college students' employment anxiety. This study uses Pearson correlation coefficient to analyze the correlation between the employment psychological anxiety level of college students and returning home for entrepreneurship, discusses the potential relationship between the mitigation of employment anxiety of college students and returning home for employment and entrepreneurship, understands the action point of returning home for entrepreneurship to alleviate college students' employment psychological anxiety through correlation analysis, and puts forward new solutions to the employment anxiety of college students, open up a new development direction for the difficult employment of college students. It also compares the employment anxiety level of returning college students before and after entrepreneurship, and explores the role of returning college students' entrepreneurship in alleviating college students' psychological anxiety about graduation employment.

**Results:** The statistical results of employment anxiety of college students before returning home to start a business are shown in Table 1. The employment anxiety of college students shows certain differences in grades. With the approaching of employment period, the employment anxiety of college students gradually increases.

**Table 1.** Statistical results of employment anxiety of college students before returning home to start a business

Survey object	Freshman	Sophomore	Junior	Senior
Employment direction	3.47	3.46	4.02	4.47
Employment mode	3.10	3.13	4.01	4.35

**Conclusions:** The employment problem of college students is serious, which leads to the employment anxiety of many college students, and seriously affects their daily life and study. The employment problem of college students is the key issue of people's livelihood. In order to alleviate the employment anxiety of college students, college students should actively expand the forms of employment and entrepreneurship, explore employment ideas, actively respond to the national call and return home to start a business, so as to realize self-employment, alleviate the employment anxiety of college students and promote the improvement of college students' mental health level.

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## THE INFLUENCE OF PSYCHOLOGICAL ANXIETY OF RETURNING ENTREPRENEURS ON ENTREPRENEURIAL QUALITY UNDER THE BACKGROUND OF RURAL REVITALIZATION

Huiping Nie<sup>1,2</sup>

<sup>1</sup>*Business School, Hunan Women's University, Changsha 410004, China*

<sup>2</sup>*College of Economics and Management, Hunan University of Arts and Science, Changde 415000, China*

**Background:** Anxiety refers to the tension, anxiety and other emotions caused by an individual's

excessive worry about safety, future and destiny. Individual anxiety includes anxiety, tension, panic and other psychological states. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. In recent years, with the accelerating speed of social and economic development and the changing social situation, the problem of college students' employment has gradually appeared. In recent years, the proposal of college enrollment expansion policy has also led to a sharp increase in the number of college graduates, further increasing the employment difficulty of college students. Under this social situation, many college students bear strong employment anxiety, and feel nervous and uneasy about the future employment prospects at the stage of college study. On the other hand, the university stage is an important stage for the formation of college students' outlook on life, values and world outlook. Many college students' ideas are not mature and their grasp of the employment situation and their own ability is not accurate enough, which makes some college students fall into employment anxiety, worry too much about their future development direction, fall into fear and anxiety about employment choices, and affect their daily life.

In 2018, the state put forward the important strategy of "five revitalizations", emphasized the importance of rural industry revitalization in national development, and pointed out that rural industry revitalization requires scientific overall planning from the top-level design to ensure the implementation of rural revitalization strategy. The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. As the main strategy of China's current development, the "rural revitalization" strategy has been paid more and more attention by all sectors of society. In the "rural revitalization" strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China's "rural revitalization" is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help of China's relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside. Returning entrepreneurs are one of the important driving forces of the rural revitalization strategy. Returning entrepreneurs can effectively introduce high-quality talents and resources and promote the development and progress of rural economy.

**Objective:** This study analyzes the psychological anxiety of returning entrepreneurs in the process of entrepreneurship, and explores the psychological process of the transformation of returning entrepreneurs' anxiety about employment development and entrepreneurship success. Taking the psychological anxiety of returning entrepreneurs as the starting point, this paper analyzes the impact of psychological anxiety of returning entrepreneurs on their entrepreneurial quality under the background of rural revitalization. The research analyzes the correlation between the psychological anxiety of returning entrepreneurs and the quality of returning entrepreneurs, explores the impact of returning entrepreneurs' psychological anxiety on their entrepreneurial quality, and hopes to put forward new solutions to alleviate the psychological anxiety of returning entrepreneurs, provide reference for promoting high-quality talents to actively return to their hometown and help returning entrepreneurs achieve entrepreneurial success. Promote rural economic development.

**Subjects and methods:** By analyzing the psychological anxiety of returning entrepreneurs in the process of entrepreneurship, this study understands the degree of anxiety of returning entrepreneurs about their own development prospects, grasps the psychological health level of returning entrepreneurs, and discusses the causes of psychological anxiety of returning entrepreneurs. The study uses Pearson correlation coefficient to analyze the correlation between the psychological anxiety of returning entrepreneurs and the quality of returning entrepreneurs, explore the potential relationship between them, understand the impact of returning entrepreneurs' psychological anxiety on their entrepreneurial quality through correlation analysis, and put forward new solutions to the problem of returning entrepreneurs' psychological anxiety.

**Results:** The statistical results of psychological anxiety of returning entrepreneurs are shown in Table 1. Returning entrepreneurs generally have high psychological anxiety.

**Table 1.** Statistical results of psychological anxiety of returning entrepreneurs

Survey object	Male	Female
Success anxiety	3	4
Crisis anxiety	4	4

**Conclusions:** Returning entrepreneurs are faced with unknown future and destiny in the process of

entrepreneurship. The fear of their own development will inevitably lead to a certain degree of psychological anxiety. Appropriate psychological anxiety will help entrepreneurs actively deal with the difficulties and challenges they encounter, but excessive psychological anxiety will affect the entrepreneurial quality of entrepreneurs and have a negative impact on their entrepreneurial development.

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## THE INFLUENCE OF THE WORKING MODE OF GRASS-ROOTS PARTY CONSTRUCTION IN COLLEGES AND UNIVERSITIES ON THE THINKING LOGICAL OBSTACLES OF STUDENT PARTY MEMBERS

Yi Luo

*Zhejiang Industry & Trade Vocational College, Wenzhou 325000, China*

**Background:** Thinking is the reaction and generalization of human brain to objective things. Individual thinking includes image, logic and epiphany. Among them, logical thinking is an advanced form of thinking. Logical thinking refers to a way of thinking formed by individual judgment and reasoning in the process of cognition. It is an abstract response to objective reality. It has strong abstract characteristics and reveals the essential attributes of things. There are three main reasons why individuals cannot grasp the connotation and logical attributes of things, which are the core of the concept and logical attributes of things. Due to the lack or interference of the representation of things, students may also have thinking logic obstacles. The reconstruction of the image of objective things in the process of individual cognition of things fails, and the correct image of things is not established in their mind. It is difficult for the representation to connect the connotation of things with the representation, thus forming thinking logic obstacles. And in the process of cognitive understanding of things, individuals can not establish a reasonable thinking model, which may also lead to thinking logic obstacles. On the one hand, the emergence of thinking logic obstacles slows down the growth of students, on the other hand, it inhibits the improvement of students' expression ability. According to the research results of psychology, the mechanism of the influence of students' thinking logic disorder on their expression ability is to hinder the growth of relevant brain tissues of students, lead to students' deviation in problem interpretation, and then affect students' expression ability.

In the process of students' growth, their ideological cognition is also in a state of continuous growth. In the growth of students' ideological cognition, they receive a variety of information. However, the study found that among many students, some students' ideological cognition will deviate. The reason is that in the process of constructing students' ideological logic system, the complex system composed of different external information will affect students' cognitive judgment. Colleges and universities undertake the dual tasks of talent training and knowledge innovation. On the other hand, colleges and universities also have important social service responsibilities. Therefore, the development of grass-roots party construction in colleges and universities is of great significance to the development of colleges and universities and social progress. The development of grass-roots party construction in colleges and universities is of great value to help student party members strengthen their faith in the impact of knowledge and thought. Under the new situation, the development of grass-roots party construction can effectively promote student party members to strengthen their ideals and beliefs, establish correct and reasonable cognitive judgment, and help student Party members solve the problem of thinking logical obstacles.

**Objective:** This paper analyzes the current situation of grass-roots party construction in colleges and universities, explores the problems existing in the existing grass-roots party construction in colleges and universities, puts forward a new mode of grass-roots party construction in colleges and universities, and establishes a new working mode of coordinated development of grass-roots party affairs construction and ideological and political education in colleges and universities under the new situation, so as to help colleges and universities improve the ideological and political height of talent training. To provide a group of high-quality talents for the development of the party's cause and the prosperity and progress of the country. Organically integrate the ideological and political education of college student party members with the construction of party affairs, promote the quality of Ideological and political education in colleges and universities, and guide college student party members to develop positive life values and ideological character.

**Subjects and methods:** The research adopts the way of reform pilot and comparative analysis to explore the impact of the reform of the working mode of grass-roots party construction in colleges and universities on the thinking logic obstacles of students, try out the new working mode of Party Construction in a college, carry out the reform pilot of the new working mode of grass-roots party construction in colleges and universities, and analyze the changes of the thinking logic obstacles of student party members under the new working mode. It also reviews and analyzes the thinking logic obstacles of student party members under the traditional working mode, compares and analyzes the thinking logic obstacles of student party members under the traditional mode and the new working mode, and explores the impact of the reform of grass-roots party construction working mode on students' thinking logic obstacles in colleges and universities.

**Results:** The thinking and logic obstacles of student party members before and after the reform of the working mode of Party building at the grass-roots level are shown in Table 1. Under the new working mode, the scores of students' thinking and logic obstacles decreased significantly.

**Table 1.** The thinking logic obstacles of student party members before and after the reform of the working mode of Party building at the grass-roots level

Time	Score
Before reform	4.14
After reform	1.26

**Conclusions:** Adjusting and optimizing the working mode of grass-roots party construction in colleges and universities can effectively promote the improvement of political consciousness of student party members and the promotion of party affairs in colleges and universities. Through the coordinated development of Ideological and political education and party affairs construction of college student party members, correct the wrong ideas of student party members, guide student party members to plan their own future development from a correct perspective, improve the enthusiasm of student party members for learning and life, help student party members to stand firm in the complex ideological flood, and alleviate the thinking logic obstacles of student party members.

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## ANALYSIS OF THE IMPACT OF COLLEGE ENGLISH EDUCATION AND TEACHING REFORM RESEARCH ON STUDENTS' LEARNING ANXIETY BASED ON FLIPPED CLASSROOM

Jingtao Liu<sup>1,2</sup> & Yanan Zhang<sup>1\*</sup>

<sup>1</sup>*School of Foreign Languages, Heze University, Heze 274015, China*

<sup>2</sup>*Faculty of Languages and Communications, Universiti Pendidikan Sultan Idris, Tanjong Malim 35900, Malaysia*

**Background:** Anxiety symptoms of college students refer to the negative psychology that occurs when the group is faced with stimuli such as stressful factors, uncertain factors or a sense of crisis in their study and life. College students with excessive anxiety may have corresponding symptoms both psychologically and physiologically, and their daily life will also be affected. The typical manifestations of anxiety in students are depression or large fluctuations, unwillingness to actively communicate, paranoia, and irregular life. In severe cases, dizziness, nausea and even self-harm may occur. The negative psychological states and emotions related to foreign language teaching in schools, which are produced by college students in the face of the unique learning process of foreign languages, are defined as foreign language learning anxiety. Some studies have found that students' foreign language learning anxiety is negatively correlated with foreign language performance. If the foreign language learning anxiety of college students is too serious, it may lead to the decline of their English learning performance. English teaching in colleges and universities should pay appropriate attention to the foreign language learning anxiety of college students and prepare means of intervention.

Flipped classroom is a teaching mode that is completely different from traditional teaching methods and concepts. The proposal and application of this mode are based on the progress of information technology. The definition of flipped classroom is that in teaching, teachers make video explaining the course content and key knowledge, and students learn and test online outside class time, and then go to the classroom and ask for advice on the premise that they have basic knowledge and questions about the knowledge. Teachers

and discuss with them. This teaching mode improves the efficiency of classroom learning, can effectively train students' divergent thinking and critical thinking, and improve students' communication skills. As a subject that attaches great importance to accumulation, the traditional teaching mode of English teaching only through classroom teaching is often unable to satisfy all students. Therefore, by flipping the classroom and turning the classroom into a scene of teacher-student communication, on the one hand, it can improve learning efficiency. On the one hand, it can also effectively train students' English application ability and effectively consolidate English knowledge.

**Objective:** To study whether the reform of the flipped classroom model of college English teaching has a greater impact on college students' foreign language learning anxiety than the traditional model, and to explore whether this effect can be used to alleviate college students' foreign language learning anxiety.

**Subjects and methods:** Find 280 college students with obvious foreign language learning anxiety problems and similar basic conditions from a university, and divide them into two equal groups, one of which receives flipped classroom English teaching, and the other group receives traditional English teaching, to analyze and compare the foreign language learning anxiety of the two groups of college students.

**Study design:** The duration of the teaching experiment is one month. Before and after the experiment, tests and interviews were used to evaluate the foreign language learning anxiety of the two groups of students. After the experiment, statistical analysis was used to explore whether the flipped classroom had an advantage over the traditional model. The psychometric tool used in the study is the Foreign Language Learning Anxiety Scale (FLCAS), which is comprehensive in four dimensions: communication comprehension, test anxiety, fear of negative evaluation, and other anxiety.

**Methods:** Relevant data were calculated and counted using Excel software and SPSS20.0 software.

**Results:** Table 1 shows the *P*-value analysis of the learning anxiety assessment results of students who received flipped classroom education before and after experimental teaching. The students in this group improved in all four dimensions compared with those before teaching, and the improvement in all three dimensions except other anxiety was statistically significant ( $P < 0.05$ ).

**Table 1.** The impact of flipped classroom on foreign language learning anxiety

Item	Communication apprehension	Test anxiety	Fear of negative evaluation	Other kinds of anxiety
<i>P</i>	0.032	0.048	0.007	0.112

**Conclusions:** Language learning anxiety is a kind of anxiety that is not uncommon for foreign language learners, but when the level of language learning anxiety is too high, it will affect the learning efficiency and communication ability of foreign language learners. Most of the current college students have the need to learn English, so schools should pay attention to students' language learning anxiety and give appropriate interventions to students who need help. The research explores the influence of the flipped classroom model on the language learning anxiety of college students. The results show that the flipped classroom model can better relieve students' foreign language learning anxiety problems than the traditional model, and it can remarkably improve three of the four dimensions of foreign language learning anxiety.

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## RESEARCH ON THE INFLUENCE MECHANISM OF ENTREPRENEURIAL ENVIRONMENT ON COLLEGE STUDENTS' ENTREPRENEURIAL PERFORMANCE BASED ON PSYCHOLOGY

Xi Zhao<sup>1\*</sup>, Xuan Lin<sup>1</sup>, Mengyao Chen<sup>1</sup> & Sadaf Mahmood<sup>2</sup>

<sup>1</sup>Hefei University, Hefei 230601, China

<sup>2</sup>Government College University Faisalabad, Faisalabad 38000, Pakistan

**Background:** With the advancement of the process of economic and social development, the popularization rate of higher education in China is increasing, and the scale of fresh college graduates is expanding year by year, showing a rising trend. The increase of the number of competitors leads to the increasingly severe employment situation of college students, the huge pressure of the labor market, and college students are facing the problem of employment difficulties in the graduation season. In recent years, the state has put forward the development direction of "mass entrepreneurship and innovation", encouraging college students to actively change their outlook on employment, promote employment with

entrepreneurship and expand the employment scope of college students. However, the entrepreneurship rate and success rate of college students are generally low, and there are many problems in college students' entrepreneurship. It is required to analyze and explore the influencing factors of college students' entrepreneurship, and put forward corresponding improvement countermeasures on this basis to help college students increase the success rate of entrepreneurship. Among the many factors affecting college students' entrepreneurial success, entrepreneurial environment is an important background factor. College students' entrepreneurial environment includes related entrepreneurial policies, financing environment, social culture and other factors.

The quality of the entrepreneurial environment will directly affect the psychological stress state of college students' entrepreneurs. College students generally have psychological anxiety in the process of entrepreneurship, and a good entrepreneurial environment can effectively alleviate the psychological anxiety of college students' entrepreneurs, have a chain impact on the entrepreneurial performance of college students' entrepreneurship, and promote the improvement of entrepreneurial performance of college students' entrepreneurs. In the process of entrepreneurship, entrepreneurship anxiety is a common psychological emotion among college students' entrepreneurs. Anxiety refers to the tension, anxiety and other emotions caused by an individual's excessive worry about safety, future and destiny. Individual anxiety includes anxiety, tension, panic and other psychological states. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. Appropriate entrepreneurial anxiety can effectively promote college students' entrepreneurs to actively face and solve the difficulties encountered in the entrepreneurial process, but excessive entrepreneurial anxiety will have a serious negative impact on the entrepreneurial performance of college students' entrepreneurs, make college students' entrepreneurs fall into anxiety, affect the decision-making of college students' entrepreneurs in the entrepreneurial process, and reduce the entrepreneurial quality and performance of college students' entrepreneurs.

**Objective:** The research analyzes the influencing conditions of college students' entrepreneurs, explores the impact of entrepreneurial environment on college students' entrepreneurial process, takes the entrepreneurial psychological anxiety state of college students' entrepreneurs as the starting point, and analyzes the internal mechanism of entrepreneurial environmental factors on college students' entrepreneurs' psychological anxiety and entrepreneurial performance, so as to analyze the impact of entrepreneurial environmental factors on college students' entrepreneurial performance from the perspective of psychology. Research and analyze the impact mechanism of entrepreneurial environment on college students' entrepreneurial performance, hoping to provide help to promote college students' entrepreneurial success and alleviate college students' entrepreneurial anxiety in the process of entrepreneurship.

**Subjects and methods:** The study uses the method of correlation analysis to explore the correlation between entrepreneurial environmental factors and college students' entrepreneurial psychological anxiety and entrepreneurial performance, and analyzes the relationship between college students' entrepreneurial psychological anxiety and their entrepreneurial quality and performance, so as to explore the potential relationship between entrepreneurial environment and college students' entrepreneurial performance. Through correlation analysis, this study understands the influence mechanism of entrepreneurial environment on college students' entrepreneurial performance, puts forward new ideas to improve college students' mental health level and entrepreneurial performance, and analyzes the value and significance of entrepreneurial environment factors in college students' entrepreneurial process. To explore the relationship between college students' entrepreneurial environment, psychological anxiety and entrepreneurial performance, and explore the correlation between college students' entrepreneurial environment and entrepreneurial performance.

**Results:** The correlation analysis results between different entrepreneurial environmental factors and entrepreneurial anxiety of college students' entrepreneurs are shown in Table 1.

**Table 1.** Results of correlation analysis between different entrepreneurial environmental factors and entrepreneurial anxiety of college students' entrepreneurs

Project	Entrepreneurial anxiety	Entrepreneurial success anxiety	Entrepreneurial crisis anxiety
Relevant entrepreneurship policies	-0.482	-0.536	-0.497
Financing environment	-0.391	-0.441	-0.436
Society and culture	-0.314	-0.267	-0.314

**Conclusions:** With the advent of the new era, the number of college students participating in entrepreneurial activities is gradually increasing, and the anxiety of college students in entrepreneurship



will seriously affect their entrepreneurial achievements. Therefore, based on college students' psychology and psychology as the theoretical basis, this study analyzes the impact of college students' entrepreneurial environment on students' psychology, and evaluates students' entrepreneurial performance. The results show that college students' entrepreneurial environment has a significant impact on students' psychology, and different entrepreneurial environments will lead to changes in entrepreneurs' psychological anxiety. The above results show that in the entrepreneurial activities of college students, their entrepreneurial environment is the main factor affecting their entrepreneurial performance, and the main mechanism affecting students' entrepreneurial performance is to affect students' entrepreneurial anxiety. Therefore, in order to improve students' entrepreneurial performance, we can alleviate students' entrepreneurial anxiety by changing the entrepreneurial environment, so as to promote the development of entrepreneurship.

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## THE EFFECT OF THE SOUL OF PACKAGING DISPLAY DESIGN OF CULTURAL AND CREATIVE PRODUCTS ON CONSUMERS' PSYCHOLOGICAL WILL

Shenghe Cheng\* & Yifeng Zheng

*Jinling Institute of Technology, Nanjing 211169, China*

**Background:** Consumer psychology is an important branch of psychology. Taking the phenomenon of people's psychological activities in the process of consumption as the research object, this paper studies and analyzes the psychological characteristics and laws of psychological activities of consumers in their daily purchase behavior. The theory of consumer psychology takes the consumer's consumption activities as the research starting point, and analyzes the law of consumer behavior through the grasp of consumer psychology, so as to provide psychological theoretical reference for businesses to design business strategies. Consumer psychology is the psychological activity produced by consumers in the process of consumption, including the psychological feelings and experiences of consumers in observing goods, searching goods, contacting goods, choosing goods and purchasing goods. Consumer psychology generally includes four kinds: conformity, seeking differences, comparison and realism. Under the influence of conformity psychology, consumers tend to consume blindly, that is, they have no own ideas and determine whether they consume by relying on the information of the number of buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them.

Aesthetics, practicability and other factors are the conditions of cultural and creative products that consumers will consider when purchasing cultural and creative products. The value of cultural and creative products has an important relationship with the product itself and packaging. The visual communication effect of product packaging design directly affects consumers' first impression of cultural and creative products. Designers convey their ideas and ideas to consumers through the visual communication and appearance design of cultural and creative products, attract consumers' attention and increase consumers' desire to buy cultural and creative products. On the other hand, the packaging design of cultural and creative products is also a channel to show the information of cultural and creative products. Excellent packaging design of cultural and creative products can effectively transmit the characteristic information of cultural and creative products, bring beautiful sensory experience to consumers and promote the trade efficiency of cultural and creative products. The packaging design of cultural and creative products needs to express the information of cultural and creative products and attract the attention of consumers as the design premise, beautify the appearance packaging of cultural and creative products through pattern design, color matching, shape change and other ways, so as to make consumers have a deep visual impression and help consumers quickly understand the characteristic information of cultural and creative products. Effective packaging design can promote consumers' cognition of cultural and creative products, establish a

good product impression in consumers' hearts, and increase the number of potential users of cultural and creative products.

**Objective:** From the perspective of consumer psychology, the research explores the characteristics and change laws of consumer psychological activities behind consumers' purchase behavior, studies the packaging design of cultural and creative products, combines the packaging design of cultural and creative products with consumers' purchase behavior and psychology, and puts forward the design strategy of cultural and creative products according to consumers' purchase behavior psychology. The research analyzes the relationship between consumers' purchase behavior psychology and the packaging design of cultural and creative products, hoping to provide reference for optimizing the packaging design of cultural and creative products from the perspective of consumer psychology.

**Subjects and methods:** The research use the method of correlation analysis to analyze the correlation between the packaging design of cultural and creative products and the psychology of consumers' purchase behavior, understand the potential relationship between the packaging design of cultural and creative products and consumer behavior, and optimize the packaging design of cultural and creative products from the perspective of consumer psychology. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables.

**Results:** The comparison results of consumers' purchase intention before and after the packaging design optimization of cultural and creative products are shown in Table 1. After the packaging design optimization of cultural and creative products, consumers' purchase intention of cultural and creative products has increased significantly.

**Table 1.** Comparison results of consumers' purchase intention before and after packaging design optimization of cultural and creative products

Survey object	Before optimization	After optimization
Purchase intention	2.21	4.15

**Conclusions:** From the perspective of consumer psychology, optimizing and adjusting the packaging design of cultural and creative products can effectively improve consumers' impression and purchase desire of cultural and creative products, and realize the effective improvement of the sales efficiency of cultural and creative products. The packaging design of cultural and creative products can enhance the appeal and sense of design of the packaging of cultural and creative products through concrete or conscious graphic design, so as to help promote the consumption behavior. On the other hand, the packaging design of cultural and creative products can start with color design and use consumers' sensitivity to color to promote consumption.

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## STUDY ON THE EFFECT OF PHYSICAL EXERCISE ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Xiang Li

*Suqian University, Suqian 223800, China*

**Background:** It refers to the situation that it is difficult to predict the individual's future when they are faced with a variety of subjective anxiety and anxiety. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. University campus is the epitome of society. College students need to face a variety of interpersonal scene requirements on campus. College students have strong interpersonal and communication skills. However, most college students in China are only children, and their family life is relatively closed and restrained, so they are shy and introverted. A long time alone leads to the low ability of these college students to deal with problems in interpersonal communication and cannot form a normal interpersonal relationship, which makes college students prone to psychological anxiety in the face of interpersonal communication and communication. On the other hand, with the improvement of social and economic level, the connivance of parents to students in modern society is increasing day by day. Some parents spoil students too much, resulting in students' low psychological pressure resistance and fragile psychological defense line. Therefore, when students leave their families for collective life, they are prone

to problems with low willpower and emotional control in the face of difficulties and setbacks, and are troubled by negative emotions such as psychological anxiety in the process of problem solving.

Physical exercise is physical exercise. It refers to the purposeful and planned physical exercise activities on the basis of following the scientific law of exercise, so as to promote people's physical and mental health development, enhance individual physique and enrich personal life. Physical exercise can exercise individual muscle strength on the basis of optimizing physical quality and maintain a good physical level. And physical exercise can also improve the function of human digestive system and respiratory system, promote the growth and development of human bones and muscles, and prevent some diseases to a certain extent. As a positive way of physiological assistance, physical exercise and physical learning can effectively resist individual psychological tension, help alleviate psychological pressure, and establish a self-protection mechanism in appropriate sports. And high-intensity sports training can reduce the level of individual perceived pressure, reduce individual psychological stress response, and enhance individual tolerance to pressure and frustration.

**Objective:** Through the analysis of the mental health level and physical exercise status of college students in China, this study understands the mental health level of college students, grasps the physical exercise needs and problems of college students, deeply excavates the relationship between physical exercise and psychological anxiety relief, and opens up new development ideas for improving the mental health level of college students. This study makes a comprehensive analysis of China's traditional physical exercise, analyzes the impact of China's traditional physical exercise on alleviating college students' psychological anxiety, and hopes to put forward a new physical exercise intervention scheme to alleviate college students' psychological anxiety and promote the improvement of college students' psychological health quality.

**Subjects and methods:** This study uses the method of correlation analysis to analyze the relationship between college students' mental health level and physical exercise, discusses the potential relationship between college students' mental health problems and traditional physical exercise, understands the action point of traditional physical exercise on greatly improving college students' mental health quality through correlation analysis, and puts forward new ideas for improving college students' mental health level. This study uses correlation analysis to explore the relationship between traditional physical exercise and college students' interpersonal sensitivity, psychological pressure resistance and psychological anxiety, and deeply excavate the impact of traditional physical exercise on college students' mental health.

**Results:** The statistical analysis results of college students' psychological anxiety level are shown in Table 1. College students' psychological anxiety is generally high, and college students' psychological anxiety in academic, personal development, employment and interpersonal aspects is high.

**Table 1.** Statistical analysis results of psychological anxiety level of college students

Survey object	Freshman	Sophomore	Junior	Senior
Academic anxiety	2	2	3	2
Developmental anxiety	3	4	3	4
Employment anxiety	4	3	3	4
Interpersonal anxiety	3	4	4	3

**Conclusions:** Regular physical exercise can help people form good exercise habits, maintain the vitality of the body, exercise the cardiopulmonary function and core function of the body through appropriate amount of exercise. In addition to the optimization of body function, physical exercise can also promote the healthy development of psychology and spirit, and help individuals eliminate mental fatigue and maintain a positive mental state through sports training, so as to achieve the purpose of improving learning and work efficiency. On the other hand, as a way of sports that requires full-time investment, physical exercise can effectively help college students shift their attention to life difficulties, help students release their inner pressure in physical exercise, and alleviate the psychological anxiety of college students.

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## RESEARCH ON THE INFLUENCE OF PSYCHOLOGICAL ADJUSTMENT OF VOCAL MUSIC COURSE ON STUDENTS' MENTAL HEALTH

Li Wang<sup>1,2</sup>

<sup>1</sup>Zhoukou Vocational and Technical College, Zhoukou 466000, China

<sup>2</sup>Bangkok Thonburi University, Bangkok 10700, Thailand

**Background:** When others, society and other external factors produce adverse stress stimulation to individuals, individuals may have more serious psychological pressure. When individuals cannot adapt well to the stress state, there will be the problem of psychological imbalance, resulting in a series of negative emotional performance. Individuals need to vent their negative emotions reasonably and guide them in time, otherwise they are prone to psychological disorders and other psychological diseases, which will affect the level and quality of individual mental health. Nowadays, the world is in an era of high civilization and scientific and technological development. The competition for talents is fierce. College students are facing the social competition of the survival of the fittest. The pressure from family, environment and other aspects leads to the increasingly prominent mental health problems of college students. Under the stimulation of social development, contemporary college students also bear the multiple effects of negative factors in the campus environment and family environmental pressure. They are very prone to mental health problems. The mental health level of college students is not optimistic. On the other hand, the development of college students' psychological quality is not yet mature, and the level of their psychological quality such as psychological pressure resistance is not high. In the face of difficulties and setbacks, some college students may shrink back from difficulties, fall into negative emotions such as psychological anxiety and panic, and affect their daily life and study.

Music assisted therapy is a common method of assisted therapy for psychological problems in psychology, and music psychological education is also the most accepted psychological education mode for students. With the help of the strong emotional appeal of music, music psychological education regulates students' emotional changes and promotes the improvement and consolidation of students' psychological quality. Music psychological education stimulates the nervous system in students' cerebral cortex through beautiful and pleasant music melody, so as to make students have psychological resonance with music, so as to help students relieve pressure, relax and eliminate anxiety. In music education, vocal music teaching is one of the most common teaching contents. Through the intervention and guidance of vocal music singing education, we can give full play to the psychological adjustment function of college music education, improve students' musical and artistic quality in music education, alleviate students' psychological anxiety, improve the mental health level and quality of college students, and promote the all-round development of college students' comprehensive quality.

**Objective:** Through the analysis of the characteristics and current situation of vocal music education in colleges and universities, and combined with the analysis of the current situation of students' mental health, this paper explores the impact of vocal music education in colleges and universities on students' mental health. Through the correlation analysis between college vocal music education and students' mental health, the research expects to use the characteristics of music soothing people, intervene and treat college students' psychological problems and psychological trauma through music therapy, relieve college students' negative psychological emotions, help students cultivate positive psychological state and improve the mental health level of college students.

**Subjects and methods:** The research analyze the current situation of vocal music education in colleges and universities, understands the problems existing in vocal music education in colleges and universities, collects college students' opinions and suggestions on vocal music education, and explores the impact of vocal music education reform on students' mental health. The research adopts the method of stratified cluster random sampling, and randomly selects two classes from each of the four grades of a university for comparative experiments to verify the effect of college vocal music education on students' psychological adjustment and intervention. During the comparative experiment, the students in the experimental group received vocal music course teaching, and the learning time of vocal music course every week was no less than 4 hours, while the students in the control group maintained the original life and learning mode, maintained the original teaching arrangement and progress, and the experiment lasted for 3 months.

**Results:** The review results of the mental health level of college students are shown in Table 1. The mental health level of college students is generally poor.

**Table 1.** Review results of mental health level of college students

Survey object	Freshman	Sophomore	Junior	Senior
Anxious	4	3	3	4
Depressed	3	3	4	3
Interpersonal sensitivity	3	4	3	4
Obsessive compulsive symptoms	3	3	2	3

**Conclusions:** Using vocal music education to intervene and treat college students' mental health problems can effectively alleviate college students' negative emotions such as psychological anxiety, improve college students' overall psychological function through the empathy and assimilation function of music, and guide college students to deal with life and study with positive emotions. The intervention and adjustment function of vocal music course can not only help college students establish a healthy psychological model, but also stimulate the physiological system, regulate the cardiovascular, cerebrovascular, endocrine and other systems of the human body, make the human body system achieve balance, and promote the physical and mental health development of college students.

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## RESEARCH ON THE CORRELATION BETWEEN COLLEGE STUDENTS' MENTAL HEALTH EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Hongxia Xu

*Dongchang College of Liaocheng University, Liaocheng 252000, China*

**Background:** The government and society always pay attention to the education quality level of higher education, including professional knowledge and skill education and mental health education for college students, and require college students to achieve comprehensive development in professional, psychological and physical quality. As a key link, college students' mental health education is directly related to the overall promotion of higher quality education. Strengthening college students' mental health education can effectively help college students establish a good psychological mechanism and promote college students to establish a correct and mature outlook on life, values and world outlook. On the one hand, with the constant development of ideological and political education, colleges and universities need to adjust their ideological and political education system in time. On the other hand, with the continuous development of ideological and political education. Although the mode of ideological and political education in colleges and universities continues to improve, colleges and universities always put the correct guidance of Ideological and political education to students' consciousness in an important position, adhere to the principle of moral education first, and correctly guide students' moral personality and ideological consciousness through ideological and political education. The fundamental purpose of ideological and political education in colleges and universities is the same as that of mental health education.

In the new era of accelerating social development, anxiety has become a common emotional stress response. The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, resulting in damage to the social function of college students and anxiety. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on. There are many factors leading to college students' anxiety, which can be roughly divided into poor adaptability, improper handling of interpersonal relationships, academic pressure, employment pressure and so on. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, we need to find an effective way to alleviate students' negative emotions, and then treat psychological diseases such as anxiety and depression.

**Objective:** The research analyzes the educational characteristics of mental health education and ideological and political education, analyzes the internal relationship between mental health education and ideological and political education, and discusses the relationship between mental health education and ideological and political education from the impact and value of mental health education and ideological and political education on college students' mental health. Based on the analysis of the correlation between mental health education and ideological and political education, this study analyzes their role in the development of college students' mental health, hoping to provide reference for promoting the improvement of college students' mental health education and ideological and political education system, and help college students improve the quality and level of mental health.

**Subjects and methods:** This study uses Pearson correlation coefficient to analyze the correlation between college students' mental health education and ideological and political education, discusses the

potential relationship between college students' mental health education and ideological and political education, understands the impact of college students' mental health education and ideological and political education on college students' mental health through correlation analysis, and puts forward new ideas to improve the level of college students' mental health. This study uses correlation analysis to explore the relationship between college students' mental health education and ideological and political education in educational objectives and teaching modes, deeply excavates the correlation between college students' mental health education and ideological and political education, and analyzes the role of college students' mental health education and ideological and political education in college students' psychological intervention.

**Results:** The impact of college students' mental health education and ideological and political education on the development of college students' mental health is shown in Table 1.

**Table 1.** The influence of mental health education and ideological and political education on the development of college students' mental health

Test dimension	Psychological anxiety	Psychological depression
Mental health education	3.4	3.1
Ideological and political education	3.2	3.2

**Conclusions:** College students' mental health education and ideological and political education are important means of college students' psychological intervention. They have something in common in teaching objectives. The combination of college students' mental health education and ideological and political education can effectively reduce students' anxiety and depression and promote the cultivation of students' mental health. Therefore, in college education, colleges and universities need to make comprehensive use of ideological and political education and mental health education to provide a reference path for the positive development of students' values.

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## THE INFLUENCE OF THE TRAINING MODE OF ART DESIGN TALENTS WITH THE INTEGRATION OF INDUSTRY AND EDUCATION ON ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

Chen Yang<sup>1,2</sup>

<sup>1</sup>Zhoukou Vocational and Technical College, Zhoukou 466000, China

<sup>2</sup>Bangkok Thonburi University, Bangkok 10700, Thailand

**Background:** Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of impending death, sense of loss of control, sense of mental breakdown, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, vertigo, followed by generalized anxiety disorder. It is divided into mental anxiety, somatic anxiety and motor restlessness symptoms of nerves and muscles. From the perspective of progressive chemistry and neurology, the objective purpose of anxiety is to guide individuals to take measures quickly, such as urgently mobilizing various value resources or taking necessary actions, so as to effectively prevent the serious deterioration trend of the value characteristics of real or future things, so as to change the objective development direction of things and avoid danger or loss. Anxiety is divided into realistic anxiety and pathological anxiety. The former represents the emotional response caused by specific practical problems, while the latter refers to the uncontrollable tension and anxiety without specific reasons. Anxiety itself is a normal emotional reflection of human beings, but excessive anxiety or too weak anxiety will form emotional or physiological diseases.

On the one hand, the integration of industry and education is widely used in the teaching of engineering majors in higher education, and has a good effect in promoting students' employment, which is related to the purity of engineering majors and industries. For art design majors, due to the low purity of the industry, the wide range of knowledge involved in the learning content, the relatively vague correlation between

colleges and industries, and the high correlation between teaching achievements and students' individual psychological state, the integration of industry and education is more complex than that of engineering majors. On the other hand, because there are few jobs in art design major, most of the students in this major have a certain degree of employment anxiety. Therefore, this study attempts to integrate the production education integration education model into the talent training of art and design specialty, in order to explore its impact on students' employment anxiety.

**Objective:** To analyze the integration of production and education into the talent training of art and design specialty, and explore its impact on students' employment anxiety through social experiments and questionnaires, so as to provide some practical reference for improving the employment situation of art and design students in China and regulating the employment anxiety of this group in the future.

**Subjects and methods:** Collect domestic and foreign academic literature on anxiety disorder, employment anxiety and industry education integration, and summarize the appropriate industry education integration mode of art design specialty. Then a social experiment based on comparative experiment and SAS (Self-rating Anxiety Scale) questionnaire is designed to verify the effectiveness and feasibility of the proposed fusion model. 200 art and design majors who are willing to participate in the experiment and suffer from varying degrees of employment anxiety (judged by SAS evaluation results) were randomly selected from an art university in China as the research objects. The research objects were divided into intervention group and control group, with 100 people in each group. The intervention group was taught the integration of industry and education course according to the model proposed in this study, and the teaching process of the control group was not interfered. The experiment lasted for 6 months. After 6 months, SAS questionnaire survey was conducted on the two groups of students again. Note that in order to make the two results comparable, the teaching course contents of the two groups must be consistent.

**Results:** After the experiment, python2.0 programming language carries out statistical analysis on the effective questionnaire to obtain the SAS score data of students before and after the experiment, as shown in Table 1 note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05.

**Table 1.** SAS score data of two groups of students before and after the experiment

Investigation time	Intervention group	Control group	<i>t</i>	<i>P</i>
Before experiment	57.2 $\pm$ 2.3	57.4 $\pm$ 2.2	1.205	1.338
After the experiment	48.0 $\pm$ 2.4	56.9 $\pm$ 2.0	0.427	0.001
<i>t</i>	0.452	1.146	-	-
<i>P</i>	0.001	0.853	-	-

According to Table 1, there is no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After the experiment, the *P* value of *t*-test of SAS scores of the intervention group and the control group is 0.001, which is far less than the significance level. Specifically, the average SAS scores of the two groups are 48.0 and 56.9 respectively, the former is 8.9 lower than the latter, and the overall anxiety level of the intervention group is reduced.

**Conclusions:** Aiming at the problem of different degrees of employment anxiety among college students majoring in art and design, this study designed and carried out a teaching experiment based on questionnaire survey on the basis of analyzing and sorting out a large number of relevant literatures. The teaching experiment results show that there is no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After the experiment, the *P* value of *the t*-test of SAS scores of the intervention group and the control group is 0.001, which is far less than the significance level. Specifically, the average SAS scores of the two groups are 48.0 and 56.9 respectively, and the former is 8.9 lower than the latter. The experimental data show that the integration of industry and education is helpful to reduce the employment anxiety level of art and design students.

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## THE INFLUENCE OF TRADITIONAL MUSIC EDUCATION REFORM IN COLLEGES AND UNIVERSITIES ON STUDENTS' EMOTIONAL DISORDER

Jie Yang

Zhengzhou Preschool Education College, Zhengzhou 450099, China

**Background:** Affective disorder refers to a psychological disease that cannot control one's emotional expression by virtue of self-consciousness. Its main causes are family heredity, negative personality and social experience. The main symptoms of affective disorder include thinking running away, thinking retardation, psychomotor excitement or inhibition, manic state and depression. The manifestations of these symptoms are abnormal high mood and abnormal low mood. The causes of affective disorder mainly include genetic factors, personality characteristics, psychosocial factors and so on. The treatment methods of affective disorder are divided into two categories: western medicine treatment and life recuperation. The former is mainly through taking corresponding antidepressants and receiving professional psychotherapy, and the latter is mainly realized by adjusting patients' life, work and rest and diet structure.

Generally speaking, compared with other science and engineering and medical students, college music students have a more emotional way of thinking, and are more prone to emotional disorders under heavy academic pressure. Therefore, it is necessary to reform the traditional college music teaching mode, so as to alleviate or even solve the emotional disorders of music students and improve the mental health level of music students in China.

**Objective:** Through teaching experiments, teaching reform and other ways, to explore the method of alleviating the emotional disorder of music majors by adjusting the teaching content, and to verify its effectiveness, so as to provide some front-line reference materials for improving the mental health level of music majors in China.

**Subjects and methods:** Three representative music universities in terms of teaching scale, working capital and teaching staff were randomly selected from China, and then 400 students were selected from the three schools by stratified sampling method. They were tested by MMSE (Mini Mental State Examination) and SAS (Self-rating Anxiety Scale). According to the test results, 122 students with both affective disorder and learning anxiety were selected from 1200 students. The content of the reform is to strengthen the attention of the school management to music education, improve the music teaching system according to the actual teaching needs, improve teachers' teaching ability by improving teachers' welfare level and training quality, require teachers to change their teaching roles and make full use of advanced technology to assist teaching in the classroom. The teaching experiment lasted for 3 months. On the 7th, 30th and 90th days after the experiment, the 122 students were tested by MMSE and SAS respectively to prepare for the subsequent analysis of the changes in the severity of students' affective disorder and learning anxiety during the experiment.

**Results:** After all tests, SPSS23.0 was used makes statistical analysis on the experimental data to obtain the MMSE and SAS score data of students before and after the experiment, as shown in Table 1 note that all the measurement data in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting data are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Table 1.** Statistics of test results of research objects

Statistical time	MMSE	Sequential rate of change (%)	SAS	Sequential rate of change (%)
Before experiment	23.5 $\pm$ 1.4	-	62.3 $\pm$ 4.2	-
7th day after experiment	23.8 $\pm$ 1.6	1.28	61.8 $\pm$ 4.5	-0.80
30th day after experiment	25.3 $\pm$ 1.6	6.30	57.3 $\pm$ 2.9	-7.28
90th day after experiment	26.9 $\pm$ 1.3	6.32	55.0 $\pm$ 3.4	-4.01

As can be seen from Table 1, with the progress of the teaching experiment, the MMSE and SAS scores of the subjects gradually declined. To be specific, before the 7th day after the experiment, the mean MMSE and SAS scores of the subjects were 23.8 and 61.8 respectively, which were 1.28% and -0.80% different from the data before the teaching experiment. However, after the completion of the experiment (i.e., the 90th day after the experiment), the mean MMSE and SAS scores of the subjects were 26.9 and 55.0, respectively, which were 14.61% and -13.07% different from those before the experiment.

**Conclusions:** This study aims to reform the teaching mode of music major in view of the problem that some students suffer from emotional disorders under the traditional music education mode in colleges and universities. In order to test the effect of the reformed music teaching mode on alleviating students' affective disorder and learning anxiety, 122 students were selected from three domestic music colleges and universities as the research objects for teaching experiment. After the three-month teaching experiment, the statistical experimental data showed that before the 7th day after the experiment, the mean MMSE and SAS scores of the subjects were 23.8 and 61.8 respectively, which were 1.28% and -0.80% different from the



data before the teaching experiment. However, after the completion of the experiment (i.e., the 90th day after the experiment), the mean MMSE and SAS scores of the subjects were 26.9 and 55.0, respectively, which were 14.61% and -13.07% different from those before the experiment. The experimental results show that after the reform of music teaching, students' emotional disorders and learning anxiety severity has been significantly improved. However, due to the limited research time, there is no longer follow-up investigation on students this time, which is also the part that needs to be improved and paid attention to in the follow-up research.

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## VALUE ANALYSIS OF COLLEGE MUSIC EDUCATION REFORM ON COLLEGE STUDENTS' BEHAVIOR DISORDER UNDER EDUCATIONAL PSYCHOLOGY

Bing Zhang

*Zhengzhou Preschool Education College, Zhengzhou 450000, China*

**Background:** Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of educates and the teaching psychology of educators in the environment of receiving education. By studying the psychology of educates and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. Using the theoretical methods of educational psychology to study and optimize the problems existing in the teaching process will not only help to improve teachers' teaching ability and the ability to solve complex educational problems, but also help schools adjust teaching measures and management mode according to the research results, so as to improve the quality of education and teaching in schools. At present, the employment situation of music majors in China is not optimistic. At the same time, there are still some weaknesses in the music education system of domestic colleges and universities, such as single teaching mode and insufficient attention of teachers to students' learning and psychological state. Under the comprehensive effect of the above factors, some music majors suffer from behavioral disorders, that is, an individual behavioral disorder caused by psychological reasons. To solve the problem of behavior disorder of music majors, we can't rely on the government and schools alone. The key lies in the teachers and students. Their communication and interaction will play a very important role in alleviating the disease. Therefore, this study attempts to use the theoretical methods of educational psychology to put forward reform methods that can help alleviate the behavior disorders of music majors.

**Objective:** By studying the literature related to educational psychology, behavioral disorders and music teaching, to construct college music reform measures for the behavioral disorders of music majors, and to design and carry out expert investigation experiments to verify the effectiveness of these reform measures, so as to provide some useful references for improving the mental health level of music majors in China.

**Subjects and methods:** Collect and study the academic research materials on music teaching, educational psychology and behavioral disorders published at home and abroad in recent five years, and design some reform measures of college music students' education program that help to improve the behavioral disorders of music students, combined with the results of interviews with pedagogical experts. Then, 40 experts in education, psychology and behavior and front-line backbone music teachers in colleges and universities are selected from China to form an expert group, send the proposed reform suggestions to the expert group, ask them to give feedback on whether the opinions are reasonable and whether there are omissions, adjust the reform measures according to the feedback opinions, and then send them to the members of the expert group again to repeat the above steps. Until the opinions of the members of the steering expert group are reached. Finally, the members of the expert group are required to give their own evaluation of the positive impact of each opinion on students' behavior disorders. The evaluation level is divided into five categories: no impact, slight impact, general impact, obvious impact and full impact. In order to further refine the accuracy of the evaluation results, the five impact levels are arranged from small to large according to the impact degree, and are given five integer values of 1, 2, 3, 4 and 5 in turn.

**Results:** After the expert investigation experiment is completed, the final evaluation results of the expert group are obtained by statistics, as shown in Table 1.

The figures contained in each cell in Table 1 represent the number of people in the expert group who believe that the positive impact of the corresponding reform measures on the treatment of students' behavior disorders is the corresponding level. It can be seen from Table 1 that the expert group believes

that the two measures of “carrying out countermeasures and guidance activities for behavioral disorders” and “improving teachers’ psychological counseling ability” have the greatest positive impact on students’ behavioral disorders, followed by “paying attention to students’ learning and psychological state” and “providing psychological counseling services”, and the least impact is “expanding the teaching faculty”. The cumulative number of people whose impact level of the above measures selected by the expert group is higher than “general impact” is 30, 27, 20, 17 and 8 respectively.

**Table 1.** Final evaluation results of the expert group

Reform opinions	No effect	Slight impact	General impact	Obvious influence	Full impact
Pay attention to students’ learning and psychological state	3	6	11	14	6
Conduct behavior disorder countermeasure guidance activities	0	2	8	18	12
Provide psychological counseling services	1	7	15	12	5
Improve teachers’ psychological counseling ability	1	3	9	16	11
Expand the teaching staff	7	9	16	7	1

**Conclusions:** In order to alleviate the behavior disorder symptoms of some music majors, this study attempts to use the theoretical knowledge of educational psychology to put forward some corresponding educational program reform suggestions, and set up an expert group to adjust and evaluate the impact of the reform suggestions. After the consultation of the expert group, the statistical evaluation results found that the expert group believed that the two measures of “carrying out countermeasures and guidance activities for behavior disorders” and “improving teachers’ psychological counseling ability” had the greatest positive impact on students’ behavior disorders, followed by the two measures of “paying attention to students’ learning and psychological state” and “providing psychological counseling services”, and the smallest impact effect was “expanding the teaching faculty”. The cumulative number of people whose impact level of the above measures selected by the expert group is not lower than “obvious impact” is 30, 27, 20, 17 and 8 respectively. The results show that the reform measures designed by using the method of educational psychology are helpful to improve the behavior disorder of music majors.

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## ANALYSIS OF THE IMPACT OF EMPLOYEE ANXIETY ON HUMAN CAPITAL AND REGIONAL ECONOMIC GROWTH IN SHAANXI PROVINCE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Shuyun Bian

*Shanxi Institute of International Trade & Commerce, Xi’an 712046, China*

**Background:** Consumer psychology is an interdisciplinary subject composed of consumer economics and psychology. It is used to study various psychological changes and laws of psychological activities produced by consumers in consumption activities. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety symptoms of motor restlessness of nerves and muscles. At present, due to the impact of the epidemic, China’s domestic economic development speed has been significantly reduced. As a northwest inland province, Shaanxi Province has poor natural and agricultural resources, which has been more affected, resulting in the deterioration of the employment of enterprise employees in the province. In this economic and social environment, some enterprise employees in Shaanxi Province will inevitably have employment anxiety. They

will worry that their income quantity and stability cannot support their daily consumption and their families. Therefore, it is necessary to analyze the employment anxiety of enterprise employees in Shaanxi Province from the perspective of consumer psychology, and explore its impact on regional human capital and economic growth.

**Objective:** To understand the current situation of enterprise employees' employment anxiety in Shaanxi Province, and find out the causes of employees' employment anxiety and the impact degree of various causes through literature research and consulting experts, so as to provide some reference for alleviating enterprise employees' employment anxiety, improving employees' employment quality, and maintaining regional economic development and human capital stability.

**Subjects and methods:** Firstly, through visiting experts, field interview and investigation, we understand the overall situation of enterprise employees' employment anxiety in Shaanxi Province. Then 45 domestic human resource management experts, enterprise executives, consumption psychology professors and psychology professors were found to form an expert group. Then consult the expert group on the consumer psychology reasons for the employment anxiety of enterprise employees in Shaanxi Province and the evaluation of the impact of various reasons. After a round of consultation, collect the feedback results of the expert group, integrate and adjust them, and then send them to the expert group again for feedback until the expert group reaches an agreement. The level of influence degree can be divided into five categories: no influence, slight influence, general influence, obvious influence and full influence. In order to improve the accuracy of statistics, it is also necessary to quantify the degree of influence, that is, assign the above levels with five-digit integers of 1-5 in turn. Then, according to the results of expert consultation, this paper puts forward some constructive suggestions on improving regional economic growth and stabilizing regional human capital flow from the perspective of consumer psychology.

**Results:** After the expert group members reached an agreement, the statistical feedback results were obtained in Table 1.

**Table 1.** Final results of expert consultation

Reason	No effect	Slight impact	General impact	Obvious influence	Full impact
Worried about the mortgage	5	10	16	8	6
Fear of dismissal	1	2	8	20	14
Worried about falling income	2	5	9	18	11
Worried about rising prices	5	13	18	6	3

The numbers in the cells in Table 1 represent the number of people in the expert group who believe that the impact of corresponding reasons on employees' employment anxiety is at the corresponding level. It can be seen from Table 1 that the expert group believes that from the perspective of consumer psychology, "fear of dismissal" is the main reason for the employment anxiety of enterprise employees in Shaanxi Province, "fear of income decline" and "fear of housing loan failure" are also the reasons with significant influence degree, "fear of price rise" has the least influence degree, and the number of expert groups with the influence degree of "full influence" of the above reasons is 14, 11, 6 Three people.

**Conclusions:** In order to explore the employment anxiety of some enterprise employees in Shaanxi Province, this study adopts the expert survey method, selects experts from domestic psychology and human resource management to form an expert group, and consults the expert group about the consumer psychology causes of employment anxiety of enterprise employees in Shaanxi Province and the evaluation of the impact of various causes. According to the results of the expert survey, from the perspective of consumer psychology, the expert group believes that "fear of dismissal" is the main reason for the employment anxiety of enterprise employees in Shaanxi Province, "fear of decline in income" and "fear of insufficient housing loans" are also the reasons with significant impact, "fear of rising prices" has the least impact, and the number of expert groups with "full impact" of the above reasons is 14 respectively 11, 6, 3. Therefore, the study suggests that Shaanxi provincial government should increase policy support for enterprises with certain operational risks to ensure the income stability of employees in these enterprises, so as to alleviate the employment anxiety symptoms of employees in these enterprises.

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## ANALYSIS ON THE INFLUENCE OF EMPLOYEE ANXIETY ON THE FINANCING ABILITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN XIXIAN NEW AREA FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Qingna Cao

*Shanxi Institute of International Trade & Commerce, Xi'an 710000, China*

**Background:** Anxiety refers to negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety Somatic anxiety and motor restlessness of nerves and muscles. Consumer psychology is a branch of psychology that mainly studies the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits of consumer groups, marketing methods and consumer psychology. Consumer psychology is of great significance to improve brand awareness and promote enterprise development. Xi'an new area is the Seventh National New Area in China. It is located between the urban construction areas of Xi'an and Xianyang in Shaanxi Province. The regional scope covers 23 townships and sub district offices in 7 counties (districts) under the jurisdiction of Xi'an and Xianyang. It is the core area of Guanzhong Tianshui Economic Zone. It has obvious geographical advantages, good economic foundation, collection of educational and scientific talents, profound historical and cultural heritage and good natural ecological environment. It has the conditions and strength to accelerate development. However, in recent years, due to sustained COVID-19, Sino US trade war and the war between Russia and Ukraine, some employees in the Xixian new area have had different degrees of anxiety, which may have a negative impact on the financing ability of the enterprises themselves.

**Objective:** Through interviews, questionnaires and other means, from the perspective of consumer psychology, to study whether the financing ability of small and medium-sized enterprises in Xi'an new area will be affected by employees with anxiety. If the research results show that there is a correlation between the two, we can put forward some suggestions that can help alleviate employees' anxiety and indirectly improve the financing ability of enterprises.

**Subjects and methods:** From the small and medium-sized enterprises in Xi'an new area, 42 enterprises with roughly the same scale and similar main business were selected. Then conduct SAS (Self-rating Anxiety Scale) test to employees willing to participate in this study in these enterprises. According to the test results, 160 people with different degrees of anxiety symptoms and 40 people without anxiety symptoms were selected as the research objects. The anxiety level is classified according to the SAS score. Employees with scores lower than 50, 50-59, 60-69 and greater than 69 will be divided into four levels: no anxiety, mild anxiety, moderate anxiety and severe anxiety respectively. The anxiety level with the largest number of people in the enterprise will be regarded as the overall anxiety level of the enterprise. Then 10 experts in the field of domestic enterprise financing are invited to form an expert group, and they are required to score the financing ability of the selected enterprises according to the percentage system. Finally, the relationship between SAS scores of employees and corporate financing ability scores is statistically analyzed. In addition, all measurement type features in the study are displayed in the form of mean combined with standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05, and the significant correlation level of person analysis is set as 0.05.

**Results:** After the experimental data were collected, the effective data were entered into the computer and used AMOS22.0 for statistical analysis. See Table 1 for the statistical results.

**Table 1.** Correlation Analysis between enterprise financing ability and enterprise financing ability

Statistical items	No anxiety group	Mild anxiety group	Moderate anxiety group	Severe anxiety group
SAS score	42.6±3.2	54.2±3.7	63.3±4.1	76.0±3.8
Financing ability score	87.5±6.4	82.6±5.8	78.3±9.5	63.7±10.5
Financing capacity level	Good	Good	Commonly	Relatively bad

Note: If the average score of enterprise group financing ability is greater than 90 points, 80-90 points, 70-80 points, 60-70 points and less than 60 points, it will be classified as excellent, good, average, poor and very poor financing ability.

It can be seen from Table 1 that with the increase of employee anxiety in each enterprise group, the enterprise financing ability shows an overall downward trend. Specifically, the average scores of financing ability of non-anxiety group and severe anxiety group were 87.5 and 63.7 respectively. The *P* value of person analysis of SAS score and financing ability score of each enterprise is 0.017, less than 0.05, and the correlation coefficient is -0.57. It is considered that there is a moderate negative correlation between them.

**Conclusions:** This study collected the data of employee anxiety and financing ability of several small and medium-sized enterprises in Xi'an new area, and analyzed their correlation. The analysis results showed that the *P* value of person analysis of SAS score and financing ability score of each enterprise was 0.017, less than 0.05, and the correlation coefficient was -0.57. It was considered that there was a moderate negative correlation between them. Consulting consumer psychology experts found that the main reason for the correlation between enterprise financing ability and employee anxiety is that employee anxiety will worsen the company's operation, which will lead to investors' more distrust of the enterprise, thus reducing the enterprise's financing ability. Therefore, it is suggested that enterprises invest more resources to regulate employees' anxiety, so as to reduce its impact on enterprise financing.

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## STUDY ON THE INFLUENCE OF URBAN LANDSCAPE CONSTRUCTION ON URBAN RESIDENTS' PSYCHOLOGICAL ANXIETY BASED ON ENVIRONMENTAL PSYCHOLOGY

Jing He

*Henan Forestry Vocational College, Luoyang 471000, China*

**Background:** Environmental psychology is a psychology course derived from psychology research. Its main research direction is centered on psychology course. As an emerging marginal discipline rising rapidly in recent 20 years, its research object involves interdisciplinary courses of various disciplines. It is based on architecture, landscape science and psychology. At the same time, it is also related to urban planning, landscape design, anthropology, ecology and other disciplines. The main research content is the relationship between environment and psychology, which aims to meet people's higher-level psychological pursuit of the environment. The transformation of outdoor landscape design needs in China is in the stage of transition from low-rise to high-rise, that is, the transformation from meeting basic physiological needs to higher spiritual needs. In landscape design, whether a rockery or a group of plant landscapes are arranged, designers should not only consider many psychological factors of users and the relationship between them, but also consider the relationship between them and people. The main clinical manifestations of anxiety include panic disorder, such as sense of near death, sense of loss of control, sense of mental breakdown, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, motor anxiety symptoms of nerves and muscles. The anxiety symptoms studied will have a negative impact on individual quality of life. In the past few decades, due to the rapid urbanization in China, the landscape design of some urban residential areas failed to use environmental psychology to analyze the relevant needs of residents, resulting in some residents' dissatisfaction with the landscape of the community. Relevant studies show that the community with poor landscape design will even lead to mild psychological anxiety of residents.

**Objective:** To investigate and analyze the psychology of residents in the process of urban landscape design by analyzing relevant literature, carrying out group social experiments and one-to-one off-line interviews, and apply the analysis results to landscape design and construction, so as to explore whether this will help alleviate the psychological anxiety of residents.

**Subjects and methods:** Select a number of domestic provinces and cities with roughly the same level of economic development, employment and per capita disposable income, and then select 54 residential areas whose main buildings have been completed and are undergoing landscape design. Finally, 20 residents who are willing to participate in the study are selected from each community as the research objects. After the beginning of the experiment, semi-structured interviews were conducted with residents to understand their psychological anxiety. The interview questions were designed by the research team in advance. Record the psychological anxiety scores of residents according to the interview results (the higher the score, the more serious the anxiety symptoms). Then the residents of 54 residential areas were divided into experimental

group and control group according to the units of residential areas. No interference was made in the design process of the residential landscape of the control group, but the construction management personnel and landscape project designers of the experimental group were trained in environmental psychology, requiring them to consider the psychological needs of residents in the design and construction process. After the completion of the garden landscape design of the community, semi-structured interviews were conducted with all the research objects again, and the psychological anxiety scores of each person were recorded again. Finally, the measurement data in the experiment are displayed in the form of mean  $\pm$  standard deviation for *t*-test. The counting data are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05.

**Results:** After the completion of the social experiment, SPSS23.0 software carries out statistical analysis on the effective data, and the statistical results are shown in Table 1.

**Table 1.** Statistical results of psychological anxiety scores of residents in the two groups

Time of data collection	Experience group	Control group	<i>P</i>
Before construction	72.6 $\pm$ 6.8	72.9 $\pm$ 7.3	1.246
After construction	65.1 $\pm$ 5.3	72.0 $\pm$ 6.4	0.003
<i>P</i>	0.002	0.734	-

It can be seen from Table 1 that the *t*-test *P* value of the psychological anxiety score of the research objects in the two groups before the construction of community landscape is 1.246, which is greater than the significance level. It is considered that there is no significant difference in the severity of psychological anxiety between the two groups. However, after the completion of landscape construction, the *P* value of *t*-test of psychological anxiety score data between the experimental group and the control group is 0.003, which is far less than the significance level of 0.05. It is considered that the difference is statistically significant.

**Conclusions:** In view of the poor humanization of landscape design in some residential areas in China, it cannot meet the psychological needs of some residents for environmental aesthetics. Based on the analysis of a large number of documents on environmental psychology, anxiety and urban landscape design, this study designed a social experiment based on semi-structured interview. The experimental results show that there is no significant difference in the psychological anxiety scores between the two groups before the construction of community landscape. However, after the completion of landscape construction, the difference of psychological anxiety score data between the experimental group and the control group is statistically significant, and the average anxiety score data of the two groups are 65.1 points and 72.0 points respectively, the former is 6.9 points lower than the latter. The experimental results show that the integration of environmental psychology into urban landscape design can help to improve residents' satisfaction with the landscape and reduce the severity of residents' psychological anxiety.

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## RESEARCH ON THE INFLUENCE OF THE INTEGRATION OF TRADITIONAL AESTHETICS AND MUSIC EDUCATION ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Shu Liao

*Xihua University, Chengdu 610039, China*

**Background:** Anxiety refers to a psychological state of anxiety, worry, tension, uneasiness and other negative emotions caused by unknown dangers and threats. The clinical symptoms of anxiety mainly include panic disorder, such as sense of loss of control, sense of near death, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs.

At present, China's compulsory education system is in the stage of in-depth reform. Compared with the past, educational ideas, educational contents and educational methods have undergone profound changes. Under the background of the reform of compulsory education, the teaching goal of music course is no longer a one trick skill teaching, but to give students more systematic and comprehensive music knowledge and

ability, and improve students' music aesthetic ability. This puts forward higher requirements for teachers' theoretical literacy and teaching ability. Music teachers only rely on personal practical experience, it is more and more difficult to improve the level of education and training. In this context, music education is no longer a simple infusion of music knowledge and song teaching and singing. It is an art education discipline involving aesthetics and psychology. On the one hand, the integration of traditional aesthetics into music teaching will play an important role in the reform of music teaching. On the other hand, students who integrate traditional aesthetic music education, performing music programs may have different effects on the psychological anxiety of the audience.

**Objective:** To explore the impact of students' music performance after integrating traditional aesthetic knowledge and concepts into modern music education on the psychological anxiety of the audience.

**Subjects and methods:** A famous music university in China was targeted, 16 junior students were selected from the university, and 246 adults with varying degrees of psychological anxiety were recruited from the society as the research objects. Design a social experiment based on questionnaire and music performance. The students' scores were divided into experimental group and control group, and the adult group was equally divided into two groups. Then, the basic information of the two groups was compared and counted. After confirming that there was no significant difference in the basic information, the music performance course was taught to the two groups of students. The teaching process of the control group was not disturbed by the research team, while the teachers of the experimental group were required to teach basic traditional aesthetic knowledge and concepts in the teaching process. The teaching lasts for 8 weeks. After 8 weeks, students in each group are required to perform music with the same theme, and adults in each group are invited to be the audience of music performances in their respective groups. The audience needs to be surveyed by SAS (Self-rating Anxiety Scale) before and after the performance. After collecting valid questionnaires, python 3.0 was used for statistical analysis. In addition, all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After all the experimental data were collected, the invalid questionnaire was eliminated, and the results in Table 1 were obtained by counting the valid questionnaire.

**Table 1.** Statistics of SAS score data of audience before and after watching the performance

Investigation time	Experience group	Control group	<i>P</i>
Before watching the show	53.6 $\pm$ 5.8	53.4 $\pm$ 4.9	1.330
After watching the performance	41.8 $\pm$ 4.3	45.7 $\pm$ 4.2	0.024
<i>P</i>	0.001	0.008	-

It can be seen from Table 1 that the SAS score *t*-test *P* value of the two groups before watching the performance is 1.330, which is greater than the significance level. It is considered that the difference is not significant and the data are comparable. After the audience watched the music performance, the SAS scores between the two groups and the *t*-test *P* values of the audience in the experimental group and the control group before and after watching were 0.024, 0.001 and 0.008 respectively, which were far less than the significant level. It was considered that the data difference was statistically significant, but the average SAS score of the audience in the experimental group after watching the performance was 41.8, which was lower than that in the control group.

**Conclusions:** In view of the current lack of aesthetic teaching content of middle school students in music education, resulting in poor aesthetic literacy of students, this study designed a social experiment based on questionnaire survey and music performance. The experimental results show that the SAS score *t*-test *P* value of the two groups before watching the performance is 1.330, which is greater than the significance level. It is considered that the difference is not significant, and the data are comparable. After the audience watched the music performance, the SAS scores between the two groups and the *t*-test *P* values of the audience in the experimental group and the control group before and after watching were 0.024, 0.001 and 0.008 respectively, which were far less than the significant level. It was considered that the data difference was significant, but the average SAS score of the audience in the experimental group after watching the performance was 41.8, which was lower than that in the control group. The experimental data show that the integration of traditional aesthetic education into music education can improve the effect of musicians' performance on curing the psychological anxiety of the audience.

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## THE EFFECT OF COLLEGE EDUCATION MANAGEMENT UNDER POSITIVE PSYCHOLOGY ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

Qianqian Song

*Linyi University, Linyi 276000, China*

**Background:** Positive psychology is a new science that studies the psychological state and psychological change law of human beings under various environments and conditions from a positive perspective. It adopts scientific principles and methods to study happiness, advocates the positive orientation of psychology, studies human positive psychological quality, and pays attention to human health, happiness and harmonious development. Specifically, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology, such as scale method, questionnaire method, interview method and experimental method, and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method. At the same time, positive psychology takes a more inclusive attitude. It focuses on empirical research methods and does not reject non empirical research methods, which is also its superior to humanistic psychology. In other words, positive psychology inherits the reasonable core of humanistic and scientific psychology and modifies and makes up for some deficiencies of psychology. It goes against the previous pessimistic view of human nature and turns to pay attention to the positive aspects of human nature. Due to these characteristics, this discipline is widely used in the fields of education, management and so on.

The main manifestation of cognitive impairment is that the high-level functions of human brain such as memory, logic and thinking cannot operate normally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly abnormal activities of human cerebral cortex.

At present, some college students in China suffer from cognitive impairment and mental illness due to increased employment pressure, poor family education and poor school management. The traditional coping style is to hire psychological teachers to provide professional psychological counseling or drug treatment, but these methods are expensive for schools and difficult to accept for students. Therefore, this study attempts to integrate the theories and methods of positive psychology into the daily education management of colleges and universities. It is expected that this way can play a subtle role in treating students' cognitive impairment.

**Objective:** To understand the current situation and main causes of cognitive impairment among college students in China by means of expert interview and literature review. On this basis, by carrying out teaching management experiments in schools, to verify the impact of applying positive psychology methods to daily management of colleges and universities on students' cognitive impairment symptoms.

**Subjects and methods:** Three schools with a high proportion of students suffering from cognitive impairment diseases were selected in China, and then 188 college students willing to participate in the study and suffering from different degrees of cognitive impairment diseases were selected as the research objects. They were divided into intervention group and control group, with 94 students in each group. Before the experiment, the two groups of students were asked to fill in some of their basic information as required, and the difference significance of students' basic information was tested. After confirming that there is no significant difference in the basic information of the two groups of students, let the two groups of students accept the educational management organized by the university management, which involves the daily life of college students, classroom and actual teaching, after-school communication between teachers and students, public activities in the school, etc. However, teachers and managers are required to make full use of positive psychological methods and pay attention to encouraging and mobilizing students' positive psychology when managing students in the intervention group. The teaching management experiment lasted for 3 months. MMSE (Mini Mental State Examination) test should be conducted for the two groups of students before and after the experiment to understand the changes of cognitive impairment. In this study, the measurement data is expressed in the form of mean  $\pm$  standard deviation, and *t*-test is used for it. The counting data is displayed in the form of number or proportion of number, chi-square test is carried out, and the significance level is set to 0.05.

**Results:** After the experiment, SPSS20.0 software carries out statistical analysis on complete data samples, and the results are shown in Table 1.

It can be seen from Table 1 that the MMSE score *t*-test *P* value of the two groups of students before the experiment is greater than the significance level, and the difference is not significant. The MMSE score *t*-test *P* value of the students in the intervention group and the control group after the experiment is 0.025, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the mean MMSE score of the students in the intervention group after the experiment is 27.2, which is higher than 23.0 of the control group.



**Table 1.** Statistics of MMSE scores of students with cognitive impairment before and after the experiment

Statistical time	Intervention group	Control group	<i>t</i>	<i>P</i>
Before experiment	23.0±3.8	23.1±4.1	1.205	2.834
After the experiment	27.2±4.3	23.0±3.9	0.178	0.025
<i>t</i>	0.362	1.425	-	-
<i>P</i>	0.021	2.513	-	-

**Conclusions:** Aiming at the problem that some college students suffer from cognitive impairment, this study attempts to analyze the application of the theory and method of positive psychology to the educational management of colleges and universities, and explore whether this method can alleviate the symptoms of cognitive impairment of some college students at a low cost. The results of the teaching management experiment show that after the experiment, the overall cognitive impairment symptoms of the intervention group are less serious than those of the control group, which shows that integrating the theory and method of positive psychology into the college education management system is indeed helpful to alleviate the cognitive impairment of college students.

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## THE EFFECT OF E-COMMERCE DEVELOPMENT INNOVATION MODEL ON THE COMMUNICATION AND ADAPTATION OBSTACLES OF MARKETERS

Li Xiang

*Sichuan Vocational College of Finance and Economics, Chengdu 610101, China*

**Background:** A message or opinion is disturbed by language or other factors in the transmission process, which distorts or distorts the information, so that the communication cannot receive the expected effect. These factors affecting the transmission or acceptance of information are communication obstacles. Communication barriers are mainly composed of four aspects: the first is the language barrier, which is mainly manifested in direct communication or interpersonal communication. It is the expression distortion or failure caused by language factors such as accent, grammar and dialect. The second is the ideological barrier, which is extremely complex. If people have different views, experiences, values, roles and upbringing, they will all have different views. The third point is emotional disorder, which is not only a psychological disorder with situational and accidental nature, but also the most difficult to control. The typical manifestation is the intentional distortion and complete reversal of information caused by abnormal emotions in interpersonal communication. People's personality factors also affect the communication of information. The last is the technical barrier, which is mainly reflected in indirect communication. There are obstacles such as "noise" and "distortion" in communication with technical means, and there is also distortion of information transmission caused by grammatical errors in written expression. With the rapid development of China's Internet economy, the innovation consciousness of e-commerce enterprises has been gradually stimulated, resulting in domestic e-commerce enterprises guiding many industrial innovations in the past decade. Although this is of positive significance to the industry and the national economy, these innovations will also have a considerable impact on the marketing personnel in the enterprise, and may even lead to the dismissal of some employees with communication and adaptation barriers who cannot meet the job needs of their posts.

**Objective:** Through offline interviews with industry insiders and access to relevant academic materials, this study understands the impact of enterprise development and innovation on employees with communication adaptation barriers in innovative e-commerce enterprises. Based on this, some suggestions are put forward to improve the job adaptability of marketing personnel in e-commerce enterprises and reduce the loss of marketing personnel.

**Subjects and methods:** Through offline interviews with industry insiders, consulting the development history of e-commerce industry and materials in the field of communication adaptation barriers, we can understand the work of employees with communication adaptation barriers in e-commerce enterprises. On this basis, take a large domestic e-commerce enterprise established for more than 10 years as an example, cooperate with it, and require its personnel department to cooperate with the research team to start the investigation. The marketing personnel who have been employed for more than 10 years are selected from the marketing department of the enterprise, and the personnel department is required to score their

communication adaptability before the first major reform of the company according to the historical archives kept by the enterprise (the percentage system, less than 60 points are considered to have communication adaptability disorder), and then select 23 people who had communication adaptability disorder at that time and are currently in service as the research object. The personnel department is required to score the current communication adaptability of these employees again according to relevant data, and the standards of the previous and subsequent scoring should be consistent. After scoring, the researchers interviewed each person to understand their changes in their communication skills and their views on the reform of the company.

**Results:** In the experiment, the measurement type characteristics were displayed in the way of mean  $\pm$  standard deviation, and the *t*-test was carried out, and the significance level of the difference was taken as 0.05. See Table 1 for the two scoring results.

**Table 1.** Statistical results of two scores of subjects

Statistical items	First score	Second score	<i>P</i>
Score	52.4 $\pm$ 4.8	68.9 $\pm$ 3.7	0.002
Severity of communication adaptation disorder	Light	Nothing	-

Note: The “severity of communication adaptation disorder” in Table 1 is given by the personnel of the personnel department according to the scoring data of the tested object.

It can be seen from Table 1 that after many times of company reform, the severity of communication adaptation disorder of the company’s marketing personnel has been significantly alleviated. The second scoring data shows that the remaining personnel no longer suffer from the symptoms of communication adaptation disorder as a whole, because at this time, the average score of communication adaptation disorder of the research object is 68.9 points, which is higher than the threshold of 60 points.

**Conclusions:** In order to study the impact of e-commerce enterprise innovation and Reform on marketers suffering from communication adaptation barriers in enterprises, this study designed and carried out a data survey action. By analyzing the symptom severity score data of the marketing personnel who have been employed in the selected enterprise for more than 10 years and have communication adaptation disorder, it is found that the severity of communication adaptation disorder has been significantly alleviated after many companies’ reform processes. The interview found that this is because after the enterprise reform, the marketing personnel are required to go out of the office and have more contact with offline suppliers and retail stores, which indirectly promoted the improvement of their communication skills. However, the research object also reflected that the cost of this reform is that the turnover rate of marketing personnel suffering from communication adaptation barriers is large, which increases the cost of human management and training of the company. Therefore, this study proposes that when carrying out reform activities, e-commerce enterprises can devote part of their energy to the communication and adaptation of marketing personnel, and take measures to train and provide psychological counseling to those who cannot adapt in time, so as to reduce the loss of human resources.

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## ANALYSIS ON THE RELIEVING EFFECT OF RURAL TOURISM DEVELOPMENT ON TOURISTS’ ANXIETY

Bingsen Zhao & Hyun-Jee Park\*

*Tongmyong University, Busan 48520, South Korea*

**Background:** At present, the number of people with anxiety disorder in China is increasing. The following introduces the specific contents of anxiety disorder, and then leads to a potentially feasible solution. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. Followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety Symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. In recent years, with the promotion of China’s rural revitalization strategy, the rural tourism industry has shown a vigorous

development trend, which not only reduces the development gap between urban and rural areas to a great extent, but also provides favorable conditions for dealing with the “three rural” issues. At the same time, according to the planning of rural revitalization tourism development, in theory, rural tourism can help alleviate the anxiety of tourists, but whether this conclusion is reasonable needs experimental data to prove.

**Objective:** Through the social experiment based on questionnaire survey and rural tourism reform, to explore whether the new rural tourism after the reform can help alleviate the anxiety of tourists under the Rural Revitalization Strategy.

**Subjects and methods:** Taking 10 administrative villages in China that have a certain rural tourism industry but have not carried out tourism reform based on rural revitalization strategy as the research object, these administrative villages are divided into experimental villages and control villages, with 5 villages in each group. After grouping, the overall economic, population, transportation and other basic development conditions of the villages in each group shall be counted. The experiment can be continued only after confirming that there is no significant difference between the two basic development conditions. Otherwise, the experiment shall be suspended and the groups shall be divided again. The village government of the experimental village is required to carry out the reform of rural tourism around the national rural revitalization strategic plan. The main contents of the reform are to improve and adjust the amusement settings of rural tourist attractions, carry out characteristic tourism cultural services according to local cultural characteristics, and train the employment skills of local tourism practitioners. The villages in the control group did not carry out corresponding reform, but only maintained the status quo. The reform of rural tourism lasted six months. Before and after the reform, after the completion of the reform, it is necessary to select 100 tourists from the two groups of villages (20 tourists from each village) and conduct SAS (Self-rating Anxiety Scale) test to understand the changes of tourists’ psychological anxiety before and after the reform. After the completion of the test after the reform, tourists need to be interviewed to understand the reasons for the change of their psychological anxiety.

**Results:** After the test, the effective and complete data were entered into the computer and SPSS22.0 was used for statistical analysis, and the results are shown in Table 1. Note that all measurement type features in the study are displayed in the form of mean ± standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

It can be seen from Table 1 that before the tourism reform, the *P* value of SAS score data *t* test of tourists to the two groups of villages was 3.581, which was much higher than the significance level of 0.05. It is considered that the data difference is not significant, which also means that the data after the experiment has sufficient comparability. After completing the SAS test, the score of tourists in the two groups is 47.05, which is significantly lower than that of the control group (*P* = 0.05).

**Table 1.** Statistical results of SAS data of tourists in two groups of villages

Investigation time	Experimental village	Control village	<i>P</i>
Before tourism reform	56.2±5.5	56.2±4.8	3.581
After the reform of tourism	47.0±4.2	52.4±5.7	0.015
<i>P</i>	0.002	0.023	-

**Conclusions:** In order to analyze whether the new rural tourism after reform can help alleviate the anxiety of tourists under the rural revitalization strategy, this study carried out a social experiment based on questionnaire survey and rural tourism reform. The experimental results show that before the tourism reform, the *t*-test *P* value of SAS score data of tourists to the two groups of villages is 3.581, which is far greater than the significance level of 0.05. It is considered that the data difference is not significant. However, after the tourism reform of the experimental village group is completed, the *P* value of the *t*-test of the tourists’ SAS score data of the two groups is 0.015, which is less than the significance level of 0.05. The data difference is significant, and the SAS score of the tourists in the experimental village is 47.0, which is 5.4% less than that of the control group. The data show that after the reform of rural tourism in reference to the tourism psychology of tourists, tourism in these places can alleviate the anxiety of tourists. After interviewing tourists, it is found that the main reason for the relief of anxiety is to receive more satisfactory comprehensive services in the tourist destination and feel the warm and professional reception of local residents.

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## CORRELATION BETWEEN FRONT-LINE AUDITORS' PSYCHOLOGICAL STRESS AND AUDIT QUALITY

Wei Zheng

*Nanjing Audit University Jinshen College, Nanjing 020023, China*

**Background:** Audit plays an irreplaceable role in maintaining the normal and healthy development of enterprises in the economy. The focus of audit work is to ensure the quality and efficiency of audit results. For front-line auditors, the quality of audit work directly depends on their work ability and work level, and their work quality also determines their future development direction and potential development space. However, due to the high work pressure, the lack of cooperation between the personnel of the docking unit, low work income and less free time, the front-line auditors generally have varying degrees of psychological pressure, which will have a great negative impact on the audit quality of the front-line auditors. Experts and scholars in the industry have carried out a large number of relevant research on this problem, but most of them focus on theoretical analysis, and the research results of cross validation of theoretical analysis results combined with social experiments are still quite rare. Therefore, this study focuses on the impact of grass-roots auditors' psychological pressure on audit quality, in order to provide some useful reference and constructive suggestions for reducing front-line auditors' psychological pressure and improving their happiness in life and work.

**Objective:** To understand the psychological stress of front-line auditors in China, as well as various core internal and environmental reasons for psychological stress through offline interviews, telephone communication and data analysis. After knowing this information, combined with the expert consultation results, this paper puts forward some suggestions and countermeasures that are conducive to reducing the overall psychological pressure of front-line auditors and improving their sense of life and work satisfaction, for the reference of relevant parts.

**Subjects and methods:** Through offline interviews and telephone communication, we communicated with 58 domestic front-line auditors to understand the psychological pressure of front-line auditors in China, as well as various core internal and environmental reasons for psychological pressure. Then purchase the desensitization survey data of domestic front-line auditors in recent five years from a domestic public database. The core data required in this purchase data set is characterized by the SCL-90 (Symptom Check list 90) scoring data and audit quality scoring data (percentage system) of the recorded auditors. It should be explained that the audit quality scoring data is generated by the domestic audit expert group according to the same evaluation criteria. Clean the data set, remove the samples with missing features and samples with obvious errors in some feature values, and then conduct correlation analysis on the data set by person correlation analysis method. The significant correlation level is 0.05. It is stipulated that when the absolute value of correlation coefficient is in the range of 0.9-1.0, 0.6-0.8, 0.4-0.6 and 0-0.4, it is considered that there is very strong correlation, strong correlation, medium correlation and weak correlation between the tested features.

**Results:** The collected data sets were processed according to the designed data processing and analysis method. The correlation analysis results are shown in Table 1.

**Table 1.** Correlation analysis results between SCL-90 factor scores of front-line auditors and audit quality scores

Project	Correlation coefficient	Relevant level	P
Somatization	-0.23	Weak correlation	0.421
Obsession	-0.54	Medium correlation	0.017
Susceptibility	-0.65	Strong correlation	0.024
Depressed	-0.93	Extremely strong correlation	0.003
Anxious	-0.91	Extremely strong correlation	0.002
Hostile	-0.74	Strong correlation	0.009
Terror	-0.20	Weak correlation	1.174
Paranoid	-0.17	Weak correlation	1.385
Psychotic	-0.09	Weak correlation	2.649

It can be seen from Table 1 that the statistically collected data show that the SCL-90 obsessive-compulsive disorder, sensitivity, depression, anxiety and hostility factors of front-line auditors are significantly correlated with their audit quality score data, and there are negative correlations of medium

correlation, strong correlation, very strong correlation and strong correlation grade respectively. At the same time, the *P* values of Pearson correlation between SCL-90 somatization, phobia, paranoia and psychosis factors of front-line auditors and audit quality score data are far greater than 0.05, which is considered not to have significant correlation.

**Conclusions:** In order to understand the correlation between various psychological stress problems of front-line auditors and the quality of auditors' audit work, the survey data of desensitization of front-line auditors in China in recent five years were purchased from a domestic public database for Pearson correlation analysis. The analysis results show that the SCL-90 obsessive-compulsive disorder, sensitivity, depression, anxiety and hostility of front-line auditors are significantly correlated with their audit quality score data, and there are negative correlations of medium correlation, strong correlation, very strong correlation, very strong correlation and strong correlation grade respectively. At the same time, there is no significant correlation between SCL-90 somatization, phobia, paranoia and psychosis of front-line auditors and their audit quality. The interview with auditors found that the main reasons for their psychological pressure at work are that the personnel of the docking unit do not cooperate to carry out work, heavy work tasks and low work income.

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## RESEARCH ON THE PROMOTING EFFECT OF COLLEGE PHYSICAL EDUCATION CURRICULUM REFORM ON STUDENTS' MENTAL HEALTH

Xiaotong Yang<sup>1\*</sup>, Yi Xie<sup>2</sup> & Xiangming Tang<sup>3</sup>

<sup>1</sup>*Jiangxi Normal University Science and Technology College, Jiujiang 332020, China*

<sup>2</sup>*Xinyu University, Xinyu 338004, China*

<sup>3</sup>*Jiangxi Modern Polytechnic College, Nanchang 330095, China*

**Background:** As domestic economic growth slows down and COVID-19 continues. The mental health problems of contemporary college students are increasing due to the psychological contradictions caused by poor academic performance, improper handling of social relations, employment pressure and love problems. The main manifestations of college students' mental health problems are: compulsion, interpersonal sensitivity, depression, anxiety, hostility and other symptoms. In addition, relevant research shows that, about 20% of college students in some domestic universities suffer from different degrees of psychological maladjustment. Psychological disorders and other problems. At present, the psychological problems of college students have attracted more and more attention of college educators and society. Many pedagogical experts have also put forward a variety of solutions to this problem, and some countermeasures have begun to be implemented in the education reform of colleges and universities. However, researchers do not pay enough attention to physical exercise in improving the mental health level of college students, and physical exercise has been proved to play an obvious role in improving the psychological status of exercisers. Therefore, this study attempts to analyze the impact of college physical education curriculum reform on students' mental health based on the current situation of students' psychological needs and psychological problems.

**Objective:** To understand the overall situation of college students' mental health in China through telephone or offline communication with front-line backbone physical education teachers, pedagogy majors and psychology experts. Then a physical education curriculum experiment based on physical education teaching reform is designed and carried out to verify the specific impact of college physical education curriculum reform on students' mental health based on students' psychological needs and psychological problems.

**Subjects and methods:** A number of front-line backbone physical education teachers, pedagogy majors and psychology experts were selected from China for telephone or offline communication in order to understand the current mental health level of domestic college students and common mental health problems. Then select a nationally representative university in terms of teaching ability, teaching fund support, teachers and students' learning ability from China, and then select 200 students as the research object, and divide them into experimental group and control group, each group includes 100 students. First, make basic information statistics for the two groups of students to ensure that there is no significant difference in the basic information of the two groups of students. If there is a significant difference, you need to regroup. Then the two groups of students were taught physical education, and the teaching content was the same. The teaching schedule is to conduct physical education courses three times a week, each course lasts 45 minutes and lasts for 3 months. Do not interfere with the physical education curriculum

teaching of the control group, but the teaching method of the experimental group needs to be reformed. The teachers in the experimental group are required to try to change their roles in the teaching process, let the students carry out self-teaching and mutual teaching, and give targeted encouragement, praise and physical education technical guidance to the students according to their psychological status. Before and after the teaching course, teachers are required to score the students' mental health level according to their classroom performance and after-school performance (the higher the score, the healthier the subject's psychology), and list the students' psychological problems and their severity.

**Results:** After the experiment, the students' mental health score data were collected from the teachers, entered into the computer, and used SPSS22.0 software for statistical analysis, and the analysis results are shown in Table 1. Note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Table 1.** Statistical results of mental health scores of two groups of students before and after physical education teaching experiment

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before teaching experiment	71.6 $\pm$ 4.8	71.4 $\pm$ 5.2	1.204	1.073
After the teaching experiment is completed	78.5 $\pm$ 4.2	72.0 $\pm$ 5.1	0.426	0.017
<i>t</i>	0.335	1.479	-	-
<i>P</i>	0.012	0.851	-	-

It can be seen from Table 1 that the *t*-test *P* value of the score data of mental health level of the two groups of students before the experiment is 1.073, which is greater than the significance level of 0.05. It is considered that the data difference is not significant. At the same time, it can also prove that the grouping of personnel in the two groups is reasonable, and the subsequent statistical results are comparable. After the experiment, the *t*-test *P* value of the mental health level score data of the two groups is 0.017, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the average score of the experimental group is 78.5, which is higher than 72.0 of the control group.

**Conclusions:** In view of the phenomenon that Chinese college students have a certain degree of mental health problems, this study designed and carried out a physical education curriculum teaching experiment based on physical education curriculum reform. The experimental results show that on the premise that there is no significant difference in the mental health level score data between the two groups before the experiment, after the experiment, the *t*-test *P* value of the mental health level score data of the two groups is 0.017, which is less than the significance level of 0.05, and the data difference is significant, and the average score of the experimental group is 78.5, which is higher than 72.0 of the control group. The experimental results show that the reform of physical education curriculum with students' psychological needs as the core is helpful to improve the mental health level of college students.

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## THE CONSTRUCTION AND INFLUENCE MECHANISM OF SOCIAL PSYCHOLOGY ON THE COHESION OF GRASS-ROOTS PARTY CONSTRUCTION ORGANIZATIONS IN COLLEGES AND UNIVERSITIES

Hongquan Li<sup>1</sup> & Chunyu Zhang<sup>2\*</sup>

<sup>1</sup>Northeast Normal University, Changchun 130117, China

<sup>2</sup>Jilin Engineering Normal University, Changchun 130052, China

**Background:** Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent irrelevant variables affecting the results from

being introduced into case study. In recent years, the drastic changes in the pattern of international political forces have posed a greater challenge to the cohesion of Party building organizations at all levels in China. Only party building organizations at all levels have stronger cohesion can give full play to the action and combat effectiveness of the organization in various emergencies. From the above description, it can be seen that the theoretical methods of social psychology are suitable for analyzing and improving the cohesion of Party building organizations.

**Objective:** From the perspective of social psychology, combined with the current situation of social development in China, to analyze the cohesion level of grass-roots party construction organizations in colleges and universities, design a social experiment based on expert inquiry method, and sort out some suggestions that can help to improve the cohesion of grass-roots party construction organizations in colleges and universities in China.

**Subjects and methods:** By collecting and studying the relevant academic materials and classic books of social psychology, party construction history and theory, enterprise management and cohesion construction, to understand the cohesion level of grass-roots party construction organizations in domestic colleges and universities, and then on this basis, design and carry out expert inquiry experiment. The expert group is composed of social psychologists, outstanding party member representatives and enterprise cohesion training experts, including 64 people. The members of the advisory expert group evaluated the impact of the theory and method of integrating social psychology into the management and training of grass-roots party construction organizations in colleges and universities on organizational cohesion, as well as the impact on various influencing factors. The impact degree is evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and is quantified with five integers of 1, 2, 3, 4 and 5 respectively, so as to improve the evaluation accuracy of impact degree. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent. Note that in order to ensure the independence of expert opinions, any form of communication between expert members is not allowed during the experiment. In addition, all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the last round of expert consultation, the final opinions of the expert group were sorted out and Table 1 was obtained.

**Table 1.** Final results of expert group consultation

Factors affected	No effect	Slight impact	General impact	Obvious influence	Full impact
Work enthusiasm	4	10	21	22	7
Empathy	8	10	24	18	4
Willingness to help each other	2	6	17	25	14
Tacit understanding of work	12	27	16	7	2

Note that the values in the cells in Table 1 represent the number of expert groups whose members believe that the society of social psychology has a corresponding impact on the corresponding factors of the cohesion of grass-roots party construction organizations in colleges and universities. Analysis of Table 1 shows that the expert group believes that social psychology theory and methods have the greatest impact on “mutual assistance intention”, followed by “work enthusiasm”, and have the least impact on “work tacit understanding”. The number of people who choose the above factors as “fully affected” is 14, 7 and 2 respectively.

**Conclusions:** This study attempts to analyze the impact of integrating social psychology into the management and training of grass-roots party construction organizations in colleges and universities on organizational cohesion, and designed and carried out an expert inquiry experiment to achieve this purpose. The final result of the inquiry shows that the expert group believes that the theoretical methods of social psychology have the greatest impact on the “willingness to help each other”, followed by the “work enthusiasm”, which has the least impact on the “tacit understanding of work”. The number of people who choose the above factors as “fully affected” is 14, 7 and 2 respectively. Based on the results of the inquiry, this study proposes that in the process of the construction and management of grass-roots party construction organizations in colleges and universities, we should pay attention to the relevant training of social psychology for the members of the organization, so as to improve the cohesion of the organization.

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## ANALYSIS ON THE INFLUENCE OF COLLEGE CURRICULUM IDEOLOGICAL AND POLITICAL COLLABORATIVE EDUCATION MODEL ON THE DEVELOPMENT OF COLLEGE STUDENTS' MENTAL HEALTH

Fang Huang

*Hunan Biological and Electromechanical Polytechnic, Changsha 410127, China*

**Background:** Mental health education is an important part of ideological and political education in colleges and universities in the new era. In the report of the 19th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping clearly proposed to “strengthen the construction of social psychological service system and cultivate self-esteem, self-confidence, rationality, peace and positive social mentality.” With the advancement of China’s economic development and social reform, there have been many new problems, new situations and new contradictions. For college students, and bring economic pressure they face learning cost, human resource market competition brings the employment pressure, the evolution of learning pressure, etc., lead to their psychological stress and psychological load, some students even so the depression, schizophrenia, affective disorders, cognitive dysfunction, logic of thinking obstacles such as mental illness. It can be seen that the mental health problems of college students have seriously affected the quality of talent training in China’s higher education. Universities should adhere to the heart and moral education, the combination of the mental health education into ideological and political education work (hereinafter referred to as “double”), give full play to the coordination and educating effect, promote the quality of college students’ mental health and the coordinated development of ideological and political quality, scientific culture quality, to train and bring up can meet the need of social development, the competition of talents.

**Objective:** To study the impact of collaborative education on college students’ mental health by integrating college students’ mental health education into college ideological and political education. So as to put forward some constructive suggestions to improve the teaching quality of the mental health content of Ideological and political education in colleges and universities, so as to provide some references for improving the overall mental health level of college students in China.

**Subjects and methods:** Cooperate with a domestic undergraduate college with certain representativeness in teaching ability, teaching scale and financial support, so as to carry out social experiments in the university. 162 college students who are willing to participate in the experiment are selected from the selected colleges and universities as the research objects and divided into reform group and control group. Before the experiment, the differences of basic information such as gender, age, grade and ideological and political level between the two groups of students are counted. After confirming that there is no significant difference between all basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, you need to regroup or re select the research object. The ideological and political education of the two groups of students does not interfere with the teaching process of the control group, but the ideological and political teachers of the reform group are required to integrate the corresponding professional knowledge of mental health according to the teaching knowledge points in the teaching process, and pay attention to the real-time psychological state of students in the classroom. If they find that their psychological state is poor, they will give students some targeted guidance, such as encouragement, psychological counseling and private conversation. In order to ensure the correctness of the experimental results, it is necessary to ensure that the two groups of students are completely consistent in other teaching contents except the intervention content, and carry out teaching with the same teacher team. After the teaching activities are completed, SAS (Self-rating Anxiety Scale) and SDS (Self-rating depressed scale) surveys need to be conducted respectively to understand the changes of students’ psychological status before and after the experiment.

**Results:** After the teaching experiment, collect the experimental data, remove the invalid samples, remove the remaining data for statistical analysis, and get Table 1. The measurement type features are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05.

It can be seen from Table 1 that the *P* values of SAS and SDS score data *t* test of students in the reform group and the control group after the experiment are 0.003 and 0.002 respectively, which are far less than the significant level, and the difference is statistically significant. The average scores of SAS and SDS in the reform group after the teaching experiment were 47.0 and 48.5 respectively, which were lower than those



in the control group.

**Table 1.** Experimental data statistics of two groups of college students after the experiment

Statistical time	Reform group	Control group	<i>t</i>	<i>P</i>
SAS score	47.0±3.2	54.2±3.7	0.254	0.003
SDS score	48.5±4.0	57.3±4.3	0.376	0.002

**Conclusions:** In order to explore the influence of the collaborative education mode formed by integrating mental health education into Ideological and political education on the mental health level of college students. This study designed a teaching experiment based on Ideological and political teaching behavior. The experimental results show that the *P* values of SAS and SDS score data *t* test of the reform group and the control group are 0.003 and 0.002 respectively, which are far less than the significant level, and the difference is statistically significant. The average scores of SAS and SDS in the reform group after the teaching experiment were 47.0 and 48.5 respectively, which were lower than those in the control group. The experimental data show that integrating mental health education into Ideological and political education and carrying out ideological and political education in the mode of collaborative education for college students will help to improve students' mental health level and reduce the severity of their psychological anxiety and depression.

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## THE INFLUENCE OF REFORM IDEAS ON TEACHERS' COGNITIVE IMPAIRMENT

Kun Wang

*Science and Technology Division, Yangzhou University, Yangzhou 225009, China*

**Background:** The main manifestation of cognitive impairment is that the advanced functions of human brain such as memory, logic and thinking cannot operate abnormally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The main clinical manifestations of cognitive impairment are divided into perceptual impairment (such as hypersensitivity or retardation, sensory deterioration and internal discomfort), memory impairment (such as strong memory and memory defect), and thinking disorder (thinking logic disorder and association process disorder). Most of the causes are abnormal activity of human cerebral cortex. With the development of China's social economy and scientific and technological level, the level continues to improve. The country has a growing demand for innovation. The main force of innovation is a high knowledge group with high academic level and innovation ability, of which college teachers are an important part. In order to promote the transformation of university teachers' achievements into commercial value, the state is making great efforts to promote the transformation of teachers' achievements, which is conducive to promoting the realization of intellectual resources and stimulating the innovative vitality of high intellectuals. However, some college teachers in China suffer from cognitive impairment and mental illness due to genetic, family education and other reasons, which may not be able to adapt to the reformed system.

**Objective:** To understand the current reform ideas and current situation of the transformation of teachers' achievements in colleges and universities in China. On this basis, we use the Delphi method, that is, the expert inquiry method, to obtain experts' views on the impact of the transformation of teachers' achievements in colleges and universities on college teachers with cognitive impairment, and put forward several countermeasures to reduce the negative impact on college teachers with cognitive impairment according to the inquiry results. It provides some references for improving the talent innovation ability of colleges and universities in China.

**Subjects and methods:** To investigate and analyze the research materials and books published in recent three years on the innovation of teachers with cognitive impairment and the transformation reform of teachers' achievements in colleges and universities, so as to understand the impact of the transformation reform of teachers' achievements in colleges and universities on teachers with cognitive impairment. The results of this impact analysis will be sent to the members of the expert group established by the study (including 48 members in total) to obtain the views of the members of the expert group on the data sent, that is, the views on the impact of the transformation reform of college teachers' achievements on college

teachers with cognitive impairment, and the impact degree caused by various influencing factors will be rated according to no impact, slight impact, general impact, obvious impact at the same time, in order to improve the accuracy of the research results, the above impact levels are given five integer quantization's of 1, 2, 3, 4 and 5 respectively. After the members of the expert group return the evaluation opinions, the research team will integrate the opinions, and then send the sorting results to the members of the expert group again, and ask them to give evaluation again. Cycle until the members of the expert group reach an agreement on the evaluation of the evaluation contents. In order to improve the authenticity of the inquiry results, any form of communication between expert members is not allowed in the inquiry process.

**Results:** After the members of the expert group reached an agreement on the evaluation opinions, the final opinions were counted and the results in Table 1 were obtained.

**Table 1.** Summary of final evaluation results of expert group members on evaluation contents

Affected factors	No effect	Slight impact	General impact	Obvious influence	Full impact
Aggravation of cognitive impairment symptoms	4	7	12	16	9
Reduced willingness to innovate	5	7	14	14	8
Increased employment anxiety	12	23	9	4	0
Limited work enthusiasm	4	17	18	7	2

Note: The values in Table 1 represent the number of experts in the expert group who believe that the transformation reform of college teachers' achievements will have a corresponding impact level on a certain affected factor of college teachers with cognitive impairment.

According to the analysis of Table 1, the expert group believes that the transformation reform of college teachers' achievements has the greatest impact on the "aggravation of cognitive impairment symptoms" of college teachers with cognitive impairment, followed by the "reduction of willingness to innovate", which has the least impact on the "increase of employment anxiety". The number of people who choose the above factors as "fully affected" is 9, 8 and 0 respectively.

**Conclusions:** In order to explore the impact of the reform of teacher achievement transformation on college teachers with cognitive impairment in China, a query experiment based on Delphi method was designed. According to the statistical inquiry results, the expert group believes that the transformation reform of college teachers' achievements has the greatest impact on the "aggravation of cognitive impairment symptoms" of college teachers with cognitive impairment, followed by the "reduction of willingness to innovate", which has the least impact on the "increase of employment anxiety". The number of people who choose the above factors as "fully affected" is 9, 8 and 0 respectively. Therefore, the research team proposed that while the school is carrying out the transformation reform of college teachers' achievements, it should also carry out targeted training for teachers with cognitive impairment, so as to make them easier to accept the reformed system and prevent the deterioration of their cognitive impairment symptoms.

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## STUDY ON THE PROMOTING EFFECT OF LEISURE PHYSICAL EDUCATION CURRICULUM CONSTRUCTION ON STUDENTS' MENTAL HEALTH IN COLLEGES AND UNIVERSITIES

Qianqian Han, Yuechun Dong\* & Junhua Shi

*Guangdong Ocean University, Zhanjiang 524088, China*

**Background:** On the one hand, with the rapid development of China's economy, science and technology, social organizations and the state put forward higher employment requirements for higher education talents. On the other hand, college students are in a critical period of growth, development, mental health quality and personality formation, and their physical function gradually tends to mature, but the development of individual psychology lags behind. After switching from middle school life to college life, due to the drastic changes in learning environment, learning mode and social relations, a considerable number of college students cannot quickly adapt to college life, resulting in anxiety, fear, negativity and depression, even the psychology of pessimism. These negative psychological factors will often affect the learning efficiency and social process of college students, make their social and learning results more unsatisfactory, form a

negative psychological self-prediction effect, lead to more serious symptoms of mental diseases and vicious behavior cycle. At the same time, the research results of some sports education and kinematics literature show that long-term and regular sports can improve the symptoms of psychological and mental diseases of athletes to a certain extent. With the increasing diversification of national demand for higher education, college leisure physical education curriculum gradually appears in the teaching curriculum system of colleges and universities. This study attempts to analyze the impact of college leisure physical education curriculum on college students' mental health, which is different from traditional physical education curriculum.

**Objective:** To understand the impact of leisure physical education curriculum on college students' mental health and the difference between leisure physical education curriculum and traditional physical education curriculum. It provides practical suggestions for optimizing the quality of physical education in colleges and universities and developing college students' mental health education at low cost.

**Subjects and methods:** 252 students with different degrees and types of mental health problems were selected as the research objects from a nationally representative university in terms of college students' physique, learning status and teachers' teaching ability. It will study the research object is divided into the experimental group and control group, each group consists of 126 students of different gender, grade, sports habits, to carry out the follow-up experiments before, first on two groups of students basic information, and carries on statistics difference significance test, if the two groups of students basic information about significant differences, group members should be adjusted or to choose the research object, Until there is no significant difference in basic information. Let the same set of physical education teachers to the two groups of students in physical education curriculum teaching, including the control group only accepted traditional education, physical education curriculum to leisure sports course teaching of the experimental group students, leisure sports have golf, fashionable aerobic exercise, sports dance, aerobics, allow the experimental group students choose their favorite from these projects according to a study. The teaching lasts for 3 months. SCL-90 (Symptom Checklist 90) questionnaire should be used before and after the teaching experiment to understand the changes of students' mental health level before and after the teaching experiment. In addition, the measurement data in the experiment were presented in the form of mean  $\pm$  standard deviation for *t*-test, and the counting data were presented in the form of number or number proportion for chi-square test. The significance level of difference was set at 0.05.

**Results:** After the course teaching and questionnaire survey, the SCL-90 score data of the subjects were counted, as shown in Table 1.

**Table 1.** Statistics of SCL-90 scores of experimental group and control group

Statistical time	Experience group	Control group	<i>P</i>
Before PE Teaching	1.83 $\pm$ 0.22	1.85 $\pm$ 0.24	0.732
After physical education	1.43 $\pm$ 0.15	1.65 $\pm$ 0.20	0.024

It can be seen from Table 1 that the *P* value of the output of the difference significance test of the SCL-90 factor score data of the two groups of students before starting the physical education teaching experiment is 0.732, which is greater than the significance level of 0.05. It is considered that the data difference between the two groups is not statistically significant. After the completion of physical education teaching experiment, the difference of SCL-90 factor score data between the experimental group and the control group is statistically significant, and the average scores of the two groups are 1.43 and 1.65 respectively, the former is significantly lower than the latter.

**Conclusions:** In order to explore the impact of leisure physical education on College Students' mental health and the difference between leisure physical education and traditional physical education. This study designed and carried out a physical education teaching experiment. The experimental results show that the difference of SCL-90 factor score data between the two groups of students before starting the physical education teaching experiment is not statistically significant. However, after the completion of physical education teaching experiment, the SCL-90 factor score data of the experimental group and the control group are statistically significant, and the average scores of the two groups are 1.43 and 1.65 respectively, and the former is significantly lower than the latter. It shows that accepting the teaching of leisure physical education can indeed play a better role in improving college students' mental health problems.

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## THE POSITIVE ROLE OF THE AESTHETIC EDUCATION VALUE OF “INTANGIBLE CULTURAL HERITAGE” DANCE IN ALLEVIATING THE ANXIETY OF PRIMARY AND MIDDLE SCHOOL STUDENTS

Rong Zhao

*Taiyuan Normal University, Taiyuan 030619, China*

**Background:** Childhood and adolescence is a key period of psychosomatic development. It is also a high-risk period for adverse psychological problems, emotional problems and behavioral problems. Primary and middle school students enter puberty physiologically, and their character, body, world outlook, outlook on life and values have undergone great changes. The learning contents, learning methods, the educational methods of parents and teachers are also changing. Students' psychological anxiety will increase significantly in the process of adjusting their self-state, independence and highlighting their personality to adapt to the new environment. Therefore, this period of youth is a period that society, schools and families should focus on. As primary and secondary schools are full of beautiful expectations for schools, students and future study and life, but with the increase of learning subjects, the deepening of teaching materials and the different teaching styles of teachers, anxiety psychology such as loss, loss, disappointment and boredom will arise. Especially the primary and middle school students who are about to enter school, their hearts are full of bad psychology such as fear, tension, anxiety, excitement, hesitation, curiosity, withdrawal and so on. Regional “intangible cultural heritage” dance teaching, as an innovative form of school aesthetic education, entering the practice of aesthetic education in primary and secondary schools, can not only achieve the purpose of aesthetic education of students' physical and mental health, but also enable primary and secondary school students to deeply understand regional dance, feel the charm of regional excellent traditional dance, enhance the cultural identity and cultural confidence of Chinese excellent tradition, and truly practice the educational purpose of building morality, cultivating people and educating people with aesthetics in primary and secondary schools. Dance education in primary and secondary schools is not only an important way to inherit “intangible cultural heritage” dance, but also an important form of school dance aesthetic education. How to give full play to the aesthetic education value of the regional inheritance of “intangible cultural heritage” dance in primary and secondary schools is an important issue for primary and secondary schools to realize the regional inheritance of “intangible cultural heritage” dance. The implementation of aesthetic education in primary and secondary schools based on the regional inheritance of “intangible cultural heritage” dance is an innovative way of regional inheritance of “intangible cultural heritage” dance, which is conducive to the activation and utilization of regional “intangible cultural heritage” dance culture. Transforming the regional “intangible cultural heritage” dance resources into dance aesthetic education resources in primary and secondary schools to realize the educational purpose of dance aesthetic education can effectively improve the learning and understanding of regional traditional dance culture and improve the anxiety psychological status of primary and secondary school students.

**Objective:** At present, although there are many reports on the educational methods of psychological anxiety of primary and middle school students, there are still few studies on the intervention of “intangible cultural heritage” dance aesthetic education. This study hopes that through the research on the psychological anxiety of primary and secondary school students, the “intangible cultural heritage” dance aesthetic education teaching method can improve the mental health level of primary and secondary school students and improve the degree of psychological anxiety of primary and secondary school students.

**Subjects and methods:** 400 primary and middle school students were randomly investigated in a city. The survey objects were investigated with a self-made scale, including demographic information such as age, gender, health status, family members, family income and parental occupation. The degree of family harmony, parent-child relationship, learning situation, learning interest and pressure sources of all students were further investigated. In this study, the “intangible cultural heritage” dance aesthetic education method was used to intervene the students' anxiety psychology, and the anxiety status was evaluated before and after the intervention.

**Research design:** This study used the Self-rating Anxiety Scale (SAS) to evaluate all students. The scale has 20 questions. Each topic represents a symptom. The four-level scoring system is adopted, and the scores of each item are 1-4. The total score of all items is the total rough score, and then multiplied by 1.25 to obtain the final standard score. The evaluation score line is 50. A score lower than 50 indicates no mental anxiety, and a score higher than 50 indicates mental anxiety. The higher the score, the greater the degree of anxiety.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** 14 students with anxiety were evaluated according to SAS scale, and the detection rate was

3.5%. The students with anxiety were divided into experimental group and the students without anxiety were divided into control group. The self-made scale was used to analyze the anxiety status of students, and the results are shown in Table 1.

**Table 1.** Analyze students' anxiety

Project	Experience group	Control group	<i>t</i>	<i>P</i>
Family income	3.29±0.52	3.64±0.10	0.67	0.52
Parental occupation	5.14±0.46	4.27±0.12	1.84	0.12
Parental culture	2.86±0.55	2.66±0.71	0.53	0.62
Housing situation	1.86±0.14	2.20±0.51	-2.23	0.04
Learning situation	2.00±0.31	1.42±0.49	2.19	0.04
Hobby	1.57±0.43	1.16±0.43	0.97	0.38
Family harmony	1.00±0.00	1.15±0.35	-5.82	0.01
Parent child relationship	1.14±0.14	1.19±0.44	0.3	0.78

**Conclusions:** By analyzing the anxiety factors of primary and middle school students, it is found that students are very concerned about their learning status. And the related factors of anxiety are slightly different in different periods. Primary school students' anxiety is related to the housing situation and the degree of family harmony, suggesting that children pay attention to the family before puberty, have a strong sense of insecurity, and are easy to connect their emotions with the family atmosphere. Junior high school students have stronger self-awareness than primary school students, strong desire for independence and pay more attention to their own development. The emergence of emotions mostly revolves around themselves. Their interests and hobbies and the degree of acceptance by students will affect students' emotions, suggesting that teachers and parents should deal with the early occurrence of students' psychological problems and build a communication platform to correctly guide students to objectively evaluate themselves and their surrounding environment.

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## PSYCHOLOGICAL TRADITION IN RUSSIAN LINGUISTICS AND ITS SHAPING OF THE PSYCHOLOGICAL CHARACTER OF THE RUSSIAN PEOPLE

Yubing Yang, Mengmeng Yuan\* & Xu Si

*Ural Federal University, Yekaterinburg 620000, Russia*

**Background:** Personality psychology is a highly comprehensive branch of psychology. Its research contents include education, personality traits, individual personality, school management, social effects and so on. Personality psychology belongs to applied psychology, which mainly studies people's learning and the role of educational intervention, teaching psychology and social psychology organized by schools under the educational background. "Personality" in personality psychology includes not only personality, but also people's beliefs and self-concept. It is an individual's internal tendency in behavior. Personality psychology is an important branch of psychology. Its main research direction is the relationship between people's unique behavior patterns and psychological activities. Russian psycholinguistics was formed in the mid-1960s and has made remarkable achievements in theoretical and applied research. Russian psycholinguistics has become an important part of world psycholinguistics with its creative language consciousness, world picture, language personality, language ability, language mechanism and its empirical research method of free association experiment. The study of psycholinguistics in China is mainly influenced by Europe and America, and there is little understanding of the theories and research results of Russian scholars. In recent years, a series of theoretical and empirical research methods of Russian linguistics have been introduced and carried out in China. This paper will systematically introduce the main theories, research methods and school characteristics of Russian psycholinguistics, and discuss its influence on the theoretical and empirical research of Chinese psycholinguistics, in order to provide reference for psycholinguistics and Russian teaching. Russian psycholinguistics is a unique school of psycholinguistics in

the world, also known as “speech activity theory”. The main theories of Russian psycholinguistics include language consciousness theory, language world picture theory, language personality and language function theory, etc. Through the investigation of Russian foreign students, this paper aims to explore the Psychological Tradition in Russian linguistics and its influence on the psychological character of the Russian people.

**Objective:** Under the influence of the free association experiment of Russian psycholinguistics, domestic scholars began the comparative study of language consciousness on this basis. This study will systematically introduce the main theories, research methods and school characteristics of Russian psycholinguistics, and discuss the psychological tradition in Russian linguistics and its influence on the psychological character of the Russian people, in order to provide reference for psycholinguistics and Russian teaching.

**Subjects and methods:** A questionnaire was sent to 200 Russian students in China in the form of e-mail. 185 questionnaires were recovered, and 178 valid questionnaires were finally obtained. The 178 respondents were intervened by Russian psycholinguistics to evaluate their personality and psychological status before and after the intervention.

**Research design:** Subjects were evaluated before and after intervention with Cognitive Emotion Regulation Questionnaire (CERQ). CERQ scale includes 36 items and 9 cognitive coping methods, and each strategy includes 4 items and 9 subscales. Adaptive strategies include rational analysis, positive reevaluation, re focus on planning, positive re focus and acceptance; Strategies that lack adaptability include blaming others, disaster, meditation and self-blame. The test-retest reliability of CERQ was 0.65, and the reliability of each subscale was between 0.36 and 0.69.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0.

**Result:** As can be seen from Table 1, Russian students scored the highest in the refocus program and the lowest in blaming others. There was no significant difference in the first seven factors ( $P > 0.05$ ), but there was significant difference in the two factors of disaster and blaming others ( $P < 0.01$ ).

**Conclusions:** Russian psycholinguistics occupies an important position in the world psycholinguistics with its unique theories and research methods. The Chinese Russian community has introduced the relevant theories and research methods of Russian psycholinguistics, which is conducive to the enrichment and development of psycholinguistics in China. However, in terms of theoretical research, China’s psycholinguistic circles still focus on introducing the theories of Russian scholars, lacking innovation. These research results are of great significance for safeguarding China’s cultural security, carrying forward Chinese culture and promoting cross-cultural communication. This study takes Russian students as the research object, uses Russian psycholinguistics to intervene the 178 respondents, and evaluates the personality and psychological status of the subjects before and after the intervention. The results showed that Russian students scored the highest in the refocus program and the lowest in blaming others. There was no significant difference in the first seven factors ( $P > 0.05$ ), but there was significant difference in the two factors of disaster and blaming others ( $P < 0.01$ ).

**Table 1.** Comparison of cognitive and emotional regulation factors of foreign students

Factor	Before intervention	After intervention
Self-blame	3.633	3.629
Accept	3.933	3.853
Meditate	3.398	3.576
Actively refocus	3.338	3.345
Refocus on the plan	3.808	3.871
Positive re evaluation	3.535	3.69
Rational analysis	2.842	2.73
Catastrophic	2.775	3.180**
Blame others	2.561	2.930**

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## AN ANALYSIS OF THE INFLUENCE OF CULTURAL DIFFERENCES BETWEEN CHINA AND JAPAN ON THE PSYCHOLOGICAL BEHAVIOR OF JAPANESE STUDENTS IN TRANSLATION PRACTICE

## Chong Zhang

*Guilin University of Technology, Guilin 541004, China*

**Background:** Psychological behavior is the activity of organisms under the influence of various internal and external stimuli. Among them, physiological psychology is based on nerves and hormones, and further discusses the physiological mechanism of organism behavior. Based on information processing, cognitive psychology analyzes the physiological mechanism of organism behavior. Social psychology is based on the emotional communication between people to analyze the psychological mechanism of organic behavior and group behavior. In different periods of psychological research, there are different understandings of behavior. Mental health is affected by both heredity and environment, especially the rearing style of the original family in childhood, which has a great impact on the development of mental health. Mental health is prominent. It can maintain good communication or cooperation with others in social, production and life, and can deal with all kinds of situations in life. With the increasing social competition and the increasing employment pressure of students, many college students have a certain degree of psychological burden, even mental diseases such as anxiety and depression. Therefore, many college students have similar behavior and psychology. These college students usually show a strong sense of inferiority and lack of sense of responsibility. Some students have poor self-control and poor performance. They often feel inferior and feel that they can't do anything well. Therefore, they continue to indulge themselves and their academic performance plummeted. Many students don't realize their responsibilities and are difficult to face their life with a positive attitude. Such students are still confused about the future, full of psychological emptiness, and do not have a set goal for the future. At the same time, such students have weak legal awareness, impulsive behavior, cannot well restrain themselves, lack a certain legal awareness, it is easy to make some wrong behaviors, and may even cause irreparable consequences.

The same is true for Japanese majors. The research shows that introducing the analysis of cultural differences between China and Japan into the practical course of college Japanese translation can effectively improve students' psychological quality and correctly guide students' psychological behavior. Translation is an important bridge to transform one language into another. To a certain extent, it can connect two different cultures, spread culture, exchange and learn from each other. Since translation involves two distinct cultures with great differences, it is necessary to consider the similarities and differences in the specific contents if one culture is transformed into the culture of another language. In many cases of Japanese translation, translators do not fully understand the breadth and depth of Chinese culture, do not grasp Japan's national characteristics and culture, and do not understand the differences between the two languages and cultures, resulting in certain loopholes and defects in Japanese translation. Therefore, Japanese translation must be based on language and cultural differences. Translators must understand the culture of their own nation, as well as the national characteristics and behavior habits of Japan, translate into an accurate and culturally appropriate language, and be a good messenger of cultural communication.

**Objective:** This study discusses the introduction of Chinese and Japanese cultural differences into college Japanese translation teaching, in-depth analysis of language and cultural differences, and then in-depth analysis of students' psychological behavior.

**Subjects and methods:** In order to verify the psychological behavior of Japanese majors, 400 Japanese majors were randomly selected as the research object. The subjects were randomly divided into experimental group and control group, with 200 people in each group. The experimental group was given Japanese translation teaching mode based on Chinese and Japanese cultural differences, and the control group used conventional Japanese translation teaching mode to analyze the impact of the two modes on students' psychological behavior.

**Research design:** All the students were evaluated by the self-designed evaluation scale of college students' psychological and behavioral disorders. The scale is divided into qualitative and quantitative, with a full score of 10. The qualitative score accounts for 30% of the items in this scale. It mainly evaluates the presence or absence of behavior disorder symptoms. 0 means no data, 1 means no, 2 means suspicious, and 3 means yes. The quantitative score accounts for 70% of the items in this scale. 0 indicates no data, 1 indicates no or normal, 2 indicates suspicious, 3 indicates light, 4 indicates medium, 5 indicates heavy, 6 indicates heavy, and 7 indicates extremely heavy.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0 software.

**Results:** There was no significant difference in the scores of the two groups before the intervention ( $P < 0.01$ ). After the intervention, the score of the scale in the experimental group decreased significantly ( $P < 0.01$ ), while there was no significant change in the control group ( $P > 0.05$ ).

**Conclusions:** There are no two identical languages in the world. Although they have some similarities, they show differences on the whole. The differences are mainly due to the differences of their national culture and regional culture, which affect the language culture. The translation work is mainly to translate

the language with its deep cultural background, so as to make the two languages communicate more widely, so as to further promote the cultural exchange between the two countries. Therefore, for translators, they not only need to understand the cultural background of the language, but also need to have good psychological quality.

**Table 1.** Comparison of total scores of psychological and behavioral disorders between two groups of college students

Intervention time	Psych behavioral disorder score		t	P
	Experience group	Control group		
Before intervention	3.16±1.24	3.13±1.31	0.295	0.807
After intervention	2.66±1.18*	3.14±1.26	2.763	0.021

Note: Comparison of this group, \*  $P < 0.05$ .

\* \* \* \* \*

## RESEARCH ON THE IMPACT OF INDUSTRY EDUCATION INTEGRATION MODEL ON COLLEGE STUDENTS' PSYCHOLOGICAL ECOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Jihui Wu<sup>1,2</sup> & Huanliang Sun<sup>1\*</sup>

<sup>1</sup>Hunan Agricultural University, Changsha 410128, China

<sup>2</sup>Jiangsu University of Technology, Changzhou 213001, China

**Background:** Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in educational context. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology. Educational psychology is based on psychology and has developed many special fields to study educational problems. Higher education is an important type in China's educational development. It shoulders the mission of cultivating high-quality talents for economic and social construction and development. It plays an irreplaceable role in accelerating the process of industrial upgrading and economic structure adjustment. According to the talent needs of enterprises in social industries, colleges and universities need to take the training of management cadres or technical backbones as the talent training goal, rely on industrial resources in relevant fields, build an industry education integration talent training mode based on educational psychology, and implement a three-stage teaching organization. In the process of professional post practice, college students need to be carried out under the guidance of college professional instructors and enterprise mentors, and students should receive the training of enterprise professional posts while successfully completing their post work. Psychological conflict is a normal psychological process, which often occurs in the situation where individuals show inner contradiction and are difficult to choose when facing the psychological factors related to psychological conflict. If the psychological conflict is not relieved and handled for a long time, and the individual is in a high stress state for a long time, it will seriously affect the individual's mental health. However, students' psychological pressure in different degrees during enterprise practice teaching has become an important factor affecting the quality and effectiveness of enterprise practice teaching. Strengthening the analysis and intervention of students' psychological pressure during enterprise practical teaching is not only conducive to students' completion of enterprise teaching practical learning objectives, but also conducive to students' shaping a positive and healthy psychology.

**Objective:** Taking a higher vocational college as an example, this paper discusses the psychological conflict and coping strategies of higher vocational college students' enterprise practice from three aspects: main performance, cause analysis and coping strategies, hoping to provide a useful reference for the solution of psychological stress problems of higher vocational college students during enterprise practice teaching.

**Subjects and methods:** In order to alleviate the negative psychology of students in the process of enterprise practice, taking the production education integration model based on educational psychology as



the research method, this paper evaluates the mental health problems of students in a higher vocational college, selects 200 students with anxiety, and divides the students into control group and experimental group, with 100 people in each group. The experimental group was intervened by the integration mode of industry and education based on educational psychology, and the control group was intervened by the conventional teaching mode.

**Research design:** After teaching, the Self-rating Anxiety Scale (SAS) was used to evaluate before and after training. The score limit was 50 points. More than 50 points indicated anxiety. The lower the score, the healthier the psychology. Judge the anxiety status of the two groups of subjects before and after training.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0.

**Results:** Before teaching, there was no significant difference in the number of anxieties between the two groups after SAS evaluation ( $P > 0.05$ ). After teaching, the number of students with various anxiety levels in the experimental group decreased significantly ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Comparison of the number of people with different degrees of anxiety between the two groups after intervention (n)

Anxiety	Experimental group		Control group	
	Before teaching	After teaching	Before teaching	After teaching
Without anxiety	22	61	25	43
Mild anxiety	53	33	51	37
Moderate anxiety	18	6	19	17
Severe anxiety	7	0	5	3

**Conclusions:** Enterprise practical teaching is an effective way for higher vocational colleges to promote the talent training mode of “integration of industry and education and joint education between schools and enterprises”, and cultivate talents with good professional quality and professional skills. In the process of participating in enterprise practical teaching, students have psychological conflicts such as seeking independence and strong dependence, longing for communication and interpersonal withdrawal, wanting to play and lack of confidence, high expectation and low ability. The main reasons are students’ lack of career planning, students’ general inferiority complex, the guidance of corresponding departments is not in place, and the rigidity of enterprise management. This paper explores the coping strategies of enterprise practice psychological conflict of higher vocational students, which provides a useful reference for solving the psychological conflict of enterprise practice students in higher vocational colleges.

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## STUDY ON THE IMPACT OF RURAL TOURISM ON THE ANXIETY OF THE RURAL POOR BASED ON THE URBANIZATION MODEL OF CONSUMER PSYCHOLOGY

Shanshan Ku & Noor Alyani Binti Nor Azazi

*School of Social Science, Universiti Sains Malaysia, Penang 11800, Malaysia*

**Background:** With the improvement of people’s living standards, rural tourism has gradually become one of the important entertainment methods in modern society. This method can not only alleviate people’s negative emotions, but also treat diseases to a certain extent. Nowadays, the concept of health is not only a biological concept, but also closely related to social, psychological and other factors. Health is a state of mutual adaptation of physiology, psychology and society. It is not only a state without disease and weakness, but also a state of mental health, good social adaptation and moral health. This concept puts health in human social life and points out that health is the sum of physical, spiritual and social happiness. At present, for China’s tourism industry, it has evolved into a strategic pillar industry in the national economy, the industrial status is becoming higher and higher, and the comprehensive driving function of the tourism industry is becoming more and more obvious. Rural tourism has developed from farmers’ spontaneous economy to agglomeration. The adjustment of rural industrial structure has brought a lot of economic income to the countryside, promoted the improvement of rural facilities and environment, and rural

tourism has promoted the overall development of urban and rural areas. China's new urbanization, especially rural urbanization, plays an important role in realizing farmers' local and nearby employment, increasing farmers' income and promoting the development of national economy. Research shows that due to the relatively backward rural economy, there are still many poor people in rural areas, and the living conditions are also relatively backward, and the number of rural anxiety patients is also increasing year by year. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. The strong dynamic value of tourism economy and the coordination ability of regional comprehensive development determine that the development of rural tourism economy plays an important role in the process of new urbanization. At the same time, new urbanization also puts forward higher requirements for the sustainable development of rural tourism economy. Although there are many studies on the development of rural tourism and its impact on tourists' mental health, there are few studies on the impact of anxiety on the local rural poor.

**Objective:** Taking a village as an example, to explore the impact of the development of rural tourism based on the urbanization model of consumer psychology on the anxiety of rural poor people, in order to provide a non-drug treatment for anxiety patients.

**Subjects and methods:** This study takes the local rural poor people in a village as the research object. In order to alleviate the anxiety of the poor people, this study takes the urbanization model based on consumer psychology and the development of rural tourism model as the research method, evaluates the mental health of the local poor villagers, and selects 200 villagers with anxiety. Before and after the development of urbanization model and the application of rural tourism model, the mental health scores of subjects with anxiety were compared.

**Research design:** After the application of urbanization model and rural tourism model, Hamilton Anxiety Scale (HAMA) was used to evaluate the villagers' anxiety before and after the application of the model. HAMA scale has two dimensions of somatic anxiety and mental anxiety, < 6 points are no depression, 7-17 points are possible anxiety, 14-21 points are anxiety, and > 21 points are significant anxiety.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0.

**Results:** The total score of HAMA of villagers after application was significantly lower than that before application ( $P < 0.05$ ), and the factors of mental anxiety and somatic anxiety were significantly lower ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** The influence of urbanization model on the development of rural tourism on villagers' anxiety

Score	HAMA total score	Mental anxiety	Somatic anxiety
Before application	19.17	10.98	8.28
After application	9.69*	5.15**	4.61**

Note: \* $P < 0.05$ , \*\* $P < 0.01$ .

**Conclusions:** New urbanization puts forward higher ecological requirements for the development of rural tourism. To promote the development of rural tourism economy, we need to carry out reform and innovation according to the requirements of ecological harmony, and walk out an innovative road of parallel new urbanization and ecological development of rural tourism economy. The rural economy is relatively backward, there are still many poor people in rural areas, and the living conditions are also relatively backward. The number of rural anxiety patients is also increasing year by year. The ecological transformation of rural tourism is not only the inevitable choice of economic and social development to a certain stage, but also the only way to achieve sustainable economic and social development.

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## ANALYSIS ON THE STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION FACING THE CHARACTERISTICS OF COLLEGE STUDENTS' GROUP ANXIETY IN THE NEW ERA

Guanlin Liu

*China University of Mining and Technology, Xuzhou 221116, China*

**Background:** College students are in a critical period of life growth, and their ideological and political understanding and development have great plasticity. Strengthening the ideological and political education of college students is conducive to the formation of college students' good ideological and political quality. However, the problem of college students' Ideological and cognitive development does not exist in isolation, but has a close relationship with college students' mental health. College students' psychological development is in a critical period of transition from immature level to mature level. When facing environmental changes or social instability factors, they are prone to anxiety, panic, tension, worry and other emotions, as well as behavioral problems caused by cognitive bias. Anxiety disorder is different from ordinary mental diseases. It not only has all negative emotions, but also may be the accumulation of all kinds of negative emotions. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism and so on. Although moderate anxiety has certain positive significance to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. Mental health education is an important part of Ideological and political education in colleges and universities, but the traditional mental health education of college students generally lacks attention to anxiety. Therefore, exploring the integration of Ideological and political education and mental health education has become an important topic for college educators. In previous studies, more scholars mainly focused on analyzing the consistency between the two in terms of objectives, methods and contents, and emphasized the significance or importance of integration. On the path of integration, either mental health education is infiltrated into ideological and political education, or ideological and political education is infiltrated into mental health education, and the integration mode of ideological and political education and mental health education has not been constructed.

**Objective:** This study discusses the impact of Ideological and political education in colleges and universities on alleviating college students' anxiety in the new era, in order to study the characteristics and adjustment countermeasures of college students' group anxiety in the new era.

**Subjects and methods:** In order to alleviate the anxiety of college students, 200 college students with anxiety in a school were selected for questionnaire survey. The students were randomly divided into experimental group and control group. The experimental group was given teaching based on the integration mode of Ideological and political education and mental health education, the control group was given routine teaching, and the anxiety status of students was evaluated before and after teaching.

**Study design:** Self-rating Anxiety Scale (SAS) was used to evaluate before and after intervention (2 months). The score limit was 50 points. More than 50 points indicated anxiety. The lower the score, the healthier the psychology. Self-rating Depression Scale (SDS) was used to evaluate before and after the intervention (2 months). The score limit was 53 points. More than 53 points indicated depression. The lower the score, the healthier the psychology. After treatment, the clinical efficacy was evaluated according to the rehabilitation of patients with depression.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** After the intervention, the scores of SAS and SDS in the experimental group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Figure 1. The results show that the teaching mode based on the integration of Ideological and political education and mental health education can improve college students' anxiety, which is obviously better than conventional education. The teaching mode embodies the characteristics of personalization and can let patients put down their guard, so as to greatly eliminate the symptoms of anxiety and depression.

**Conclusions:** The results of this paper show that the scores of SAS and SDS in the experimental group are significantly lower than those in the control group ( $P < 0.05$ ), which shows that the integration model of Ideological and political education and mental health education proposed in this study has higher effect and application value compared with routine daily education, and creates a new direction for controlling the emotion of college students' anxiety disorder in practice. This model can objectively and accurately reflect the symptoms of college students' anxiety disorder, then formulate the corresponding anxiety management plan. Different forms of Ideological and political education take ideological and political education as the core guiding ideology, but its methods have significant diversity, which can guide students to think from different angles and achieve the purpose of alleviating teenagers' anxiety.

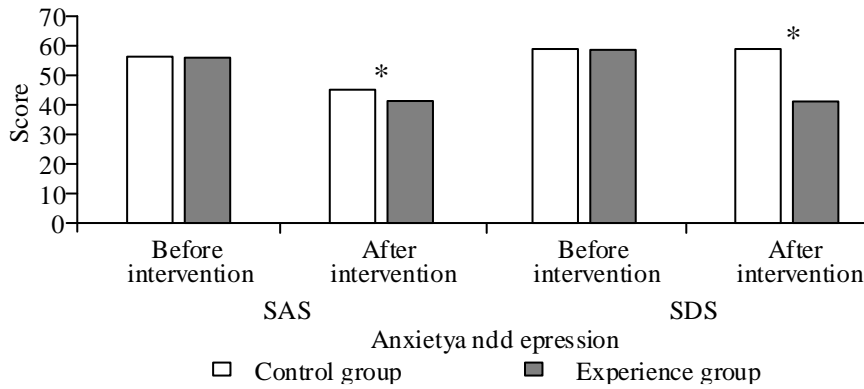


Figure 1. Comparison of anxiety and depression between the two groups

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## RESEARCH ON THE CONSTRUCTION OF PRACTICAL COURSES OF LANDSCAPE ARCHITECTURE SPECIALTY GUIDED BY ECOLOGICAL CIVILIZATION EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Feiyu Wei

*Beijing University of Civil Engineering and Architecture, Beijing 100044, China*

**Background:** Generally speaking, people believe that educational psychology applies the general principles of psychology and applies it to a science in teaching activities, which makes teaching psychology a branch of general psychology. However, educational psychology does not simply adopt the methods and principles of general psychology. It mainly studies people's psychology and psychological changes in the process of education. Human education mainly includes three aspects: school, society and family education. Among them, school education realizes the accumulation of scientific and cultural knowledge of personal system. Therefore, educational psychology mainly refers to the study of psychological phenomena and laws of teachers and students in the process of school education. The law of psychological phenomenon in school education refers to the basic psychological law of how students learn and how teachers teach. As a branch of psychology, educational psychology is also an intermediate science with the nature of natural science and social science. Educational psychology is a science that studies the psychological law of middle school students learning from teachers in school education situation. The particularity of its research object determines that educational psychology is inseparable from people's educational practice in the field of education. Educational psychology is regarded as a part of the educational science system. Educational psychology pays more attention to the nature of social science. The particularity of its research object determines its closeness with education and teaching practice. It is a highly applied science. The construction of ecological civilization is not only an important direction of global sustainable development, but also the trend. The construction of ecological civilization has been paid more and more attention by the society. The important content of China's development in the next stage is to promote the construction of ecological civilization. The major of landscape architecture mainly studies the outdoor environment where people live, so as to coordinate the relationship between man and nature. The development direction of this major is also closely related to the national macro policy. Nowadays, the requirements of ecological civilization construction also put forward higher requirements for the teaching of landscape architecture specialty. Many domestic colleges and universities began to actively explore the reform of talent training mode and curriculum system under the new situation. Promoting the reform and innovation of landscape architecture education and teaching, promoting connotative development, improving the quality of talent training, and meeting the diversified needs of social development for talents in the field of landscape architecture are the major mission entrusted to the development of landscape architecture in the new era. Therefore, in the new situation, it is of great significance to strengthen the reform of the training program of landscape architecture professionals.

**Objective:** Taking the students majoring in landscape architecture in a university as an example, combined with the scheme of educational psychology and ecological civilization education, this paper aims to explore the students' psychological satisfaction with the course.

**Subjects and methods:** 400 students majoring in landscape architecture from 10 universities were

randomly selected and divided into experimental group and control group, with 200 people respectively. The experimental group was given program teaching combined with educational psychology and ecological civilization education, and the control group was given routine teaching.

**Research design:** The self-designed student psychological well-being evaluation scale was used to evaluate the two groups of students before and after teaching, which was mainly used to evaluate the degree of psychological well-being felt by students before and after class. The evaluation scale of students' psychological well-being mainly includes two parts: the overall emotion index scale and the life satisfaction questionnaire. Among them, the overall emotion index scale analyzes the emotional connotation from multiple angles, with a total of 8 items. The life satisfaction questionnaire has only one item, which is the score of intention satisfaction. All items in the evaluation scale of students' psychological well-being adopt the 7-level scoring method. The weight of emotion index is 1 and the score is 1-7. The higher the score, the more hopeful it is, and vice versa.

**Methods:** The relevant data were calculated and counted by Excel and SPSS20.0.

**Results:** Before teaching, there was no statistical significance in the comparison of the total score and all aspects of the scale between the two groups ( $P > 0.05$ ), indicating that the two groups can be compared. After teaching, the total score and scores of all aspects of the scale in the experimental group were significantly higher than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Comparison of evaluation results of psychological well-being evaluation scale between the two groups of students

	Score	Experience group	Control group
Affective index score	Before teaching	5.18	5.25
	After teaching	5.92	5.14**
Life satisfaction score	Before teaching	4.88	4.98
	After teaching	5.84	5.17**
Total score of happiness index	Before teaching	10.19	10.69
	After teaching	12.32	10.71**

Note: \* $P < 0.05$ ; \*\* $P < 0.01$ .

**Conclusions:** The construction of ecological civilization puts forward clearer requirements for the cultivation of professional knowledge and ability of landscape architecture. Through six years of innovative practice, reform and exploration, the school running characteristics of landscape architecture specialty in our university are more distinctive, the talent training mode based on the concept of ecological civilization has made progress, the students' practical ability and innovative spirit have been significantly enhanced, and the theoretical innovation and practical development are deepening. Establish a talent training system for architectural landscape architecture majors under the guidance of ecological civilization, significantly improve students' ecological civilization thought and engineering practice ability, and meet the needs of ecological civilization construction for landscape architecture majors.

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## ANALYSIS AND RESEARCH ON THE ALLEVIATING EFFECT OF LANGUAGE ART EXPRESSION ON AUDIENCE'S MENTAL ANXIETY IN NEWS COMMUNICATION

Qing Li

*Zhengzhou Normal University, Zhengzhou 450044, China*

**Background:** Anxiety state is a state between anxiety and anxiety disorder, which is heavier than anxiety and lighter than anxiety. Anxiety state has obvious anxiety, such as irritability, irritability, tension and restlessness, accompanied by sleep disorders and some symptoms of autonomic disorders, such as panic, palpitation, chest tightness, fatigue and cold sweat. Anxiety is the most common emotional state, such as an emergency or an important event to face. If you are not fully prepared in advance, you will be nervous and anxious. People usually actively do things that can reduce anxiety. This kind of anxiety belongs to a protective response, also known as physiological anxiety. When the severity of anxiety is obviously inconsistent with the objective event or situation, or lasts too long, it becomes pathological anxiety, which is called anxiety symptom. When it meets the diagnostic criteria, it will be diagnosed as anxiety disorder.

Anxiety disorder is a very common symptom among mental diseases. According to statistics, the incidence rate of the global population is about 4%, accounting for 6-27% in psychiatric clinics. In European and American countries, the lifetime prevalence rate among normal people is about 5%, while the incidence rate in China is low, only 0.7%. Wartime anxiety accounted for 1% of wartime neurosis. It often starts in youth, and the ratio of men to women is 2:3. Anxiety is a premonition of future threats. Unlike fear, the latter is a response to a specific threat that exists objectively. Anxiety in normal people is an adaptive response or biological defense phenomenon when people expect a dangerous or painful situation to happen. It is a complex comprehensive emotion. Anxiety can also be a symptom of all mental disorders. Pathological anxiety is a kind of uncontrollable fear without clear object or content. Its threat is very inconsistent with the degree of anxiety. In the field of news communication language, creation and innovation are the basis of language development. The artistic use of language is the transcendence and breakthrough of norms, and it is an innovative language. It is not necessarily undesirable to flexibly use the language essence of folk customs, masses and customs in news communication activities. At the same time, news language is also the language of the audience. In the process of news communication, the audience is the receiver of news information and the receiving object of news communication language. With the acceleration of social development, the communication media has gradually changed to all day rolling broadcasting. The media storing information capacity also presents different characteristics with the spread of language.

**Objective:** This study makes it clear that news communication must serve the audience, and designs the expression program based on language art in news communication according to the audience's mental anxiety, in order to put forward the characteristics and adjustment countermeasures of audience's mental anxiety.

**Subjects and methods:** In order to study the alleviating effect of language art expression on audience's mental anxiety in news communication, 400 community residents with mental anxiety in a certain area were selected as the research object, and the audience were given the intervention based on the language art expression program in news communication, and the mental anxiety status of all residents before and after the intervention was compared.

**Study design:** Hamilton Depression Scale (HAMD) and Hamilton Anxiety Scale (HAMA) were used to judge the mental anxiety status of all subjects before and after the intervention. Among them, HAMD scale includes 7 dimensions and 17 items in total. Less than 7 points are non-depression, 7-17 points are mild depression, 17-24 points are moderate depression, and > 24 points are severe depression. HAMA scale has two dimensions of somatic anxiety and mental anxiety, < 6 points are no depression, 7-17 points are possible anxiety, 14-21 points are anxiety, and > 21 points are significant anxiety.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** After the intervention, the total HAMA score, mental anxiety and somatic anxiety factors of all subjects decreased significantly compared with those before the intervention ( $P < 0.05$ ). The total score of HAMD and anxiety / somatization factors were significantly lower than those before intervention ( $P < 0.05$ ).

**Table 1.** Anxiety and depression of the audience before and after the intervention

Score	Before intervention	After intervention	<i>t</i>	<i>P</i>
HAMA total score	19.17±4.95	9.69±3.81	2.598	0.022
Mental anxiety	10.98±3.15	5.15±2.83	3.416	0.000
Somatic anxiety	8.28±2.86	4.61±1.87	3.401	0.000
HAMD total score	23.36±5.18	20.58±4.97	5.385	0.000
Anxiety / somatization	7.43±3.95	6.25±2.23	3.595	0.003

**Conclusions:** The specific forms and key points of language art in news communication vary according to the types and characteristics of news programs, but mainly through the emotional resonance and spiritual comfort of the audience. This study designs the expression program based on language art in news communication according to the mental anxiety of the audience, in order to put forward the characteristics and adjustment countermeasures of the audience's mental anxiety. In order to give full play to the artistic expression of language art in news communication more deeply and effectively, it needs to be further explored in practice.

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## RESEARCH ON THE EFFECTIVENESS AND EFFICIENCY OF EMPLOYEES' PSYCHOLOGICAL ANXIETY IN MODERN ENGINEERING CONSTRUCTION PROJECT MANAGEMENT MODE

Haiyan Dai<sup>1\*</sup> & Jian Wang<sup>2</sup>

<sup>1</sup>*Vocational and Technical College of Inner Mongolia Agricultural University, Baotou 014109, China*

<sup>2</sup>*Pastoral Institute of Water Resources of Water Resources Ministry, Hohhot 010020, China*

**Background:** Under the social background of the increasingly prosperous national economy and the continuous emergence of vicious market competition, the mental health problems of Chinese enterprise employees appear more and more frequently. In recent years, the frequency of suicide incidents of enterprise employees has become higher and higher, which has had a very bad impact on the society and family. The relevant national departments must pay great attention to it. Modern engineering construction projects have long construction time, huge investment amount, severity and frequency, and have different requirements for different building quality. This will cause employees to face more and more work pressure, and most employees will have mental disorders, depression, insomnia and other mental diseases. If human beings are under pressure for a long time, anxiety and depression will be very common. Well known experts at home and abroad pointed out that coping measures and social support will have a very important impact on employees' emotional and mental health. The World Health Organization claims that the depression and anxiety of enterprise employees can be effectively improved through social support and reasonable response measures.

In view of the psychological anxiety of employees, the modern engineering construction project management mode needs to be optimized and improved. At this stage, the key factors affecting the effectiveness and efficiency of project management are human, environmental factors, methods and materials. The scheme design, quality evaluation in the construction preparation stage, the quality acceptance in the later stage of construction and the site selection of engineering materials are directly related to people. The engineering technology, professional quality and consciousness of construction personnel will directly affect the construction management level, and then affect the construction quality. Environmental factors include technological environmental factors, social environmental factors, natural environmental factors, etc. First, improve the efficiency and effectiveness of project construction management. Compared with the clear requirements of the construction industry, the construction of construction projects has higher requirements, including paying attention to traffic flow, appropriate lighting conditions and urging the standardization and orderliness of the construction environment. Second, do a good job in personnel management. The management personnel of the construction project shall do a good job in the publicity of the project quality, make the construction personnel and management personnel pay attention to the quality problems, and strengthen the control and management of all links in the construction work. Third, improve the construction project management system. A sound system can provide more support for the management of construction projects and provide sufficient guarantee for the management. Environmental quality management is a trinity management system, which cannot obtain quality effect and economic effect at the expense of environmental effect.

**Objective:** Explore the effective and efficient promotion strategy in the modern engineering construction project management mode, and analyze the impact of the promotion strategy on employees' psychological anxiety.

**Subjects and methods:** This paper selects 100 construction enterprise employees with different degrees of anxiety as the research object to analyze the impact of the effectiveness and efficient promotion strategies in the modern engineering construction project management mode on employees' psychological anxiety. The study uses State Trait Anxiety Inventory (ATAI) to analyze employees' anxiety, and uses expectation maximization algorithm (EM) to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment. ATAI can measure state anxiety and trait anxiety. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Methods:** Through EPINFO data statistical analysis software, this paper analyzes the impact of the effectiveness and efficient promotion strategies in the modern engineering construction project management mode on the anxiety psychology of employees.

**Results:** Table 1 shows the anxiety of construction workers in different enterprises after applying the promotion strategy of modern engineering construction project management mode. It can be seen from the

Table 1 that the anxiety of construction workers in different enterprises has been alleviated to a great extent, which may be because this management model can ease the anxiety of employees.

**Table 1.** Anxiety of construction workers in different enterprises after the promotion strategy of modern engineering construction project management mode

Enterprise	No improvement	A little improvement	Improvement	Obvious improvement
Enterprise 1	13	6	2	4
Enterprise 2	12	5	3	5
Enterprise 3	10	7	2	6
Enterprise 4	11	6	4	4

**Conclusions:** The effectiveness and efficiency promotion strategy in the modern engineering construction project management mode can improve the anxiety of construction workers. Later, this mode can be applied to the management of other construction projects to improve the mental health level of employees.

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## RESEARCH ON THE IMPROVEMENT PATH OF STUDENTS' COGNITIVE IMPAIRMENT IN ART EDUCATION COURSES IN COLLEGES AND UNIVERSITIES

Jingxin Liu

*China West Normal University, Nanchong 637000, China*

**Background:** According to psychological theory, cognitive disorder is a psychological disorder developed from the perspective of cognitive psychological disorder. Psychological cognitive disorder can be called a neurocognitive disorder. Patients mainly have psychological disorders in problem solving, perception, memory, learning and so on. Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body will show memory function and learning dysfunction, and even appear pathological behaviors such as loss of line, recognition and use. The causes of cognitive impairment are as follows: chronic brain injury, chronic systemic diseases, mental and psychological abnormalities, among which mental and psychological abnormalities are the most important reasons. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. The clinical manifestations of thinking disorder include delusion, thinking logic disorder, association process disorder, abstract generalization stage disorder and so on. In clinical practice, memory impairment mainly includes memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. Students are highly likely to have cognitive impairment. At present, some studies believe that the art education curriculum in colleges and universities has a certain intervention effect.

College art courses include not only practice, pedagogy, Chinese and foreign art history, calligraphy, oil painting, traditional Chinese painting, but also investigation, animation, dyeing and weaving, creation and sketching, printmaking, crafts, etc. Art courses in colleges and universities include normal art education courses, art academy courses and design application courses. Art curriculum is no longer a single skill and knowledge transfer, but a social practice activity integrating art culture and education. It can cultivate students' expressiveness, observation and perception, as well as develop creativity and right brain thinking. The cultivation of art talents is usually taught by masters and apprentices. With the passage of time, the professional education structure of art courses in the academy of fine arts has gradually developed. The art courses of the academy of fine arts are highly professional. From entering the campus, they are divided into the Department of traditional Chinese painting and the department of oil painting, paying attention to the training and cultivation of art skills. Professional art education is an indispensable part of national professional education. Compared with normal majors, the curriculum is only a specialized subject, and there are almost no courses such as pedagogy, psychology, historical theory and appreciation. The goal pursued by the academy of fine arts is the unique attainments in a certain kind of painting, or the unique opinions in a certain field. Design and application art courses can also be called arts and crafts education. Their circulation mode is relatively single and cannot form a large scale. In view of the strong correlation



between economy and arts and crafts, arts and crafts in colleges and universities directly affect the development and stability of society. Arts and crafts education covers a wide range, including button design, trademark, aircraft, city, etc.

**Objective:** This paper analyzes the impact of art education courses in colleges and universities on students' cognitive impairment, in order to improve students' cognitive impairment.

**Subjects and methods:** Select 100 students with different degrees of cognitive impairment as the research object, and analyze the impact of college art education courses on students' cognitive impairment through the expectation maximization algorithm. The evaluation results are expressed by the improvement rate and can be divided into five grades: obvious improvement, better improvement, improvement, little improvement and no improvement. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100. The improvement degree is the ratio of the number of people with obvious improvement, better improvement and improvement to the total number of people. College art education courses include normal art education courses, art academy art courses and design application art courses. The evaluation of students' cognitive impairment includes three aspects: memory ability, memory ability and orientation. In order to ensure the accuracy and reliability of the research results, the average score of all researchers was used as the final result.

**Methods:** This study analyzes the impact of art education courses in different colleges and universities on students' cognitive impairment through Excel data analysis software.

**Results:** The impact of college art education courses on students' cognitive impairment is shown in Table 1. It can be seen from Table 1 that the art courses of the academy of fine arts have a high degree of improvement on students' memory ability, memory ability and orientation, with values of 90%, 95% and 95% respectively. The improvement rate of college art education courses shows that three different college art education courses have a certain improvement effect on students' cognitive impairment.

**Table 1.** The influence of college art education curriculum on students' cognitive impairment

Curriculum	Memory ability	Recall ability	Directional force
Normal art education	85	90	85
Art courses of art academy	90	95	95
Design application art course	85	85	85

**Conclusions:** The college art education courses designed by the Institute have a high degree of improvement on students' cognitive impairment. Three types of college art education courses can be applied to alleviate other students' cognitive impairment.

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## THE INFLUENCE OF MAKER MOVEMENT AND THE RISE OF MAKER CLASS ON ENTREPRENEURS' ECONOMIC PSYCHOLOGICAL BEHAVIOR IN THE ERA OF GREAT CHANGE

Xiaohua Han<sup>1</sup>, Binxue Wang<sup>2</sup>, Liping Su<sup>1</sup>, Meijun Yan<sup>1</sup> & Wenru Zhao<sup>1\*</sup>

<sup>1</sup>Hebei Normal University for Nationalities, Chengde 067000, China

<sup>2</sup>Shanghai International Studies University, Shanghai 200000, China

**Background:** Entrepreneurs' economic behavior is determined by psychology. The influencing factors of entrepreneurs' economic psychological behavior are mainly the following four points: regret psychology, speculation psychology, investment confidence and conformity psychology. Regret refers to the fact that people usually feel very painful after making a wrong decision. Therefore, entrepreneurs are likely to accelerate the sale of stocks that are already increasing in value, but delay the sale of stocks that are decreasing in value. Regret psychology makes entrepreneurs feel remorse and regret. On the one hand, they are very afraid of stock trading, on the other hand, they are also worried about stocks that have lost money, so as to prevent greater economic losses. Investment confidence is an important factor affecting entrepreneurs' behavior. Speculative psychology is a very common psychological phenomenon. It will lead to sharp rise and fall in the market and stimulate the potential of the market. This phenomenon is very prominent among small and medium-sized entrepreneurs. They usually adopt the form of high selling and

low income. Institutional entrepreneurs have stronger financial theory, but they are likely to make speculation under the guidance of interests. Most of these speculations are short-term speculation, which itself cannot change the trend of market development. Conformity psychology refers to the psychological activity that people change their choices and choose the same decision as most people. This kind of behavior can avoid the conflict between themselves and groups, and then enhance their sense of security. In the case of bad market form, herding will appear, which will further reduce the trading volume and popularity of the market.

With the increasing prosperity of the national economy and the continuous development and maturity of Internet technology, China's economy ushered in an era of great change in the decade of the 21st century. At this stage, a large number of makers emerged rapidly. While improving their material living standards, they also made great contributions to the national economy. After the industrial transformation brought about by the integration of new energy and the Internet, the Internet will be combined with the manufacturing industry to trigger a manufacturing revolution. The digital transformation of product manufacturing not only optimizes the existing manufacturing industry, but also extends manufacturing to a wider range of production groups, including not only existing manufacturers, but also ordinary people who are becoming entrepreneurs. In the era of great change, the maker movement and the rapid rise of entrepreneurial class are of great significance, which is mainly reflected in promoting the rapid growth of national economy and affecting the psychology of entrepreneurs. However, at present, there is still great controversy about how this phenomenon affects the psychology of entrepreneurs.

**Objective:** This paper analyzes the impact of maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change, in order to provide some scientific guidance for entrepreneurs' economic psychological behavior.

**Subjects and methods:** 200 entrepreneurs from five regions are selected as the research object, and the drosophila optimization algorithm is used to analyze the impact of maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change. Set entrepreneurs' economic psychology, including regret psychology, speculation psychology, investment confidence and conformity psychology. Each aspect is set with four levels of 0-1. The higher the value, the higher the correlation degree. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** Through Pearson product moment correlation coefficient, this paper analyzes the correlation between maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change. When  $P < 0.05$ , the difference has significant statistical difference, and  $P < 0.01$ , the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation, 0.6-0.8 refers to strong correlation, 0.4-0.6 indicates medium intensity correlation, 0.2-0.4 indicates weak correlation, 0.0-0.2 indicates very weak correlation and uncorrelation.

**Results:** Table 1 refers to the correlation between the maker movement and the rise of the maker class on the economic psychological behavior of entrepreneurs in the era of great change. It can be seen from Table 1 that the correlation coefficients between the maker movement and the rise of the maker class in the era of great change on regret psychology, speculation psychology, investment confidence and conformity psychology are -0.563, -0.586, 0.656 and -0.425 respectively. This shows that the rise of maker movement and maker class in the era of great change is negatively related to regret, speculation, investment confidence and conformity. It is positively correlated with investment confidence.

**Table 1.** The correlation between maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change

Psychology	Relevance	Significance
Regret psychology	-0.563	<0.05
Speculative psychology	-0.586	<0.01
Investment confidence	0.656	<0.05
Group psychology	-0.425	<0.01

**Conclusions:** In the era of great change, maker movement and the rise of maker class are negatively correlated with regret psychology, speculation psychology and conformity psychology. It is positively correlated with investment confidence. In the process of developing entrepreneurial projects, makers should pay attention to regret psychology, speculation psychology, investment confidence and conformity psychology to prevent entrepreneurial failure due to psychological factors.

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## RESEARCH ON ON-THE-SPOT PSYCHOLOGICAL ANXIETY AND COPING STRATEGIES IN PIANO PERFORMANCE FROM THE PERSPECTIVE OF PSYCHOLOGY

Tao He

*Guangdong University of Foreign Studies, Guangzhou 510006, China*

**Background:** Psychological theory points out that physiological reaction will produce psychological reaction, and psychological reaction is caused by physiological reaction in a great probability. The causes of clinical anxiety of piano players can be attributed to the following three points: subjective factors, objective factors, and the relationship between subjective factors and objective factors. Performers are prone to psychological obstacles in the process of performance, mainly because they have not experienced the purposeful training of performing on stage and practicing off stage. When the player is facing the stage, the compound field information stimulation will lead to the player's psychological anxiety, which will lead to psychological anxiety. The subjective factors of the player's anxiety are mainly three points: the player's own motivation is too strong, the player's personality is different, and the player's own psychological quality. Apart from subjective factors, there are three main objective factors causing anxiety, namely, the player's consumption of concentration and attention in advance, the factors of playing music and the influence of external environment. But the player's anxiety is usually not a single subjective or objective factor. Generally, it is caused by subjective and objective factors. Although the two are not necessarily related to a certain extent, they will act on the player's state during the performer's performance.

The research on the response mechanism of piano performance is mainly reflected in the following aspects: the psychological response, physiological response, physiological response, psychological response and the interaction of stressors. When selecting performance tracks, players can choose the tracks they can control according to their proficiency. Due to the great difference between daily training and performance, players need to avoid the training of more difficult tracks in the training process and try to take more time for effective training. At the same time, when selecting tracks, it is necessary to avoid tracks that are not suitable for public performance. We also need to be careful when targeting different audiences, and the selected tracks should not be too profound and intense. The objective factors causing on-the-spot anxiety mainly include three aspects: the players spent too much concentration and attention in advance, the reasons for playing music, and the influence of the external environment. In order to pursue the performance effect, there may be a big gap between the repertoire selected by the performer and their own real level, which makes it difficult for the performer to maintain a relaxed psychological state in the performance. To solve these problems, the coping strategies of clinical anxiety in piano performance are as follows: select reasonable repertoire, improve the understanding ability of music score, build psychology and cultivate concentration, step-by-step scientific training and strengthen music score memory.

**Objective:** This paper analyzes the alleviating effect of on-the-spot psychological anxiety and coping strategies on players' anxiety in piano performance from the perspective of psychology, in order to alleviate the phenomenon of players' on-the-spot anxiety and provide theoretical guidance and suggestions for players' performance ability.

**Subjects and methods:** 500 piano players from five regions were selected as the research objects. According to the digital random grouping method, they were divided into control group and experimental group. The control group adopted the conventional on-the-spot anxiety mitigation strategy. On this basis, the experimental group intervened with on-the-spot psychological anxiety and coping strategies in piano performance from the perspective of psychology. The experimental cycle lasted for 6 months, and all research objects participated in the whole experimental process. Sarason Test Anxiety Scale (TAS) was used to analyze the anxiety of players in on-the-spot performance. The research uses particle swarm optimization algorithm to classify the anxiety level of players, and sets the level as no anxiety, mild anxiety and severe anxiety. The anxiety rate is the ratio of the number of people with severe anxiety and mild anxiety to the total number of people. In order to ensure the accuracy of the results, the data results obtained in the study were reviewed by the same psychological expert, and the final results were the average value of each group of subjects.

**Methods:** Through the new statistical analysis software PEMs, this paper analyzes the mitigation effect of on-the-spot psychological anxiety and coping strategies on the players' on-the-spot anxiety in piano performance from the perspective of psychology.

**Results:** Table 1 refers to the on-the-spot anxiety of piano players in the experimental group during the experiment. Under the intervention of on-the-spot psychological anxiety and coping strategies in piano

performance from the perspective of psychology, the clinical anxiety of the players in the five regions of the experimental group has been greatly improved. Six months later, the anxiety rate of the experimental group was 47.6%.

**Table 1.** On the spot anxiety of piano players in the experimental group during the experiment

Area	Before	After 1 month	After 3 months	After 6 months
Area 1	82.0	74.0	60.0	48.0
Area 2	78.0	76.0	58.0	52.0
Area 3	84.0	70.0	56.0	48.0
Area 4	86.0	72.0	60.0	46.0
Area 5	88.0	68.0	58.0	44.0

**Conclusions:** From the perspective of psychology, the on-the-spot psychological anxiety and coping strategies in piano performance proposed by the research can greatly improve the anxiety phenomenon of players in on-the-spot examination, which makes an important contribution to the real level of players. In the future, this model can be applied to the control of on-the-spot anxiety of players of other art types.

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## RESEARCH ON IMPROVING THE SCIENTIFIC LEVEL OF PARTY CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Jiayang Liu

*Minxi Vocational and Technical College, Longyan 364021, China*

**Background:** Educational psychology is an important branch of applied psychology. It is an interdisciplinary subject of pedagogy and psychology. Its main research content is the basic psychological laws of middle school and teaching in the stage of education and teaching. However, different from college psychology, there are significant differences in the research focus of educational psychology, and most scholars have given a clear identification scope. The focus of educational psychology is to analyze theoretical work, and the focus of school pedagogy is to engage in school and related specific affairs. Educational psychology is based on psychology and involves teaching design, educational technology, special education and classroom management. Its purpose is to guide teachers to complete teaching work. The research trend of educational psychology under the continuous development of the times is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. Generally speaking, educational psychology is all the sciences involved in the process of learning and teaching, including teaching methods, students' characteristics and teachers' characteristics. According to the type of subject, teachers can adopt different teaching schemes. At present, the relevant research of educational psychology mainly focuses on the active challenges faced by students in the process of growth, learning initiative, the change of teaching methods and the design of teaching courses. Under the background of the continuous development of educational psychology, the scientific construction of the party in higher vocational colleges is imminent.

The scientific construction of the party in higher vocational colleges needs to do the following: first, we should pay attention to the exhibition of archives in the process of archives publicity. Carry out special exhibitions on red memory, such as going into archives to see the Yellow River, ancient city history archives, going into archives to keep the original heart, so as to provide guarantee for the cultivation of students' red memory education system. Second, strengthen the compilation and research and development of archives in the development and utilization of red resources. Look for valuable materials of revolutionary activities in the new democratic period, including picture materials, literature materials, special materials, research materials, etc., specifically including research results of revolutionary history, conference articles of parties or insiders of revolutionary history, historical documents, etc. Third, play the role of patriotism education base in the process of building a civilized city. We should actively promote the red search files into classroom activities, and establish a platform for WeChat official account and online exhibition hall to provide students with a deeper understanding of red culture. Fourth, highlight the sense of mission of red archives in classroom education. Carry out the publicity and education of students through the compilation,

research, exhibition and display of red archives resources to help them establish a correct view of party history.

**Objective:** This paper analyzes the role of the party's scientific construction plan in higher vocational colleges on students' psychology, in order to improve the red spirit of students in the red revolutionary base and spread the red spirit and culture.

**Subjects and methods:** This paper selects students from two schools in six red revolutionary base areas as the research object, and analyzes the role of the party's scientific construction scheme in higher vocational colleges on students' educational psychology through adaptive enhanced machine learning algorithm. The evaluation includes five aspects: quality, will, cognition, memory and emotion. The value range of contribution value is 0-1. The larger the value is, it shows that the scientific construction scheme of the party in higher vocational colleges has a great impact on psychological factors. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** Through Das data statistical analysis software, this paper analyzes the role of the party's scientific construction plan in higher vocational colleges on students' educational psychology.

**Results:** Table 1 refers to the impact of the party's scientific construction plan on students' educational psychology in higher vocational colleges. It can be seen from Table 1 that the contribution value of the party's scientific construction plan in higher vocational colleges is high in five aspects: quality, will, cognition, memory and emotion. This shows that after the introduction of educational psychology theory, the scientific construction of the party in higher vocational colleges has a good effect.

**Table 1.** The influence of the party's scientific construction plan on students' educational psychology in higher vocational colleges

Base area	Quality	Will	Cognition	Memory	Memory
Base area 1	0.88	0.90	0.88	0.88	0.88
Base area 2	0.82	0.93	0.82	0.82	0.82
Base area 3	0.86	0.88	0.88	0.86	0.82
Base area 4	0.82	0.87	0.93	0.82	0.83
Base area 5	0.83	0.83	0.87	0.87	0.86
Base area 6	0.84	0.86	0.86	0.86	0.85

**Conclusions:** The party's scientific construction plan in higher vocational colleges has a particularly obvious impact on students' educational psychology, especially in the aspect of will. In order to improve the scientific construction level of the party in higher vocational colleges, schools need to fully combine the theory of educational psychology, which plays an important role in the education of senior government.

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## APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE TEACHING REFORM OF MARXIST PHILOSOPHY

Xianjin Liu

*Xianyang Normal University, Xianyang 712000, China*

**Background:** Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of educates and the teaching psychology of educators in the environment of receiving education. By studying the psychology of educates and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. It is also helpful to adjust the teaching mode and improve the teachers' ability to solve the existing problems in the teaching process according to the teaching theory and research, and to improve the teachers' ability to solve the existing problems in the teaching process. Marxist philosophy course is of great significance for college students to build a materialistic world outlook and improve their ability to understand and transform the world. However, the

knowledge content of Marxist philosophy course is relatively difficult, and some teachers' expression ability is insufficient, which leads to the fact that a considerable number of students can not accurately understand the teaching content in the actual teaching process. When they cannot keep up with the teaching progress, they are prone to anxiety, depression and other adverse psychological emotions, which is not conducive to the development of teaching work.

**Objective:** To understand the views and learning difficulties of Chinese college students on the current Marxist philosophy course through offline interviews, telephone consulting experts and literature analysis, and to design and carry out the teaching experiment of Marxist philosophy course combined with educational psychology, so as to explore the impact of integrating educational psychology into the course on students' learning anxiety and depression. It provides a reference for relevant national departments to reform the teaching methods and contents of Marxist philosophy.

**Subjects and methods:** A general undergraduate school was selected from an administrative city with a medium level of economic development in China, and then 216 college students with non-philosophy related majors were selected as the research objects. The selected college students were divided into experimental group and control group, with 108 students in each group, and then the basic information statistics and difference significance analysis were carried out, if there are items with significant differences in students' basic information, students in each group need to be adjusted or regrouped. Note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05. Then carry out the teaching experiment of Marxist philosophy course. During the experiment, the research team does not interfere with the teaching of the teachers in the control group, but requires the teachers in the experimental group to observe the students' learning state in real time in combination with the methods of educational psychology. Once the students are found to have learning anxiety and depression, immediately suspend the teaching, repeatedly explain the teaching content, give examples to help explain. Directly ask the reason of the object and other methods to deal with it. The teaching experiment lasts one semester. Two sets of scales were designed to test the severity of students' anxiety and depression symptoms respectively. The two sets of scales used 1-5 five digits to express the five symptom levels of asymptomatic, mild, medium, heavy and severe. All students should be tested with the above two scales before and after the teaching experiment.

**Results:** After the teaching experiment and scale test, the statistical data were obtained in Table 1.

As shown in Table 1, after the experiment, the *t*-test *P* values of the anxiety scale score and depression scale score data between the two groups of college students were 0.002 and 0.001 respectively, both of which were less than the significance level, indicating significant data differences. Moreover, the anxiety scale and depression scale scores of the experimental group were lower than those of the control group.

**Table 1.** Statistical results of two groups of students' scale test data after the experiment

Scale type	Experience group	Control group	<i>t</i>	<i>P</i>
Anxiety psychology	2.64 $\pm$ 0.22	3.17 $\pm$ 0.18	0.458	0.002
Depressive psychology	1.36 $\pm$ 0.17	2.52 $\pm$ 0.25	0.337	0.001

**Conclusions:** In order to explore the effect of applying educational psychology theory and method in Marxist philosophy teaching on students' psychology. This study attempts to understand Chinese college students' views on current Marxist philosophy courses and learning difficulties through offline interviews, telephone consulting experts, literature analysis and other methods, and to design and carry out Marxist philosophy course teaching experiment combined with educational psychology. The experimental results showed that after the experiment, the *t*-test *P* values of the anxiety scale score and depression scale score data between the two groups of college students were 0.002 and 0.001 respectively, which were both lower than the significance level, indicating that the data were significantly different. Moreover, the anxiety scale and depression scale scores of the experimental group were lower than those of the control group. It shows that teachers can reduce students' anxiety and depression in learning Marxist philosophy course by using educational psychology method to adjust teaching strategy, and thus improve students' learning efficiency.

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## INFLUENCE OF EPIDEMIC SITUATION ON THE DEVELOPMENT OF SPORTS EVENTS AND WORKING MOOD

Yi Xie<sup>1\*</sup>, Xiangming Tang<sup>2</sup> & Xiaotong Yang<sup>3</sup>

<sup>1</sup>Xinyu University, Xinyu 338004, China

<sup>2</sup>Jiangxi Modern Polytechnic College, Nanchang 330095, China

<sup>3</sup>Jiangxi Normal University Science and Technology College, Jiujiang 332020, China

**Background:** In recent years, some psychological studies have found that the incidence rate of depression patients in China is higher than that in other major economies in the world, especially in some high anxiety and high stress working environments, such as hospitals, the military and large companies. In the face of the cruel law of competition, the executives and employees of most non-public enterprises bear a variety of pressures, which virtually makes their psychological problems more prominent, resulting in a series of psychological and pathological problems such as absenteeism, turnover rate, increased accident rate, physical exhaustion, trance, lack of efficiency, communication disorder, depression and suicide. At the same time, under the background of the spread of the COVID-19, watching sports events, one of the main entertainment and relaxation methods of the people, has also been significantly affected. Due to the needs of local epidemic prevention and control, many well-known sports events at home and abroad have been forced to temporarily cancel or delay broadcasting, which obviously may have more negative effects on the individual psychology of those who like to watch sports events.

**Objective:** To collect the situation of various sports events affected since the outbreak of the epidemic from multiple channels, such as the cancellation or postponement of the events. Then select senior practitioners or experts and scholars from relevant industries at home and abroad to form an expert group, and ask the members of the expert group about their impact on the work mood of the affected events on the enterprise employees who like to watch the events. So as to put forward some suggestions and Countermeasures to improve the mental health level of enterprise employees who like to watch sports events.

**Subjects and methods:** After the outbreak of COVID-19, the world's affected sports events were collected and sorted out from major news media, sports variety and sports information websites at home and abroad, and then several domestic sports event enthusiasts were randomly selected through telephone interviews to understand their psychological and emotional states after knowing these affected sports events. Then, based on the results of telephone interview, an expert inquiry action is designed and carried out. The inquired expert group is composed of 37 senior sports practitioners and psychological experts at home and abroad. Send the sorting materials after telephone inquiry to the members of the expert group, and ask them to evaluate the impact of the postponement and cancellation of sports events on the working mood of sports lovers in the enterprise, and rate the impact of various working emotions and negative psychology of enterprise employees on their work. The impact degree is evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and is given five integers of 1, 2, 3, 4 and 5 respectively for quantification. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent. Note that in order to ensure the independence of expert opinions, any form of communication between expert members is not allowed during the inquiry. In addition, all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the last round of expert consultation, the final opinions were sorted out and Table 1 was obtained.

**Table 1.** Evaluation results sorted out after the last round of inquiry by the members of the expert group

Emotional and psychological changes of employees	No effect	Slight impact	General impact	Obvious influence	Full impact
Depression	0	3	7	18	9
Lack of energy	7	20	6	3	1
Anger	1	9	16	8	3
Disappointment psychology	1	2	6	15	13

The values in Table 1 represent the number of people who believe that the spectators of sports events know that the corresponding emotional or psychological impact on their work after the cancellation or delay of the event due to the epidemic is the corresponding level. It can be seen from Table 1 that the members of the expert group believe that the “disappointment” and “depression” of employees have the most significant impact on work, and the “lack of energy” has relatively little impact on work. The number of

expert group members who choose the above factors to have a “full impact” on work is 29, 27 and 4 respectively.

**Conclusions:** The purpose of this study is to understand the impact of sports events postponed or cancelled due to the prevention and control of COVID-19 on the work of sports event spectators. The research team designed and carried out an experiment based on expert inquiry. The inquiry results show that the members of the expert group believe that the “disappointment” and “depression” produced by employees have the most significant impact on work, and the “energy laxity” has a relatively small impact on work. The number of experts who choose the above factors to have a “full impact” on work is 29, 27 and 4 respectively. The results of the inquiry showed that sports events postponed or cancelled due to the prevention and control of COVID-19 would indeed have a negative impact on the working mood of sports event spectators.

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## ANALYSIS ON THE INHERITANCE STRATEGY OF TRADITIONAL CRAFTS IN NANTONG – BASED ON THE INFLUENCE OF COGNITIVE IMPAIRMENT

Yiyue Xiong<sup>1,2\*</sup>, Tao Zhang<sup>2</sup> & Xi Li<sup>3</sup>

<sup>1</sup>*School of Art Design, Jiangsu College of Engineering and Technology, Nantong 226006, China*

<sup>2</sup>*School of Design, Jiangnan University, Wuxi 214122, China*

<sup>3</sup>*School of Expo Art and Media, Jiangsu Vocational College of Business, Nantong 226011, China*

**Background:** The main manifestation of cognitive impairment is that the advanced functions of human brain such as memory, logic and thinking cannot operate abnormally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The main clinical manifestations of cognitive impairment are divided into perceptual impairment (such as hypersensitivity or retardation, sensory deterioration and internal discomfort), memory impairment (such as strong memory and memory defect), and thinking disorder (thinking logic disorder and association process disorder). Most of the causes are abnormal activity of human cerebral cortex. Cognitive impairment is caused by Alzheimer’s disease, cerebrovascular disease, anxiety, depression and other reasons. This disease will not only lead to mental and motor retardation and inattention, but also affect the patients’ daily life and social ability. Nantong blue printed cloth is one of the excellent intangible cultural heritages in China. However, with the progress of the times, the cognitive ability of some inheritors of Nantong blue printed cloth has not kept up with the development of modern commercial society, and even some inheritors suffer from mild cognitive impairment due to low education, improper family education in childhood, genetic and other reasons. This further limit the inheritance and dissemination of Nantong blue printed cloth technology.

**Objective:** To communicate with many inheritors of Nantong blue printed cloth technology through visits, interviews and telephone exchanges, so as to understand the overall attitude and communication mode of Nantong blue printed cloth inheritors towards this technology. Then set up an expert group to obtain the influence of the members of the expert group on the inheritance of Nantong blue printed cloth caused by the cognitive impairment of Nantong blue printed cloth inheritors, so as to put forward some suggestions to improve the popularity of Nantong blue printed cloth technology.

**Subjects and methods:** Firstly, the research team needs to collect and study the literature in the field of cognitive impairment and Nantong blue printed cloth, and communicate with many inheritors of Nantong blue printed cloth technology through visits, interviews and telephone exchanges, so as to understand the overall attitude and communication mode of Nantong blue printed cloth inheritors towards this technology. A total of 54 psychological experts and Nantong blue printed cloth craft inheritors were selected from China to form an expert group. After sorting out the contents of the previous survey, list the impact of the cognitive impairment of the inheritors on the inheritance of Nantong blue printed cloth, send it to the members of the expert group, invite them to evaluate the research theme, adjust and modify the received conclusion information, and list the impact of each influencing factor on the inheritance and dissemination of Nantong blue printed cloth. The impact degree is divided into no impact, slight impact, general impact, obvious impact fully evaluates the five categories of influence, and give five integers of 1, 2, 3, 4 and 5 to quantify respectively, so as to improve the accuracy of evaluation of influence degree. In addition, in order to ensure the independence of expert opinions, any form of communication between expert members is not allowed during the inquiry. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent.



**Results:** After the expert group members reached an agreement, the final statistical evaluation results are shown in Table 1.

**Table 1.** Impact evaluation results of expert group members on research topics

Influence factor	No effect	Slight impact	General impact	Obvious influence	Full impact
Lack of innovative thinking	0	7	11	24	12
Lack of marketing awareness	1	3	6	27	17
Lack of team operation thinking	3	10	21	16	4

The first column in Table 1 shows the cognitive factors that the expert group believes have the most obvious negative impact on the inheritance and development of Nantong blue printed cloth by Nantong blue printed cloth craftsmen with cognitive impairment. The number in the cell represents the number of experts who believe that a cognitive factor will have a corresponding impact on the inheritance and development of Nantong blue printed cloth. It can be seen from Table 1 that the expert group believes that “lack of innovative thinking”, “lack of marketing awareness” and “lack of team operation thinking” are the biggest cognitive factors that hinder Nantong blue printed cloth craftsmen from spreading their craft.

**Conclusions:** In order to explore the influence of Nantong blue printed cloth craftsmen with cognitive impairment on the inheritance and development of Nantong blue printed cloth, the inheritance research designed and carried out an experiment based on expert inquiry method. The experimental results show that the expert group believes that “lack of innovative thinking”, “lack of marketing awareness” and “lack of team operation thinking” are the biggest cognitive factors that hinder Nantong blue printed cloth craftsmen from spreading their craft. Therefore, this study proposes that in order to improve the popularity of Nantong blue printed cloth technology, special training on cognitive ability should be carried out for inheritors.

**Acknowledgement:** The research is supported by: Research on the Cross-border Integration of “Craftsmanship” and Modern Design In Intangible Cultural Heritage in Nantong by Ministry of Education of Humanities and Social Science Project (No. 17YJA760078); Research on the Inheritance of Craftsman Spirit Under the Construction of A Cultural Power – Taking the inheritance of folk traditional crafts in Nantong as an example by philosophy and social science foundation of Jiangsu provincial department of education (No. 2018SJA1249); Young and Middle-Aged Academic Leader by the “Qing-Lan Project” of Jiangsu Province.

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## ANALYSIS ON THE INFLUENCE OF PRODUCT DESIGN ON STAFF ANXIETY BASED ON DESIGN PSYCHOLOGY

Zhanbin Xu

*Zhongyuan University of Technology, Zhengzhou 450000, China*

**Background:** Under the social background of national economic prosperity, the frequency of mental health problems of enterprise employees is higher and higher, which is most obvious among product designers. In recent years, the frequency of suicides of enterprise employees has become higher and higher, which is not conducive to social stability and family harmony. Relevant national departments must pay high attention to it. Product designers need to complete the work design within the specified time limit, which will lead to more and more work pressure for enterprise employees, and most employees will have mental disorders, depression, insomnia and other mental diseases. If human beings are under pressure for a long time, anxiety and depression will be very common. Well-known experts at home and abroad pointed out that coping measures and social support will have a very important impact on employees’ emotional and mental health. The World Health Organization claims that the depression and anxiety of enterprise employees can be effectively improved through social support and reasonable response measures. Relevant studies at home and abroad have pointed out that the integration of emotional expression in the process of product design has a better effect. The main functions of emotion are communication, organization, driving and adaptation. The dimensions of emotion include arousal non arousal, happiness unhappiness and attention rejection. The Jacques moral son curve points out that the job performance of people engaged in

design and artistic creation is improved when the level of emotional arousal is low.

The product design process needs to be combined with design psychology, so as to bring people a "medium intensity" positive emotional experience and make people feel relaxed and happy. Design psychology points out that emotional design should pay attention to people's practical functions and emotional experience of products, and distinguish the key points. People's perception depends on the stimulation of the external environment. New and different stimuli include harmony, novelty and complexity. People need to have the following characteristics to experience the positive area pole emotional process: a certain degree of familiarity, coordinated color system, distribution law, orderly arrangement of elements, symmetrical and balanced shape, and overall and concise shape. Emotional design includes the particularity, hierarchy and sensuality of emotion. Particularity specifically refers to the practical art of design, integration into the design process, the combination of sensibility and rational emotion, and the expression of emotional diversity. Emotional hierarchy refers to the emotion of instinct level, behavior level and reflection level. For the sensory level, design products include tragic stimulation, terrorist stimulation, erotic stimulation and shape and color stimulation. Emotional product design will have a positive impact on people's emotions and play a role in pleasing the body and mind and relaxing the mind.

**Objective:** This paper analyzes the effect of product design combined with design psychology on staff anxiety, in order to improve the mental health level of staff.

**Subjects and methods:** 100 employees with different degrees of anxiety were selected as the research object to analyze the impact of product design combined with design psychology on staff anxiety. The State Trait Anxiety Inventory (ATAI) was used to analyze staff anxiety, and using the algorithm of ordering points to identify the clustering structure (options) to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, ATAI can measure state anxiety and trait anxiety. In the study, the design psychology is divided into four types: tragic stimulation, terrorist stimulation, erotic stimulation and shape and color stimulation. According to different degrees of stimulation, it is divided into four levels: weak stimulation, medium stimulation, medium strong stimulation and very strong stimulation. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Methods:** The correlation between designers' emotional psychology and anxiety in the process of product design is analyzed by Pearson product moment correlation coefficient. When  $P < 0.05$ , the difference has significant statistical difference, and  $P < 0.01$ , the difference has very significant statistical difference.

**Results:** Table 1 refers to the correlation between designers' emotional psychology and anxiety in the process of product design. It can be seen from Table 1 that the correlations between the four types of stimulation and anxiety are 0.586, 0.786, -0.532, -0.486 respectively. This shows that the psychological anxiety of the staff is negatively correlated with the tragic and terrorist stimuli. It is positively correlated with erotic stimulation and shape and color stimulation.

**Table 1.** Correlation between designers' emotional psychology and anxiety in the process of product design

Stimulation	Relevance	Significance
Tragic stimulation	0.586	<0.05
Terrorist stimulation	0.786	<0.01
Erotic stimulation	-0.532	<0.05
Color stimulus	-0.486	<0.01

**Conclusions:** The psychological anxiety of the staff was negatively correlated with the sad stimulation and terrorist stimulation. It is positively correlated with erotic stimulation and shape and color stimulation. Follow-up research can help workers alleviate anxiety and improve their mental health by enhancing erotic stimulation and form stimulation in the process of product design.

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## RESEARCH ON RESIDENTIAL LANDSCAPE DESIGN BASED ON ARTISTIC DESIGN TECHNIQUES FROM THE PERSPECTIVE OF PSYCHOLOGY

Weiying Zheng

*Jiangnan Vocational College of Media Arts, Wuxi 214153, China*

**Background:** Psychological theory is a discipline to analyze the law of human behavior and psychological

activities. It is a science to analyze the integration form of human brain to external psychology, as well as the reflection, occurrence and development of implicit and explicit behavior. Art design psychology is the analysis of psychological phenomena in the process of art design and product design. It is an important branch of design art. The main analysis contents are designer thinking and designer psychology, environment and design art psychology, the application of design art psychology, individual psychology in design art, methodology of design art psychology, etc. Design art psychology has the dual attributes of Humanities and natural sciences. The development process of art design psychology is accompanied by the development of psychological aesthetics, psychology of art historians, consumer psychology, advertising psychology, industrial psychology, modern design psychology and other theories. Design art and consumer psychology include consumer needs and motives, behavior theory and consumer behavior, consumer attitude and design persuasion, consumer attitude and design persuasion. Environment and design art psychology include environment and psychological environment, physical environment and social environment. Design thinking and designer psychology include thinking, designer individual psychology and designer stress response.

Design psychology is closely related to people's behavior. From the perspective of behavior theory, people's psychological emotional reaction will produce corresponding behavior, which will produce adverse emotions such as anxiety for fear or disliked affairs, and then make people avoid and shrink back. On the contrary, people will show caring and approaching behavior. Under the background of the continuous development of the theory of art design psychology, residents have higher requirements for the landscape design of residential areas, which requires both practicality and artistic beauty. The feelings conveyed by the texture, color and shape in the environment are consistent with people's emotions. People will have corresponding behaviors through the stimulation of the environment. Under different enclosure and space conditions, according to different needs such as interpersonal space, psychological space, action domain and scale, landscape design can meet people's different safety needs such as rest, viewing and activities. Under the background of art design psychology, landscape construction design includes landscape space construction, landscape terrain construction, architectural sketch construction, plant landscape construction and so on. In the process of plant landscape construction, according to the principle of psychology, it is necessary to meet people's emotional communication in space, including communication emotion, safety emotion and private emotion. The size of architectural sketch should first consider human comfort, and then consider aesthetic function.

**Objective:** This paper analyzes the effect of residential landscape design combined with art design psychology on residents' psychology, in order to improve residents' mental health level.

**Subjects and methods:** Residents in four areas 100 were selected as the research object through C4 5 decision tree algorithm analysis combined with art design psychology of residential landscape design on Residents' psychology. The whole experimental cycle lasts for 3 months. The mental health of residents passed the Symptom Checklist 90 (SCL-90), which includes 90 items and 10 sub scales, of which sub scale 10 is not used for these statistics. The 10 factor subscales were somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, phobia, paranoia and psychosis. The maximum score of each item in each sub scale is 4 points. The higher the self-score of each item, the more serious the symptoms. The subjects' self-evaluation of each item is equal to or greater than 3 points, which is used as the standard to determine the degree of moderate and above. The improvement rate is the ratio of the number of people with less than 3 points to the total number of people. The research takes the index as the evaluation standard. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Table 1.** Improvement rate of residents' mental health level during the experiment

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	72.0	81.0	86.0
Obsession	72.0	82.0	87.0
Interpersonal sensitivity	71.0	82.0	84.0
Depressed	74.0	82.0	89.0
Anxious	73.0	82.0	86.0
Hostile	75.0	82.0	86.0
Terror	74.0	82.0	87.0
Paranoid	73.0	83.0	84.0
Psychotic	74.0	83.0	83.0

**Methods:** Through Epinfo data statistical analysis software, this paper analyzes the effect of residential landscape design combined with art design psychology on residents' psychology.

**Results:** Table 1 refers to the improvement rate of residents' mental health level during the experiment. It can be seen from Table 1 that after applying the residential landscape design scheme combined with art design psychology, the mental health level of residents has been significantly improved.

**Conclusions:** The residential landscape design scheme combined with art design psychology proposed by the research institute can improve the mental health level of residents. The scheme can be further used in the residential landscape design of other residents to improve the psychological problems of residents.

**Acknowledgement:** The research is supported by: Philosophy and Social Science Research General Project of Jiangsu Universities in 2021: Topic: Landscape exploration of healthy communities in the post-epidemic era (No. 2021sjja1007).

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## ANALYSIS ON THE INFLUENCE OF COLLEGE PHYSICAL EDUCATION CURRICULUM REFORM INTEGRATING SOCIAL PSYCHOLOGY ON STUDENTS' PSYCHOLOGICAL QUALITY

Xuetao An<sup>1</sup> & Xuechao Fang<sup>2\*</sup>

<sup>1</sup>Hainan Vocational College of Political Science and Law, Haikou 571100, China

<sup>2</sup>Hainan Qiongtai Normal University, Haikou 571100, China

**Background:** From the perspective of the development of college physical education, China's major colleges and universities have implemented corresponding measures to realize the effective reform of college physical education curriculum. The teaching goal of college physical education course is to implement a reliable guarantee for the physical and mental health of college students, and cultivate all-round development talents with high physical and psychological quality on the basis of cultivating college students' positive and sunny life attitude and thinking concept. As the key position of school physical education curriculum education, colleges and universities can improve the knowledge of college physical education students under the influence of relevant measures of physical education, and play a certain role in promoting the development of students' health quality. Colleges and universities should not only pay attention to students' professional theoretical knowledge and practical operation ability, but also attach great importance to physical education and implement physical education in colleges and universities into the actual teaching process of physical education curriculum. For the public physical education curriculum in colleges and universities, it should be integrated with the physical education in colleges and universities, optimize the teaching methods of physical education curriculum, improve the level of teaching and educating people in colleges and universities, guide students to establish correct social values, cultivate college students' good physical literacy, improve students' personal ideological education while strengthening physical fitness, and realize the coordinated development of physical education and public physical education curriculum. Social psychology plays an important role in the field of psychology. Its main research object is the occurrence and change law of psychology and behavior of social individuals and groups. In the process of social interaction, different social individuals and groups often show significantly different psychological and behavioral changes. Therefore, social psychology usually explores from two different levels: individual level and group level. At the social individual level, social psychology mainly focuses on the process of individual socialization, speech development and the impact of environment on individuals. At the social group level, it mainly includes the research focus of group communication structure, racial prejudice and so on. In order to fully integrate the changes of physical education curriculum and psychology into the teaching methods of colleges and universities according to the changes of physical education curriculum or psychology.

**Objective:** College physical education curriculum is oriented to all students, hoping to improve students' physical and psychological quality through reform and optimization, and finally achieve the purpose of promoting the all-round development of college students. The purpose of this study is to explore the impact of different college physical education curriculum reform on students' psychological quality, especially the college physical education curriculum reform integrating social psychology.

**Subjects and methods:** 162 college students were selected as the research objects by stratified cluster random sampling in a university. Three different groups were set up: control group, experimental group A and experimental group B. The college students in the control group accepted the conventional physical education curriculum teaching mode, the college students in the experimental group a accepted the

physical education curriculum teaching mode under the devil training mode, and the college students in the experimental group B accepted the college physical education curriculum reform teaching mode integrating social psychology. Before and after the intervention of physical education, three groups of college students were evaluated by the self-designed evaluation scale of will character and psychological quality.

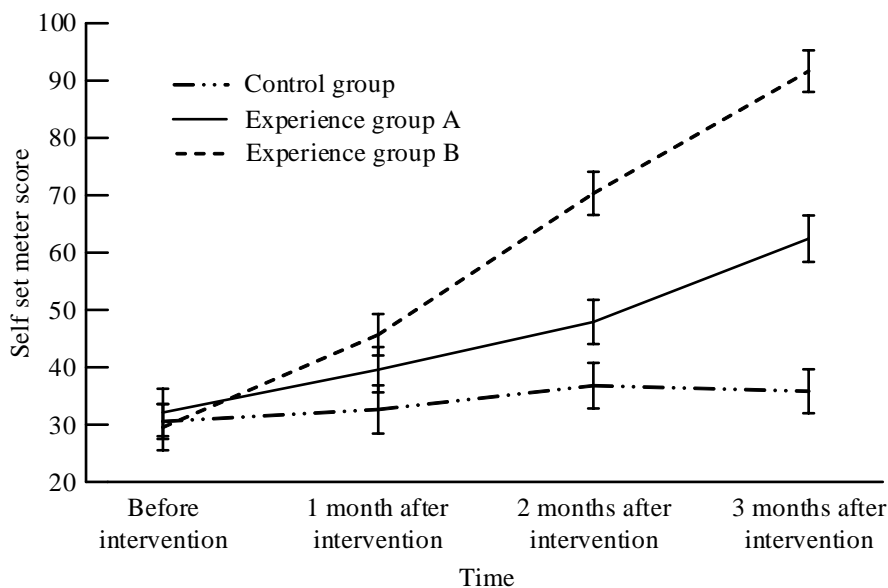
**Research design:** The self-designed “will character and psychological quality evaluation scale” includes 20 items, and each item is set with 5 answers. If the answer is very consistent, score 5 points. If it is more consistent, 4 points will be recorded; 3 points will be given if it is between conformity and non-conformity. 2 points will be given if it does not meet the requirements. Totally unqualified, 1 point will be scored. The scale was used to evaluate and analyze the psychological quality of college students before and after the intervention. The total score of the self-designed scale is 100. The higher the score, the stronger the willpower and psychological quality of the tested college students.

**Methods:** MATLAB software and tableau software were used to calculate and process the survey data comprehensively and objectively. Finally, the influence of college physical education curriculum reform integrating social psychology on students’ psychological quality was analyzed.

**Results:** Figure 1 shows the changes of college students’ self-designed scale scores before and after three different physical education teaching interventions. As can be seen from Figure 1, before the intervention, the scale scores of the three groups of college students remained almost at the same level. With the progress of physical education teaching intervention, the scale score of college students in the control group increased slightly, but the increase range was very small. The scale score of college students in experimental group an increased more than that of the control group, but after 3 months of intervention, the scale score was still at a low level, about 60 points. The scale score of college students in experimental group B always maintained a significant growth trend. After 3 months of intervention, the scale score increased to about 90 points.

**Conclusions:** Integrating social psychology into the reform of college physical education curriculum can fully consider the socialization needs and self-development needs of students in physical education curriculum, and timely adjust the corresponding teaching methods or teaching contents of physical education curriculum according to their psychological and behavioral changes. The reform of college physical education curriculum integrating social psychology has a good intervention effect, can significantly improve students’ scale scores, and has a positive impact on the enhancement of students’ psychological quality.

**Acknowledgement:** The research is supported by: Hainan Province Philosophy and Social Science Planning Project “Reconstruction of public sports service system in Hainan poverty alleviation rural” (No. HNSK (ZC) 21-171).



**Figure 1.** Self-designed scale scores of three groups of college students before and after physical education teaching intervention

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## AN ANALYSIS OF THE INFLUENCE OF CULTURAL AND PSYCHOLOGICAL DIFFERENCES BETWEEN CHINA AND JAPAN ON JAPANESE STUDENTS' TRANSLATION LEARNING

Yajie Cheng

*Xi'an International University, Xi'an 710077, China*

**Background:** Culture is all human spiritual activities and their products relative to economy and politics. It is an abstract element contained in and free from material. Culture has strong heritability, and its inheritance forms mainly include national or national history, geography, customs, traditional customs, lifestyle, literature and art, code of conduct, mode of thinking, values, etc. Cultural psychology is one of the research fields of psychology. Its main research object is the interaction between psychology and culture. Its main research purpose is to reveal the mechanism of mutual integration between culture and psychology. As a discipline that studies the adjustment, expression, transmission, penetration and influence of cultural traditions and social activities on human psychological life style, cultural psychology covers a wide range of fields, including subjective and objective, self and others, psychology and culture, individual and living environment and so on. The existence of cultural and psychological differences between China and Japan is inevitable. The main reasons are the influence of religious culture and geographical factors. China's religious and cultural thought mainly originates from Buddhism and Taoism and Confucianism, which is usually reflected in the pursuit of order. The scholar class with Confucianism as the program is different social strata. It has defined many restrictions and has become a subtle and important part of Chinese people's daily life and behavior. Japan advocates Zen culture and Shinto culture, which interact and form a unique cultural aesthetics with Japanese characteristics. Japan is an archipelagic country, and its geographical environment is complex and bad, which makes the Japanese people gradually form a nihilistic and pessimistic cultural atmosphere. China is located in the Eurasian continent, with a vast territory and abundant resources. Therefore, the unique multi-ethnic cultural system of our people has created a strong tolerance and adaptability of the Chinese people. Under this influence, the cultural and psychological differences between China and Japan are deeply rooted, which has a certain impact on the exchanges and communication between the two peoples. For Japanese students' translation learning, the most difficult is the use of turning complex sentences and associated words.

**Objective:** To explore the impact of cultural and psychological differences between China and Japan on Japanese students' translation learning, in order to put forward targeted improvement measures according to the characteristics of influencing factors and influencing mechanism, so as to eliminate the impact of cultural and psychological differences between China and Japan on Japanese students' translation learning to the greatest extent.

**Subjects and methods:** 152 Japanese students who studied translation were randomly selected, using C4 Combining decision tree algorithm with multivariate regression analysis, this paper explores the impact of cultural and psychological differences between China and Japan on Japanese students' translation learning.

**Research design:** The study graded the influence of cultural and psychological differences between China and Japan on Japanese students' translation learning, using a 4-level scoring standard, from 0 to 3, indicating no influence, small influence, general influence and large influence respectively. Then, according to the influence evaluation results, from the perspective of cultural psychology, this paper puts forward corresponding improved teaching methods for Japanese students studying translation, judges the influence again, and makes a comparative analysis.

**Methods:** SPSS23.0 was used for all data information in the study and python software for statistical analysis.

**Results:** Table 1 shows the evaluation results of the influence of Chinese and Japanese cultural and psychological differences on Japanese students' translation learning before and after Japanese students accept the teaching improvement measures. According to Table 1, before the implementation of Japanese teaching improvement measures, the influence of religious culture, geographical factors, history and climate all had a great impact on Japanese students' translation learning, which hindered the development of their normal learning activities and was difficult to ensure their Japanese learning quality. After the implementation of Japanese teaching improvement measures, the influence of geographical factors, historical factors and climate factors has been reduced to 0, indicating that they no longer have an influence. The influence of religious culture is reduced to 1, indicating that its influence on Japanese students' translation learning is small.

**Conclusions:** Cultural psychology is one of the research fields of psychology. Its main research object is the interaction between psychology and culture. Its main research purpose is to reveal the mechanism of the integration between culture and psychology. Integrating cultural psychology into the teaching mode of

Japanese students' translation learning can effectively reduce the negative effects of various influencing factors such as religious, cultural and geographical factors, and improve the effectiveness of Japanese students' translation learning to a certain extent by eliminating the cultural and psychological differences between China and Japan.

**Table 1.** Influence changes of different factors before and after Japanese teaching improvement measures

Factor	Before implementation of improvement measures	After the implementation of improvement measures
The influence of religion and culture	3	1
Influence of geographical factors	3	0
Historical influence	3	0
Climate impact	2	0

**Acknowledgement:** The research is supported by: Scientific Research Plan Project of Shaanxi Provincial Department of Education in 2021: Research on "Animation Tour" model in Shaanxi local tourism resources (No. 21JK0322).

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## IMPROVEMENT MECHANISM OF MULTIMODAL DISCOURSE ANALYSIS ON STUDENTS' READING PSYCHOLOGICAL BARRIERS IN ENGLISH TEACHING CLASSROOM

Xuewen Zhong

*Panzhuhua University, Panzhuhua 617000, China*

**Background:** With the continuous advancement of educational reform, many traditional teaching methods are facing the fate of being eliminated because they cannot meet the needs of the new era, which requires educators to constantly explore new teaching methods, and the birth of innovative teaching methods depends on brand-new teaching theories. In English teaching classroom, due to many factors, such as small vocabulary, poor sense of English language, less opportunities for daily oral practice, and some resistance to English learning, students are very likely to feel great difficulty in the process of English learning, especially English reading. At present, the biggest problem student's face in English teaching classroom is the psychological barrier to English text reading. There are various reasons for students' psychological barriers to English reading, among which the language environment is inconsistent, so that students can be widely exposed to English only in English classroom and lack of oral English practice environment. The teaching application based on the concept of multimodal discourse analysis is mainly to organically integrate students' visual, auditory, tactile and other sensory functions, and realize the transmission of information through language or sound. This new theory can effectively meet the needs of English Teaching in the new era, and then provide support for English teaching reform. Modal discourse analysis aims to provide feedback through hearing, vision and touch, and communicate with the identification system in a variety of ways. Modal English classroom teaching is an inevitable requirement of the development of contemporary society. It meets the diversified standards of global culture and plays a certain role in promoting the reform and innovation of English teaching. The connotation of multimodal discourse analysis theory is the object of discourse communication analysis of language, text, sound, video, action and other symbols and means through people's multiple senses, including hearing, vision, touch and smell. The application of this theory can form a new understanding mode in people's hearts. Language is not only a symbol for communication, but also represents the individual's inner feelings.

**Objective:** In the teaching process of language courses, the methods adopted in China for a long time are too rigid and rigid, and the charm of language has not been fully displayed. Due to the lack of vividness and representativeness of information transmission, it is difficult for students to effectively understand and grasp all information, which has a certain negative impact on students' learning interest and enthusiasm, and there are problems of reading psychological barriers. The main purpose of this study is to use multimodal discourse analysis to effectively improve students' reading psychological barriers in English teaching classroom, improve students' English learning enthusiasm and ensure their learning quality.

**Subjects and methods:** 84 students with English reading psychological disorder were randomly selected from two schools and grouped. 42 subjects in each group were obtained from the research group and the control group. For the control group, the traditional English classroom teaching mode is adopted. Aiming at the students in the research group, an improved English classroom teaching model integrating multimodal discourse analysis is carried out. The psychological evaluation of the two groups before and after the English teaching was compared to alleviate the students' reading obstacles.

**Research design:** Using the self-designed reading psychological disorder scale for middle school students in English classroom, this paper evaluates the level of English reading psychological disorder of the two groups of students, compares and analyzes the score changes of the two groups of students under different teaching intervention modes, and then obtains the improvement effect of their English reading psychological disorder. The higher the score of the scale, the better the alleviation effect of students' English reading psychological disorder.

**Methods:** Using MATLAB software and SPSS26.0 software to calculate and analyze the relevant data obtained from the scale evaluation.

**Results:** According to Table 1, there was no significant change in the scale scores of the control group students who accepted the traditional English classroom teaching mode before and after the teaching intervention, indicating that their English reading psychological disorder had not been effectively improved. The improved English classroom teaching model integrating multimodal discourse analysis can quickly improve the scale scores of the students in the research group, and significantly improve their psychological barriers to English reading.

**Table 1.** Changes of students' self-designed scale scores under different teaching intervention modes

Time	Control group	Research group
Before intervention	58.05	61.03
1 month after intervention	62.02	75.20
2 months after intervention	69.90	84.23
3 months after intervention	68.06	97.04

**Conclusions:** With the development of the times and the popularization of Internet information technology, people's sensitivity to information continues to improve, and the information expressed by limited text content becomes more and more rich and diversified. For example, the use of multimedia information technology can enrich the form of information expression and make the expression effect more remarkable. This study applies the theory of multimodal discourse analysis to the process of English classroom teaching, effectively improves the score level of students' self-designed scale and the quality of English classroom teaching, and effectively alleviates students' psychological barriers to English reading.

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## ANALYSIS OF THE INFLUENCE OF STUDIO BASED ART DESIGN TEACHING MANAGEMENT MODE ON STUDENTS' MENTAL HEALTH

Ying Wang

*Guangdong Songshan Polytechnic College, Shaoguan 512126, China*

**Background:** Since the reform and opening up, China's socialist economic construction has developed rapidly, the socio-economic level has been continuously improved, and all industries have shown a vigorous development trend. Under this environment, the market demand for all kinds of technical talents has also been expanding. In order to meet the social demand for talents, major universities have expanded their enrollment, and more students have the opportunity to enter the university for further study. However, in the process of continuous enrollment expansion in colleges and universities, some problems have gradually been exposed. There are too many students majoring in art and design, and college counselors can't cover all aspects, so it's difficult to carry out effective teaching management for all students, which makes it difficult for some college students to carry out effective self-control when facing the negative guidance of heavy academic tasks, huge pressure on job hunting and employment, and adverse social factors, and then produce a series of mental health problems. As an important discipline in colleges and universities, art and design majors have played an important role in the cultivation of talents in socialist construction. With the expansion of enrollment, art and design majors have also developed rapidly. The vast majority of higher



vocational colleges have art and design majors. However, with the change of talent market demand, there is a fault between talent training and market demand. Moreover, art design majors in colleges and universities often fail to meet the market demand for talents in terms of teaching quality, school running ideas and talent training modes and methods. Due to the limitations of scale and other relevant conditions, enterprises can provide fewer relevant posts than internships, which also exacerbates the difficulties of students' internships and other problems on the other hand. Various reasons will lead to the deviation of students' thought or behavior, and their mental health is not optimistic. The studio-based art design teaching management mode is an innovative teaching method, which organically integrates teaching and practice. Under the leadership of the teacher team, students majoring in art design can simulate the actual working environment in the study of relevant teaching projects and social practice cases, so as to deepen theoretical knowledge and improve practical ability, reduce the difference between job requirements and classroom teaching, enhance their own social competitiveness and employability, and finally achieve the purpose of improving their mental health level.

**Objective:** To explore the influence of studio art design teaching management mode on students' mental health, and put forward targeted improved teaching management mode in order to improve students' mental health level.

**Subjects and methods:** 92 students majoring in art and design were randomly selected as the research objects, and they were equally divided into my control group and experimental group. They were given their studio art design teaching management mode and the improved studio art design teaching management mode respectively. SCL-90 was used to study the mental health status of students.

**Research design:** The SCL-90 scale mainly includes 10 factors, such as somatization, interpersonal sensitivity, depression, paranoia, anxiety and so on. Each factor item is evaluated with a five-grade scoring standard of 1-5. From 1 to 5, it means from none, mild, moderate, heavy and serious.

**Methods:** Before and after teaching intervention, SCL-90 scale was used to evaluate the mental health level of college students. Excel software and MATLAB software were used to make statistics and analysis on the evaluation data. The difference was statistically significant ( $P < 0.05$ ).

**Results:** The score of SCL-90 scale of the two groups of college students was compared in Table 1. The results showed that before the experiment, the score difference of SCL-90 scale of the two groups of college students was not statistically significant ( $P > 0.05$ ), and the level of mental health was almost the same. After the experiment, there was no significant difference in the SCL-90 score of the control group. The scores of each factor of SCL-90 scale of college students in the experimental group decreased significantly, indicating that their mental health level was improved. The difference between the groups was statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of SCL-90 scores of two kinds of college students before and after the experiment

Factor	Before experiment		After the experiment	
	Control group (n=46)	Experimental group (n=46)	Control group (n=46)	Experimental group (n=46)
Somatization	1.73±0.48	1.72±0.44	1.68±0.56	1.23±0.42**
Force	1.87±0.52	1.78±0.47	1.92±0.62	1.05±0.23**
Interpersonal sensitivity	1.66±0.61	1.62±0.57	1.46±0.76	1.01±0.02**
Depressed	1.62±0.48	1.64±0.52	1.68±0.55	1.13±0.33**
anxious	1.44±0.42	1.45±0.39	1.41±0.36	1.05±0.26**
Hostile	1.74±0.37	1.73±0.51	1.77±0.34	1.24±0.53**
Terror	1.42±0.62	1.45±0.55	1.37±0.64	1.07±0.25*
Paranoid	1.56±0.36	1.52±0.29	1.58±0.39	1.01±0.00**
Psychotic	1.23±0.42	1.26±0.42	1.21±0.37	1.02±0.01**
Other	2.39±0.54	2.41±0.47	2.43±0.52	1.98±0.48**

Note: Compared with the two groups, \*\* $P < 0.01$ , \* $P < 0.05$ .

**Conclusions:** With the deepening of the reform of small-scale and professional teaching studios, it is difficult to achieve a certain effect due to the establishment of a number of small-scale and professional teaching studios. This research aims at the studio teaching management mode of art design, combs the potential problems, and aims to explore its impact on students' mental health. Through the improvement of the original teaching management mode, it finally realizes the effective improvement of the professional knowledge level and mental health level of students majoring in art design.

**Acknowledgement:** The research is supported by: 2021 Education Science Planning Project of Guangdong Province (Higher Education Program) (No. 2021GXJK680). We will build an ecological chain of entrepreneurship and innovation education in five dimensions, we will take talent training to new heights –Take Guangdong Songshan Polytechnic as an example.

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## RESEARCH ON THE INFLUENCE OF EMPLOYEES' POSITIVE PSYCHOLOGY ON THE GROWTH OF SCIENCE AND TECHNOLOGY SMALL AND MEDIUM-SIZED ENTERPRISES

Yongxin Wang

*Anyang Institute of Technology, Anyang 455000, China*

**Background:** In the process of rapid economic and social development, the competition between enterprises is becoming more and fiercer, and the psychological pressure of employees is also increasing. When the psychological pressure is overstressed for too long and cannot be relieved and released, it will lead to the decline of employees' work enthusiasm and work efficiency. Over time, it will lead to employees' anxiety and have a negative impact on the development of the enterprise. Short term and mild anxiety can help employees set work goals and help employees reshape their work enthusiasm, so as to improve work efficiency. However, long-term and excessive anxiety will lead to psychological diseases, affect the physical and mental health of employees, bring pain to employees, seriously affect the normal life and work of employees, and have a negative impact on the administrative work of higher vocational colleges. In addition, excessive anxiety will also cause employees to have negative and negative psychology about themselves and work, lose hope for life, and thus produce negative psychology, which has imposed a burden on society and families.

Positive psychology is a new psychological discipline called psychological revolution. Positive psychology advocates the positive orientation of psychology, which mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. There are three main viewpoints in the theory of positive psychology: positive emotional experience, positive personality characteristics and positive social environment. Based on positive psychology, the research analyzes the psychological change law of employees, and constructs a reasonable incentive mechanism, so as to stimulate employees' positive psychology, improve employees' work efficiency, alleviate employees' anxiety, and finally promote the development of enterprises.

**Objective:** In the process of rapid economic and social development, the competition between enterprises is becoming more and fiercer, the psychological pressure of employees is also increasing, and their enthusiasm is decreasing, so they suffer from anxiety symptoms. Based on positive psychology, the research analyzes the psychological change law of employees, constructs a reasonable incentive mechanism, so as to stimulate employees' positive psychology, improve employees' work efficiency, alleviate employees' anxiety, and finally promote the development of enterprises.

**Subjects and methods:** 60 workers from 8 small and medium-sized enterprises were selected as the research objects, and the anxiety psychological degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90).

**Research design:** The study group was randomly divided into two groups: study group and control group. Among them, the employees in the research group adopt the improved incentive mechanism based on positive psychology, while the employees in the control group adopt the traditional incentive mechanism. After a period of time, the anxiety psychology of the two groups was compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After a period of work, the scores of somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the employees in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Conclusions:** When the backlog of psychological pressure is too long and cannot be relieved and released, it will lead to the decline of employees' work enthusiasm and work efficiency. Over time, it will lead to employees' anxiety and have a negative impact on the development of the enterprise. Therefore, the research builds a reasonable incentive mechanism based on positive psychology to stimulate employees' positive psychology, improve employees' work efficiency and alleviate employees' anxiety. The results

showed that after a period of work, the scores of somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the employees in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The above results show that the incentive mechanism based on positive psychology can effectively stimulate employees' work enthusiasm, alleviate employees' anxiety and promote the development of enterprises.

**Table 1.** SCL-90 for two groups of executives

Project	Group		t	P
	Research group	Control group		
Somatization	24.6±8.2	35.4±10.7	6.425	0.000
Obsessive compulsive symptoms	22.4±7.3	28.5±7.6	7.642	0.000
Interpersonal sensitivity	19.8±3.2	29.5±6.3	8.179	0.000
Depression	28.2±4.5	40.1±9.7	6.130	0.000
Anxiety	24.9±6.2	33.4±8.1	7.528	0.000
Hostile	8.2±1.8	17.3±6.1	6.319	0.000
Terror	14.3±3.2	22.5±4.7	8.147	0.000
Paranoid	10.3±6.4	16.8±6.5	8.826	0.000
Psychotic	19.2±4.8	28.6±5.3	6.513	0.000

**Acknowledgement:** The research is supported by: 2019 Anyang Institute of Technology Funded Project “Study on the growth influencing factors, performance evaluation and promotion strategies of technology-based smes in Anyang” (project no. AG2019026); 2020 Stage Study on “Collaborative innovation among technology-based smes in Anyang under the business environment in the New Economy” funded by the Science and Technology Bureau of Anyang (Project No. AK2020311).

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## RESEARCH ON THE INNOVATION OF SOCIAL PSYCHOLOGY SPORTS MANAGEMENT SYSTEM FOR COMMUNITY SPORTS GROUPS

Yin Ma

*Xi'an Physical Education University, Xi'an 710068, China*

**Background:** Social psychology plays an important role in psychology. Its main research object is the occurrence and change law of psychology and behavior of social individuals and groups. In the process of social interaction, different social individuals and groups often show significantly different psychological and behavioral changes. Therefore, social psychology usually explores from two different levels: individual level and group level. At the social individual level, social psychology mainly focuses on the process of individual socialization, speech development and the impact of environment on individuals. At the social group level, it mainly includes the research focus of group communication structure, racial prejudice and so on. Based on the research field of social psychology, it can be divided into three types. Social psychology mainly includes three different research contents: individual process, interpersonal process and group process, and each research object has certain differences. The research objects in different ranges will be affected by various psychological factors, namely individual psychological factors, social psychological factors and cultural psychological factors. To ensure the effective development of national fitness activities, the key lies in the management strength and management mode of the community. At present, the affairs of community work are complicated, and the scope of work also includes community sports work. However, due to the lack of professional community sports management staff, it still stays at the daily management level of community fitness equipment and venues, and lacks the overall planning of community sports activities. As the grass-roots organization of the national fitness network, community sports groups occupy a very important position and provide reliable support for the development of national fitness activities. At present, community sports groups lack effective sports management, often backlog a large number of work affairs, and it is difficult to effectively carry out diversified community sports. There are usually some problems, such as single activity form, insufficient activity personnel, chaotic activity site and so on. Based on this, the social psychology sports management system for community sports groups needs to be innovated. Community sports takes the grass-roots community as the regional scope, takes the sports

equipment, facilities and natural resources in the community as the material basis, and integrates the relevant theories of social psychology into it, so as to realize the innovation of sports management system and meet the needs of community residents for entertainment and fitness.

**Objective:** To conduct in-depth research on the innovation of social psychology sports management system of community sports groups, in order to integrate the relevant theories of social psychology into community sports groups and realize the goal of community national sports.

**Subjects and methods:** Through random selection, 80 community athletes were selected from the two communities, a total of 160. SCL-90 was used to evaluate their psychological state under different sports management modes. SCL-90 includes 10 factors including somatization, interpersonal sensitivity, depression, paranoia and anxiety. Each factor item is evaluated with a five-grade scoring standard of 1-5. From 1 to 5, it means from none, mild, moderate, heavy and serious.

**Research design:** 160 community athletes were selected as the research object in this study, and they were divided into control group and experimental group according to the random number table method, with 80 in each group. The experimental time was set as 3 months. The community athletes in the control group were evaluated by SCL-90 before and after the experiment without any intervention. For the community sports personnel in the experimental group, the social psychology sports management system was used to innovate the intervention, and the SCL-90 scores of the community sports personnel in this group before and after the intervention were recorded and analyzed.

**Methods:** All the research data were statistically analyzed by Smart Bi software and Python software.

**Results:** Table 1 shows the changes of SCL-90 scores of community athletes in the two groups before and after the intervention. According to Table 1, after the intervention, there was no significant difference in SCL-90 scores of community athletes in the control group. The factor scores of SCL-90 scale of community athletes in the experimental group decreased significantly, indicating that their mental health level was improved. The difference between the groups was statistically significant ( $P < 0.05$ ).

**Conclusions:** Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms, etc. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Community sports groups include individual process, interpersonal process and group process at the same time. The application of social psychology to the innovation of sports management system has successfully improved the mental health level of community sports personnel.

**Table 1.** SCL-90 scores of community athletes in the two groups before and after the intervention

Factor	Before intervene		After the intervene	
	Experimental group (n=80)	Control group (n=80)	Experimental group (n=80)	Control group (n=80)
Somatization	1.71±0.45	1.74±0.49	1.23±0.41**	1.68±0.56
Force	1.79±0.48	1.88±0.51	1.05±0.23**	1.91±0.63
Terror	1.45±0.59	1.41±0.63	1.07±0.25*	1.36±0.64
Paranoid	1.52±0.29	1.57±0.37	1.02±0.00**	1.58±0.39
Interpersonal sensitivity	1.61±0.58	1.67±0.62	1.01±0.02**	1.46±0.71
Depressed	1.64±0.52	1.63±0.49	1.13±0.33**	1.67±0.55
Psychotic	1.27±0.42	1.23±0.43	1.02±0.01**	1.21±0.37
Other	2.41±0.47	2.39±0.55	1.98±0.48**	2.43±0.52
Anxious	1.43±0.39	1.45±0.41	1.05±0.26**	1.41±0.35
Hostile	1.73±0.51	1.75±0.38	1.25±0.54**	1.79±0.34

\* \* \* \* \*

## THE INFLUENCE OF THE AMPLIFICATION EFFECT OF SUBJECT BEHAVIOR ON THE BEHAVIOR COGNITION OF ENTERPRISE MANAGERS IN ECONOMIC LAW AND ITS COUNTERMEASURES

**Anyi Jiang**

*Harbin Engineering University, Harbin 150001, China*

**Background:** Since the reform and opening up, China's national economy has made great progress. With the economic growth, China has rapidly grown from a single and small number of economic subjects to a wide range of economic subjects. With the increase of economic entities, the trading activities between various economic entities are also gradually increasing. The amplification effect of economic law can be regarded as the radiation scope of law and the specific affairs contained in the radiation scope. Since commodity trading belongs to the scope of economic law, the economic profits generated in this process and its value-added behavior also belong to the scope of economic law. The behavior phenomenon related to the investigation or management of such processes by economic law is called the amplification effect of economic law. For enterprise managers, the amplification effect of subject behavior in economic law can have a certain impact on enterprise managers. Because the most significant role in the amplification effect of economic law is the formation of enterprises, a large number of self-employed households can gradually accumulate funds in the process of small-scale commodity trading. Then there is the phenomenon of expansion. When the amount of funds gradually expands to a certain range, the self-employed can change into the corporate system, develop continuously, and finally form an enterprise. The market operation method starts to operate in the form of enterprises, and finally forms a large-scale commodity transaction. For enterprise managers, the amplification effect of subject behavior in economic law may lead to greed in the process of continuous expansion of enterprise scale, continuous formation of production chain and continuous chain reaction, and then make wrong business decisions. It is a double-edged sword that can not only enlarge the degree of economic decision-making, but also lead to the problem of economic development. Under the profound influence of amplification effect, enterprise managers may make certain wrong decisions and produce corresponding negative emotions, and even have a great negative impact on their behavior cognition and cognitive impairment. Cognitive impairment is a common mental disease, mainly manifested in memory impairment, learning impairment, executive dysfunction, aphasia, apraxia and other symptoms. The causes of cognitive impairment are diverse, including craniocerebral trauma, environmental factors, mental and psychological abnormalities and so on. There is an interactive relationship between various symptoms of cognitive impairment, which will accelerate the deterioration of patients' condition, resulting in cognitive impairment becoming a serious psychological disease with great difficulty in the process of diagnosis and treatment.

**Objective:** Under the strong influence of the amplification effect of subject behavior in economic law, enterprise managers are very easy to produce certain impulsive behavior or make wrong business decisions, and may suffer from cognitive impairment under the blow of business failure. Due to the complex functional structure of various brain tissues and the correlation between different types of cognitive impairment, the diagnosis and treatment of cognitive impairment are very difficult. Therefore, finding a way to alleviate the negative emotions of patients with cognitive impairment is of great significance for the treatment of patients with cognitive impairment. The focus of this study is to explore the impact of the amplification effect of subject behavior in economic law on the behavior cognition of enterprise managers, and put forward corresponding countermeasures.

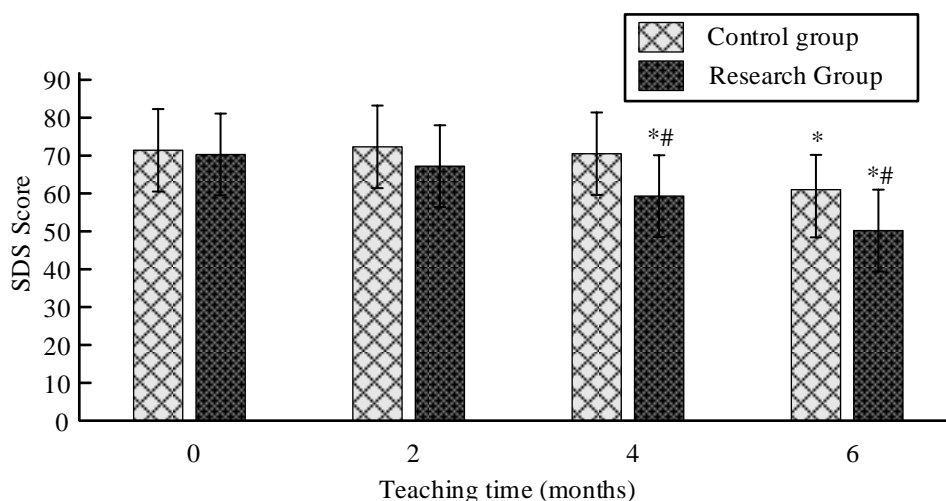
**Subjects and methods:** 122 enterprise managers whose behavior cognition was negatively affected due to the amplification effect of subject behavior in economic law were randomly selected and divided into control group and research group. For the enterprise managers in the control group, no intervention measures were taken. For the study group, the intervention method of cognitive impairment treatment was adopted.

**Research design:** Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90) were used to evaluate the negative emotion and behavioral cognitive bias of enterprise managers in the two groups.

**Methods:** The relevant data were processed and analyzed by MATLAB software.

**Results:** According to Figure 1, the degree of anxiety and depression of enterprise managers in the study group were lower than those in the control group, and the difference was significant ( $P < 0.05$ ). The SDS scores of the two groups of enterprise managers are shown in Figure 1.

**Conclusions:** Cognitive impairment is a common psychological disease, and it will have a great negative impact on patients' normal life. Therefore, it is very necessary to find a way to alleviate the negative emotions of patients with cognitive impairment. The study found that the amplification effect of subject behavior in economic law has a certain negative impact on the behavior cognition of enterprise managers, which may lead to cognitive impairment of enterprise managers. It is necessary to give timely intervention and treatment to correct their behavioral psychological deviation.



**Figure 1.** Depression of two groups of enterprise manager

Note: \* $P < 0.05$  compared with that before teaching; # It means that compared with the control group at the same time,  $P < 0.05$ .

\* \* \* \* \*

## RESEARCH ON FEAR AND INTERVENTION STRATEGIES IN PUBLIC HEALTH EMERGENCIES

Wangjun Zeng

*Hunan University of Arts and Science, Changde 415000, China*

**Background:** The characteristics of public health emergencies are difficult to control, explosive and long cycle. Public health emergencies will not only bring great challenges and work pressure to relevant government departments, but also cause public panic and affect public physical and mental health. Although the body of college students has initially developed and matured, their mind and cognition are still developing and not yet fully mature. Therefore, in the face of public health emergencies, college students' fear will be more obvious and prominent. Under the sudden strong fear, it is easy to lead to the abnormal body function of college students, leading to students suffering from psychological diseases such as anxiety and depression. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, which will greatly affect students' normal study and life.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on social psychology, this study discusses the scale of psychological changes and the characteristics of behavior patterns of students in the face of public health emergencies, and then puts forward intervention strategies to alleviate students' fear and anxiety.

**Objective:** In the face of public health emergencies, college students' fear will be more obvious and prominent, which is easy to produce anxiety and affect students' normal study and life. Therefore, psychological intervention based on social psychology is proposed to alleviate students' anxiety.

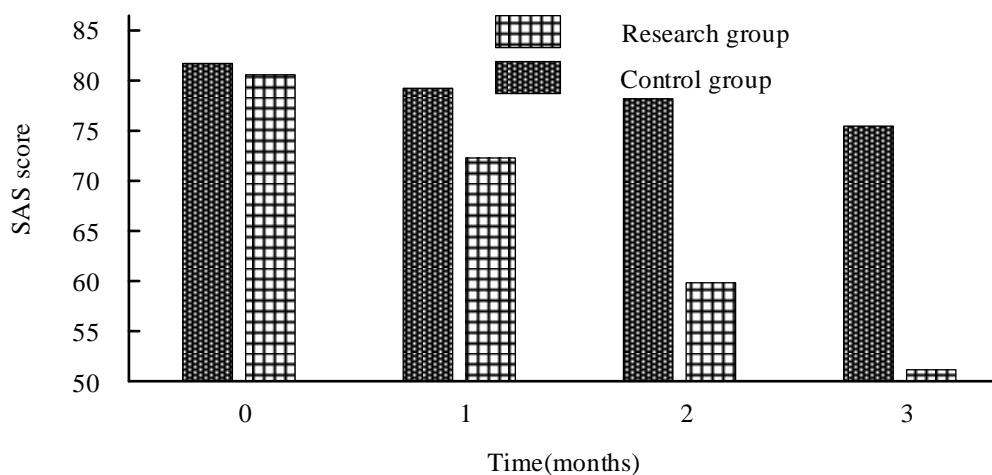
**Subjects and methods:** 100 students were randomly selected as the research object in a university.

Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the degree of psychological anxiety of students.

**Study design:** 100 students were randomly divided into study group and control group, with 50 students in each group. The students in the study group adopted the intervention strategy based on social psychology. The control group did not take intervention measures. After three months of intervention, the psychological anxiety levels of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** Before teaching, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ( $P < 0.05$ ), as shown in Figure 1.



**Figure 1.** SAS scores of students in both groups

**Conclusions:** Although the body of college students has initially developed and matured, their mind and cognition are still developing and not completely mature. Therefore, in the face of public health emergencies, college students' fear will be more obvious and prominent, prone to anxiety and affect their normal study and life. Therefore, based on social psychology, this study discusses the scale of psychological changes and the characteristics of behavior patterns of students in the face of public health emergencies, and then puts forward intervention strategies to alleviate students' fear and anxiety. The results showed that there was no significant difference in SAS scores between the two groups before teaching ( $P > 0.05$ ). After 3 months of teaching, the SAS score of students in the study group was significantly lower than that of students in the control group ( $P < 0.05$ ). The above results show that the intervention strategy proposed in the study has high feasibility and is worth popularizing.

**Acknowledgement:** The research is supported by Scientific Research Project of Department of Education of Hunan Province: Study on the path of modernization of emergency material support capacity in major emergencies (No. 20A341); Supported by the Found of Social Science Achievements Evaluation Committee of Hunan Province: Research on socialized reserve mechanism of emergency materials based on public emergencies (No. XSP22YBZ166).

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## RESEARCH ON THE APPLICATION OF DECORATIVE ART IN EMOTIONAL HEALING LANDSCAPE OF PUBLIC SPACE

Bin Dai

*Suzhou University of Science and Technology, Suzhou 215000, China*

**Background:** As an area or place commonly used in people's daily life, public space plays a role in promoting people's communication and activating the atmosphere of life in urban space, mainly including parks, squares, streets, parking lots, public stadiums, etc. Since all kinds of public spaces have the basic attribute characteristics of gathering people, people can communicate and interact in them. Public spaces can usually show the local image, fully reflect the social atmosphere and promote the humanistic spirit as soon as people arrive. In the process of continuous improvement of social economy and people's living

standards, people are no longer only satisfied with the needs of material life, but put forward higher requirements for the quality of life and spiritual enjoyment. In this environment, the planning, design and architectural structure of public space are extremely important, which plays a decisive role in people's spiritual pursuit and has a certain impact on their psychological response. People often have certain negative emotions and even different types of psychological problems in the process of increasing social competition and increasing life pressure. In order to effectively alleviate people's mental stress and mental diseases, it is necessary to transform and construct the public space to accommodate more emotional landscapes. It plays an important role in the design of public space. Decorative art is an artistic and cultural creation activity that organically combines architecture and art. It is the main embodiment of the artistry of architectural works. The effective integration of decorative art in public space mainly uses elements such as pavement, water plants and landmark buildings to decorate and beautify public space and related things, so as to achieve good psychological comfort effect.

**Objective:** In the process of analyzing the decorative art and individual psychological problems respectively, to explore the application effect of decorative art in the landscape of emotional healing system in public space.

**Subjects and methods:** Three different public spaces are randomly selected in a city, which are designated as space A, space B and space C, and the decorative art is applied to varying degrees. Make the number of emotional healing landscapes of decorative art included in A, B and C be low, medium and high respectively, and select 45 people respectively as the research object. Explore the impact of the number of emotional healing landscapes integrating decorative art on the masses in the three public spaces.

**Research design:** 45 people in three public spaces were evaluated by Mental Health Test (MHT) to explore their MHT scores under the influence of different numbers of emotional healing landscapes of decorative art. MHT mainly includes eight subscales: loneliness tendency, allergy tendency, self-blame tendency, impulse tendency, phobia tendency, anxiety about people, learning anxiety and physical symptoms. MHT classifies the evaluation results of the subjects' mental health level. If the MHT score is lower than 56, the evaluation results of the subjects are normal. If the MHT score of the subject is in the range of 56 to 64, it indicates that his psychological state is poor. If the MHT score of the subject is 65 or above, the subject tends to have serious psychological problems.

**Methods:** All the data obtained in the study were calculated and analyzed by Smart Bi software and MATLAB software.

**Results:** Table 1 shows the MHT evaluation results of the subjects in three public spaces with different numbers of healing landscapes of decorative art. According to Table 1, in public space A, the number of decorative art healing landscapes applied is small, and the MHT score level of the masses is high, indicating that they are accompanied by serious psychological problems. In public space B, if the number of healing landscapes of decorative art is at a medium level, the MHT score of the corresponding masses is slightly lower, indicating that the psychological state of the masses is poor, but slightly better than that of the masses in public space A. There are a large number of decorative art healing landscapes in public space C. among them, the MHT score of the masses is high, significantly lower than 56, indicating that they are in a normal psychological state. To sum up, the application effect of decorative art in the emotional healing landscape of public space is good, which can effectively control the MHT evaluation results of the subjects and keep them in a normal psychological state.

**Table 1.** Mass MHT evaluation results based on decorative art in emotional healing landscape of public space

Public space	Quantity and grade of healing landscape of decorative art	MHT score of the masses	MHT evaluation results
A	Low	64.57±2.63	Psychological problems tend to be serious
B	Secondary	53.86±2.79 <sup>a</sup>	Poor mental state
C	High	41.25±2.51 <sup>ab</sup>	Normal

Note: Compared with public space A, <sup>a</sup>*P* < 0.05; Compared with public space B, <sup>b</sup>*P* < 0.05.

**Conclusions:** The planning, design and architectural structure of public space are extremely important and have a significant impact on the satisfaction of people's spiritual pursuit. The extensive application of decorative art to the emotional healing landscape of public space can reasonably control the MHT score level of the masses, make them get rid of the interference of negative emotions and maintain normal mental health.

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## ANALYSIS OF THE IMPACT OF COGNITIVE BARRIERS ON THE PROTECTION OF INTERNATIONAL INTELLECTUAL PROPERTY RIGHTS OF SCIENTIFIC RESEARCHERS IN COLLEGES AND UNIVERSITIES

Jiahang Luo\*, Xiaoling Huang, Chenyue Li, Zhengzhe He & Zijun Peng

*Wuhan Institute of Technology, Wuhan 430000, China*

**Background:** As a psychological disease, cognitive impairment develops from the perspective of psychological disease. In essence, cognitive impairment can be attributed to a kind of neurocognitive impairment, which is mainly manifested in many levels of psychological disorders, such as thinking, perception, memory, learning and so on. In the field of medicine, cognitive impairment mainly includes six kinds: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment developed further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. This disease can be divided into congenital and postnatal. The main congenital factor is autism, such as growth retardation. Acquired factors mainly include HIV, prion disease, Parkinson's disease, traumatic brain injury, Alzheimer's disease and so on. According to the different types of psychological cognitive impairment, it can be divided into three types: mental disorder, mild neurocognitive impairment and severe neurocognitive impairment. However, as a mental disease, cognitive impairment does not have more significant external manifestations than the traditional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is the concept of maladaptation caused by maladaptive cognition, and its clinical manifestations are more recessive. Moreover, because the function of the brain is complex, different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect may lead to cognitive abnormalities in another or more aspects (for example, if the patient has defects in attention and memory, there will be obstacles to solving the problem). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. For patients with cognitive impairment with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorders, symptomatic treatment can be carried out according to their condition. In addition, according to the etiology and pathogenesis of cognitive impairment, different neuroprotective agents can be used, such as brain circulation improvers, energy metabolism activators, neurotransmitters and nerve growth factor protectors, calcium antagonists, glutamate receptor antagonists, antioxidants, glial cell regulators and non-steroidal anti-inflammatory agents, which are widely used in the treatment of cognitive impairment caused by different diseases. In short, there is no unified diagnosis and treatment plan and method for patients with cognitive impairment at this stage. We should actively explore new ideas and directions for the treatment of patients with cognitive impairment.

Intellectual property is generally divided into industrial property and copyright. International intellectual property protection refers to the establishment and protection of bilateral or multilateral interstate protection systems for all kinds of intellectual property rights based on the principles of national treatment, most favored nation treatment, transparency, independent protection, automatic protection and priority. International intellectual property protection refers to the worldwide legal protection of intellectual property. Without joining relevant international treaties or signing relevant bilateral agreements, a country's intellectual property rights can only be protected in its own country. If the property right holder wants to get the legal protection of other countries, he needs to apply to other countries again. On the issue of international protection of intellectual property rights: (1) Improve the protection measures for foreign intellectual property rights. The more detailed the technology is, the more beneficial it is to China. (2) In terms of the degree of protection, it is suggested to keep a distance on the basis of ensuring the effective protection of intellectual property rights according to the importance to China's economic development and the maturity of Chinese enterprises' production conditions. (3) For foreign high-tech product patents, the scope and duration of protection should be reduced.

**Objective:** Aiming at the problem of cognitive impairment of researchers, this paper constructs an intervention model of international intellectual property protection based on psychological analysis, in order to study the impact of international intellectual property protection on researchers and technicians with cognitive impairment in colleges and universities.

**Subjects and methods:** 200 scientific researchers and technicians were randomly divided into control group and experimental group, with 100 in each group. Combined with Montreal Cognitive Assessment Scale

(MoCA), the cognitive impairment status of scientific researchers and technicians was measured. The control group adopted the routine intervention mode, and the experimental group adopted the international intellectual property protection intervention mode based on psychological analysis. The intervention lasted for 3 months. The improvement of cognitive impairment of the two groups after 3 months of intervention was compared.

**Methods:** Use Excel software to complete data analysis.

**Results:** Table 1 shows the improvement of cognitive impairment of the two groups of scientific and technical personnel. It can be seen from Table 1 that compared with the control group, the experimental group of the international intellectual property protection intervention model based on psychological analysis has a better effect on improving the psychological cognitive impairment of scientific research and technical personnel, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of cognitive impairment of scientific and technical personnel in the two groups ( $n=200$ )

Factor	Control group ( $n=100$ )	Experience group ( $n=100$ )	<i>P</i>
Executive ability	2.54±0.55	4.39±0.43	0.00
Naming ability	2.36±0.41	4.45±0.56	0.00
Attention	2.69±0.59	4.66±0.61	0.00
language ability	2.47±0.43	4.52±0.60	0.00
Abstract ability	2.54±0.55	4.39±0.43	0.00
Delayed recall	2.36±0.41	4.45±0.56	0.00
Orientation ability	2.69±0.59	4.66±0.61	0.00

**Conclusions:** The intervention model of international intellectual property protection based on psychological analysis can significantly improve the cognitive impairment of scientific research and technical personnel, and then has important value and significance for scientific research and technical personnel to form correct cognitive concepts.

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## RESEARCH ON THE IMPACT OF CULTURAL AND CREATIVE PRODUCT DESIGN TEACHING ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF MULTICULTURALISM

Jiumei Shen<sup>1,2</sup>, Ren Zhou<sup>3</sup> & Junjie Shen<sup>4</sup>

<sup>1</sup>Nantong Institute of Technology, Nantong 226002, China

<sup>2</sup>Krirk University, Bangkok 10700, Thailand

<sup>3</sup>Shanghai Normal University, Shanghai 200000, China

<sup>4</sup>Nantong Positive Energy Culture Media CO., Ltd, Nantong 226002, China

**Background:** The theoretical basis of this study includes positive psychology and positive personality traits. Positive psychology is a subject that emphasizes research to make life more valuable and meaningful. Positive psychology is characterized by the word "positive". It believes that the advantages, advantages and disadvantages of individual life objectively exist in individuals. Psychology should not only pay attention to psychological problems and mental diseases, but also pay attention to the real advantages and virtues of individuals. Therefore, positive psychology mainly focuses on three related topics: first, positive subjective experience, mainly including positive emotional experience, such as subjective well-being, pleasure, gratitude and achievement. Second, positive personality traits, that is, the inherent personality power of individuals, including personality power, talent, interest and life value. Third, positive social relations and social systems, happy families, effective schools, well-connected communities, etc. The theoretical basis of positive psychology's attention to these three fields is that positive social relations can promote the embodiment of the development of positive personality traits, and then promote the generation of individual positive emotional experience. Positive personality is not only the basis of positive psychology, but also the research direction of personality psychology. Positive psychology holds that positive personality is intrinsic, practical, potential and constructive. This is an inherent virtue and advantage. It is a personality characteristic formed through acquired cultivation. With the development of positive psychology, more and

more people believe that mental health is not only the correction of psychological problems and the treatment of psychological diseases, but also pay attention to individual subjective well-being. They believe that subjective well-being can promote the improvement of mental health. At the same time, cultivating individual subjective well-being can consolidate mental health and finally form positive personality quality. In short, whether in theoretical research or in practical sense, we should expand the application scope of positive psychology.

Cultural and creative products are typical products for the state to publicize national culture and reflect the soft power of national culture. Under the multicultural background that culture and economy blend and influence each other, it needs to be clear that a certain culture is determined by a certain economy and politics, and the culture of any country is the combination and integration of multiple cultures. Today's world has entered the era of digital technology. The design and research of cultural and creative products will keep pace with the times in practice, and gradually inherit and develop on the basis of digitization. Digital multi-cultural integration is the inevitable trend of modern historical development. Using data resource platform to integrate, reconstruct and redesign multiculturalism is an important driving force to promote China's economic development. Under the background of opportunity and multi-cultural exchange and integration, drawing on the multi-cultural integration design mode, taking Chinese traditional cultural elements as an example, collect the image adjectives of cultural elements, use the interdisciplinary integration design method to build the data resource database, establish the relationship between cultural elements and image adjectives on the basis of the cultural resource database, and realize the index of the same image cultural elements, which can be relatively reasonable to a certain extent objectively output the cultural elements of the same style, meet the expectations of users, reduce the dependence on the subjective consciousness of designers, and improve the efficiency of cultural and creative design in the future. After many times of integration and reconstruction, the plane pattern not only inherits the charm and connotation of traditional cultural elements, but also conforms to the modern aesthetic trend. At the same time, it links the economic and political relations between different countries and regions more closely.

**Objective:** In order to improve college students' positive psychological personality, this paper constructs a teaching model of cultural and creative product design based on multicultural perspective from the perspective of positive psychology, in order to further promote the construction of college students' positive psychology.

**Subjects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional teaching mode, and the experimental group implemented the cultural and creative product design teaching mode based on the multicultural perspective. The intervention period was 1 month. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive psychological personality of the two groups of students were analyzed and compared.

**Methods:** All data were statistically processed by SPSS22.0.

**Results:** Table 1 shows the changes of positive psychological personality of college students in the two groups. It can be seen from Table 1 that compared with the control group, the students in the experimental group scored higher in all dimensions of positive personality, with statistical difference ( $P < 0.05$ ).

**Conclusions:** From the perspective of positive psychology, this paper constructs a teaching model of cultural and creative product design from the perspective of multiculturalism, in order to further promote the construction of college students' positive psychology. The results show that the teaching mode of cultural and creative product design based on the perspective of multiculturalism can effectively improve college students' positive psychological personality, and then has important practical value for the construction of students' positive psychological personality.

**Acknowledgement:** The research is supported by: Research Topic of Modern Education Technology of Jiangsu Province (Key subject): Based on the interaction between teachers and students' study of modern information technology-in design course in colleges and universities, for example (No. 2019-R-79374); The Ministry of Education Cooperative Education Project: The illustration design teaching contents and construction of network resources (No. 201901077038).

**Table 1.** Changes of positive psychological personality of college students in the two groups ( $n=300$ )

Dimension	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Creativity	1.77±0.73	3.72±0.71	0.00
Curiosity	2.78±0.69	4.01±0.62	0.00
Judgment	2.34±0.76	3.59±0.63	0.00
Studious	1.65±0.81	3.97±0.67	0.00

Insight	2.78±0.66	4.12±0.77	0.00
Brave	1.78±0.69	4.38±0.77	0.00
Insist	2.15±0.67	4.51±0.84	0.00
Sincere	1.03±0.61	4.72±0.71	0.00
Enthusiasm	2.06±0.79	3.38±0.77	0.00
Love	1.34±0.76	4.51±0.84	0.00
Kindhearted	2.65±0.81	3.72±0.71	0.00
Intelligence	2.78±0.66	3.72±0.71	0.00
Team	1.77±0.73	4.01±0.62	0.00
Fair	2.78±0.69	3.59±0.63	0.00
Leadership	2.34±0.76	3.97±0.67	0.00
Tolerant	1.65±0.81	4.12±0.77	0.00
Modest	2.78±0.66	4.38±0.77	0.00
Cautious	1.78±0.69	4.51±0.84	0.00
Autonomy	2.15±0.67	4.72±0.71	0.00
Appreciate	1.03±0.61	3.38±0.77	0.00
Gratitude	2.06±0.79	4.51±0.84	0.00
Hope	1.34±0.76	3.72±0.71	0.00
Humor	2.65±0.81	3.72±0.71	0.00
Faith	2.78±0.66	4.01±0.62	0.00

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## THE GUIDANCE OF MODERN DANCE COURSE AND TALENT TRAINING ON STUDENTS' PSYCHOLOGICAL CONSCIOUSNESS IN THE REFORM OF CONTEMPORARY HIGHER DANCE EDUCATION

Jing Wang<sup>1</sup> & Yong Hu<sup>2</sup>

<sup>1</sup>Zhongshan Polytechnic, Zhongshan 528400, China

<sup>2</sup>Guangdong Engineering Polytechnic, Guangzhou 510520, China

**Background:** Consciousness refers to the ability of the central nervous system to respond to internal and external stimuli. It is the ability of people to recognize and perceive the surrounding environment and their own state. The awareness, positioning and judgment of the role (including the awareness of the role space and the good judgment of the role emotion), as well as the good performance of the role's awareness and judgment of time. When the cerebral cortex and ascending reticular activation system are damaged by serious diseases of the brain and the whole body, there will be different degrees or types of abnormal awakening state and consciousness content. Clinically, the disorder of people's awakening state, orientation and consciousness content is called consciousness disorder. In the diagnosis of disturbance of consciousness, short-term loss of consciousness or syncope usually do not belong to the category of disturbance of consciousness, and vertigo should not be diagnosed as disturbance of consciousness. Coma should be distinguished from depression, numbness and atresia syndrome. Judging the type and degree of consciousness disorder and which kind of consciousness disorder is helpful to judge the prognosis of patients with consciousness disorder. In the etiology of mental disorders, etiology is usually divided into two categories: brain diseases and systemic diseases. Infectious and non-communicable diseases are considered to be each major disease. Because almost every serious disease causes disturbance of consciousness, it is sometimes difficult to make differential diagnosis. The differential diagnosis of consciousness disorder should not only ask the medical history and physical examination in detail, but also rely on auxiliary examinations, such as routine examination of blood, urine and feces, cerebrospinal fluid examination, blood biochemistry, blood gas analysis, blood culture and other sampling examinations. If poisoning is suspected, carry out poisoning inspection. ECG, EEG, CT, MRI and other examinations should be selected when there are indications. For patients with disturbance of consciousness, we should first pay attention to whether there are respiratory tract obstruction, traumatic bleeding, shock and cerebral hernia. If these conditions occur,

emergency treatment should be carried out first. After the patient's vital signs are stable, ask the family members or nursing staff about the medical history and pathogenesis, and conduct comprehensive, systematic and targeted physical examination, laboratory examination and special examination to find out the causes of consciousness disorder. At the general examination level: mainly including body temperature, pulse, blood pressure, respiration and abnormal taste. At the level of nervous system examination: it mainly includes skull, meningeal stimulation sign, cerebral nerve symptoms and signs. Relevant studies have pointed out that the problem of consciousness barrier has become one of the important factors affecting college students' normal life and learning. We should actively explore the intervention scheme of consciousness barrier, so as to ensure the construction of college students' psychological consciousness.

Modern dance is a dance genre opposite to the classical ballet that originated in the West in the early 20th century. Its main aesthetic point of view is to oppose the formalism tendency of classical ballet, that is, conservative, divorced from reality and simply pursuing skills. It advocates getting rid of the bondage of the rigid action procedure of classical ballet, freely expressing people's real feelings with dance actions in line with the law of natural movement, and emphasizes that dance art should reflect modern social life. Facing the aesthetic changes of the times and the running in and collision between traditional values and modern thinking, with the spread of western culture in China, the traditional aesthetics of Chinese people has been greatly impacted. Completely different changes have taken place in life rhythm, thinking concept, belief and hobby, aesthetic demand and emotional mode, which forces national folk dance to change the traditional established mode and the expression mode, structural mode and dance language of creative thinking, and show us in front of us with new aesthetic principles and artistic principles. No longer indulge in the stylization of style, but pursue personalization, diversification and pluralistic change. In terms of modeling, it no longer takes circular lines and symmetrical shapes as the most beautiful, but likes scattered contrast and non-beauty. It makes full use of the changes of body language and breaks the edges and corners of body language. In contemporary dance education in colleges and universities, modern dance is loved and welcomed by the majority of students because of its unique spiritual content and deductive form. Relevant research points out that the talent training mode based on modern dance teaching has an important impact on the physical and mental development of college students, which is conducive to guide college students to improve their virtue and beauty, and then fully ensure the comprehensive and all-round development of modern college students.

**Objective:** In order to alleviate the consciousness barrier of college students, this paper constructs a talent training model based on modern dance teaching, which aims to alleviate the consciousness barrier of college students and promote the all-round development of college students' physical and mental health.

**Subjects and methods:** 300 college students in our university were randomly divided into control group and experimental group, with 150 students in each group. The scale includes 9 factors: basic observation, social knowledge, five senses, arousal, functional communication, cognition, social behavior, concentration and attention. Each factor item is evaluated with a five-level scoring standard of 1-5 points. Among them, the control group adopts the conventional talent training mode, and the experimental group is based on the talent training mode of modern dance teaching for 6 months. The changes of consciousness disorders of the two groups of college students are compared and analyzed.

**Methods:** SPSS22.0 statistical software was used to analyze the data.

**Results:** Table 1 shows the changes of consciousness disorders of college students in the two groups. As shown in Table 1, compared with the control group adopting the conventional talent training mode, the experimental group implementing the talent training mode based on modern dance teaching has a more significant improvement in students' consciousness disorder, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of consciousness disorders of college students in the two groups ( $n=300$ )

Project	Control group ( $n=150$ )	Experience group ( $n=150$ )	$P$
Basic observation	3.35	1.28	0.00
Social knowledge	4.03	1.85	0.00
Five senses	3.85	1.70	0.00
Arousal	2.65	1.51	0.00
Functional communication	4.55	1.40	0.00
Cognition	3.51	1.45	0.00
Social behavior	2.43	1.32	0.00
Concentration	3.61	1.53	0.00
Attention	3.56	1.44	0.00

**Conclusions:** The training of college students' awareness of psychological problems can significantly improve the teaching mode of modern college students.

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## INVESTMENT ANALYSIS OF TEACHER TRAINING IN HUMAN RESOURCES DEVELOPMENT IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

Lili Wang<sup>1,2</sup>

<sup>1</sup>*Guangxi Normal University, Guilin 541004, China*

<sup>2</sup>*Bansomdejchaopraya Rajabhat University, Bangkok 10700, Thailand*

**Background:** Social psychology is to explore interpersonal relationships from the level of individuals and social groups. It explores behavioral and psychological changes between individuals and groups. Man is the unity of physiology, psychology and society. People's mental health is affected by family environment and social life factors. Social psychology attaches importance to the analysis of individual psychological factors and emphasizes the interaction between individual and society. The most basic organizational form of social life is the family. The first cradle of personal growth after birth is also the family. Personal mental health problems are closely related to family environment. Parents' socio-economic status, family structure and family relations, family rearing style, childhood life experience and early education are important factors affecting individual mental health. Social life factors include social culture, knowledge, wealth, social competition, interpersonal relationships and so on. When individuals are in mental health, they can actively adapt to social life and natural environment through psychological activities and mental state. Mental health is easy to be affected by social life factors. The influence of social culture on individual mental health mainly has two ways: one is standardized social culture; the other is non standardized social culture. Standardized social culture is the objective compulsion of social culture and the consciousness of individual self-regulation. In the process of social survival, individuals will consciously restrict their behavior according to social norms and make individuals gradually socialized. However, due to the particularity of individuals, in the process of socialization, their social culture will collide with their emotions, resulting in individual mental health problems. Personality is the sum of people's psychological characteristics. Different time and place have different effects on people's thought, emotion and behavior. Personality tendency and psychological characteristics are two main aspects of personality, which have a great impact on people's mental health. Personality tendency is the driving force of personality. Research shows that personality tendency is the most active factor in personality. Personality tendency determines people's attitude towards reality and the tendency and choice of social cognitive objects. In short, mental health problems, also known as psychological imbalance, are a series of problems different from physiological diseases caused by the central nervous system. In recent years, China has paid more and more attention to mental health problems. Relevant scholars and experts continue to analyze the influencing factors of adult mental health problems from all aspects, and put forward corresponding solutions. Among them, personality and social psychology have a great impact on people's mental health. Through the study of it, we can find many ways to improve people's mental health level, so as to improve the mental health level of our people.

The development of human resources in colleges and universities refers to a series of planned activities and processes with the main content of exploring, cultivating, utilizing and developing human resources in colleges and universities. It takes human capital investment as the premise, including the education, training and management of human resources, as well as the discovery, training, use and adjustment of talents. Through the use of policies, laws, systems and scientific methods, improve the quality and ability of teachers, tap the potential of teachers, strive to give full play to people's intelligence and wisdom, and strive to promote the development of higher education. It can be seen that teacher training plays an important role in the development of human resources in colleges and universities. Teacher training means that college teachers receive special training in educational science and higher-level professional knowledge. As an important form of human resources development in colleges and universities, teacher training is mainly to help college teachers understand the characteristics and requirements of the teacher profession, master the latest development trend of the teacher profession, master the basic educational scientific knowledge, teaching technology and methods, establish a correct concept of education and teaching, and improve the level of professional ethics. The higher the starting point of college teachers, the greater the theoretical development potential and the stronger the theoretical adaptability. Therefore,

high-quality teachers have always been the most important human resources in colleges and universities, and also an important object of human resources development in colleges and universities. With the rapid development of science and technology, the beginning of knowledge economy, the increasingly fierce competition of national strength and the new challenges faced by higher education, personnel management in colleges and universities should establish the management concept of “social psychology”, take human resources as the most valuable resources and pay attention to the development of human resources.

**Objective:** In order to improve the positive psychology of college teachers, this paper constructs a college teacher training investment strategy based on social psychology, which aims to further promote the construction of college teachers’ positive psychology.

**Subjects and methods:** 300 college teachers were selected as the research object to implement the intervention of college teacher training investment strategy based on social psychology, and the intervention cycle was 3 months. Then combined with the “positive personality scale”, the positive personality of college teachers is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of teachers’ positive psychological personality before and after intervention are analyzed and compared.

**Methods:** All data were statistically processed by SPSS22.0.

**Results:** Table 1 shows the changes of teachers’ positive psychological personality before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the implementation of the college teacher training investment strategy intervention based on social psychology, the teachers’ positive psychology has been significantly improved, with statistical difference ( $P < 0.05$ ).

**Conclusions:** The investment strategy of college teacher training based on social psychology can effectively improve the positive psychology of college teachers, and then has important value in improving teachers’ quality and ability and promoting the development of higher education.

**Table 1.** Changes of teachers’ positive psychological personality before and after intervention ( $n=300$ )

Dimension	Before intervention	After intervention	<i>P</i>
Creativity	1.00±0.59	3.38±0.77	<0.05
Curiosity	2.09±0.65	4.51±0.84	<0.05
Judgment	2.09±3.60	3.72±0.71	<0.05
Studious	2.66±0.74	4.01±0.62	<0.05
Insight	1.56±0.68	3.59±0.63	<0.05
Brave	1.77±0.73	3.97±0.67	<0.05
Insist	2.78±0.69	4.12±0.77	<0.05
Sincere	2.34±0.76	4.38±0.77	<0.05
Enthusiasm	1.65±0.81	4.51±0.84	<0.05
Love	2.78±0.66	4.72±0.71	<0.05
Kindhearted	1.78±0.69	3.38±0.77	<0.05
Intelligence	2.15±0.67	4.51±0.84	<0.05
Team	1.03±0.61	3.72±0.71	<0.05
Fair	2.06±0.79	4.01±0.62	<0.05
Leadership	1.34±0.76	3.59±0.63	<0.05
Tolerant	2.65±0.81	3.97±0.67	<0.05
Modest	2.78±0.66	4.12±0.77	<0.05
Cautious	1.00±0.59	4.38±0.77	<0.05
Autonomy	2.09±0.65	4.51±0.84	<0.05
Appreciate	2.09±3.60	4.72±0.71	<0.05
Gratitude	2.66±0.74	3.38±0.77	<0.05
Hope	1.56±0.68	4.51±0.84	<0.05
Humor	1.77±0.73	3.72±0.71	<0.05
Faith	2.78±0.69	4.01±0.62	<0.05

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## ENLIGHTENMENT OF RURAL EDUCATION THOUGHT TO CONTEMPORARY POVERTY ALLEVIATION THROUGH EDUCATION FROM THE PERSPECTIVE OF SOCIAL SCIENCE PSYCHOLOGY

Jie Xu<sup>1</sup> & Fei Wan<sup>2\*</sup>

<sup>1</sup>Lingnan Normal University, Zhanjiang 524048, China

<sup>2</sup>Guangzhou University, Guangzhou 510006, China

**Background:** Modern science and natural science have brought earth shaking changes to human life and had an extremely far-reaching impact on all aspects of human society. Influenced by it, psychology took natural science as a model at the beginning, adopted mature natural science research methods and methods, and deliberately ranked among the natural sciences. However, in the field of natural science, some recent situations make people begin to realize the rationality and limitations of science and doubt the scientism tendency in traditional science. This makes modern psychology with natural science as its idol also begin to reflect on its view of natural science, which lays a scientific background for the rise of psychological methodology guided by humanities and social sciences. In the modern context, “Scientism” and “humanism” form two philosophical thoughts, which confront each other between the two peaks of philosophy. “The so-called ‘scientism’ mainly refers to a philosophical trend of thought or philosophical movement that has gradually prevailed since modern times, especially since the middle of the 19th century.” Psychological science is based on positivist philosophy, which holds that natural science is the model of human knowledge, and the research method of natural science is the only means to obtain knowledge suitable for any reality. From the perspective of scientism, man is an abstract concept, which is expressed as the master of reason-the embodiment of body and logic. Human freedom, personality, value and dignity must abide by the laws revealed by science. In a sense, human beings themselves have become the activities of scientific robots, and the human subject and macro complexity have been eliminated. On the contrary, there is another voice in modern western philosophy, that is to advocate man’s unique nature and unique research methods, that is, the ideological trend of humanistic philosophy. Humanistic psychology opposes the natural science orientation of psychology and scientific psychology. It studies people in the way of representation and “things”, trying to reconstruct the complete image of people dispelled by scientific psychology. To some extent, it is the extension and expansion of this philosophical tradition in the field of psychology. The focus on “man” can be traced back to ancient Greece. For example, Protagoras famously concluded that “man is the measure of all things”. In modern times, philosophy known as humanitarianism took the lead in positioning man and trying to establish man’s central position. The development of modern western philosophy breeds the ideological tradition of people-oriented and advocates people’s unique nature and unique research methods. This tradition provides the necessary ideological soil for the emergence of psychological methodology of Humanities and social sciences. Common sense psychology, religious psychology and philosophical psychology, which exist and develop in psychology, are the rudiments of humanistic psychology methodology, corresponding to the criticism of scientism and the promotion of human’s unique essence and unique research methods in the field of philosophy of science. Humanistic psychology is committed to building a complete image of man and pursuing research methods suitable for man’s unique nature, so as to resist the narrowness and hegemony of scientific psychology. It shows five characteristics in methodology: the research orientation of humanities, the scientific essence of problem centrism and the research path of holism, intuitive humanism and subjective research paradigm. In short, compared with the methodology of scientific psychology, humanistic psychology methodology is committed to the “humanization” of psychology and pursues people’s unique nature and unique research methods. So far, it has been continuously developed and launched in many aspects.

Poverty alleviation through education refers to improving the educational level and quality of poor areas and poor people through educational means, helping poor people master the knowledge and skills to get rid of poverty and become rich, improving the scientific and cultural quality of poor people, promoting local economic and social development, and finally realizing the goal of poverty alleviation. How to better promote poverty alleviation through education? Here, we can seek wisdom from the long history of education and promote the practice of poverty alleviation through education. In other words, according to a series of rural education thoughts formed in China’s rural education practice, guided by the “living” rural education thought with “life is education”, “society is school” and “the combination of education and practice” as the core, cultivate a large number of excellent talents for poor and backward rural areas, so as to promote the transformation and development of rural society. Although China has made great achievements in poverty alleviation through education, there are still some problems in the practice of poverty alleviation through education in poor areas. Among them, the cognitive impairment of teachers in poor areas directly affects the effect of educational poverty alleviation practice. Therefore, it is necessary



to actively explore the practical path of contemporary educational poverty alleviation and overcome the cognitive impairment of teachers in poor areas, so as to comprehensively ensure the quality and level of educational poverty alleviation.

**Objective:** In order to solve the problem of cognitive impairment of teachers in poor areas, this paper constructs a contemporary educational poverty alleviation strategy based on psychological analysis from the perspective of Humanities and social sciences psychology and based on rural education thought, in order to comprehensively ensure the quality and level of educational poverty alleviation.

**Subjects and methods:** 300 teachers in poor areas were randomly selected as the research object and randomly divided into control group and experimental group, with 150 in each group. The cognitive impairment of teachers in poor areas was measured with Montreal Cognitive Assessment Scale (MoCA). The control group implemented the conventional education poverty alleviation strategy, and the experimental group implemented the education poverty alleviation strategy based on psychological analysis. The intervention cycle was 3 months. The improvement of cognitive impairment of teachers in the two groups after 3 months of intervention was compared and analyzed.

**Methods:** Use Excel software to complete data analysis.

**Results:** Table 1 shows the improvement of cognitive impairment of teachers in two groups of poor areas. It can be seen from Table 1 that compared with the control group, the experimental group of educational poverty alleviation strategy based on psychological analysis has a better effect on improving the cognitive impairment of teachers in poor areas, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of cognitive impairment of teachers in two groups of poor areas ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

**Conclusions:** In order to solve the problem of cognitive impairment of teachers in poor areas, this paper constructs a contemporary educational poverty alleviation strategy based on psychological analysis from the perspective of humanities and social sciences psychology and rural education thought, in order to comprehensively ensure the quality and level of educational poverty alleviation. The results show that compared with the control group, the experimental group of educational poverty alleviation strategy based on psychoanalysis has a better effect on improving teachers' cognitive impairment in poor areas. This shows that the contemporary educational poverty alleviation strategy based on psychological analysis can effectively improve the quality and level of educational poverty alleviation, which is worthy of popularization and application in specific practice.

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## ON THE INTEGRATION AND INNOVATION OF TRADITIONAL CULTURE AND RURAL PLANNING IN YUNNAN PROVINCE FROM THE PERSPECTIVE OF PSYCHOLOGICAL PERCEPTION

**Yingbo Zhang**

*City College, The College of Arts and Sciences Kunming, Kunming 650000, China*

**Background:** Perception: it is the direct reflection of the whole objective thing in the human brain. It is a kind of comprehensive image, which is formed by the integration of individual attributes or objective things in the brain, and with the help of previous similar images and memory experience. Feeling and perception are the basic psychological process of human beings, the basis or primary stage of human understanding of the objective world, and reflect the external characteristics of things. The two are often referred to as “perception”. The perceptual experience is processed and transformed in the human brain to form ideas or thinking, which is the advanced stage of the cognitive process. Therefore, perception is the source of cognition. However, perception is different from concept. The content of perception has the characteristics of objectivity, vividness, non-subordination and non-change with their own will. If we see something, we will feel where it is, with clear outline and bright color. It does not belong to us, nor can we change this perception experience according to our own wishes. Sensation refers to the process by which an organism feels the individual attributes of objective things through the sensory system, such as light, color, sound, temperature, shape, weight and so on. Perception is the process of further processing various attributes of things and forming an overall impression with the help of previous experience. If the red flag is flying in the wind, when we get this perception, we integrate the sensory attributes of shape, color, size, hard and soft. Vision, hearing, taste, smell, touch, balance and motion, such as visceral sense, are different types of feelings, which respectively reflect the individual attributes of things. Perception is people’s comprehensive feeling of things, which is more complex than feeling. Abnormal changes in the perceptual process are called perceptual barriers. At this time, the main characteristics of perception remain. According to the perceptual barrier experience described by the patient and the patient’s behavioral response, it is not difficult to see that its perceptual image has objective, real, distinct and vivid characteristics. Sensory impairment is more common in neuropsychiatric diseases; Sensory disorders are more common in nervous system diseases, while perceptual disorders are more common in mental diseases. Because the different types of perceptual disorders and the characteristics of their combination with other symptoms are of great significance in diagnosis, it is very necessary to understand the different types of perceptual disorders. Some perceptual disorders (such as hallucinations) have a great impact on the patient’s mood and behavior, which may cause the patient to refuse to eat, run away, commit suicide or hurt others. Therefore, when the patient has perceptual disorder, he should be sent to the neurology department or psychiatric department for examination in time. Perceptual impairment can occur simultaneously with sensory impairment (especially in neuropathy). Perceptual synthesis disorder refers to the cognition of the essence of things, but the distortion of their individual attributes. In short, psychological perception disorder is a serious psychological disease, which should be paid enough attention in clinic.

With the acceleration of urbanization, how to revitalize China’s rural civilization is a major strategic issue related to the great rejuvenation of the Chinese nation. Under the conditions of the new era, tracing the source, nurturing modern rural civilization with excellent traditional culture and allowing culture and civilization to find the driving force for a new start are the due meaning of promoting rural civilization, improving rural governance and prospering rural culture. Yunnan Province has the traditional cultural resources of broadcasting and the advantages of natural geographical environment. Therefore, it is very important for rural planning in Yunnan Province to re implant the spiritual concept of Yunnan Province into the countryside and reconstruct the rural value system. It is not only an effective way to awaken the revival of rural civilization in Yunnan Province through traditional culture, but also the creative transformation and innovative development of traditional culture, which will play a leading role in the construction of rural civilization in China. However, in the process of the integration and innovation of traditional culture and rural planning in Yunnan Province, there are also corresponding problems, which are mainly manifested in the widespread psychological perception obstacles of local residents, which hinder the integration and development of traditional culture and rural planning. In view of this, we should actively explore scientific and effective integration strategies between traditional culture and rural planning, and comprehensively promote the integration and development of traditional culture and rural planning while solving the psychological perception obstacles of local residents.

**Objective:** In order to solve the common psychological perception barriers of local residents in Yunnan Province, this paper constructs an innovative strategy for the integration of traditional culture and rural planning based on psychological analysis, which aims to break the psychological perception barriers of local residents, so as to comprehensively promote the integrated development and construction of traditional culture and rural planning.

**Subjects and methods:** 300 local residents in Yunnan Province were randomly divided into control group and experimental group, with 150 in each group. Minnesota Multiphasic Personality Scale was used to evaluate assess the subjects’ hypochondriasis, depression, hysteria, psychosis, sexual degree, paranoia,

mental weakness, schizophrenia, hypomania and social introversion. Among them, the control group adopted the integration strategy of conventional traditional culture and rural planning, and the experimental group adopted the integration and innovation strategy of traditional culture and rural planning based on psychological analysis. The intervention cycle was 1 month. The improvement of psychological perception barriers of local residents in the two groups was compared and analyzed.

**Methods:** Use Excel software to complete data analysis.

**Results:** Table 1 shows the improvement of psychological perception impairment of the two groups of local residents. It can be seen from Table 1 that compared with the control group, the experimental group based on the integration and innovation strategy of traditional culture and rural planning based on psychological analysis has a better effect on improving the psychological perception barriers of local residents, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Conclusions:** Yunnan Province has the traditional cultural resources of broadcasting and natural geographical environment advantages. Therefore, it is very important for rural planning in Yunnan Province to re implant the spiritual concept of Yunnan Province into the countryside and reconstruct the rural value system. In view of the common psychological perception obstacles of local residents in Yunnan Province, this paper constructs an innovative strategy for the integration of traditional culture and rural planning based on psychological analysis, which can not only effectively improve the psychological perception obstacles of local residents, but also actively promote the governance of rural civilization and the prosperity of rural culture.

**Table 1.** Improvement of psychological perception disorder of local residents in the two groups ( $n=300$ )

Factor	Experience group ( $n=150$ )	Control group ( $n=150$ )	$P$
Hypochondria	2.54±0.55	4.52±0.60	<0.05
Depressed	2.36±0.41	4.39±0.43	<0.05
Hysteria	2.69±0.59	4.45±0.56	<0.05
Psychosis	2.47±0.43	4.66±0.61	<0.05
Sex distinction scale	2.54±0.55	4.52±0.60	<0.05
Paranoid	2.54±0.55	4.39±0.43	<0.05
Mental weakness	2.36±0.41	4.45±0.56	<0.05
Schizophrenia	2.69±0.59	4.66±0.61	<0.05
Hypomania	2.47±0.43	4.52±0.60	<0.05
Social introversion	2.54±0.55	4.39±0.43	<0.05

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## RESEARCH ON THE INFLUENCE OF AESTHETIC EDUCATION TEACHING BASED ON FLIPPED CLASSROOM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

Na Xie & Huijian Deng\*

*Hunan Institute of Science and Technology, Yueyang 414000, China*

**Background:** Positive psychology is a discipline that emphasizes research to make life more valuable and meaningful. Positive psychology is characterized by the word “positive”. It believes that the advantages, advantages and disadvantages of individual life objectively exist in individuals. Psychology should not only pay attention to psychological problems and mental diseases, but also pay attention to the real advantages and virtues of individuals. Therefore, positive psychology mainly focuses on three related topics: first, positive subjective experience, mainly including positive emotional experience, such as subjective well-being, pleasure, gratitude and achievement. Second, positive personality traits, that is, the inherent personal power of individuals, including personality power, talent, interest and life value. Third, positive social relations and social systems, happy families, effective schools, well-connected communities, etc. The theoretical basis of positive psychology's attention to these three fields is that positive social relations can promote the embodiment of the development of positive personality traits, and then promote the generation of individual positive emotional experience. Positive personality is not only the basis of positive psychology, but also the research direction of personality psychology. Positive psychology holds that positive personality is intrinsic, practical, potential and constructive. This is an inherent virtue and advantage. It is a personality characteristic formed through acquired cultivation. With the development of positive

psychology, more and more people believe that mental health is not only the correction of psychological problems and the treatment of psychological diseases, but also pay attention to individual subjective well-being. They believe that subjective well-being can promote the improvement of mental health. At the same time, cultivating individual subjective well-being can consolidate mental health and finally form positive personality quality. In short, whether in theoretical research or in practical sense, we should expand the application scope of positive psychology.

Flipped classroom mainly requires students to watch the teaching video in advance before class, preview the course content and knowledge, set aside more classroom time for classroom activities and problem discussion, and let students submit questions after watching the video in advance, so that teachers can better understand students' personalized learning requirements. The classroom pays attention to the communication and interaction between teachers and students. Characteristics of flipped classroom: flipped classroom is different from the traditional classroom teaching mode. Its characteristics are mainly reflected in the reform of the traditional teaching mode. The classroom is teaching centered. Watch videos before class to let students have class with questions, so as to be more targeted. Teaching activities are student-centered. According to the learning requirements of different students, change the teaching content and organization mode, and teach students according to their aptitude. College aesthetic education is an important way of life education in the growth of modern college students. Morality, intelligence, physique and beauty permeate and complement each other. Colleges and universities should adopt different forms of art education to cultivate and cultivate students' social beauty, natural beauty and artistic beauty, so that they can understand and understand beauty, so as to lay a good knowledge and quality foundation for emotional creation of beauty. In order to improve the efficiency of aesthetic education teaching, improve the level of aesthetic education teaching and cultivate more excellent talents with comprehensive quality, it is necessary to bring the flipped classroom teaching mode into the practice of college aesthetic education to ensure the comprehensive development of modern college students.

**Objective:** In order to improve the positive psychology of college students, this paper constructs an aesthetic education teaching model based on flipped classroom from the perspective of positive psychology, in order to ensure the comprehensive and all-round development of modern college students.

**Subjects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional aesthetic education teaching mode, and the experimental group implemented the aesthetic education teaching mode based on flipped classroom. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive psychological personality of the two groups of students were analyzed and compared.

**Methods:** All data were statistically processed by SPSS22.0 software.

**Results:** Table 1 shows the changes of positive psychological personality of college students in the two groups. It can be seen from Table 1 that compared with the control group, the experimental group implementing the aesthetic education teaching mode based on flipped classroom has significantly improved the student's positive psychology, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of positive psychological personality of college students in the two groups ( $n=300$ )

Dimension	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Creativity	1.06±0.79	4.51±0.84	<0.05
Curiosity	2.34±0.76	3.72±0.71	<0.05
Judgment	2.65±0.81	4.01±0.62	<0.05
Studious	2.78±0.66	3.59±0.63	<0.05
Insight	1.00±0.59	3.97±0.67	<0.05
Brave	2.09±0.65	4.12±0.77	<0.05
Insist	2.09±3.60	4.38±0.77	<0.05
Sincere	2.66±0.74	4.51±0.84	<0.05
Enthusiasm	1.56±0.68	4.72±0.71	<0.05
Love	1.77±0.73	4.51±0.84	<0.05
Kindhearted	2.78±0.69	3.72±0.71	<0.05
Intelligence	2.34±0.76	4.01±0.62	<0.05
Team	1.65±0.81	3.59±0.63	<0.05
Fair	2.78±0.66	3.97±0.67	<0.05

Leadership	1.78±0.69	4.12±0.77	<0.05
Tolerant	1.06±0.79	4.38±0.77	<0.05
Modest	2.34±0.76	4.51±0.84	<0.05
Cautious	2.65±0.81	4.72±0.71	<0.05
Autonomy	2.78±0.66	4.51±0.84	<0.05
Appreciate	1.00±0.59	3.72±0.71	<0.05
Gratitude	2.09±0.65	4.01±0.62	<0.05
Hope	2.09±3.60	3.59±0.63	<0.05
Humor	2.66±0.74	3.97±0.67	<0.05
Faith	1.56±0.68	4.12±0.77	<0.05

**Conclusions:** The aesthetic education teaching mode based on flipped classroom can effectively improve college students' positive psychological personality, and then has important practical value for the comprehensive and all-round development of modern college students.

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## RESEARCH ON THE MUTUAL PROMOTION BETWEEN CULTURAL INDUSTRY AND TOURISM ECONOMY AND ITS IMPACT ON TOURISTS' EMOTIONAL COMMUNICATION BARRIERS

Hao Zhang<sup>1</sup> & Qian Wang<sup>1,2</sup> \*

<sup>1</sup>*Suzhou University, Suzhou 234000, China*

<sup>2</sup>*Universiti Teknologi MARA, Shah Alam Campus 40450, Malaysia*

**Background:** Affective disorder is a group of mental disorders with significant, continuous rise or fall of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and behavior. The performance of affective disorders varies greatly. The lighter may be the response to some negative life events, and the heavier may become a serious recurrent or even chronic disability disorder. In terms of symptoms and signs, the basic symptom of affective disorder is emotional change, which is usually manifested in two completely opposite clinical states: Depressive attack and manic attack. The state diagnosis of depressive episode and manic episode is also the main basis for the classification and diagnosis of affective disorders. Therefore, it is of great significance to understand the characteristics of these two extreme abnormal emotional states and identify them. At the level of depression onset, core symptoms: the core symptoms of depression include depression, lack of interest and loss of fun. This is the main symptom of depression. The diagnosis of depression should include at least one of three symptoms. First, depression: patients experience depression and sadness. Patients often complain that they are in a bad mood and can't be happy. Second, lack of interest: refers to the patient's lack of interest in various activities he used to like, such as entertainment, sports activities, hobbies, etc. A typical patient is not interested in anything, good or bad, isolated from the world and doesn't want to see anyone. Third, loss of happiness: refers to the patient's inability to experience happiness from life or lack of happiness in daily life. The above three main signs are interrelated and can appear in patients at the same time, that is, causality. However, many patients emphasize only one or two of them. Some patients do not think they are in a bad mood, but they are not interested in the things around them. At the same time, depressive affective disorder has typical physical symptoms: including sleep disorder, appetite disorder, sexual dysfunction, energy loss, non-specific physical symptoms, such as pain, physical discomfort, autonomic nerve dysfunction and so on. In the manic episode stage, the core symptoms are: high mood, out of control thinking, enhanced will and behavior. Patients' increased need for sleep and restlessness is usually accompanied by a decrease in their daily activities. Due to excessive physical exertion, diet will increase significantly. Sometimes, they lose weight significantly because they can't drink, eat and sleep normally, and even die of fatigue. Manic patients may maintain some self-awareness, while manic patients usually have incomplete self-awareness. With the progress of science and technology, people have a profound and scientific understanding of the etiology of affective disorder. For the intervention treatment of patients with affective disorder, it is difficult to form a

systematic, standardized and standardized scheme. Therefore, whether in theory or in practice, we should actively explore and expand the new direction and new ideas of clinical intervention treatment of affective disorder.

China's economic development is undergoing a transformation to experience economy and knowledge economy. In the era of experience economy, inter regional competition is often carried out in the cultural field outside the economic field. It has become an important leading force in modern economic development. At present, the research on cultural industry at home and abroad mostly focuses on its development trend, operation mechanism and development policy at the macro level, while there is less research on the correlation and interaction between cultural industry and other industries at the micro level. In fact, as an industry, it must have a solid micro foundation, otherwise it is difficult to last for a long time. cultural industry has the characteristics of wide adaptability, strong relevance and easy connection of industrial chain. At the same time, the intangible characteristics of cultural services determine that the construction of cultural industry must take other industries as the carrier, become rooted materialized labor, and realize wide dissemination and cultural value. This paper attempts to systematically explore the interactive development model of cultural industry and tourism from the micro perspective of cultural industry research, so as to provide enlightenment and reference for the common promotion and development of cultural industry and tourism. At the same time, in view of the common emotional communication obstacles of tourists, this paper launched the impact of the mutual promotion mode of cultural industry and tourism economy on the emotional communication obstacles of tourists, so as to ensure that tourists can enjoy the happiness of tourism and the charm of culture with a healthy psychology.

**Objective:** In order to alleviate the emotional communication barriers of tourists, this study constructed a mutual promotion model of cultural industry and tourism economy based on psychological analysis, aiming to dredge the emotional communication barriers of tourists and help tourists establish good psychological construction.

**Subjects and methods:** 300 tourists were randomly divided into object group (150 cases) and observation group (150 cases). The control group used the traditional tourism model for intervention, and the observation group used the mutual promotion model of cultural industry and tourism economy based on psychological analysis. Combined with Self-rating Anxiety Scale (SAS) and Young Mania Rating Scale (YMRS), the on-site symptoms were measured, and then the improvement of emotional communication disorder of 300 tourists before and after the intervention was compared.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the improvement of emotional communication barriers of tourists before and after the intervention. Compared with before the intervention, after the implementation of the mutual promotion model of cultural industry and tourism economy based on psychological analysis, the emotional disorder of tourists has been significantly improved, and there is a statistical difference before and after the intervention ( $P < 0.05$ ).

**Table 1.** Improvement of emotional communication barriers of tourists before and after intervention (n=300)

Group	SAS score		YMRS score	
	Before intervention	After intervention	Before intervention	After intervention
Observation group (n=150)	71.38±5.94	52.46±4.54*	25.15±4.68	10.53±2.83*
Control group (n=150)	71.24±5.41	60.51±4.58*	25.25±4.12	20.78±3.83*
<i>t</i>	0.110	6.892	0.112	6.237
<i>P</i>	0.913	<0.001	0.911	<0.001

Note: compared with the same group before intervention, \* $P < 0.05$ .

**Conclusions:** The mutual promotion model of cultural industry and tourism economy based on psychological analysis can significantly improve the emotional communication barriers of tourists, which is worthy of popularization and application in practical tourism cultural management.

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## EFFECT OF STRUCTURED GROUP COGNITIVE BEHAVIOR THERAPY ON IMPROVING ADAPTABILITY OF COLLEGE STUDENTS WITH MILD DEPRESSION

Lina Zhu

*Baotou Teachers' College, Baotou 014030, China*

**Background:** Depression is a mental disease characterized by depression, slow thinking, and decreased speech and motor ability. Depression seriously puzzles patients' life and work, and brings a heavy burden to families and society. About 15% of patients with depression die of suicide. A joint study by the World Health Organization, the world bank and Harvard University shows that depression has become the second largest disease in China's disease burden. According to the third edition of Chinese Classification and Diagnostic Criteria of Mental Disorder (CCMD-3), depression can be divided into mild depression and severe depression according to the degree of social function impairment. According to the existence of psychotic symptoms such as hallucinations, delusions or tension syndrome, depression can be divided into depression without psychotic symptoms and depression with psychotic symptoms. According to whether there has been another depression attack before (at least 2 months apart), depression can be divided into first-episode depression and recurrent depression. It can be said that depression can be understood as psychological depression, anxiety and pessimism, and there is a certain deviation in the understanding of social things. In severe cases, the thought or behavior of death will occur, so as to end the mental pain caused by depressive diseases. Because there are many causes of depression, targeted therapy for depressive diseases also adopts different treatment methods according to the severity of the disease. Long term clinical studies have found that the main inducing factors of depression are closely related to their own psychology. It is pointed out that depressive diseases should be treated from the psychological level, so as to avoid additional side effects caused by drug treatment and misdiagnosis of patients with depression without appropriate methods. The basic principle of depression treatment developed in the 1960s is that patients with depression have a negative perception of themselves, the world around them and the future. Due to cognitive bias, they treat positive and negative events with a negative attitude. The purpose of treatment is to make patients aware of their wrong reasoning mode and take the initiative to correct it. The course of treatment was 12-15 weeks, and there was no significant difference between the curative effect and drugs. If used in combination, the curative effect may be better. In recent years, computer-assisted cognitive therapy has been widely used.

The prevalence of depression in China is 3.02%, but the treatment rate is less than 10%. There are many reasons for the low treatment rate, one of which is the resistance of patients to drug treatment, especially some patients with mild depression, including mild depression-mild depression, dysthymia and mild depression. Compared with drug treatment, patients with depression are more likely to receive psychotherapy. Structured group cognitive behavioral therapy refers to a psychotherapy method that uses cognitive technology and behavioral technology to guide group members to change cognition, emotion and behavior according to pre-designed procedures, goals and tasks. Group cognitive behavioral therapy originated in the 1970s, and its earliest formal application and evaluation object is depression. At present, it has been widely used in patients with depression, panic disorder, social anxiety disorder and obsessive-compulsive disorder, and has been proved to have obvious curative effect on depression, can significantly alleviate depressive symptoms, and effectively improve patients' social function and quality of life. Based on the standardized treatment manual, structured group cognitive behavioral therapy can benefit more patients in a short time. Therefore, the psychological intervention guide for adults with mental disorders of the National Institute of mental health lists group cognitive behavioral therapy as a very effective intervention measure for depression.

**Objective:** In order to alleviate the common psychological problems of depression among college students, this paper studies the effect of structured group cognitive behavior therapy on improving the adaptability of mildly depressed college students, so as to ensure the physical and mental health of college students.

**Subjects and methods:** 220 college students with depressive psychosis were randomly selected. According to the equal group matching control variable method, the college students were divided into experimental group and control group, with 110 students in each group. The control group implemented the conventional intervention mode, and the experimental group implemented the structural group cognitive behavior intervention mode. One week after the intervention, the depression status of the two groups of college students before and after the intervention was compared.

**Methods:** Relevant data are calculated and counted by Excel software, SPSS17.0 software and process plug-in.

**Results:** Table 1 shows the improvement of depression of college students in the two groups before and after the intervention. Compared with the control group, the depressive symptoms of college students

improved significantly after the implementation of structural group cognitive behavior therapy, and there was significant difference between the two groups.

**Table 1.** The depression of the two groups of college students improved before and after the intervention

Project	Experience group	Control group	P
Total score of help seeking attitude	90.95±11.69	99.96±10.88	<0.05
Total score of social recognition	72.20±14.19	75.74±14.92	<0.05
Overall bad	2.84±1.11	4.78±1.17	<0.05
Serious individual impact	1.77±0.87	4.61±1.02	<0.05
Difficult to handle	1.89±0.62	3.91±0.68	<0.05
Predictable behavior	2.21±1.02	4.98±1.14	<0.05
Serious social harm	1.73±0.67	4.57±0.88	<0.05
Acting weird	1.45±0.76	3.31±0.82	<0.05
The reason is controllable	2.63±0.84	4.63±0.83	<0.05
The reason is difficult to understand	2.27±0.92	4.46±0.84	<0.05

**Conclusions:** In order to alleviate the widespread psychological problems of depression among college students, this paper carried out a study on the effect of structured group cognitive behavior therapy on improving the adaptability of mildly depressed college students, so as to ensure the physical and mental health of college students. The results show that the depressive symptoms of college students are significantly improved after the implementation of structured group cognitive behavior therapy. This shows that structured group cognitive behavior therapy is of great value in improving the adaptability of college students with mild depression, which is worthy of clinical application.

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## RESEARCH ON THE INFLUENCE OF THE CULTIVATION AND INNOVATION OF ART DESIGN EDUCATION ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Yi Meng

*Zhengzhou University, Zhengzhou 450001, China*

**Background:** College students have high psychological pressure and poor psychological quality, so they are easy to fall into mental anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. In addition, some studies have conducted in-depth analysis on the middle amount psychological anxiety of college students, and learned from long-term experiments that students' anxiety psychology is different from that in social industries. The generation of students' anxiety psychology is generally affected by teaching, that is, the difficulty in the teaching process will lead to students' sense of inferiority and then psychological anxiety. At the same time, in the teaching process, teachers' curriculum teaching scheme is too traditional, which will also lead to students' loss of interest in learning. In the long run, students' psychology cannot bear the boring learning atmosphere, resulting in the thought of dropping out of school and deeply evolving into anxiety. In order to alleviate the psychological anxiety of college students, a large number of studies have proposed that extracurricular art training can alleviate students' sense of inferiority, improve students' enthusiasm for life, and finally alleviate psychological anxiety.

With the development of society and economy, people's quality of life is also improved, which brings people's attention to the beautiful things in daily life. In the development of world civilization, the most exciting is works of art, and the innovative thinking of works of art is advocated by artists. Art design is one of the art disciplines, including environmental design, graphic design, visual communication design, product design and other professional directions. At the same time, it is also a comprehensive discipline including



social, cultural, economic, market, science and technology and other disciplines. In college learning, experienced college teachers have begun to formulate art teaching plans according to the learning situation of students. The reason is that some studies have proposed that art education can help students establish a good psychological defense line, so as to reduce the probability of students' psychological anxiety. However, in teaching practice, the effect of alleviating psychological anxiety brought by art design education is unknown. Therefore, this study proposes to analyze the influence mechanism of art design education on students' psychological anxiety, so as to construct an innovative scheme of art design education and explore the changes of students' anxiety psychology under the new scheme. Summarize the specific impact of art design on students' psychological anxiety.

**Objective:** The mental health problem of college students is an important problem in the development of students, so it is necessary to put forward effective measures to alleviate students' psychological anxiety. The research explores the current situation of psychological anxiety of middle school students in colleges and universities. This paper puts forward the specific impact of art design education on students' psychological anxiety, puts forward innovative art design training strategies in the traditional education mode, and analyzes the deeper impact of art design education and training innovation on students' psychological anxiety.

**Subjects and methods:** Taking 120 students majoring in art design in a university as the research object, the students' anxiety was obtained by using the Self-rating Anxiety Scale. According to the students' anxiety evaluation results, the students were divided into no anxiety group, mild anxiety group, moderate anxiety group and severe anxiety group. Based on art design education, this paper analyzes the influencing factors causing students' psychological anxiety, formulates the innovative scheme of art design education, applies the scheme to students' daily teaching, and evaluates the changes of students' psychological anxiety under the innovative scheme.

**Results:** The changes and differences of anxiety scores of all students before and after teaching are shown in Table 1. It can be seen that under the influence of innovative training program, the anxiety scores of students with severe anxiety decreased significantly. Comparing the score differences before and after teaching, it shows that the data difference is statistically significant ( $P < 0.05$ ), and the student group without anxiety has maintained a relatively stable low score stage for a long time.

**Table 1.** Changes of scores of students with different degrees of anxiety before and after teaching

Project	Before teaching	After teaching	P
No anxiety	71.32±2.18	49.57±1.86	<0.05
Mild anxiety	63.92±2.17	45.38±1.77	<0.05
Moderate anxiety	49.16±1.42	40.39±1.63	<0.05
Severe anxiety	32.14±0.93	31.07±0.85	>0.05

**Conclusions:** The daily mental health training of college students is an important work outside the professional teaching of colleges and universities. How to alleviate students' psychological anxiety is also a key issue that colleges and universities need to consider at present. In the study, taking an art major student as an example, this paper puts forward the influencing factors of students' psychological anxiety by art design education, and formulates the innovative training scheme of art design education. In the teaching practice of the innovative scheme, the anxiety score of students with psychological anxiety continues to decline, and students without anxiety can maintain the original state for a long time. The above results show that art design education and innovation can effectively alleviate students' psychological anxiety. Therefore, innovative teaching schemes should be put forward in college teaching to alleviate students' anxiety and promote students' growth.

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## RESEARCH ON INTERACTIVE TEACHING MODE IN COLLEGES AND UNIVERSITIES CONSIDERING AUDIENCE PSYCHOLOGY

Xiaocui Deng

Wuhan Technology And Business University, Wuhan 430070, China

**Background:** Audience psychology is a psychological science that studies social groups in psychological research. In audience psychology, it is proposed that audience psychology has certain psychological effects,

including prestige effect, business card effect, self-effect, halo effect, projection effect and conformity effect. Specifically, the prestige effect in the audience's psychology refers to that the audience is influenced by the authority of the dialogue object, that is, the authoritative speech will have a certain impact on the audience's psychology. Business card effect refers to that the disseminator first transmits some views or ideas they can accept, are familiar with and like to the audience, and induces the audience to make an impression through ideas and views in the communication. Self-effect refers to that the audience classifies themselves and communicators into the same kind of people, that is, they join the ranks of communicators. At this time, the audience and communicators should have the desired interests and preferences. Halo effect refers to that the living environment of the audience is affected by others. When the personal social reputation in the outside world is damaged, the audience will also be affected. Projection effect refers to that when the audience receives information for the first time, their psychology is relatively closed, and they will self-evaluate the outside world with their own psychological feelings and psychological needs. Under the influence of conformity effect, the psychology of the audience will be guided by others, and there will be conformity in behavior and cognition. From the research status of audience psychology, we can know that audience psychology is mainly applied to the social chain in which one party plays a leading role.

In college teaching, teachers are the leaders who guide students to participate in the teaching process. Students in curriculum teaching are the audience in the teaching process. How to improve the teaching quality and enhance students' professional level needs to analyze the role of students from the perspective of audience psychology. According to relevant psychological research, it can be found that in college teaching, students, as an educated group, have conformity psychology in curriculum learning, and teachers, as instructors, have prestige effect in curriculum teaching. Therefore, in order to improve the teaching quality of colleges and universities, it is important to intervene the psychology of teachers and students from the teaching curriculum. However, there are also studies that the teaching mode in colleges and universities is gradually becoming outdated. Therefore, on the premise of considering the audience psychology of teachers and students in the teaching process, the need for in-depth discussion on the teaching mode. From the current situation of social science and technology development, the continuous development of information technology has driven the communication frequency between teachers and students. Therefore, it is very important to optimize the teaching mode of colleges and universities and put forward the interactive teaching between teachers and students in curriculum teaching. Therefore, in order to cultivate students' expertise, based on audience psychology, this study analyzes the development of interactive teaching mode in colleges and universities, and analyzes the psychological changes of students and teachers in the development of teaching mode.

**Objective:** Analyze the psychological status of teachers and students in college teaching, analyze the development status and development status of college interactive teaching mode, evaluate the impact of audience psychology on college interactive teaching mode, and analyze the psychological changes of students and teachers under the influence of teaching mode.

**Subjects and methods:** Taking a university as the experimental environment, 15 teachers and 300 students from five majors were randomly selected to participate in the experiment. Investigate and count the psychological changes of teachers and students in college teaching, and analyze the conformity psychology of students in curriculum learning and the prestige effect of teachers in teaching. The interactive teaching mode considering the audience psychology of students and teachers is proposed, and the interactive teaching mode is applied to the daily teaching of 15 teachers and 300 students to evaluate the psychological changes of teachers and students before and after teaching.

**Results:** The audience psychological changes of teachers and students before and after teaching are shown in Table 1. By quantifying the evaluation index score with 0-10 points, it can be seen that the prestige effect of teachers shows a continuous upward trend with the continuous promotion of teaching mode, and the conformity psychology of students also shows a continuous upward trend under the influence of interactive teaching.

**Table 1.** The influence of interactive teaching on the psychology of teachers and students

Project	0 month	3 months	6 months
Teacher prestige effect	2.17	5.06	8.18
Students' conformity psychology	2.32	4.21	8.64

**Conclusions:** The reform and optimization of college teaching mode is the key measure to improve the teaching quality of colleges and universities. How to optimize the college teaching mode by affecting the psychology of teachers and students is the main research direction of colleges and universities. Based on audience psychology, this paper analyzes the changes of audience psychology of teachers and students in

college teaching. The analysis of teaching practice shows that the university interactive teaching model based on audience psychology can significantly affect the audience psychology of teachers and students, improve students' conformity psychology, and improve students' learning organization and enthusiasm. Therefore, in college education, in order to improve the teaching quality of colleges and universities, we can use audience psychology to analyze the psychological behavior of teachers and students in curriculum teaching, and put forward a teaching model to effectively improve students' learning enthusiasm.

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## ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL TEACHING ON COLLEGE STUDENTS' DEPRESSION IN HIGHER VOCATIONAL COLLEGES

Haijun Liu\* & Xuemin Du

*Sanya Aviation and Tourism College, Sanya 572000, China*

**Background:** With the continuous development of society and the continuous improvement of economic level, the requirements of society and market for talents are also increasing. Talents are not only required to have rich theoretical knowledge and practical experience, but also have strong psychological quality and strong pressure resistance. At the university stage, students have a wider range of contacts and more things. However, at this time, the ideological concept of higher vocational college students has not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in the society. The interpersonal communication and teacher-student relationship in universities are also very different from those in senior high schools. Some students in higher vocational colleges cannot adapt to the transformation of this relationship and become silent and poor in communication. University is a special stage of students. Compared with the learning stages of junior middle school and senior high school, interpersonal communication has changed greatly. Many students in higher vocational colleges cannot adapt to this change, resulting in psychological depression. The occurrence of students' psychological depression is mostly due to the difference of students' expectations in learning, that is, students are difficult to complete the predetermined goals under pressure, resulting in students' mental anxiety. The long-term backlog of depression will affect students' normal study and life, lead to the decline of students' academic performance and damage to their physical and mental health. Therefore, measures need to be taken to alleviate students' psychological depression.

In higher vocational colleges, ideological and political education is the main way to shape college students' personality, cultivate college students' outlook on life and values, and improve college students' psychological quality. It is also an important way to achieve the goal of cultivating talents in higher vocational colleges. The traditional ideological and political education in higher vocational colleges has a lot of theoretical knowledge, which is difficult for students to understand, so it cannot give full play to the role of Ideological and political education in alleviating students' depression. Based on this, some scholars put forward an innovative ideological and political education model, namely curriculum ideological and political education. Curriculum ideological and political education is an educational concept that takes "Building Morality and cultivating people" as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect. However, a large number of teaching practices show that the existing ideological and political teaching in higher vocational colleges still cannot solve students' depression. The reason is that the existing ideological and political teaching mode is only the transformation of teaching mode in the classroom, and there is little formulation of teaching mode according to students' psychological situation. Therefore, in order to improve college students' depression and improve the quality of ideological and political teaching in higher vocational colleges, it is of great significance. Based on the current situation of students' depression, this paper puts forward a higher vocational college curriculum ideological and political teaching model to improve students' depression, in order to provide theoretical support for the healthy growth of higher vocational college students.

**Objective:** This paper discusses the current situation of Ideological and political education in higher vocational colleges, analyzes the current situation of college students' depression in curriculum teaching, analyzes the impact of ideological and political education in higher vocational colleges on students' depression, and puts forward a teaching plan to further improve students' depression.

**Subjects and methods:** The study selected 60 higher vocational college students with depression in a higher vocational college as the research object. The students were randomly divided into study group and control group with 30 people in each group. The degree of depression was evaluated by Hospital Anxiety and Depression Scale (HADS). Based on the current situation of students' depression psychology, the ideological and political teaching mode in higher vocational colleges is formulated and applied to students' teaching practice. The students in the research group adopt the improved teaching mode and the students in the control group adopt the conventional teaching mode to evaluate the depression score of students before and after teaching. All data were collected by SPSS24.0,  $P < 0.05$  was statistically significant.

**Results:** Table 1 shows the changes of depression scores of the two groups of students. The table shows that the depression scores of the students can be significantly reduced under different teaching modes, and it can be found that the depression scores of the students who adopt innovative teaching schemes are significantly reduced. The comparison of the depression scores of the two groups of students after teaching shows that the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Changes of depression in two groups of students before and after teaching

Project	Before teaching	After teaching	<i>P</i>
Research group	65.43±2.12	35.78±1.65	<0.05
Control group	66.37±2.12	49.64±1.95	<0.05
<i>P</i>	>0.05	<0.05	-

**Conclusions:** The depression of students in higher vocational education is the main factor hindering the healthy growth of students. In higher vocational education, ideological and political education is usually used to alleviate students' depression. Based on the current situation of higher vocational college students' depression, the research formulates the teaching mode of Ideological and political course in higher vocational colleges, and applies the mode to students' daily teaching to evaluate the changes of students' depression. Teaching practice shows that under the influence of innovative programs, the depression of higher vocational college students decreases significantly, and is significantly lower than the depression score of students under the conventional teaching mode. Therefore, in the ideological and political teaching of higher vocational colleges, based on students' depression, curriculum teaching will effectively alleviate students' negative emotions and further improve the teaching quality.

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## MENTAL HEALTH STATUS AND PERSONALITY TRAITS OF COLLEGE STUDENTS MAJORING IN BROADCASTING AND HOSTING ART IN THE ERA OF FINANCIAL MEDIA

Shasha Zhang

*Hunan University of Information Technology, Changsha 410151, China*

**Background:** With the development of modern information technology and the advent of the financial media era, many new media interaction platforms have emerged in the market. The existence of new media has profoundly affected and changed the way of thinking, lifestyle and behavior of Internet users, and the social psychology is also changing imperceptibly. In the development of new media, traditional TV programs began to show the phenomenon of depression, which is also affecting the social psychology of Chinese citizens step by step. With the development of the financial media era, colleges and universities began to focus on broadcasting and supporting the teaching of art majors, in order to fit in with the process of social development and provide channels for social talent training. With the development of the times, the major of broadcasting and hosting art has been paid more and more attention by colleges and universities. Therefore, in order to ensure that students majoring in broadcasting and hosting art can receive social attention, and to improve the professional level of students majoring in broadcasting and hosting art, colleges and universities have continuously improved the requirements for students' broadcasting and hosting ability. Under the background of the continuous improvement of the professional level of broadcasting and hosting, students also apply more life time to the study of broadcasting and hosting art, and a large amount of time will lead to students' unbalanced psychology, which will lead to students' negative psychological emotions in learning and life, and it is difficult to develop good values. Therefore, it is of great significance to solve the psychological problems of students majoring in broadcasting and hosting

art under social pressure. However, the current psychological research pays less attention to students majoring in broadcasting and hosting art, which needs targeted analysis of follow-up research.

The mental health of college students is a key issue in college education. Most college students will have strange psychology when they first enter the university. Under the influence of strange environment, a large number of college students will have anxiety and anxiety. The generation of anxiety and anxiety is called negative psychological activities in psychology. Generally speaking, the negative psychological activities of college students are usually influenced by the environment and individuals. The environment includes campus environment and living environment. There are natural environment and learning environment in the campus environment. The learning environment is more likely to make college students have negative emotions. Personally, when facing more complex learning contents, college students will inevitably be restless, produce evasive psychology, and are unwilling to learn new knowledge. With the expansion of achievement differences with their classmates, restless psychological activities will intensify, and finally seriously affect their physical and mental health. Moreover, in college life, the personality traits of college students will also change significantly. After the mental health is damaged, the personality characteristics of students will deviate significantly from those of normal people. There are obvious abnormal behavior patterns in personal life and interpersonal relationships, and there will be conduct problems in adolescence, such as truancy, weariness, alcoholism, sexual debauchery, lying, violation of discipline, attacking people and so on, which will develop continuously for a long time, Until the patient reaches adulthood or for life. Therefore, in order to cultivate students' psychological quality in the development of financial media era, taking broadcasting and hosting art students as an example, this paper analyzes their mental health status and personality traits, and points out the direction for college teaching.

**Objective:** Explore the development status of broadcasting and hosting art specialty in the era of financial media, analyze the students' mental health level and personality traits, and put forward the scheme to promote the students' psychological growth.

**Subjects and methods:** Taking 64 students majoring in broadcasting and hosting art in a university as the research object, this paper uses the Self-rating Anxiety Scale and personality test questionnaire to obtain the current situation of students' mental health and personality traits, and uses correlation analysis to understand the correlation between students' mental health level, personality traits, academic achievement and development prospect.

**Results:** In the era of financial media, the psychological health status of students majoring in broadcasting and hosting art shows that with the development of society, the probability of students' psychological negative emotions increases. The correlation between mental health level, personality traits, academic achievement and development prospect is shown in Table 1. Table 1 shows that the relationship between the four indicators of students shows a positive correlation, indicating that it can promote students' academic progress by alleviating students' mental health.

**Table 1.** Correlation analysis between students' mental health and future development

Index	Mental health level	Personality traits	Academic achievement	Development prospect
Mental health level	1	0.423	0.312	0.519
Personality traits	0.423	1	0.294	0.337
Academic achievement	0.312	0.294	1	0.397
Development prospect	0.519	0.337	0.397	1

**Conclusions:** The mental health problems of college students are not only the problems that students need to pay attention to and solve, but also the problems that need to be paid attention to in college education. The research takes the students majoring in broadcasting and hosting art as the research object, analyzes the mental health status and personality traits of the students majoring in broadcasting and hosting art in the era of financial media, and makes a correlation analysis. The calculation results show that with the development of social times, the probability of college students having mental health problems is increasing, and the development of students' mental health can significantly affect students' personality traits and students' future development. Therefore, colleges and universities need to formulate reasonable teaching plans in daily teaching to alleviate students' growing mental health problems, and improve students' learning ability and promote their development by cultivating students' correct values.

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## RESEARCH ON THE ALLEVIATION OF READERS' PSYCHOLOGICAL ANXIETY SYMPTOMS BY THE PROMOTION OF LIBRARY CLASSIC READING FROM THE PERSPECTIVE OF CULTURAL INHERITANCE

Linglin Wu

*Zhejiang Yuexiu University, Shaoxing 312000, China*

**Background:** In college teaching, reading is considered to be the main way for students to improve their knowledge level. Generally speaking, college students will choose reading to alleviate their psychological anxiety when they change from a familiar environment to a relatively unfamiliar environment for the first time. In the process of social development, a large number of studies have confirmed that reading is an important way to help individuals improve their thoughts and values. Some studies also believe that middle school students can find their own knowledge cognitive defects in reading, improve students' cognition and improve students' comprehensive quality. However, university is a special stage of students. Compared with the learning stages of junior middle school and senior high school, interpersonal communication has changed greatly. Many college students cannot adapt to this change, resulting in psychological anxiety. The long-term backlog of anxiety will affect students' normal study and life, lead to the decline of students' academic performance and damage to their physical and mental health. Under the influence of psychological anxiety symptoms, most students will still choose to immerse themselves in the reading work of the library. However, it is undeniable that anxiety psychology brings about the individual's worry about gain and loss, which also leads to students' anxiety and unable to fully understand the important ideas in the book. In addition, some psychological studies believe that students' anxiety will be affected by the external environment, including the work of the library in reading promotion.

College students' desire for reading is not high in their daily learning. On the one hand, college students' awareness of independent reading is the reason for their low desire for reading, but on the other hand, the university library is not well prepared for the external promotion. University library is not only an important place for students to enrich their own knowledge, but also the main communication medium to popularize reading to the whole people. With the increase of social demand for high talents, improving personal culture has formed an important means to ensure personal development. However, it is not optimistic that the effect of universities in library promotion is not ideal. The main reason is that they cannot clearly understand the impact of university library reading promotion, that is, they do not explore the relevant influencing factors. From previous studies, it can be found that promotion is a form of communication, and the form of communication is the communication between things. And it can be found that the current library reading promotion work is more traditional, and the promotion of cultural knowledge in books is less, which leads to students not being able to understand the cultural ideas at the first time. When students cannot receive the cultural and ideological guidance in library reading promotion, students are rarely likely to participate in library reading, which makes students with psychological anxiety unable to obtain spiritual support from reading, and in serious cases, it will aggravate students' anxiety. Therefore, in order to alleviate students' psychological anxiety, this study takes cultural inheritance as a breakthrough, analyzes the impact of cultural communication in the reading and promotion of library classic works on students' anxiety, and puts forward some strategies to improve students' anxiety.

**Objective:** This paper analyzes the current situation of the reading and promotion of classic literary works in colleges and universities, analyzes the anxiety of students in library reading, and explores the impact of the reading and promotion of library classic literary works based on cultural inheritance on students' psychological anxiety.

**Subjects and methods:** Taking 300 students in a university as the research object, this paper uses the Self-rating Anxiety Scale to evaluate the current situation of students' anxiety, and understands students' views on library reading promotion through interview in the evaluation process. According to the statistics of students' views on the reading promotion work of university library, this paper puts forward the core path of library reading promotion work, introduces the thought of cultural inheritance, puts forward the promotion scheme of library classic literary works based on cultural inheritance, and analyzes the effect of alleviating students' anxiety under the function of cultural inheritance and promotion scheme.

**Results:** The survey shows that 45 of the 300 students suffer from serious psychological anxiety. The change of the number of students with serious anxiety under the cultural inheritance and promotion program is analyzed, as shown in Table 1. Table 1 shows that under the influence of the scheme, with the continuous promotion work, the number of students with serious psychological anxiety has been reduced to 21, and 4 of them have been released from psychological anxiety.

**Table 1.** Changes of anxiety degree of students with severe anxiety (n=45)

Degree of anxiety	0 month	1 month	2 months	3 months	4 months
Severe anxiety	45	39	34	28	21
Moderate anxiety	0	3	4	9	13
Mild anxiety	0	3	5	6	7
No anxiety	0	0	1	2	4

**Conclusions:** The psychological anxiety of college students will seriously affect students' study and life. Reading is one of the more effective methods to alleviate college anxiety, but the lag of library promotion leads to the fact that students' psychological anxiety cannot be alleviated at the first time. The research introduces the thought of cultural inheritance to promote the classic literature in the library, so as to help students deeply understand the core ideas in literary works and alleviate their psychological anxiety. The promotion experiment shows that the anxiety of college students under the cultural inheritance and promotion program is significantly reduced. Therefore, in college education, colleges and universities need to improve the promotion of library reading, help students alleviate psychological anxiety and promote students' growth.

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## STUDY ON THE REGULATION OF PHYSICAL EXERCISE ON SOCIAL FEAR AND ANXIETY OF HIGHER VOCATIONAL COLLEGE STUDENTS

Dapeng Qi

*Shanghai Sipo Polytechnic, Shanghai 201399, China*

**Background:** Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve them effectively. Appropriate psychological anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions. Under the new social situation, higher vocational students in China are only children, and their family life is relatively closed and constrained, so they are shy and introverted. A long time alone leads to the low ability of these vocational students to deal with problems in interpersonal communication and cannot form a normal interpersonal relationship, which makes vocational students prone to psychological anxiety in the face of interpersonal communication and communication. On the other hand, with the improvement of social and economic level, the connivance of parents to students in modern society is increasing day by day. Some parents spoil students too much, resulting in students' low psychological pressure resistance and fragile psychological defense line. Therefore, when students leave their families for collective life, they are prone to problems with low willpower and emotional control in the face of difficulties and setbacks, and are troubled by negative emotions such as psychological anxiety in the process of problem solving. When students have anxiety, it will also lead to students' lack of sufficient self-confidence, so that students dare not participate in social activities, which will lead to students' social phobia. Therefore, how to alleviate students' anxiety and social fear is a key problem to be broken through in college teaching.

The study and exercise of physical education curriculum can not only improve students' physical quality, but also help students improve their mental health level and alleviate their psychological pressure through physical exercise and the infection of sports spirit. However, the traditional teaching mode of physical education is relatively backward and rigid, which is not conducive to the development of students' mental health. Some studies have put forward the physical exercise method of combining physical education teaching with game method, combining traditional physical education teaching methods with games, stimulating students' interest in sports learning and exercise through relaxed recreational games, promoting students to actively carry out sports activities, alleviating students' negative emotions and helping students get rid of psychological anxiety while improving students' physical quality. At the same time, some studies have found the specific mechanism of sports to alleviate anxiety. They believe that students can maintain a pleasant psychological feeling in physical exercise, eliminate the impact of negative emotions such as anxiety on students' mental health through psychological and physiological satisfaction and pleasure, and alleviate students' anxiety and anxiety. Therefore, in order to reduce the anxiety psychology of higher vocational college students and alleviate the social fear of students under the

anxiety psychology, this study puts forward the use of physical exercise to cultivate students' mental health and provide reference for students' development.

**Objective:** Analyze the current situation of students' anxiety psychology in higher vocational colleges, understand the current situation of students' social fear under the influence of anxiety psychology, and analyze the current situation of the application of physical exercise in higher vocational colleges.

**Subjects and methods:** Taking 500 students with different degrees of psychological anxiety in a university as the research object, the Self-rating Anxiety Scale was used to evaluate the current situation of students' anxiety, and the students with social fear among 500 students were counted. The baseline data of all students were collected to understand the influencing factors of students' anxiety and social fear. Formulate the physical exercise mode for anxious students, analyze the changes of students' anxiety psychology under this mode, analyze the changes of students' social fear, and evaluate the impact of physical exercise in higher vocational colleges on students' social fear and anxiety psychology.

**Results:** The psychological changes of social fear and anxiety among 500 students are shown in Table 1. Table 1 shows that the number of students with social fear among 500 anxious students is 107. With the gradual progress of physical exercise, the anxiety scores of all students gradually decreased. At the same time, it can be seen that the number of students suffering from social fear also showed a decreasing trend.

**Table 1.** Changes of anxiety and social fear in middle school students after physical exercise

Project	Before teaching	After teaching	P
Number of social phobias	107	54	<0.05
Anxiety score	66.38±2.37	35.79±1.71	<0.05

**Conclusions:** The cultivation of college students' mental health is the key work in college education. How to alleviate students' anxiety and reduce students' social fear caused by psychological anxiety is an urgent problem to be solved in colleges and universities. In the study, in order to alleviate students' psychological anxiety and reduce students' social fear, physical exercise is proposed to promote students' physical and mental growth, only to alleviate anxiety. The results show, under the influence of physical exercise, students' anxiety can be significantly alleviated, and students' social fear can also be reduced. The above results show that in college education, using physical exercise to promote students' physical and mental growth can effectively alleviate students' negative psychological emotions, improve students' social ability and promote students' future development.

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## RESEARCH ON THE INNOVATION OF COLLEGE INNOVATION AND ENTREPRENEURSHIP EDUCATION PLANNING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Dan Wei

*Zhumadian Vocational and Technical College, Zhumadian 463000, China*

**Background:** Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in the educational situation, human learning behavior is affected by psychology, and in the design of teaching methods, it advocates paying attention to students' learning habits and development space. In psychology, educational psychology can be divided into pedagogy and psychology. It is considered that the combination of the two forms educational psychology, that is, combining the teaching practice in pedagogy theory and the characteristics of teachers' and students' learning psychological activities in psychology theory. In educational psychology, pedagogy and psychology integrate and influence each other, that is, teachers can take psychology as the theoretical basis to formulate the teaching curriculum plan, and can also give psychological support in teaching practice to gradually improve the teaching plan. With the needs of social development, the research objects of educational psychology also began to increase. From previous studies, we can know that early educational psychology focused on the research of students' psychology and learning rate, and focused on the cultivation of students' professional knowledge by using students' psychology. With the transformation of the concept of social education, college education is not only the cultivation of students' basic professional knowledge, but also the planning of students' future development, which shows that so far,



educational psychology has gradually been used in students' entrepreneurship education, with the purpose of cultivating students' correct development concept and providing path planning for students' future development.

With the continuous development of society, colleges and universities pay more and more attention to students' innovation and entrepreneurship education, and the future planning of students is also gradually deepened. Innovation and entrepreneurship education is a new educational concept put forward by China in recent years in order to be in line with international standards, keep up with the pace of the times and cultivate innovative talents. Innovation and entrepreneurship education aims to help students fully understand the current social enterprise business environment, entrepreneurial opportunities, entrepreneurial risks and enterprise development model. At the same time, help students fully understand the concept and characteristics of entrepreneurship, and effectively cultivate students' entrepreneurial awareness and innovative spirit. Therefore, through innovation and entrepreneurship education, students' innovation awareness and entrepreneurship level can be improved, and high-quality innovative talents can be trained for the society, which is of great significance to students' personal development and the overall development of society. However, from the existing innovation and entrepreneurship education in colleges and universities, it can be seen that the traditional education planning has some limitations. Therefore, the research plans the innovation and entrepreneurship education in colleges and universities Based on students' psychology and educational psychology.

**Objective:** Innovation and entrepreneurship education is a new educational concept put forward by China in recent years in order to be in line with international standards, keep up with the pace of the times and cultivate innovative talents. The research puts forward strategies based on educational psychology to promote the innovative planning of the teaching mode of innovation and entrepreneurship education in colleges and universities, improve students' professional ability, entrepreneurial ability and innovation ability, and transport high-quality talents for the society.

**Subjects and methods:** Using random number table method, 200 students were randomly divided into research group and control group, with 100 students in each group. Among them, the students in the research group adopt the teaching mode of innovation and entrepreneurship in colleges and universities based on educational psychology. The students in the control group only carried out professional education and teaching. Three months later, the teaching effect of the two groups was compared. At the same time, in the teaching process, continuously observe the students' positive psychology of learning and analyze the changes of students' positive psychology. All data generated in the teaching process are SPSS22.0,  $P < 0.05$  was statistically significant.

**Results:** The changes of students' scores and positive psychology are shown in Table 1. The evaluation of students' positive psychology is quantified by 0-10 points. 0 indicates no positive psychology and 10 indicates full positive psychology. Table 1 shows that the professional scores of students in the research group are more significant than those in the control group. At the same time, it can be seen that the positive psychological scores of students in the experimental group are also significantly higher than those in the control group after teaching.

**Table 1.** Psychological changes of students before and after innovation and entrepreneurship education

Timing	Test scores		Positive psychology	
	Research group	Control group	Research group	Control group
Before teaching	61.9±12.3	62.1±13.1	3.27	3.31
After teaching	82.6±6.2	75.3±10.1	7.19	4.92
<i>P</i>	0.000	0.024	0.000	0.041

**Conclusions:** The entrepreneurship planning of college students is the premise to ensure the good development of students in the future. How to use students' psychology to plan innovation and entrepreneurship education is of great significance. The research takes educational psychology as the theoretical basis and college students as the teaching practice object to analyze the psychological changes of students in innovation and entrepreneurship education. The results of teaching practice show that the innovation and entrepreneurship education mode optimized by educational psychology has a significant impact on students' professional performance and positive psychology. Therefore, in order to ensure the future development of students, colleges and universities need to build an optimized teaching mode based on students' psychology and educational psychology in entrepreneurship education.

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## RESEARCH ON THE ALLEVIATING EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' MENTAL ANXIETY IN COLLEGES AND UNIVERSITIES

Zhengong Ai

*Yunnan University of Business Management, Kunming 650000, China*

**Background:** Anxiety neuropathy, referred to as anxiety disorder, is often referred to as anxiety state. It is a kind of brain dysfunction, accompanied by persistent anxiety, fear, tension and autonomic nerve dysfunction, often accompanied by motor discomfort and physical discomfort. There was no significant difference in incidence rate between male and female. For general anxiety disorder, tension, anxiety and worry usually last for a long time. Therefore, worrying about something, such as studying or working for more than half a year, constitutes anxiety disorder. College students are prone to anxiety. The pressure of family, study, employment and other aspects leads to college students' easy to fall into anxiety. Colleges and universities are the transition stage for college students from simple and boring study life to social life in middle school. The life mode and interpersonal communication of colleges and universities are closer to the actual society. Its learning rhythm is also faster, and it has higher requirements for students' autonomy and consciousness. Some college students are difficult to adapt to this change, resulting in anxiety and anxiety in learning and life, which affects the physical and mental health of college students. In the mitigation of college students' emotional anxiety, ideological and political education is generally used to help alleviate students' emotional anxiety. From the current situation of college education, we can know that the existing college ideological and political education measures still pay low attention to students' psychology, that is, the current ideological and political education model is difficult to effectively alleviate students' emotional anxiety. Therefore, putting forward a more effective ideological and political teaching model is an important direction for the development of colleges and universities.

The course of ideological and political education is essentially an education aimed at realizing morality and cultivating people. Always adhere to the principle of ruling the country by virtue, ruling the country by virtue and ruling the country by virtue, pay attention to strengthening the education of students' world outlook, outlook on life and values, inherit and innovate China's excellent traditional culture, so as to help students improve their self-ability and social cognition. And ideological and political education is also an important course to improve students' mental health and alleviate negative emotions. Ideological and political education curriculum is an important part of college students' moral education. At the same time, it is also an important way to improve college students' Ideological and moral cultivation, psychological quality and cultivate correct moral concepts, legal concepts and humanistic concepts. The traditional teaching mode of ideological and political education is relatively single and boring, which leads to students' low interest in learning, so it cannot play its role in improving students' mental health and moral level. Therefore, in order to alleviate the mental anxiety of college students in their study and life at school, based on the traditional ideological and political teaching mode in colleges and universities, this paper puts forward an ideological and political education mode for the purpose of alleviating students' mental anxiety, in order to help students, eliminate mental anxiety in college education.

**Objective:** This paper analyzes the current situation of ideological and political education in colleges and universities, explores the current situation of college students' mental anxiety, analyzes the influencing factors of students' mental anxiety, and constructs an innovative teaching model of ideological and political education in colleges and universities. To evaluate the influence of the innovative model of ideological and political teaching in colleges and universities on students' mental anxiety.

**Subjects and methods:** Taking a college student as the research object, 100 students were randomly selected from the ideological and political teaching in colleges and universities to participate in the survey. The Self-rating Anxiety Scale was used to evaluate the mental anxiety status of 100 students. According to the difference of students' anxiety score, the students were divided into no anxiety group, mild anxiety group, moderate anxiety group and severe anxiety group. Formulate a college ideological and political education model to solve students' emotional anxiety, apply the new model to alleviate students' emotional anxiety, and evaluate the changes of students' anxiety under the new model.

**Results:** See Table 1 for the changes of students' anxiety scores in different groups. Table 1 shows that before teaching, the anxiety scores of students in each group have changed to a certain extent, and the anxiety scores of patients with moderate anxiety and severe anxiety have decreased more significantly. According to SPSS24.0 if the software statistical analysis shows that there is a statistically significant difference in students' anxiety scores before and after teaching.

**Conclusions:** The mental anxiety of college students is a risk factor that hinders the long-term development of students. The conventional mitigation measure of students' emotional anxiety is to use ideological and political anxiety to gradually reduce their anxiety. In order to further promote the improvement effect of students' anxiety, this paper puts forward a college ideological and political

education scheme based on the current situation of students' emotional anxiety. In students' teaching practice, innovative ideological and political teaching mode is used to alleviate students' anxiety. The results show that under the intervention of innovative ideological and political teaching mode, students' emotional anxiety scores have been significantly reduced. Therefore, in order to alleviate students' emotional anxiety, colleges and universities should reform and innovate ideological and political education in order to solve the mental health problems of college students.

**Table 1.** Changes of students' anxiety scores before and after teaching

Project	Before teaching	After teaching	P
No anxiety	73.32±2.14	49.58±1.56	<0.05
Mild anxiety	64.93±2.18	45.38±1.74	<0.05
Moderate anxiety	49.24±1.46	40.31±1.61	<0.05
Severe anxiety	32.15±0.97	31.07±0.83	>0.05

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## RESEARCH ON THE INFLUENCING FACTORS OF COLLEGE PIANO TEACHING OPTIMIZATION ON COLLEGE STUDENTS' PSYCHOLOGICAL QUALITY

Li Wu

*Inner Mongolia Normal University, Huhhot 010020, China*

**Background:** Students' psychological quality includes the ability to deal with interpersonal relationships, the ability to withstand blows and setbacks, healthy and correct values and a good outlook on life. In college education, it is not only to comprehensively cultivate students' professional achievements, but also to promote the growth of students' psychological quality. It is also one of the main contents of your college education. College education has huge resources. Students can contact the knowledge of all sectors of society through the college education platform, which indirectly or directly affects students' values and outlook on life. Moreover, the social pressure faced by the University also increases gradually with the teaching time. How students deal with the difficulties they face determines the direction of students' future development. When students face academic pressure, work pressure and social pressure, they are very easy to suffer from psychological diseases, such as anxiety, depression and so on. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life.

In college education, for the cultivation of students' psychological quality, colleges and universities have put forward a large number of teaching plans. Some studies have proposed that extracurricular course teaching for students and cultivating students' comprehensive quality and ability can more effectively alleviate students' negative psychological emotions. In the extracurricular art teaching in colleges and universities, piano, as a popular subject in vocal music curriculum, the number of students participating in piano learning also shows a growing trend. In the content of piano teaching course, the focus is to use theory combined with practice to improve students' comprehensive ability, that is, in piano classroom teaching, teachers will carry out theoretical teaching according to students' professional level and formulate practical plans according to students' comprehensive ability. However, the traditional teaching method of piano course in colleges and universities is relatively single. Generally, teachers play the piano on the podium to make students feel, and then explain the skills and knowledge points. On the one hand, this teaching method cannot attract students' interest. On the other hand, it cannot improve students' practical ability, nor can it make students feel the charm of music and art. It is not enough to relieve students' psychology and treat students' schizophrenia. Therefore, how to optimize piano teaching in colleges and universities is not only the key content of teaching reform in colleges and universities, but also the main measure to alleviate students' negative emotions.

**Objective:** To analyze the current situation of piano teaching quality in colleges and universities, the development status of college students' psychological quality, and the impact of piano teaching on students' psychological quality.

**Subjects and methods:** Taking piano majors in a university as the research object, this paper understands the current situation of their psychological quality, and analyzes the influencing factors of students' psychological quality in piano teaching. 60 students were randomly selected to participate in the experiment, and the optimization scheme of piano teaching was constructed based on the influencing factors of students' psychological quality. The students were randomly divided into experimental group and control group, with 30 students in each group. The students in the experimental group used piano optimized teaching and the students in the control group used routine teaching to evaluate the changes of students' psychological quality before and after teaching.

**Results:** The ability to deal with interpersonal relationships, the ability to withstand blows and setbacks, healthy and correct values and a good outlook on life are used as the evaluation indicators. The psychological quality changes of the two groups of students are calculated based on the evaluation results of 0-10 points. See Table 1. It is found in Table 1 that the psychological quality of students in the experimental group is significantly higher than that of students in the control group before and after teaching, and it can be seen that the psychological quality evaluation of students in the experimental group is significantly higher than that of students in the control group after teaching, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Changes of psychological quality of two groups of students before and after teaching

	Content	Interpersonal skills	Ability to withstand setbacks	Healthy and correct values	Good outlook on life
Before teaching	Experimental group	3.14	3.92	2.69	3.12
	Control group	3.22	4.07	2.71	3.04
After teaching	Experimental group	7.02	7.67	7.14	7.39
	Control group	4.33*	5.03*	4.82*	5.17*

Note: \* indicates the difference from the experimental group,  $P < 0.05$ .

**Conclusions:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure at the same time, so they are very easy to suffer from psychological diseases, such as anxiety and depression. Therefore, it is very important to improve students' negative psychological emotions. Aiming at the negative psychological emotions of piano majors, this paper puts forward the training scheme of psychological quality, and applies the scheme to the teaching practice of piano majors. The results show that the students who accept the optimized piano teaching scheme have significantly improved their psychological quality and ability, and there is a significant difference between them and the students under the traditional scheme. Therefore, in college teaching, for the cultivation of students' psychological quality, teachers need to formulate targeted optimization plans to provide direction for the cultivation of students' psychological quality.

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## IMPROVEMENT OF LAWS AND REGULATIONS FOR ARTIFICIAL INTELLIGENCE CONSIDERING AUDIENCE PSYCHOLOGY

Yanggui Li

*Dongguan City College, Dongguan 523419, China*

**Background:** The legal psychology of the audience is the primary stage for the audience to have legal consciousness. Legal psychology refers to the audience's perception, experience and emotion of the current laws and regulations themselves and legal phenomena. It is also the audience's superficial, intuitive and spontaneous reflection of the laws and regulations issued by the state and legal phenomena. The audience's legal psychology is closely related to their daily legal life. Generally speaking, in a national society, the legal psychological state of the people is closely related to the degree of legalization of the society, and plays an important role in the operation of the basic links of laws and regulations.

With the development of computer technology, artificial intelligence technology has gradually developed

and matured. In 2017, alpha dog, a representative product of artificial intelligence technology, defeated Ke Jie, a famous chess player in the go world. Therefore, artificial intelligence technology has once again attracted people's extensive attention and triggered people's thinking: that is, what legal value should be followed in the development of artificial intelligence. What challenges will artificial intelligence bring to the existing legal and regulatory system? Based on artificial intelligence technology, such as driverless technology, intelligent robot technology and so on. The current laws and regulations on these technologies are not perfect, and there are some loopholes. In this case, because the audience does not understand the relevant laws and regulations of artificial intelligence, or has the psychology of exclusion from the relevant laws and regulations, there are some legal psychology contraries to the spirit of the legal system, such as the psychology of rejecting the law, the psychology of being unable, the psychology of being nonhost, the psychology of evading the law and the psychology of not suing. Therefore, the improvement of laws and regulations for artificial intelligence is of great significance to the construction of legal psychology of the audience and the construction of legal society. The research puts forward strategies for the improvement of laws and regulations of artificial intelligence, so as to improve laws and regulations, correct the legal psychology of the audience, and promote the construction of a legal society.

**Objective:** The current laws and regulations on artificial intelligence technology are not perfect, and there are some loopholes. In this case, because the audience does not understand the relevant laws and regulations of artificial intelligence, or has a psychology of exclusion from the relevant regulations, there are some legal psychology contraries to the spirit of the legal system. The research puts forward strategies for the improvement of laws and regulations of artificial intelligence, so as to improve laws and regulations, correct the legal psychology of the audience, and promote the construction of a legal society.

**Subjects and methods:** 54 audiences engaged in different jobs were selected as the research objects, including students, teachers, workers, lawyers and so on. Formulate a questionnaire to investigate the audience's satisfaction with the research strategy and the impact of the research strategy on the audience's legal psychology.

**Research design:** A questionnaire was distributed to 54 subjects. The filling time of the questionnaire should not exceed 10 minutes, otherwise it will be regarded as invalid. After collecting the questionnaire, the audience's satisfaction with the research strategy and the impact of the research strategy on the audience's legal psychology are evaluated according to the survey results of the research object. In the questionnaire, there are 25 related items, and the score of each item is 0-4, with a full score of 100. The higher the score, the higher the recognition of the research object to the human resource management model.

**Methods:** The corresponding data were processed by software SPSS17.0.

**Results:** After the questionnaire was collected and the relevant data were statistically analyzed, it was found that the recognition of perfect laws and regulations was significantly higher than that of traditional laws and regulations ( $P < 0.05$ ), as shown in Figure 1.

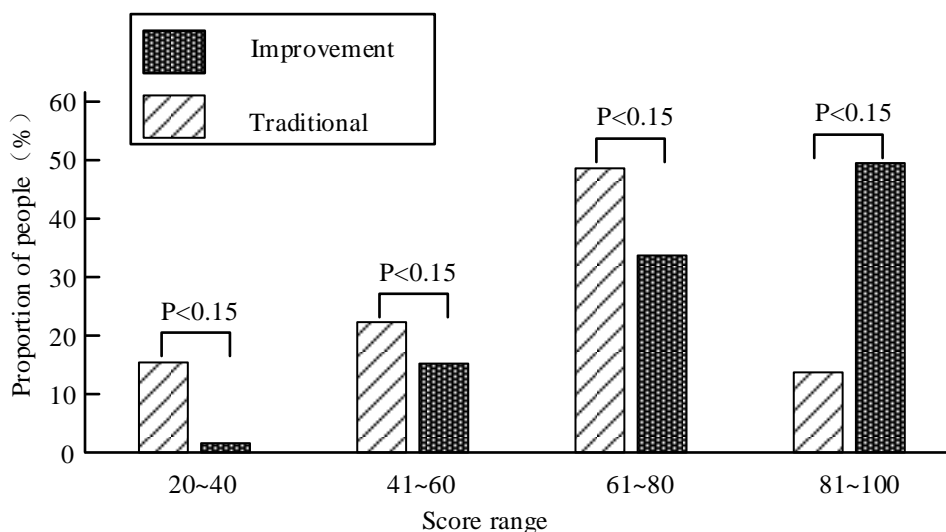


Figure 1. Audience satisfaction with laws and regulations

**Conclusions:** People's legal psychological state is closely related to the degree of social legalization, and plays an important role in the operation of the basic links of laws and regulations. With the development of computer technology, artificial intelligence technology has gradually developed and matured. The current laws and regulations on artificial intelligence technology are not perfect, and there are some loopholes. In

this case, because the audience does not understand the relevant laws and regulations of artificial intelligence, or has a psychology of exclusion from the relevant regulations, there are some legal psychology contraries to the spirit of the legal system. The research puts forward strategies for the improvement of laws and regulations of artificial intelligence, so as to improve laws and regulations, correct the legal psychology of the audience, and promote the construction of a legal society. The results showed that after the questionnaire was collected and the relevant data were statistically analyzed, it was found that the recognition of perfect laws and regulations was significantly higher than that of traditional laws and regulations ( $P < 0.05$ ).

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## RESEARCH ON THE INFLUENCE OF PSYCHOLOGICAL ANXIETY ON THE COOPERATIVE EDUCATION MECHANISM OF PARTY HISTORY EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION

Zhenyou Bu

*Anshan Normal University, Anshan 114007, China*

**Background:** When students bid farewell to their high school career and enter the university, it symbolizes that student have entered a new stage of life. In the university period, students began to contact with society, observed more things and received more and more complex ideas. At this time, college students' ideas have not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in the society. In this case, some students are affected by some bad ideas, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into psychological anxiety. Many studies have shown that moderate anxiety can help students improve their attention and competitive awareness, and improve their learning enthusiasm and learning efficiency. However, excessive anxiety will damage students' mental and physical health, which is not conducive to students' mental health and long-term development.

The main means of alleviating students' anxiety in colleges and universities is ideological and political education, but the traditional ideological and political education in colleges and universities has a lot of theoretical knowledge and is difficult for students to understand, so it cannot give full play to the role of Ideological and political education in alleviating students' anxiety. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Based on educational psychology, the research analyzes the law of students' psychological changes, and puts forward the collaborative education of party history education and ideological and political education for students, so as to alleviate students' psychological anxiety, improve students' learning efficiency, and transport more high-quality talents for the society.

**Objective:** Some students are affected by some bad thoughts, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into psychological anxiety. Based on educational psychology, this paper analyzes the law of students' psychological change, and puts forward the collaborative education of party history education and ideological and political education, so as to alleviate students' psychological anxiety and improve students' learning efficiency.

**Subjects and methods:** 60 students with anxiety disorder were selected from different majors in a university as the research objects. Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the degree of anxiety of students, and the examination results were used to evaluate the effect of education mode.

**Study design:** Students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group adopt the cooperative education mechanism of party history education and ideological and political education based on educational psychology. The students in the control group were educated by the traditional education mechanism. After a period of time, the degree of psychological anxiety and test scores of the two groups of students were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** After two months of teaching, the SAS score and HADS score of students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ).

The degree of anxiety relief in the study group was significantly higher than that in the control group ( $P < 0.05$ ). The degree of anxiety relief of the two groups of students is shown in Table 1.

**Table 1.** The anxiety of the two groups of students improved

Group	Timing	Degree of anxiety			
		No	Mild	Moderate	Severe
Research group	Before intervention	0	12	10	8
	After Intervention	15	10	5	0
Control group	Before intervention	0	13	11	6
	After Intervention	2	11	10	7

**Conclusions:** During the university period, students began to contact with the society, observed more things and received more complex ideas. In this case, some students are affected by some bad thoughts, such as distorted value orientation, lack of sense of social responsibility, vague ideals and beliefs, low level of mental health, easy to fall into psychological anxiety, which is not conducive to students' mental health and long-term development. Based on educational psychology, the research analyzes the law of students' psychological changes, and puts forward the collaborative education of party history education and ideological and political education for students, so as to alleviate students' psychological anxiety, improve students' learning efficiency, and transport more high-quality talents for the society. The results showed that after two months of teaching, the SAS score and HADS score of students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). The degree of anxiety relief in the study group was significantly higher than that in the control group ( $P < 0.05$ ).

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## RESEARCH ON THE INFLUENCE OF EMPLOYEES' ANXIETY ON THE PRACTICE OF FINANCIAL MANAGEMENT INNOVATION

Liang Liang

*Maoming Polytechnic, Maoming 525000, China*

**Background:** In enterprise management, financial management is one of the most important links, which is related to the profit limit of the enterprise. Therefore, enterprises have high requirements for financial management, not only have high efficiency, but also have high accuracy. The traditional financial management method is inefficient. It will consume a lot of energy of financial personnel when dealing with huge financial data, and the steps are cumbersome and easy to make mistakes. In this working environment, many financial practitioners have anxiety. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Long term and excessive anxiety will damage the patient's body function and reduce the patient's mental health level. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Patients with excessive anxiety often have a sense of near death, loss of control and mental breakdown, so patients will lose confidence in life, leading to the idea of suicide. Therefore, it is very important to innovate and improve the financial management.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the

learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. Based on cognitive psychology, this study analyzes the employees' cognition of financial management, so as to analyze the causes of employees' anxiety psychology. Based on the analysis results, this paper constructs an intelligent model combined with BP neural network to intelligently process financial data, reduce the workload of employees, reduce the probability of error, and then alleviate the psychological anxiety of employees.

**Objective:** The traditional financial management method is inefficient. It will consume a lot of energy of financial personnel when dealing with huge financial data, and the steps are cumbersome and easy to make mistakes. In this working environment, many financial practitioners have anxiety. Based on cognitive psychology, this study analyzes the employees' cognition of financial management, and constructs an intelligent model combined with BP neural network to intelligently process financial data, reduce the workload of employees, reduce the probability of error, and then alleviate the employees' psychological anxiety.

**Subjects and methods:** 80 financial management practitioners from 17 enterprises in a city were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90) were used to evaluate the anxiety level of the subjects, and the monthly performance score was used to evaluate the work efficiency of the subjects.

**Research design:** Using the random number table method, 40 employees were randomly divided into research group and control group, with 40 people in each group. Among them, the employees of the research group use the intelligent model based on BP neural network to work. The employees in the control group used traditional financial management methods to work. After a period of time, the psychological anxiety and work efficiency of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** After a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of employees in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** SCL-90 for two groups

Project	Group		t	P
	Research group	Control group		
Somatization	24.63±8.25	35.44±10.79	6.425	<0.05
Obsessive compulsive symptoms	22.42±7.37	28.54±7.63	7.642	<0.05
Interpersonal sensitivity	19.89±3.26	29.57±6.37	8.179	<0.05
Depression	28.22±4.58	40.10±9.70	6.130	<0.05
Anxiety	24.92±6.22	33.40±8.10	7.528	<0.05
Hostile	8.22±1.88	17.30±6.11	6.319	<0.05
Terror	14.33±3.26	22.59±4.74	8.147	<0.05
Paranoid	10.33±6.49	16.87±6.59	8.826	<0.05
Psychotic	19.25±4.84	28.63±5.30	6.513	<0.05

**Conclusions:** Enterprises have high requirements for financial management, not only with high efficiency, but also with high accuracy. The traditional financial management method is inefficient. It will consume a lot of energy of financial personnel when dealing with huge financial data, and the steps are cumbersome and easy to make mistakes. In this working environment, many financial practitioners have anxiety. Based on cognitive psychology, this study analyzes the employees' cognition of financial management, and constructs an intelligent model combined with BP neural network to intelligently process financial data, reduce the workload of employees, reduce the probability of error, and then alleviate the employees' psychological anxiety. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of employees in the study group were significantly lower than those in the control group ( $P < 0.05$ ).

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## RESEARCH ON ENVIRONMENTAL DESIGN OF AGING PUBLIC SPACE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY



Xiaomei Gao

Shanghai Technical Institute of Electronics & Information, Shanghai 201411, China

**Background:** With the development of medical technology and the improvement of people's living standards, people's average life expectancy is also getting longer and longer. The problem of population aging has become one of the difficult problems faced by many developed countries. According to relevant reports, in 2011, the elderly population over the age of 60 has exceeded 1.14 billion, accounting for 11% of the world's total population. A large number of elderly people are idle at home, their children work, their grandchildren go to school, and lack companionship and care. Surrounded by long-term loneliness, many old people suffer from senile depression. Depression is one of the most common mental diseases among the elderly, and it is also the main reason to reduce the quality of life of the elderly. Depression is one of the most common psychological diseases in modern mankind. Its main clinical manifestation is long-term and uninterrupted depression. Patients with severe depression will have despair, and even lead to suicidal thoughts, which seriously threatens the life safety and social security of patients. In this context, the environmental design of aging public space is very important.

The aging public space environment is a space specially designed for the elderly, in which the elderly can communicate, exercise and entertainment. Therefore, the aging public space is an effective way to alleviate the depression of the elderly. However, at present, many aging public space environments ignore the psychological needs of the elderly in their design, which cannot alleviate the loneliness of the elderly. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Therefore, based on behavioral psychology, the research analyzes the behavior and psychological laws of the elderly, and designs the aging public space environment according to the analysis results, so as to alleviate the depression of the elderly, reflect humanistic care and promote the harmonious development of society.

**Objective:** The problem of population aging in China is very serious, and a large number of elderly people lack companionship and care. Surrounded by long-term loneliness, many elderly people suffer from senile depression. Therefore, the research is based on behavioral psychology to design the aging public space environment, so as to alleviate the depression of the elderly, reflect humanistic care and promote the harmonious development of society.

**Subjects and methods:** 60 elderly patients with senile depression were selected as the research objects in a hospital. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health level of patients.

**Study design:** Using random number table method, 60 patients were randomly divided into study group and control group, with 30 people in each group. The patients in the study group went to the aging public space based on behavioral psychological design every day for entertainment and social activities. The patients in the control group went to the traditional aging public space every day for entertainment and social activities. After 3 months, the levels of anxiety and depression were compared between the two groups.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, the degree of depression of the two groups was the same, and there was no significant difference ( $P > 0.05$ ). After the experiment, the degree of depression in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). The degree of depression in the two groups is shown in Table 1.

**Table 1.** The degree of depression in the two groups

Group	n	SDS Score		t	P
		Before experiment	After experiment		
Research group	30	68.4±10.9	52.1±6.3	7.654	0.000
Control group	30	69.5±11.3	61.3±8.2	4.125	0.023
t	-	0.258	5.732	-	-
P	-	0.862	0.013	-	-

**Conclusions:** The problem of population aging in China is very serious. A large number of elderly people are idle at home, their children work, their grandchildren go to school, and lack companionship and care. Surrounded by long-term loneliness, many old people suffer from senile depression. At present, many aging public space environments ignore the psychological needs of the elderly in their design, which cannot

alleviate the loneliness of the elderly. Therefore, based on behavioral psychology, the research analyzes the behavior and psychological laws of the elderly, and designs the aging public space environment according to the analysis results, so as to alleviate the depression of the elderly, reflect humanistic care and promote the harmonious development of society. The results showed that before the experiment, the degree of depression of the two groups was the same, and there was no significant difference ( $P > 0.05$ ). After the experiment, the degree of depression in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ).

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## APPLICATION OF SOCIAL PSYCHOLOGY IN CAMPUS LANDSCAPE ARCHITECTURE DESIGN

Lie Wang<sup>1</sup>, Conghui Gu<sup>2\*</sup>, Mi Wang<sup>3</sup>, Wanli Zhang<sup>1</sup> & Xi Jiang<sup>4</sup>

<sup>1</sup>*School of Art, Hunan University of Information Technology, Changsha 410000, China*

<sup>2</sup>*Department of Software Engineering, Hebei Software Institute, Baoding 071000, China*

<sup>3</sup>*College of Landscape Architecture, Liaoning Agricultural Technical College, Yingkou 115000, China*

<sup>4</sup>*Department of Engineering Design and Management, Hunan Water Conservancy and Hydropower Construction Engineering School, Changsha 410000, China*

**Background:** At the same time, college students will feel the initial psychological impact of social competition, so they will also be exposed to the new stage of mental health. In addition, college students have rich emotions and strong sense of competition, but their willpower and self-control ability are relatively weak and lack the spirit of hard work. Therefore, they are often frustrated. Over time, they have anxiety. Many studies have shown that moderate anxiety can help students improve their attention and competitive awareness, and improve their learning enthusiasm and learning efficiency. However, excessive anxiety will damage students' mental and physical health, which is not conducive to students' mental health and long-term development. Garden landscape has both natural and social attributes. It is a special landscape in which human activities play a leading role. Campus landscape is the main way for college students to get close to nature, relax and alleviate anxiety. However, many campuses garden architectural landscape designs simply pursue the landscape effect, ignore the psychological needs of students, and cannot play its role in alleviating students' anxiety. Therefore, it is necessary to improve the landscape design of campus garden architecture.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on social psychology, this paper discusses the impact of campus landscape on students' psychology and behavior, so as to improve and innovate campus landscape design, so as to alleviate students' anxiety.

**Objective:** The design of many campuses garden architectural landscape simply pursues the landscape effect, ignores the psychological needs of students, and cannot play its role in alleviating students' anxiety. Therefore, it is necessary to improve the landscape design of campus garden architecture. The research is based on social psychology to improve the campus garden architectural landscape design in order to alleviate students' anxiety.

**Subjects and methods:** 50 students were selected from the two universities, and a total of 100 students were selected as the research objects. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate the degree of anxiety of students.

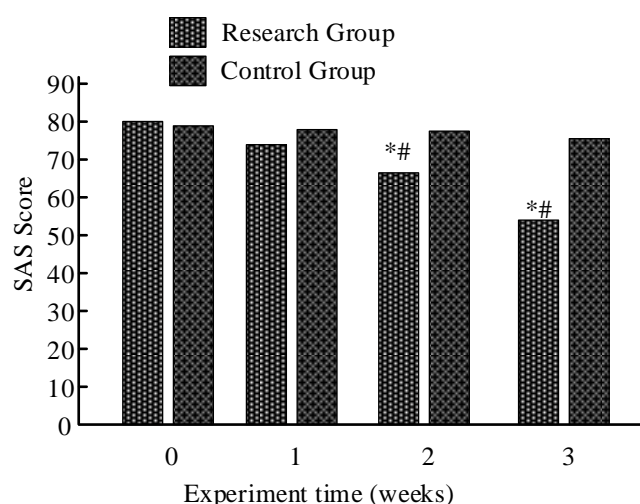
**Research design:** 50 students from one university as the research group and 50 students from another university as the control group. The research group adopted the campus landscape architecture design method based on social psychology for landscape design. The schools in the control group used the traditional campus landscape architecture landscape design method for landscape design. After a period of time, the anxiety levels of the two groups of students were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ). The changes of SAS scores of the two groups of students are shown in Figure 1.

**Conclusions:** School students have rich emotions and strong sense of competition, but their willpower and self-control ability are relatively weak and lack the spirit of hard work. Therefore, they are often frustrated. Over time, they have anxiety. Many campus landscape architecture designs simply pursue the landscape effect, ignore the psychological needs of students, and cannot play its role in alleviating students' anxiety. Therefore, it is necessary to improve the landscape design of campus garden architecture. Based on social psychology, this paper discusses the impact of campus landscape on students' psychology and behavior, so as to improve and innovate campus landscape design, so as to alleviate students' anxiety. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After the experiment, the SAS score of students in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ).

**Acknowledgement:** The research is supported by: 2021, Scientific Research Program of Hunan Education Department, Youth Program, "Research on digital landscape culture construction of university campus based on SBE method" (21B0903).



**Figure 1.** Changes in SAS scores of students in the two groups

Note: \*  $P < 0.05$  compared with that before teaching; # It means that compared with the control group at the same time,  $P < 0.05$ .

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## RESEARCH ON THE EFFECT OF MENTAL HEALTH EDUCATION ON RELIEVING THE ANXIETY OF RETIRED ATHLETES' REEMPLOYMENT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Jiahua Dong

Tianjin University of Science & Technology, Tianjin 300222, China

**Background:** The number of active athletes in China exceeds 20000, and the number of retired athletes is also extremely large. The reemployment of retired athletes has always been a problem widely concerned by all sectors of society. However, due to various reasons, such as insufficient understanding of the role of social people, reduced sense of self-control, anxiety caused by long-term injuries and depression, retired athletes often have anxiety in the process of reemployment. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Therefore, long-term excessive Employment anxiety will not only affect the mental

health of retired athletes, but also damage the physical health of retired athletes, affect the daily life and work of retired athletes, and affect the harmony of retired athletes' families.

Mental health education is an important way to improve the mental health level of retired athletes and alleviate their employment anxiety. However, the traditional mental health education is not comprehensive enough to completely alleviate the anxiety of retired athletes. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. Based on the theory of educational psychology, this paper improves the teaching mode of mental health education, so as to improve the teaching efficiency and better alleviate the employment anxiety of retired athletes.

**Objective:** The number of retired athletes in China is extremely large. For various reasons, retired athletes often have anxiety in the process of re employment. Mental health education is an important way to improve the mental health level of retired athletes and alleviate their employment anxiety. However, the traditional mental health education is not comprehensive enough. Based on the theory of educational psychology, the research improves the teaching mode of mental health education, so as to improve the teaching efficiency and better alleviate the employment anxiety of retired athletes.

**Subjects and methods:** 20 retired athletes with employment anxiety were selected as the research objects. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate the anxiety level of retired athletes.

**Study design:** 20 retired athletes with employment anxiety were randomly divided into study group and control group, with 10 people in each group. The retired athletes in the research group received improved mental health education based on educational psychology. The retired athletes in the control group received traditional mental health education. After a period of education, the anxiety levels of the two groups of retired athletes were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0. 2 test was used for counting data and *t*-test was used for measurement data. When  $P < 0.05$ , the results were statistically significant.

**Results:** Before mental health education, there was no significant difference in the degree of employment anxiety between the two groups ( $P > 0.05$ ). After receiving mental health education, the degree of employment anxiety of retired athletes in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of retired athletes in the control group ( $P < 0.05$ ). The SAS scores of the two groups of retired athletes are shown in Table 1.

**Table 1.** SAS scores of two groups of retired athletes

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	73.4±10.9	72.5±11.3	0.304	0.653
After Teaching	46.7±6.2	67.1±10.9	6.420	0.000
<i>t</i>	6.371	0.421	-	-
<i>P</i>	0.000	0.649	-	-

**Conclusions:** The number of active athletes in China is more than 20000, and the number of retired athletes is also extremely large. The reemployment of retired athletes has always been a problem widely concerned by all sectors of society. However, due to various reasons, such as insufficient understanding of the role of social people, reduced sense of self-control, anxiety caused by long-term injuries and depression, retired athletes often have anxiety in the process of reemployment. Mental health education is an important way to improve the mental health level of retired athletes and alleviate their employment anxiety. However, the traditional mental health education is not comprehensive enough to completely alleviate the anxiety of retired athletes. Based on the theory of educational psychology, this paper improves the teaching mode of mental health education, so as to improve the teaching efficiency and better alleviate

the employment anxiety of retired athletes. The results showed that there was no significant difference in the degree of employment anxiety between the two groups before mental health education ( $P > 0.05$ ). After receiving mental health education, the degree of employment anxiety of retired athletes in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of retired athletes in the control group ( $P < 0.05$ ).

**Acknowledgement:** The research is supported by: 2016 Tianjin Philosophy and Social Science Planning Project: Research on reemployment education system of retired athletes under the background of developing sports industry (No. tjty16-005).

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## ON THE TEACHING MODEL OF INTERACTIVE DEVELOPMENT OF ENGLISH LANGUAGE IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Wei Shen

*Southern University of Science and Technology, Shenzhen 518055, China*

**Background:** In today's economic globalization, the importance of English is becoming more and more prominent, and people from all walks of life pay more and more attention to English. At present, there are many problems in college English education, which cannot adapt to the development of the times, and the teaching mode is relatively backward. For various reasons, it is difficult for contemporary college students to adapt to the teaching forms and contents of college English, resulting in a high proportion of make-up exams and refreshments, resulting in excessive psychological pressure on some students and suffering from psychological diseases such as anxiety and depression. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Finding a suitable way to solve the anxiety of students in the process of learning is of great significance to students' personal development.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. Based on educational psychology, this paper puts forward a teaching model of interactive development of English language in colleges and universities. In this mode, the frequency of English interaction between teachers and students, students and students increase, so as to improve students' proficiency in English skills, so as to improve students' English performance and alleviate students' learning anxiety, which is of great significance to students' future development.

**Objective:** For various reasons, contemporary college students are difficult to adapt to the teaching forms and contents of college English, resulting in a high proportion of make-up exams and re courses, resulting in excessive psychological pressure on some students and suffering from psychological diseases such as anxiety and depression. Based on educational psychology, this paper puts forward a teaching model of interactive development of English language in colleges and universities, which can improve students' English performance and alleviate students' learning anxiety.

**Subjects and methods:** Two classes were randomly selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' anxiety, and the test results were used to evaluate the teaching effect. Randomly select a class as the research group (37 people), and use the interactive development teaching model of college English language based on educational psychology to teach. The other class is

recorded as the control group (35 people), which adopts the traditional college English teaching mode. After three months of teaching, the anxiety and English scores of the two groups were compared. The relevant data were processed and statistically analyzed by SPSS21.0. The measurement data are expressed by mean  $\pm$  standard deviation ( $\bar{x} \pm s$ ), while the general data are tested by t-test and chi square test.  $P < 0.05$  indicates that the difference is significant.

**Results:** Before teaching, there was no significant difference in the degree of learning anxiety between the two groups ( $P > 0.05$ ). After using different teaching modes, the degree of learning anxiety in the study group was significantly lower than that in the control group ( $P < 0.05$ ). The SAS scores of the two groups of students are shown in Table 1.

**Table 1.** Changes in SAS scores of students in the two groups

Timing	SAS score		t	P
	Research group	Control group		
Before teaching	73.4 $\pm$ 10.9	72.5 $\pm$ 11.3	0.304	0.653
After teaching	46.7 $\pm$ 6.2	67.1 $\pm$ 10.9	6.420	0.000
t	6.371	0.421	-	-
P	0.000	0.649	-	-

**Conclusions:** In today's economic globalization, the importance of English is becoming more and more prominent, and people from all walks of life pay more and more attention to English. For various reasons, it is difficult for contemporary college students to adapt to the teaching forms and contents of college English, resulting in a high proportion of make-up exams and refreshments, resulting in excessive psychological pressure on some students and suffering from psychological diseases such as anxiety and depression. Based on educational psychology, this paper puts forward a teaching model of interactive development of English language in colleges and universities. In this mode, the frequency of English interaction between teachers and students, students and students increase, which improves students' proficiency in English skills, so as to improve students' English performance. The results showed that there was no significant difference in the degree of learning anxiety between the two groups before teaching ( $P > 0.05$ ). After using different teaching modes, the degree of learning anxiety in the study group was significantly lower than that in the control group ( $P < 0.05$ ). It shows that the teaching goal model can effectively improve students' English performance and alleviate students' learning anxiety, which is of great significance to students' future development.

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## MANAGERS' PSYCHOLOGICAL ANXIETY, STRATEGIC CHANGE AND ENTERPRISE GROWTH

Fangfang Yin

*Wuxi Taihu University, Wuxi 214063, China*

**Background:** The strategic change of enterprises is essentially the reallocation and readjustment of enterprise resources. It is a series of purposeful strategic changes made by enterprise managers. Generally speaking, the strategic change of enterprises is directly related to the growth, development and survival of enterprises. Therefore, the enterprise managers who determine the direction and degree of strategic change have great psychological pressure and are easy to suffer from psychological anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Anxiety is a common emotional reflection that everyone will appear, but if the anxiety time is too long and the degree is too deep, it will lead to the formation of physiological or emotional diseases and affect the physical and mental health of patients. The objective purpose of anxiety is to guide people how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a positive direction. Therefore, short-term and moderate anxiety can help individuals establish goals and efforts, and help individuals establish positive beliefs. However, long-term and excessive anxiety will lead to the impairment of patients' physical and mental health, affect patients' normal life, increase the burden on patients' families, have a negative effect on patients' personal development and the construction of a harmonious society, and also have a negative impact on the normal operation of

enterprises. Therefore, it is necessary to intervene and treat the psychological anxiety of managers in order to alleviate the degree of psychological anxiety of managers and ensure the normal operation and development of enterprises.

Modern emotional psychology and cognitive psychology believe that cognitive process is not only the main factor affecting individual emotion, but also the main way to cause emotional changes. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. The research analyzes the Anxiety Psychology of enterprise managers based on cognitive psychology, and puts forward the intervention of anxiety managers in the way of cognitive psychological intervention, so as to alleviate the degree of psychological anxiety of managers and ensure the normal operation and development of enterprises.

**Objective:** Enterprise managers have great psychological pressure and are easy to suffer from psychological anxiety, which has a negative effect on the personal development of patients and the construction of a harmonious society, as well as the normal operation of enterprises. The research analyzes the anxiety psychology of enterprise managers based on cognitive psychology, and puts forward the intervention of anxiety managers in the way of cognitive psychological intervention, so as to alleviate the degree of psychological anxiety of managers and ensure the normal operation and development of enterprises.

**Subjects and methods:** From 18 enterprises, 30 enterprise managers with different degrees of psychological anxiety were selected as the research objects. Symptom checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (Chinese version) (CPSS) were used to evaluate the mental health of the subjects.

**Research design:** Using the random number table method, 30 enterprise managers with different degrees of psychological anxiety were randomly divided into research group and control group, with 15 people in each group. Among them, the enterprise managers in the research group received routine treatment combined with cognitive psychological intervention. The enterprises in the control group only received routine treatment. After 3 months of treatment, the anxiety and psychological stress of enterprise managers in the two groups were compared.

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by mean  $\pm$  standard deviation ( $\bar{x} \pm s$ ), while the general data are tested by t-test and chi square test.  $P < 0.05$  indicates that the difference is significant.

**Results:** The experimental results showed that the total scores of tensions, loss of control and stress perception in CPSS of enterprise managers in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** CPSS of two groups of subjects

Classification	Group		t	P
	Research	Control		
Thrill	16.11 $\pm$ 5.88	19.34 $\pm$ 4.21	7.432	0.000
Sense of loss of control	15.76 $\pm$ 5.12	26.65 $\pm$ 4.84	9.465	0.000
Total score of stress perception	31.87 $\pm$ 10.53	45.99 $\pm$ 7.42	9.415	0.000

**Conclusions:** Generally speaking, the strategic change of enterprises is directly related to the growth, development and survival of enterprises. Therefore, the enterprise managers who determine the direction and degree of enterprise strategic change have great psychological pressure and are easy to suffer from psychological anxiety. Long term and excessive anxiety will lead to the impairment of patients' physical and mental health, affect patients' normal life, increase the burden on patients' families, have a negative effect on patients' personal development and the construction of a harmonious society, and also have a negative impact on the normal operation of enterprises. Therefore, it is necessary to intervene and treat the psychological anxiety of managers in order to alleviate the degree of psychological anxiety of managers and ensure the normal operation and development of enterprises. The research analyzes the anxiety psychology of enterprise managers based on cognitive psychology, and puts forward the intervention of anxiety managers in the way of cognitive psychological intervention, so as to alleviate the degree of psychological anxiety of managers and ensure the normal operation and development of enterprises. The results showed that the total scores of tensions, loss of control and stress perception in CPSS of enterprise managers in the study group were significantly lower than those in the control group ( $P < 0.05$ ). It shows that cognitive psychological intervention can significantly alleviate the psychological pressure of enterprise

managers, and then alleviate their psychological anxiety.

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## RESEARCH ON THE INFLUENCE OF NATIONAL FOLK DANCE EDUCATION IN COLLEGES AND UNIVERSITIES ON THE CULTIVATION OF STUDENTS' AESTHETIC DISCRIMINATION ABILITY AND PSYCHOLOGICAL EMOTION

Qian Li

*Guilin University, Guilin 541004, China*

**Background:** Most contemporary college students have a relatively smooth growth environment and learning environment, and rarely experience setbacks. Therefore, they generally have poor psychological tolerance. University is a transitional stage for students from learning environment to society, so it has changed from the previous learning environment. Some students cannot adapt to this change and the new environment, so they are prone to various negative psychological emotions, such as anxiety, depression and so on. Anxiety is a kind of negative emotion caused by the inconsistency between expectation and reality, or fear and worry about the imminent threat. In the learning process, due to the fear of poor learning effect and students' self-denial, some students will have a sense of failure and frustration, resulting in students' emotions in a state of tension and fear for a long time, and finally lead to students' symptoms such as anxiety and depression. Long term excessive anxiety will damage students' physical and mental health, and seriously lead to students' mental loss of control or collapse, personality disintegration and other consequences, resulting in a significant decline in students' quality of life, loss of confidence in life, self-injury, suicide and other dangerous behaviors, which not only affects the normal life of students and their families, but also affects the harmony and stability of society.

National folk dance has distinctive characteristics such as distinct regions, strong flavor, vivid images and various forms of expression. It is an artistic form with strong cultural heritage and regional characteristics that uses limbs and gestures to express and convey emotions. Therefore, the use of national folk dance can cultivate students' sentiment, cultivate students' aesthetic discrimination ability, give students a sense of beauty to their hearts, and alleviate students' anxiety. However, the traditional education mode of national folk dance is boring and old-fashioned, which cannot play a better role in alleviating students' anxiety. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Therefore, the research is based on educational psychology to innovate and improve the national folk-dance education in colleges and universities, so as to improve students' learning interest, improve students' aesthetic discrimination ability and alleviate students' anxiety.

**Objective:** Nowadays, most college students' growth environment and learning environment are relatively smooth and rarely experience setbacks. Therefore, they are generally poor in psychological tolerance and prone to various negative psychological emotions. The research is based on educational psychology to innovate and improve the education of national folk dance in colleges and universities, so as to improve students' learning interest, improve students' aesthetic discrimination ability and alleviate students' anxiety.

**Subjects and methods:** 80 students majoring in Chinese folk dance were selected from a university as the research objects. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate the degree of anxiety of students, and the test results were used to evaluate the teaching effect.

**Study design:** 80 students were randomly divided into study group and control group, with 40 students in each group. The students in the research group used the innovative college folk dance education model based on educational psychology to teach. The students in the control group used the traditional education mode of national folk dance in colleges and universities. After a period of time, the degree of psychological anxiety and test scores of the two groups were compared.

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by means  $\pm$  standard deviation, and the inspection method of measurement data is *t*-test. Chi square test is used for the inspection of counting data.  $P < 0.05$  indicates that the difference is significant.

**Results:** Before the experiment, there was no significant difference in the degree of anxiety between



the two groups ( $P > 0.05$ ). After teaching for a period of time, the anxiety level of students in the research group decreased significantly ( $P < 0.05$ ), and the anxiety level of students in the research group was significantly lower than that of students in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Changes in SAS scores of students in the two groups

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	73.41±10.92	72.53±11.35	0.304	0.653
After teaching	46.74±6.23	67.91±10.96	6.420	0.000
<i>t</i>	6.371	0.421	-	-
<i>P</i>	0.000	0.649	-	-

**Conclusions:** University is a transitional stage for students from learning environment to society, so it is different from the previous learning environment. Some students cannot adapt to this change and the new environment, so they are prone to various negative psychological emotions, such as anxiety, depression and so on. The use of national folk dance can cultivate students' sentiment, cultivate students' aesthetic discrimination ability, give students a sense of beauty to their hearts, and alleviate students' anxiety. However, the traditional education mode of national folk dance is boring and old-fashioned, which cannot play a better role in alleviating students' anxiety. The research is based on educational psychology to innovate and improve the education of national folk dance in colleges and universities, so as to improve students' learning interest, improve students' aesthetic discrimination ability and alleviate students' anxiety. The results showed that there was no significant difference in the degree of anxiety between the two groups before the experiment ( $P > 0.05$ ). After teaching for a period of time, the anxiety level of students in the research group decreased significantly ( $P < 0.05$ ), and the anxiety level of students in the research group was significantly lower than that of students in the control group ( $P < 0.05$ ).

**Acknowledgement:** The research is supported by: 2020 National Social Science Foundation of Art Project: Research on minority nuò dance culture in southwest China (No.20BE071).

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## RESEARCH ON THE INFLUENCE OF ART DESIGN TEACHING BASED ON DIGITAL MEDIA ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

Aiju Han

*Sichuan University of Media and Communications, Chengdu 610000. China*

**Background:** Positive psychology was first put forward in 2000. The theory holds that positive psychology is a science of tapping human potential and virtue, and advocates a positive attitude towards the potential and quality of ordinary people. From the perspective of positive psychology, the reform path of education in China has a new direction, and it is more widely used in the teaching reform of colleges and universities. Young people in China generally refer to college students. College students are full of vitality and play an important role in the construction of the motherland. Therefore, in college education, we should strengthen the ideological and political education of college students, pay attention to the psychological counseling of college students, and cultivate self-esteem, self-confidence and positive college students. Whether college students have a firm belief in the future of the country is an important part of whether they are strong or not. In the current college students' education, it is emphasized to stimulate students' positive psychology, so it is of great significance to explore the combination effect of positive psychology and college students' professional curriculum teaching, and it is also an important way to promote the formation of college students' correct values. Therefore, colleges and universities should cultivate college students' positive beliefs and strong response to the ideal development of the future.

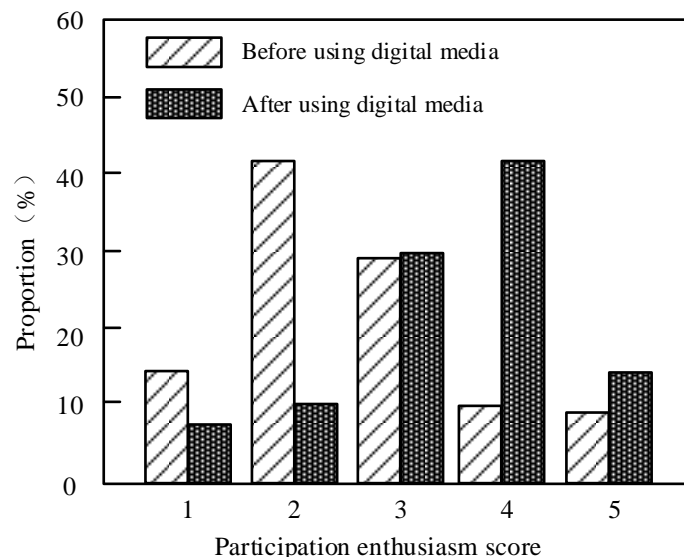
To expand the teaching path of art design in the context of digital media, colleges and universities should make full use of the advantages of digital media, change the teaching mode of traditional art design specialty, carry out college students' art design teaching by using various digital media methods such as forum, microblog and WeChat, and strengthen the publicity of art design teaching information. Teachers can use the digital media platform to consult and interact with students, combined with online and offline communication methods, enrich art design teaching forms and enhance students' participation enthusiasm in art design teaching. Colleges and universities can create WeChat public platforms or website forums

related to art design teaching and consultation, share art design related articles, pictures, videos and other contents to students through digital media, and carry out art design teaching through a variety of channels and methods. Open art design teaching lectures in the form of webcast, use vivid and interesting life examples to convey art design teaching knowledge to students, and help students establish positive values.

**Objective:** The research analyzes the teaching situation of art design major in colleges and universities, understands the problems existing in art design teaching in colleges and universities, and explores the impact of digital media means on students' learning and participation enthusiasm. It is expected to provide reference for improving the quality of art design teaching in colleges and universities and enhance students' enthusiasm in art design teaching.

**Subjects and methods:** Based on the 2021 college teaching quality evaluation report of a city, the research obtains the statistical data of college teaching quality evaluation from the evaluation report to understand the teaching situation of art design education in colleges and universities. Combined with the evaluation report data, this study analyzes the development status of art design education in colleges and universities, collects the problems existing in art design teaching in colleges and universities, and puts forward the optimization path of art design teaching mode in colleges and universities integrating digital media. The research combined with comparative experiment to understand the positive psychological impact of college art design teaching mode integrating digital media on students. 100 college students were randomly selected for the experiment, and the college students were divided into optimization group and traditional teaching group. The students in the optimization group were taught by the college art design teaching mode integrating digital media, and the digital media means were added to the basic teaching mode, while the students in the traditional teaching group were taught by the traditional teaching mode. The implementation time of the experiment was one semester. During the experiment, the subjects studied two professional knowledge courses for six hours a week.

**Results:** Compare and increase the participation enthusiasm of students before and after the art design teaching of college students by means of digital media. The comparison results of students' learning participation enthusiasm before and after the optimization of teaching mode are shown in Figure 1.



**Figure 1.** Comparison results of students' learning participation enthusiasm before and after the optimization of teaching mode

**Conclusions:** Taking the social environment of the development of digital new media as the background, this paper explores the impact of the new college art design teaching mode integrating digital media on students' positive psychology. The research results show that after expanding the means of digital media education, college students' participation enthusiasm in art design teaching is significantly improved, and the average score of enthusiasm is 3.42, which is significantly higher than 2.56 before using digital media, digital media can effectively enhance college students' enthusiasm to participate in art design teaching.

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## THE PROMOTING EFFECT OF JAPANESE LITERATURE EDUCATION BASED ON PERSONALITY PERFECTION ON STUDENTS' MENTAL HEALTH

Xiaoni Zhao<sup>1,2</sup>

<sup>1</sup>*Xi'an Jiaotong University, Xi'an 710049, China*

<sup>2</sup>*Xi'an International University, Xi'an 710077, China*

**Background:** When others, society and other external factors produce adverse stress stimulation to individuals, individuals may have more serious psychological pressure. When individuals cannot adapt well to the stress state, there will be the problem of psychological imbalance, resulting in a series of negative emotional performance. Individuals need to vent their negative emotions reasonably and guide them in time, otherwise they are prone to psychological disorders and other psychological diseases, which will affect the level and quality of individual mental health. Nowadays, the world is in an era of high civilization and scientific and technological development. The competition for talents is fierce. College students are facing the social competition of the survival of the fittest. The pressure from family, environment and other aspects leads to the increasingly prominent mental health problems of college students. Under the stimulation of social development, contemporary college students also bear the multiple effects of negative factors in the campus environment and family environmental pressure. They are very prone to mental health problems. The mental health level of college students is not optimistic. On the other hand, the development of college students' psychological quality is not yet mature, and the level of their psychological quality such as psychological pressure resistance is not high. In the face of difficulties and setbacks, some college students may shrink back from difficulties and fall into negative emotions such as psychological anxiety and panic, which will affect the daily life and study of college students.

In recent years, a reflective literary education model has emerged in the field of Japanese literary education. By strengthening the dual reflection of teachers and students in literary education, we can improve the teaching quality and promote the improvement of students' personality. The literary education mode based on personality perfection helps students and teachers establish a thinking mode of facing difficulties by cultivating the open thinking of teachers and students, makes students believe that the solutions to problems are diversified and based, and promotes students' personality and thinking training and learning in the process of literary learning. On the other hand, the literary education mode based on personality improvement takes life reality as the teaching basis and foundation, combines literary education with life reality, exercises students' literary thinking and life thinking, enables students to take literary education as the medium, realize the further study of life ethics and personality belief, and help students strengthen personality improvement and psychological quality training.

**Objective:** Through the analysis of the mental health level and the current situation of literature education of college students in China, this study understands the mental health level of college students, grasps the literature teaching needs and problems of college students, deeply excavates the relationship between the literature teaching mode and the quality of mental health, and opens up new development ideas for improving the mental health level of college students. Based on the psychological analysis of the traditional personality education model of Japanese college students, this paper puts forward the comprehensive analysis of the impact of the traditional personality education model of Japanese college students on the improvement of the psychological education model of Japanese college students.

**Subjects and methods:** This study uses Pearson correlation coefficient to analyze the correlation between college students' mental health level and literature teaching mode, discusses the potential relationship between college students' mental health problems and literature teaching mode, understands the action point of Japanese literature education mode based on personality perfection on greatly improving college students' mental health quality through correlation analysis, and puts forward new ideas for improving college students' mental health level. This study uses correlation analysis to explore the relationship between literature teaching mode and college students' interpersonal sensitivity, psychological pressure resistance and psychological anxiety, and deeply excavates the impact of Japanese literature teaching mode based on personality perfection on college students' mental health.

**Results:** The statistical analysis results of the mental health level of college students are shown in Table 1. The mental health level of college students is generally low.

**Table 1.** Statistical analysis of mental health level of college students

Survey object	Freshman	Sophomore	Junior	Senior
Fear	4.3	4.1	3.9	3.7
Anxious	3.5	4.2	3.6	4.1
Depressed	4.5	3.9	3.7	4.3

**Conclusions:** The Japanese literary education model based on the perfection of personality combines literary education with the reality of life. Through the double reflection of students and teachers, students can realize the learning and cultivation of literature and ethics in the process of literary learning, and help students realize the common progress of knowledge and personality psychology. Introducing the Japanese literature education model based on personality perfection into the literature education of Chinese students and drawing lessons from the reflective teaching concept of the Japanese literature education model based on personality perfection can effectively help students achieve personality perfection while making progress for learning, which is of great value to the development of students' psychological health and the cultivation of psychological quality.

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## ANALYSIS AND COUNTERMEASURES OF PIANO PERFORMANCE ANXIETY FROM THE PERSPECTIVE OF PERFORMANCE PSYCHOLOGY

Lingyun Yang

*South China Normal University, Guangzhou 510631, China*

**Background:** The psychological effect of piano players is closely related to the psychological effect of piano players, but the psychological effect of piano players is often ignored. Piano players are prone to produce varying degrees of psychological anxiety in training, performance, performance examination and other performance practice activities, which affects their performance in performance practice. Psychological anxiety refers to the tension and uneasiness caused by the inability to effectively solve the problem or the premonition that it is difficult to deal with when individuals are facing difficulties or obstacles. Some piano players have poor adaptability to the performance environment and are prone to serious psychological tension when performing in unfamiliar venues. There are also some performers who care too much about their performance results and perform in front of a large audience, resulting in panic and anxiety because they are worried about their performance mistakes. When the piano player's psychological anxiety reaches a certain level, it will seriously interfere with the player's performance and affect the player's physical and mental health development.

Performance psychology comprehensively analyzes and studies the characteristics and laws of performers' psychological activities, and probes into the creation, performance and aesthetic psychology of performing art. In fact, the process of music performance is also the player's secondary creation process of music. The player integrates his own emotion and understanding in the performance process, so that each piano performance is a unique performing art. Piano performance is a comprehensive art, which conveys the player's emotion and shows the player's understanding of the song through piano performance. In the actual music performance activities, due to insufficient preparation and self-confidence, players often have performance psychological anxiety, which affects the performance and final performance effect of players. Good mental health can play a positive role in the effect of performers' performance programs, and good performers' psychological activities can give the soul to the performance of songs. The poor psychological state is not conducive to the players to give full play to their full performance strength. The performance effect of a vocal performance is affected by the sound state and psychological state of piano players. Therefore, the research on the importance of players' psychological factors in the performance process has important practical significance for the improvement of players' performance level and technology.

**Subjects and methods:** This study makes a statistical analysis of the psychological anxiety of piano players, deeply analyzes the influence of the psychological anxiety state of piano players on the stability of their performance through the analysis of the degree and causes of the psychological anxiety of piano players, probes into the influence mechanism of the psychological anxiety state of piano players, and puts forward the mitigation measures of the psychological anxiety state of piano players on this basis, help piano players reduce the impact of psychological anxiety on the performance effect. This study uses the method of correlation analysis to analyze the impact of piano players' psychological anxiety on their stable performance, and uses spearman correlation coefficient to measure the correlation between piano players' psychological anxiety and their stable performance.

**Results:** The statistical analysis results of the causes of players' psychological tension and anxiety are

shown in Table 1. Nervous stage fright, lack of confidence, eager for success, inadequate preparation and other adverse emotional effects are the important reasons for players' psychological anxiety. Piano players are not confident in their own performance strength and lack practical experience, resulting in tension, which affects the stable play of their performance strength. There are also some players who are eager for success, and the learning of piano performance knowledge is not complete. Regardless of the actual situation of their own development, they blindly pursue performance skills, which will also lead to psychological anxiety. Sometimes other bad emotions of the player will directly or indirectly affect the stability of the player's psychological state and interfere with the player's performance.

**Table 1.** Statistical analysis on the causes of psychological tension and anxiety of players

Survey object	Male	Female
Nervous stage fright	3.5	4.1
Lack of confidence	3.4	4.2
Eager for success	4.2	3.9
Inadequate preparation	4.3	3.7
Other adverse emotional effects	3.6	3.9

**Conclusions:** A good psychological state and performance physiological state have a direct impact on the performance effect of the performer. A good psychological state can help the performer more comprehensively show their own emotions, integrate the performer's understanding of the music into the piano performance, and comprehensively show the emotional connotation that the performer expects to convey to the audience through the performance. A good psychological state will have a positive impact on the player's physiological state and help the player maintain a relaxed state to play. Psychological anxiety will have a negative impact on the player's performance effect, affect the stable play of the player's performance strength, reduce the player's real-time performance level, and affect the player's final performance effect.

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## RESEARCH ON THE EMBODIMENT OF SINO AMERICAN ELEMENTS IN TRADITIONAL ART DESIGN PUBLISHING AND THE IMPACT OF ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

Yong Lu

*Nanjing Normal University, Nanjing 210023, China*

**Background:** Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve effectively. Appropriate psychological anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions. Psychological anxiety is a common psychological negative emotion. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. In order to alleviate the psychological anxiety of social groups, a large number of treatment methods have been proposed in psychology, including hypnotherapy and incentive therapy. In the process of hypnosis, psychologists will promote patients to enter deep sleep through hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. However, for social groups, the above two one-to-one treatment methods cannot achieve rapid and effective relief of social anxiety.

With the development of society, the desire of social groups for living goods has changed. Therefore, in

the long-term social life, the social masses have a certain degree of audience psychological anxiety. In view of this, psychologists began to try to alleviate the psychological anxiety of the social masses. Some studies proposed to carry out visual impact on anxiety patients through traditional art design, so as to divert attention from the psychological anxiety of the social masses and affect the anxiety in the non-remission period. However, in the empirical analysis, it is found that the art design in the development of modern society is difficult to meet the psychological needs of the audience. Therefore, how to reflect the unique aesthetic elements in the existing art design is a key breakthrough in this research direction. At the same time, some psychological studies have found that the external expression in aesthetic elements can distract the attention of patients with psychological anxiety to a certain extent, and need to carry out psychological construction. In addition, some studies have pointed out that the aesthetic elements in the traditional aesthetic design have certain unique characteristics. They can meet the audience's psychological needs while meeting their psychological needs, which can alleviate the psychological anxiety in the period from the change of needs. Therefore, it is proposed to make full use of the traditional aesthetic elements in art design to alleviate the anxiety of the audience.

**Objective:** Audience psychological anxiety is not only the product of social development, but also a risk factor affecting the good development of social groups. In order to alleviate the psychological anxiety of the public audience, this study proposes to use the aesthetic elements in the traditional aesthetic design to alleviate the anxiety, and analyzes the application effect of Sino American studies in the traditional art design in alleviating the psychological anxiety of the audience.

**Subjects and methods:** Taking 800 residents in five communities of a city as the research object, the psychological anxiety of all residents was counted, and the residents were divided into mild anxiety group, moderate anxiety group and severe anxiety group according to the psychological anxiety. Through expert interview, the defects existing in modern art design are analyzed, and the traditional aesthetic design scheme is determined by expert correspondence method. Under the influence of the aesthetic element embodiment scheme in the traditional aesthetic design, the anxiety score changes of the people in the mild anxiety group, moderate anxiety group and severe anxiety group are evaluated by SPSS22.0 for data difference analysis.

**Results:** The aesthetic elements in traditional art design are analyzed to reflect the impact of the scheme. The changes in the number of people in different anxiety groups are shown in Table 1.

**Table 1.** Changes of anxiety before and after intervention (n=800)

Project	Mild anxiety	Moderate anxiety	Severe anxiety
Before intervention	421	207	172
After intervention	674	78	48
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** Social development is influenced by the social masses, and psychological emotions affect the comprehensive ability of the social masses. Therefore, reducing the audience's psychological anxiety has a positive effect on social development. Based on the current situation of the audience's psychological anxiety of the social masses, this paper puts forward the anxiety mitigation strategy based on the Chinese and American elements of traditional art design. Under the influence of the anxiety mitigation strategy embodied in the art elements in the traditional aesthetic design, the number of serious audience psychological anxiety in the anxiety population participating in the test decreased significantly, and the number of mild anxieties increased. The above results show that the aesthetic elements in traditional art design can greatly alleviate the psychological anxiety of the audience and promote the harmonious development of society.

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## RESEARCH ON INNOVATIVE TEACHING PATH OF MUSIC CLASSROOM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Miao Liu

*Guangzhou Huashang College, Guangzhou 511300, China*

**Background:** Educational psychology originated from the western classical naturalistic educational thought, which was formally put forward by Pestalozzi. He explored the relationship between human mental

nature and educational activities, combined the educational process with the psychological activities of learning and communication, and made educational activities psychological from the law of human nature. Pestalozzi believes that we should pay attention to the change law of psychological activities of educational subjects in educational activities, understand the development mechanism of students' learning psychology, so as to carry out educational activities selectively, and adjust the teaching details such as the development method, teaching content and teaching principles of teaching activities accordingly. From the perspective of psychology, educational psychology combines educational practice with psychological theory to deeply explore the psychological law of pedagogy in the process of education. Educational psychology analyzes the learning and intervention effects and psychological factors of educational subjects under the educational environment, and studies the influence of various psychological factors in the process of educational practice on the educational process and educational effect. Educational psychology is a marginal interdisciplinary subject of pedagogy and psychology, which has a short development time, but the proposal of educational psychology theory is of great significance to the development and progress of pedagogy and psychology. Educational psychology applies the theoretical content of psychology to practical educational activities, which can promote the development of education, apply the influence of psychological factors to the improvement of curriculum design and teaching methods, and help students deal with the difficulties and challenges faced in the learning process.

In the course innovation of music teaching in colleges and universities, we need to consider the comprehensive level and ability of students, and innovate the teaching mode of music classroom in colleges and universities, mainly from three aspects: students' thinking, students' emotion and students' ability. In students' thinking, teachers should not simply instill theoretical knowledge in the teaching process. In the classroom, they should carry out interactive communication on music theory, stimulate students' enthusiasm in the classroom, and keep students thinking all the time when learning music knowledge, which is more conducive to students' full absorption of music related knowledge. In students' emotions, teachers need to pay attention to students' emotional changes in the classroom at all times. On the one hand, they need to understand students' interest in music learning, and on the other hand, they need to observe whether students' emotions are affected by relevant music. The purpose of the former is to require teachers to continuously optimize teaching methods and stimulate students' enthusiasm in teaching, and the purpose of the latter is to observe teaching effects and evaluate students' musical ability. Finally, teachers are required to pay attention to students' abilities, formulate teaching plans according to students' abilities, and teach students according to their aptitude according to students' abilities, so as to realize the common progress of all students.

**Objective:** The traditional music classroom teaching mode in colleges and universities is relatively traditional and single, which cannot meet the learning needs of students, alleviate students' negative emotions, and promote the dual development of students' mental health and music literacy. It is expected to fully mobilize students' enthusiasm under the new model, help students alleviate negative emotions, improve the effect of classroom teaching, and promote the healthy growth and long-term development of college students.

**Subjects and methods:** Based on the theory of educational psychology, this paper constructs a comprehensive index system of innovative teaching in music classroom in colleges and universities. The principal component analysis method is used to analyze the assignment of the index system, explore the impact of college music classroom innovative teaching on students' mental health development and music literacy training, find the main factors of college music classroom innovative teaching, and lay the foundation for putting forward a new model of college music classroom teaching. The principal component analysis method is used to mathematically transform and standardize the index variables, distinguish the amount of information according to the sample of the index, judge the importance of the index, and realize the comprehensive evaluation of the main influencing factors of innovative teaching in music classroom in colleges and universities.

**Results:** This paper analyzes the mental health status of music majors in colleges and universities. The statistical analysis results of the mental health level of music majors in colleges and universities are shown in Table 1. The mental health level of music majors in colleges and universities is generally low and their learning anxiety is serious.

**Table 1.** Statistical analysis of mental health level of music majors in colleges and universities

Survey object	Freshman	Sophomore	Junior	Senior
Nervous and tense	3.2	3.1	3.2	3.5
Mental depression	3.1	3.3	2.9	3.4
Learning anxiety	3.8	3.6	4.1	3.9

**Conclusions:** In order to improve the level of music teaching in colleges and universities, the research takes educational psychology as the breakthrough point and introduces the theory of educational psychology into the innovation of music teaching in colleges and universities. By studying the law of students' psychological changes to optimize the teaching scheme and integrating psychological mechanism in music teaching, on the one hand, it can improve the overall teaching level of teachers in music teaching, on the other hand, it can promote the all-round development of students and promote the physical and mental growth of students. The new mode of college music education combined with educational psychology can effectively promote the comprehensive development of students' mental health and music learning by controlling students' learning psychology.

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## RESEARCH ON THE INFLUENCE OF STRATEGY ADJUSTMENT OF IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

Liwen Chen

*Southwest University of Political Science & Law, Chongqing 401120, China*

**Background:** When social individuals face difficulties or obstacles, they may have panic and anxiety because they are difficult to solve them in time or worry that they can't solve them effectively. Appropriate mental anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive mental anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions. Under the increasingly severe social competition situation, contemporary college students are under multiple pressures from family, school, society and other aspects, and have been under mental anxiety for a long time. Academic and interpersonal communication are the main sources of pressure for college students. Different from the previous learning mode of junior high school and senior high school, the learning and life of the university requires college students to have higher autonomous ability, require students to have higher learning initiative and initiative, and be able to realize self-active learning and positive exploration. Some college students are difficult to adapt to the differences in learning habits between college and high school, have learning disabilities, and have serious anxiety and anxiety about learning and examination. On the other hand, with the improvement of social and economic level, the connivance of parents to students in modern society is increasing day by day. Some parents spoil students too much, resulting in students' low psychological pressure resistance and fragile psychological defense line. Therefore, when students leave their families for collective life, they are prone to problems with low willpower and emotional control in the face of difficulties and setbacks, and are troubled by negative emotions such as mental anxiety in the process of problem solving.

Guided by the goal of all-round education, the ideological and political concept of the curriculum combines the teaching of professional knowledge and value guidance in colleges and universities. By combining the ideological and political education in colleges and universities with the curriculum, it enhances students' political identity and cultural self-confidence, and helps students establish a good civic personality. In recent years, the government and colleges have paid more and more attention to the ideological and political education of college students. Many colleges and universities have introduced the curriculum ideological and political concept into professional teaching, integrated the ideological and political education into the teaching of professional courses, and formed a benign development track of ideological and political education and professional knowledge learning. The concept of curriculum ideological and political education combines ideological and political education courses with various courses to form the synergy of comprehensive education. Taking "Building Morality and cultivating people" as the educational goal, it highlights the joint educational role of the combination of moral education and professional teaching in higher education, integrates the guidance of psychological value in the teaching process of professional knowledge, and emphasizes the role of knowledge in the cultivation of moral education.

**Objective:** The research analyzes the ideological and political concept of college curriculum, integrates the ideological and political concept of college curriculum with the practice of ideological and political education, promotes the adjustment of the working mode and strategy of college ideological and political education, and establishes the education mode of all-round development of college students' comprehensive quality, hoping to provide reference for solving the mental anxiety of college students and improve the mental health level and psychological pressure resistance of college students.



**Subjects and methods:** The research adopt the way of comparative experiment to understand the effect of the new and efficient ideological and political education strategy under the curriculum ideological and political concept on alleviating college students' mental anxiety. Fifty college students with mental anxiety were divided into the experimental group and the control group. The students in the experimental group were taught by the new and efficient ideological and political education teaching mode under the curriculum ideological and political concept, while the students in the traditional teaching group were taught by the traditional teaching mode. The implementation time of the experiment was one semester. By comparing the mental health level and curriculum professional scores of the students in the experimental group and the control group. To explore the therapeutic effect of a new and efficient ideological and political education strategy under the concept of curriculum ideological and political education on college students' mental anxiety.

**Results:** The changes of mental anxiety of students in the experimental group and the control group before and after the experiment are shown in Table 1.

**Conclusions:** The introduction of the ideological and political concept of the curriculum solves the problem that the traditional teaching mode takes professional knowledge as the only learning goal, and effectively improves the poor effect of Ideological and political education in colleges and universities in the past. It puts the ideological and political education and professional knowledge of college students at the same height, promotes the all-round development of college students, and improves the implementation strength and effect of ideological and political education in colleges and universities. The ideological and political education in colleges and universities under the concept of curriculum ideological and political education can effectively alleviate the mental anxiety of college students through the coordinated development of explicit education and implicit education, which is of great value to improve the mental health level of college students.

**Table 1.** Changes of students' mental anxiety

Time	Mental anxiety	
Before experiment	Experience group	3.81
	Control group	3.83
After the experiment	Experience group	1.49
	Control group	3.37

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## RESEARCH ON THE IMPROVEMENT OF MANAGERS' ANXIETY BY THE INCENTIVE MECHANISM OF HUMAN RESOURCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

Shiqing Song

*Linfen Vocational and Technical College, Linfen 041000, China*

**Background:** In recent years, due to the needs of social development and the change of policy direction, colleges and universities continue to expand enrollment, the number of college students continues to increase, and the workload of college managers has increased significantly, which increases the work pressure of college managers. Under the high requirements and high volume of university administration, there is a high psychological pressure on university managers, which is prone to psychological imbalance, which has a negative impact on the smooth implementation of university administration. Workplace environment is one of the main life scenes of people. About one-third of people's time and energy are invested in workplace work every day. Therefore, the working environment and state are directly related to people's daily psychological quality and affect people's psychological and physiological level. However, university managers need to invest a lot of emotion in the work process, and the continuity of university management is strong. Under the long-time and high-intensity work tasks, some university managers may have lost or bored emotions. The administrative work of colleges and universities also has the characteristics of detail and tediousness. The work content is relatively monotonous. Some college managers have a low sense of self-identity in their work and think it is difficult to give full play to their self-worth in their work, so they fall into negative emotions, resulting in a sharp rise in the psychological pressure of college managers. Under the increasingly accelerated social rhythm, college managers are affected by the dual effects of life pressure and work pressure, which may lead to physiological and

psychological fatigue and tension, so as to reduce the mental health level and quality of life of college managers.

In today's social situation, social competition is becoming increasingly fierce. Both enterprises and employees need to find their core competitiveness in order to occupy a place in the fierce competition. In order to improve their comprehensive strength, enterprises expect to cultivate a group of employees with high working ability and loyalty in the process of human resource management and guided by the direction of enterprise development, so as to improve the comprehensive level of the enterprise. Employee incentive mechanism is an important part of human resource management. Through the establishment of scientific and reasonable employee work objectives and performance appraisal system, combined with active employee skill training and guidance, it can promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces the analysis of managers' psychological anxiety into the research on the construction of employee incentive mechanism, explores the problems of employees' incentive mechanism in human resource management, and improves the level of enterprise human resource management from the perspective of managers' psychological anxiety.

**Objective:** From the perspective of psychology, the research analyzes the health level of university managers, understands the degree of psychological anxiety of university managers, analyzes the causes of psychological anxiety of university managers, explores the impact of incentive mechanism of university human resource management on the psychological anxiety of university managers, and hopes to provide reference for improving the level of human resource management and promoting the improvement of psychological health level of university managers. Through the incentive mechanism, the management level of colleges and universities can be improved to promote the development of human resources.

**Subjects and methods:** Taking the managers of a university as the research object, aiming at the anxiety psychological characteristics of the managers of a university and the current situation of human resource management, this paper uses the analytic hierarchy process to construct the evaluation index system, analyzes the impact of the incentive mechanism of human resource management on the work enthusiasm and psychological anxiety of the managers of a university, and decomposes the incentive mechanism of human resource management into multiple target levels. Through the way of fuzzy quantification of qualitative indicators, this paper calculates and sorts the weights of indicators at all levels, and discusses the importance of human resource management incentive mechanism at all levels in improving the work enthusiasm and mental health level of university managers. Using the expert consultation method, this paper makes a preliminary analysis on the various levels of indicators of the incentive mechanism of human resources management, and constructs the index system of the incentive mechanism of human resources management. The standard level indicators of the index system are salary change, career development and performance management.

**Results:** The weight calculation results of hierarchical indicators of human resource management incentive mechanism are shown in Table 1.

**Table 1.** Weight calculation results of hierarchical indicators of human resource management incentive mechanism

Hierarchy index	Index weight
Salary changes	0.327
Career development	0.414
Performance management	0.229

**Conclusion:** In recent years, with the development of social economy, the requirements for the working ability of college managers are higher and higher. College managers are prone to psychological imbalance. College managers are under psychological pressure for a long time, which is not conducive to the development of college administrative affairs and efficient long-term development. Colleges and universities should enhance their awareness of human resource management, pay more attention to the incentive mechanism of human resource management, and help managers alleviate their psychological anxiety through reasonable incentive measures.

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## RESEARCH ON CURRICULUM REFORM OF FINANCIAL MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL COLLEGES CONSIDERING AUDIENCE PSYCHOLOGY

**Xiuliang Wan & Dongmei Lv**

*Rizhao Polytechnic, Rizhao 276826, China*

**Background:** As a highly logical subject, financial management has high requirements for students' logical thinking. Students often fear difficulties in the process of learning financial management, so they give up the study of financial management. But as we all known, any knowledge is acquired gradually on a zero basis. Therefore, in order to improve the problems faced by the current situation of financial management teaching in higher vocational colleges and solve the psychological imbalance of students in learning, the research puts forward to explore the reform path of financial management. In essence, the teaching reform of financial management is influenced by students and teachers, and teachers' teaching is often affected by the school atmosphere. School types play a leading role in the impact of financial management. Schools often arrange different class hours for each subject according to the learning atmosphere and type of the school. For example, financial schools take financial management as the main subject. The impact of students' gender on financial management is that a large number of studies believe that boys have more advantages in understanding logical words than girls, but some studies believe that girls have more advantages in paragraph processing and organization. Therefore, it is necessary to reasonably allocate the target objects in the reform in order to realize the universality of financial management teaching.

Audience psychology is a psychological science that studies social groups in psychological research. In audience psychology, it is proposed that audience psychology has certain psychological effects, including prestige effect, business card effect, self-effect, halo effect, projection effect and conformity effect. Specifically, the prestige effect in the audience's psychology refers to that the audience is influenced by the authority of the dialogue object, that is, the authoritative speech will have a certain impact on the audience's psychology. Business card effect refers to that the disseminator first transmits some views or ideas they can accept, are familiar with and like to the audience, and induces the audience to make an impression through ideas and views in the communication. Self-effect refers to that the audience classifies themselves and communicators into the same kind of people, that is, they join the ranks of communicators. At this time, the audience and communicators should have the desired interests and preferences. Halo effect refers to that the living environment of the audience is affected by others. When the personal social reputation in the outside world is damaged, the audience will also be affected. Projection effect refers to that when the audience receives information for the first time, their psychology is relatively closed, and they will self-evaluate the outside world with their own psychological feelings and psychological needs. Under the influence of conformity effect, the psychology of the audience will be guided by others, and there will be conformity in behavior and cognition. From the research status of audience psychology, we can know that audience psychology is mainly applied to the social chain in which one party plays a leading role.

**Objective:** Based on the theory of audience psychology, this study analyzes the problems existing in the innovation education reform of financial management major in higher vocational colleges, puts forward the direction of financial management education reform in higher vocational colleges, expects to improve the quality of financial management education in higher vocational colleges, transport more high-quality financial management professionals for national construction and development, and alleviate the employment pressure of financial management graduates in higher vocational colleges.

**Subjects and methods:** The research adopts the method of stratified cluster random sampling, randomly selects 200 students majoring in financial management in higher vocational colleges as the research object, understands the financial management education in higher vocational colleges from the perspective of students majoring in financial management in higher vocational colleges, collects the opinions and suggestions of students majoring in financial management in higher vocational colleges on professional education, and starts from the four aspects of teacher team construction, curriculum content setting, curriculum development extension and practice platform construction, understand the innovative education reform of financial management specialty in higher vocational colleges from the perspective of students majoring in financial management. The subjects were divided into experimental group and control group. The experimental group was taught by the new teaching mode, while the control group was taught according to the previous teaching mode and arrangement. The experiment lasted for 3 months. By comparing the learning situation and learning acceptance psychology of the experimental group and the control group, this paper analyzes the effectiveness of the teaching reform of financial management specialty in higher vocational colleges.

**Results:** The psychological conditions of learning acceptance of students in the experimental group and the control group are shown in Table 1.

**Table 1.** The psychological situation of learning acceptance of students in the experimental group and the control group

Test dimension	Experience group	Control group
Learning acceptance psychology	3.8	1.5
Model satisfaction	3.7	1.2

**Conclusions:** Under the new social situation, students majoring in financial management are facing opportunities and challenges. Students majoring in financial management are required to seize employment opportunities and improve their self-worth. Higher vocational colleges should also create a good innovation education environment for students majoring in financial management, optimize the innovation education reform of financial management in higher vocational colleges based on audience psychology, pay attention to the organic integration of financial management curriculum content and innovation and entrepreneurship, and help students majoring in financial management in higher vocational colleges realize the development of innovation and entrepreneurship.

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## RESEARCH ON THE INFLUENCE OF RURAL EMPLOYEES' PSYCHOLOGICAL ANXIETY ON THE PRACTICAL DILEMMA AND PATH DEVELOPMENT OF RURAL REVITALIZATION

Ruixin Xiao

*Zhejiang University of Science and Technology, Hangzhou 310023, China*

**Background:** Anxiety is a kind of comprehensive negative emotion, which refers to the tension and anxiety caused by individuals' excessive worry about the future and destiny. When individuals subjectively predict the pressure and threat they will face, and it is difficult to find countermeasures quickly, individuals may have a variety of psychological states such as anxiety, tension and panic. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve them effectively. Appropriate psychological anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions. With the advancement of social and economic development, the speed of social development is accelerating day by day, and social competition is fierce, which makes contemporary people's mental anxiety problems occur frequently, and many people are suffering from different degrees of mental anxiety. The ever-changing social form has brought great pressure on people's life, work, family and interpersonal communication, which makes people fall into a state of mental anxiety for a long time, affects people's mental health and reduces people's quality of daily life. In the high-pressure modern social situation, mental anxiety has become the spiritual normality of modern people. People more or less have certain mental anxiety, which requires people to relax their body and mind and adjust their psychological balance by diverting their attention and other ways.

"Rural Revitalization" strategy emphasizes the importance of rural industrial revitalization in national development, and points out that rural industrial revitalization requires scientific overall planning from the top-level design, so as to ensure the implementation of rural revitalization strategy. The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. As the main strategy of China's current development, the "Rural Revitalization" strategy has been paid more and more attention by all sectors of society. In the "Rural Revitalization" strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China's "Rural Revitalization" is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help of China's relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside. Returning entrepreneurs are one of the important driving forces of the rural revitalization strategy. Returning entrepreneurs can effectively introduce high-quality talents and resources and promote the development and progress of rural economy.

**Objective:** The research analyzes the correlation between the psychological anxiety of rural employees

and the dilemma and development path of rural revitalization and development, explores the impact of the psychological anxiety of rural employees on the dilemma and development path of rural revitalization and development, and hopes to put forward new solutions to alleviate the psychological anxiety of rural employees, provide reference for promoting high-quality talents to actively return home and start businesses, and help rural employees achieve work success, To drive economic development and promote rural revitalization.

**Subjects and methods:** The study recruited 30 rural employees through voluntary recruitment as the research object, analyzed the psychological anxiety state of 30 rural employees, understood the degree of anxiety of rural employees about their own development prospects, mastered the mental health level of rural employees, and discussed the causes of psychological anxiety of rural employees. The study uses Pearson correlation coefficient to analyze the correlation between the psychological anxiety of rural employees and the dilemma and development path of rural revitalization, explore the potential relationship between them, understand the impact of the psychological anxiety of rural employees on the dilemma and development path of rural revitalization through correlation analysis, and put forward new solutions to the psychological anxiety of rural employees.

**Results:** The statistical results of psychological anxiety of rural employees are shown in Table 1. Rural employees generally have high psychological anxiety.

**Table 1.** Statistical results of psychological anxiety of rural employees

Survey object	Male	Female
Success anxiety	3.5	4.1
Crisis anxiety	3.8	3.9

**Conclusions:** Returning entrepreneurs are faced with unknown future and destiny in the process of entrepreneurship. The fear of their own development will inevitably lead to a certain degree of psychological anxiety. Appropriate psychological anxiety will help entrepreneurs actively deal with the difficulties and challenges they encounter, but excessive psychological anxiety will affect the entrepreneurial quality of entrepreneurs and have a negative impact on their entrepreneurial development.

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## RESEARCH ON THE IMPROVEMENT OF COLLEGE STUDENTS' DEPRESSION BY IDEOLOGICAL AND POLITICAL COURSE EDUCATION IN COLLEGES AND UNIVERSITIES

Naitian Tu

*Hunan International Economics University, Changsha 410205, China*

**Background:** Depression is a common mental disease in modern society. Its main clinical feature is continuous and long-term depression. It is the most important type of mental disease in modern people. Patients may be depressed, depressed, low self-esteem, painful, pessimistic, world weary for a long time, and even have suicidal tendencies and behaviors. Patients may also suffer from somatization symptoms, such as chest tightness and shortness of breath. Some people with severe depression will even have schizophrenic symptoms such as auditory hallucination, victim delusion and multiple personality. Each episode of depression lasts for at least 2 weeks or even several years. Although the clinical cure rate of depression is high, most cases have a tendency to relapse. The causes of depression are related to many factors of psychological and social environment. Biological factors mainly involve heredity, neurobiochemistry, neuroendocrine, nerve regeneration and so on. The psychological factors closely related to depression are the personality characteristics of patients before illness, such as depression temperament. Experiencing stressful life events in adulthood is an important trigger condition leading to clinically significant depressive episodes. However, these factors do not work alone, but emphasize the interaction between genetics and environmental or stress factors. Due to employment, academic and social pressure, a considerable number of domestic college students have depression. Although psychologists have done a lot of research on this, there are still few studies to verify the theory combined with social experiments to improve the reliability and application value of the conclusion. Moreover, most studies suggest that students directly establish special psychological counseling institutions and personnel teams, which has a high implementation cost. Therefore, this study attempts to analyze the possibility of existing ideological and

political education to alleviate students' depression.

**Objective:** To investigate the prevalence of depression among college students in China by means of interview and questionnaire. And design and carry out teaching experiments, analyze the possibility of Ideological and political education to alleviate students' depression, and find low-cost and efficient countermeasures to solve college students' depression.

**Subjects and methods:** A comprehensive university with medium teaching ability and students' learning ability was selected from China. 300 full-time college students in all grades and majors were selected as the research objects. These students were suffering from varying degrees of depression. The method of selecting the research objects was random selection. The selected students are divided into "no teaching group", "teaching group 1" and "teaching group 2", with 100 students in each group. The non-teaching group does not accept the teaching of Ideological and political courses. The other two groups need to receive ideological and political education, but the teachers of "teaching group 1" are required not to integrate any psychological related knowledge into the teaching process. On the contrary, the teaching experiment of "teaching group 2" lasts for 3 months. SDS (Self-rating Depressed Scale) questionnaire survey should be conducted for each group of students before and after the experiment to understand the changes of students' depression. Note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the experiment, the effective samples were counted and Table 1 was obtained.

**Table 1.** Statistical results of SDS scores of valid samples

Statistical time	Non-teaching group	Teaching group 1	Teaching group 2	$P_{01}$	$P_{02}$	$P_{12}$
Before experiment	54.2 $\pm$ 2.1	54.3 $\pm$ 1.8	54.2 $\pm$ 2.3	1.735	1.741	1.730
After experiment	54.3 $\pm$ 2.2	54.1 $\pm$ 1.9	50.6 $\pm$ 1.5	1.469	0.027	0.034

$P_{01}$  and  $P_{02}$  in Table 1 represent the significant difference test *P* values of SDS scores of non-teaching group and teaching group 1, non-teaching group and teaching group 2 respectively. It can be seen from table 1 that before the experiment, there was no significant difference in the SDS scores of samples between each group, but after the experiment, the SDS scores of "no teaching group" and "teaching group 2", "teaching group 1" and "teaching group 2" were significantly different, and the average SDS score of "teaching group 2" was 50.6, which was 3.7 and 3.5 lower than that of "no teaching group" and "teaching group 1" respectively

**Conclusions:** In order to explore whether ideological and political education is conducive to alleviate students' depression, this study understands the prevalence of depression among college students in China through interviews and questionnaires. And designed and carried out the ideological and political teaching experiment in colleges and universities. The experimental results show that there is no significant difference in SDS scores among the samples before the experiment, but after the experiment, the SDS scores of "no teaching group" and "teaching group 2", "teaching group 1" and "teaching group 2" are significantly different, and the average SDS score of "teaching group 2" is 50.6, which is 3.7 and 3.5 lower than that of "no teaching group" and "teaching group 1" respectively It shows that ideological and political courses with mental health education can indeed alleviate students' depression. Therefore, the research team suggests that colleges and universities should take ideological and political education seriously and improve the psychological knowledge level of teachers as much as possible, so as to achieve the purpose of alleviating students' depressive symptoms at low cost.

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## RESEARCH ON THE POSITIVE IMPACT OF IDEOLOGICAL AND POLITICAL TEACHING ON COLLEGE STUDENTS' MENTAL HEALTH

Fang Liu

*Hunan Biological and Electromechanical Polytechnic, Changsha 410127, China*

**Background:** In China, mental health education is closely related to ideological and political education in colleges and universities. Teachers often integrate some mental health knowledge into ideological and political courses. In recent years, our party has clearly proposed to "strengthen the construction of social psychological service system and cultivate a social mentality of self-esteem, self-confidence, rationality,

peace and positive progress”. Moreover, with the advancement of domestic economic development and social reform, many new problems, new situations and new contradictions have emerged in society. For college students, they are facing the economic pressure brought by learning costs, the employment pressure brought by the fierce competition in the human resources market, and the learning pressure of the survival of the fittest, which lead to the aggravation of their psychological load. Some college students even have psychological diseases such as depression, schizophrenia, affective disorder, cognitive disorder, thinking logic disorder and so on. It can be seen from the above that the current mental health problems of domestic college students have affected the quality of talent training in higher education. Therefore, this study attempts to analyze the positive impact of appropriately adding more mental health education content to college ideological and political education on students’ mental health.

**Objective:** To understand the mental health status of college students in China and the mainstream teaching content of ideological and political courses in colleges and universities, and to explore the positive impact of ideological and political education on college students’ mental health through teaching experiments. It provides some useful references for improving the overall mental health level of college students in China.

**Subjects and methods:** Select a domestic university with sufficient representation in teaching ability, teaching scale and financial support to carry out cooperation in order to carry out teaching experiments in the university. 240 college students willing to participate in the experiment were selected from the university as the research objects and divided into teaching group 1, teaching group 2 and teaching group 3, with 80 people in each group. Before the experiment, the basic information such as gender, age, grade and ideological and political level of the two groups of students shall be counted and the difference significance analysis shall be carried out. After confirming that there is no significant difference between all the basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or reselect the research object. Conduct ideological and political education for students in teaching group 2 and teaching group 3, but do not conduct ideological and political education for teaching group 1. The teachers in teaching group 3 are required to carefully observe the real-time psychological state of students in the teaching process. If they find that their psychological state is poor, they will give students some targeted guidance, such as encouragement and psychological counseling, without any intervention in the teaching method of teachers in teaching group 2. In order to ensure the correctness of the experimental results, it is necessary to ensure that the teaching contents accepted by the students of teaching group 2 and teaching group 3 are completely consistent, and the teaching is carried out with the same teacher team. Before and after the teaching experiment, the teacher team shall score the mental health level of students in each group (the higher the score, the better the students’ Mental Health), and the scoring standard shall be consistent. In addition, during statistical analysis, the measurement type features are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for Chi square test. The significance level of difference is taken as 0.05.

**Results:** After the ideological and political teaching experiment and mental health score, the effective data were entered into the computer and used python3.0 programming language for statistical analysis, and the results in Table 1 are obtained.

**Table 1.** Statistical results of mental health scores of three groups of students

Statistical time	Teaching group 1	Teaching group 2	Teaching group 3	$P_{12}$	$P_{13}$	$P_{23}$
Before experiment	68.7 $\pm$ 4.5	69.2 $\pm$ 5.3	69.0 $\pm$ 4.8	1.130	1.245	1.037
After experiment	68.8 $\pm$ 5.0	73.1 $\pm$ 4.7	76.2 $\pm$ 4.1	0.074	0.016	0.069

It should be explained that  $P_{12}$  and  $P_{13}$  in Table 1 respectively represent the *t* difference significance test *P* values of the mental health scores of students in teaching group 1, teaching group 2 and teaching group 3. Analysis of Table 1 shows that before the ideological and political teaching experiment, there was no significant difference in the mental health scores of samples among each group. After the completion of the teaching experiment, except that the score difference between teaching group 1 and teaching group 3 is significant, the difference between other groups is still not significant. However, the average scores of the two groups who had received ideological and political education were higher than those of the teaching group who had not received ideological and political education 1.

**Conclusions:** With the intensification of employment competition, the mental health level of college students in China has decreased, and more students suffer from various mental diseases. Therefore, this study attempts to analyze the impact of existing university courses, that is, ideological and political courses, on students’ mental health. A group comparison teaching experiment was designed and carried out. The

results showed that before the ideological and political teaching experiment, there was no significant difference in the mental health score of the samples between each group. After the completion of the teaching experiment, except that the score difference between teaching group 1 and teaching group 3 is significant, the difference between other groups is still not significant. However, the average scores of the two groups who have received ideological and political education are higher than those of the teaching group 1 who has not received ideological and political education, which shows that. Ideological and political courses in colleges and universities will indeed have a positive impact on students' psychology, especially when teachers' pay special attention to and adjust students' psychological state.

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## THE POSITIVE IMPLICATION AND EMOTIONAL GUIDANCE OF THE AESTHETIC IMPLICATION OF RED MUSIC ON STUDENTS' PSYCHOLOGY

Yongcan He

*Zunyi Normal University, Zunyi 563006, China*

**Background:** Red classic music records and reproduces the historical process of awakening, rising, struggle and victory of the Chinese nation in the past century in an artistic way, It is the best textbook for the construction of socialist core values and the dissemination of advanced culture. Red classic music not only has important ideological education value, historical literature value and cultural inheritance value. It has stronger artistic appeal and great aesthetic value. It's simple, concise and condensed content is consistent with the healthy, upward, positive and optimistic psychological mood of music. It's beautiful, beautiful and smooth form is related to the oriental aesthetic principle of "Qi first" and "vivid charm". It is also combined with the spirit of the times and social needs. Red classic music is not only the precious spiritual wealth of the Chinese nation. It is also a civilization achievement and music feast that can be shared by all mankind. At present, the activities of foreign media and public opinion guidance institutions are rampant in China. They try to change the people's patriotic and positive psychology by guiding public opinion and creating topics, so as to achieve the strategic purpose of restraining the rise of the Chinese nation. As a large number of senior intellectuals in China, college students are not mature enough in psychology and cognition due to lack of social experience, and are more vulnerable to the influence of foreign bad media institutions. Under this background, it is necessary to analyze and study the aesthetic significance of red classical music, which can guide students' positive psychology and positive emotion, so as to prepare for winning a new type of public opinion war among college students.

**Objective:** To understand the aesthetic meaning of red music in China by consulting relevant literature and talking with the older generation of excellent party members and musicians, and on this basis, consult the members of the expert group on the guidance and influence of red music on the psychology and emotion of college students through the expert inquiry method. It provides some references for strengthening college students' ideological education.

**Subjects and methods:** Firstly, collect the relevant literature and books on red music and music psychology published in China in recent five years, study these books, and contact several domestic red musicians to communicate with them, so as to understand the aesthetic meaning and psychological and emotional guidance of red classical music. Then 53 red musicians, psychologists and key university music teachers were selected from China to form an expert group. Firstly, according to the previous research results, the research team preliminarily sorted out the influencing factors of red music in guiding and affecting students' psychology and emotion, and sent them to the members of the expert group to evaluate the influence degree of each factor on students' psychology and emotion, and evaluate whether the listed factors are reasonable and complete. Integrate the feedback received from the expert group with the information, and then return it to the expert members again for evaluation. The consultation cycle will not stop until the expert group agrees. Note that in order to ensure the independence of expert opinions, any form of communication between expert members is not allowed during the experiment. The influence level is fixed into five categories: no influence, slight influence, general influence, obvious influence and full influence, and is given five integers of 1, 2, 3, 4 and 5 to quantify.

**Results:** After completing the expert consultation steps, sort out the final feedback and get Table 1.

According to Table 1, the expert group believes that appreciating red music can mainly produce three effects: enhancing positive psychology, changing cognition and improving patriotic emotion. The members of the expert group believe that these effects will have a general impact on students' psychology and emotion. The number of people above grade are 38, 18 and 37 respectively.



**Table 1.** Statistical results of the final feedback of the expert group on the research topic

The role of red music	No effect	Slight impact	General impact	Obvious influence	Full impact
Enhance positive psychology	0	5	10	26	12
Change cognition	2	11	22	13	5
Enhance patriotism	0	4	12	21	16

**Conclusions:** At present, the activities of foreign bad media and intelligence agencies in China are becoming more and more frequent, and the necessity and urgency of correctly guiding college students' thinking, psychology and values are becoming more and more prominent. As the crystallization of China's excellent history and culture, red music can play a unique role in guiding students' emotion and psychology. This study designed and carried out a social experiment with expert inquiry as the core. The inquiry results show that the expert group believes that appreciating red music can mainly produce three effects: enhancing positive psychology, changing cognition and improving patriotic emotion. The members of the expert group believe that these effects will have a general impact on students' psychology and emotion. The number of people above grade are 38, 18 and 37 respectively. It shows that red music is indeed helpful to stimulate and enhance the positive psychology of college students and enhance their patriotic feelings.

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## ON THE WAYS TO ALLEVIATE STUDENTS' CONSCIOUSNESS OBSTACLES IN THE REFORM OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Biao Yang

*Nanjing Institute of Technology, Nanjing 211167, China*

**Background:** Disturbance of consciousness refers to the disturbance of people's perception of themselves and the environment, or the mental activity that people rely on to perceive the environment. The etiology of consciousness disorders can be divided into intracranial diseases and extracranial diseases. The former mainly includes localized diseases, diffuse brain diseases, epilepsy, etc. The latter mainly includes acute infectious diseases, endocrine diseases, exogenous poisoning, physical damage, etc. On the one hand, the current mainstream treatment of consciousness disorders is drug treatment and surgical treatment. The specific treatment scheme needs to be comprehensively judged according to the causes of disease and the severity of symptoms. On the other hand, psychological intervention and other treatment methods have attracted more and more attention in recent years. Therefore, college ideological and political courses, as a few general courses including psychological education in various majors in colleges and universities, have great application value in treating and alleviating students' psychological and mental diseases.

**Objective:** To study the effect of the reform of ideological and political education in colleges and universities based on the principle of paying more attention to students' psychological and mental status on alleviating college students' consciousness barriers. According to the research results, this paper puts forward some constructive suggestions that can help alleviate the consciousness barrier of college students.

**Subjects and methods:** A representative and influential university in science and engineering, demonstration, medicine, art and sports were selected from China, and then 40 undergraduate full-time college students with varying degrees of consciousness disorders were selected from the core majors of each university as the research objects. The selected students were randomly divided into experimental group and control group, with 100 students in each group. Before the experiment, the general demographic information statistics of the two groups of students were carried out, and the difference significance of various characteristics was tested. Then the ideological and political education teaching was carried out for the two groups of students. The teaching content of the control group was not interfered by the research team, but the teachers in the experimental group were asked to introduce the operation law and development law of human society and the psychological change law of individuals in the society to the students as much as possible. The teaching experiment lasts for one semester. Before and after the experiment, MMSE (Mini Mental State Examination) test is required for all students to understand the

changes of consciousness disorder symptoms of students before and after the experiment. All measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test. Counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05. After the experiment, all the invalid samples were removed, and the remaining valid samples were entered into the computer and SPSS23.0 for statistical analysis.

**Results:** After the ideological and political teaching experiment and scale survey, the statistical effective sample size was obtained in Table 1.

**Table 1.** MMSE score statistics of subjects before and after the experiment

Investigation time	Experience group	Control group	<i>P</i>
Before teaching experiment	22.6 $\pm$ 1.8	22.8 $\pm$ 2.0	0.826
After teaching experiment	26.5 $\pm$ 2.1	22.9 $\pm$ 2.4	0.005
<i>P</i>	0.003	1.351	-

As shown in Table 1, the output value of MMSE score data difference significance test of the two groups of students before the experiment is 0.826, which is far greater than the difference significance level index of 0.05. It is considered that the data difference is not significant, which also proves that the grouping of the two groups of students is reasonable and the subsequent experimental data are sufficiently comparable. After the experiment, the MMSE score data of the experimental group and the control group were significantly different, and the average scores were 26.5 and 22.9 respectively, and the absolute value of the former was 3.6% higher than that of the latter

**Conclusions:** In view of the problems that some college students suffer from consciousness disorders, which affect their studies and employment, this study attempts to investigate the role of ideological and political education in colleges and universities in alleviating the symptoms of students' consciousness disorders, and design and carry out a group ideological and political course teaching experiment. The experimental results show that before the experiment, the MMSE score data of the two groups of students are significantly different. The output value of the test is 0.826, which is far greater than the difference significance level, and the data difference is not significant. After the experiment, the MMSE score data of the experimental group and the control group were significantly different, and the average scores were 26.5 and 22.9 respectively. The absolute value of the former was 3.6 higher than that of the latter. After the experiment, from the average score in the group, the overall degree of consciousness disorder in the control group was slight, while the experimental group was already in the asymptomatic level. The experimental data show that paying more attention to students' psychological and mental status in the reform of Ideological and political education in colleges and universities will help to alleviate the severity of students' consciousness disorders and disease symptoms. Therefore, the research team suggests that college ideological and political teachers should pay more attention to the situation of students with psychological and mental diseases in the teaching process, so as to improve the teaching quality.

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## RESEARCH ON THE INFLUENCE OF COLLEGE SOCIAL SPORTS PRACTICE INNOVATION ON STUDENTS' POSITIVE PSYCHOLOGY

Jindong Wang

*Jiangsu Vocational College of Agriculture and Forestry, Jiangsu 212400, China*

**Background:** Positive psychology is a new science that studies the psychological state and psychological change law of human beings under various environments and conditions from a positive perspective. It adopts scientific principles and methods to study happiness, advocates the positive orientation of psychology, studies human positive psychological quality, and pays attention to human health, happiness and harmonious development. Specifically, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology, such as scale method, questionnaire method, interview method and experimental method, and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method. At the same time, positive psychology takes a more inclusive attitude. It focuses on empirical research methods and does not reject non empirical research methods, which is also its superior to humanistic psychology. In other words, positive psychology inherits the reasonable core of humanistic and scientific psychology and modifies

and makes up for some deficiencies of psychology. It goes against the previous pessimistic view of human nature and turns to pay attention to the positive aspects of human nature. Due to these characteristics, this discipline is widely used in the fields of education, management and so on. With the convening of the Beijing Winter Olympic games, people's interest in social sports is growing day by day. And related research shows that individuals who spend more time on social and sports generally have a higher level of mental health. Therefore, this study attempts to analyze the correlation between participating in innovative social sports experimental activities and college students' positive psychology, so as to provide some useful references for improving the positive psychological status of college students in China.

**Objective:** To understand the impact of social sports practice and innovation activities on college students' positive psychology through questionnaire survey, group experiment and offline interview. Based on the research results, this paper puts forward some constructive suggestions that can help college students improve their positive psychological level.

**Subjects and methods:** A sports university with medium teaching scale and good students' physique was selected from China, and 220 college students who did not participate in social sports practice were selected as the research objects. These college students were randomly divided into experimental group and control group, with 110 students in each group. Then, the basic information such as gender, grade and sports habits of the two groups of students are statistically analyzed and the significance of the difference is tested. After confirming that there is no significant difference between all basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or reselect the research object. Then start the experiment. The experimental group needs to accept the professional guidance of social sports practice activities, and then require them to participate in innovative social sports practice activities at least once a week, while the control group does not. The experiment lasted for 3 months. Before and after the experiment, the positive psychology of the two groups of students needs to be investigated. The survey method is to fill in the questionnaire, which is developed by the research team. The questionnaire consists of a combination of 20 questions with a score range of 0-100 points. The higher the score, the more obvious the positive psychological performance, and the lower the score, the more obvious the negative psychology of the subjects. All measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test. Counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After completing the experiment, the statistical effective questionnaire was obtained in Table 1.

**Table 1.** Statistical results of valid questionnaires

Statistical time	Experience group	Control group	<i>P</i>
Before experiment	72.3 $\pm$ 6.5	73.1 $\pm$ 7.0	1.437
After experiment	84.9 $\pm$ 5.2	73.6 $\pm$ 6.7	0.003

It can be seen from Table 1 that the *P* value of the difference significance test of the total score of the positive psychology questionnaire of the two groups of students before the experiment is 1.437, which is far greater than the significance level. It is considered that the data difference is not significant. However, after the experiment, there was a significant difference in the total score data of the positive psychology questionnaire between the experimental group and the control group, and the average scores were 84.9 and 73.6 respectively, the former increased by 11.3 points compared with the latter. It shows that participating in social sports practice and innovation activities can improve the positive psychological level of college students.

**Conclusions:** With the development of China's economy and social culture, college students' demand for sports activities has become more diversified. At the same time, some college students' daily psychology is relatively negative due to employment pressure and social pressure. Therefore, this study attempts to analyze the impact of participating in innovative social sports practice on college students' positive psychology, and for this purpose, carried out a group sports experiment. The experimental results show that after the completion of the experiment, there is a significant difference in the total score data of the positive psychology questionnaire between the experimental group and the control group, and the average scores are 84.9 and 73.6 respectively, with the former increasing by 11.3 points compared with the latter. It shows that participating in social sports practice and innovation activities can improve the positive psychological level of college students. The research team suggested that colleges and universities should encourage college students to participate in various social sports practice activities to improve college students' negative psychological problems.

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## RESEARCH ON THE CURRENT SITUATION OF EMPLOYMENT ANXIETY AND PSYCHOLOGICAL EDUCATION STRATEGIES OF POOR COLLEGE STUDENTS

Lei Wang

*Xuzhou Medical University, Xuzhou 221004, China*

**Background:** With the development of society, the number of individuals with anxiety disorder is increasing in China. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety Symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. At present, the employment pressure of college students has increased significantly due to the COVID-19, the Sino US trade war and other factors, resulting in some college students suffering from varying degrees of employment anxiety, especially for poor college students with poor family economic conditions, because their families can provide less employment resources, this problem is particularly serious.

**Objective:** To understand the current situation and causes of employment anxiety of poor college students in China through communication with experts and offline conversation with poor college students. Then, based on the information sorted out by the survey, a group social experiment is designed and carried out to explore psychological education strategies that can help alleviate college students' employment anxiety.

**Subjects and methods:** Select an ordinary undergraduate college from provinces and cities with poor domestic economic development level, and then select 300 poor college students with employment anxiety symptoms as the research object. The poverty judgment standard of college students is whether they have applied for student loans. The subjects were divided into experimental group 1, experimental group 2 and control group. First, the basic information of the two groups of students such as gender, age, grade and anxiety level shall be counted and the difference significance analysis shall be carried out. After confirming that there is no significant difference between all the basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or re select the research object. Then carry out psychological education for experimental group 1 and experimental group 2, and establish a team of psychological guidance teachers to provide psychological guidance to the students in experimental group 1 twice a week. The students in experimental group 2 are required to enjoy slow-paced music twice a week and carry out leisure sports twice a week. The students in the control group do not receive any psychological treatment and intervention. The intervention lasted for 2 months. Before and after the experiment, SAS (Self-rating Anxiety Scale) was used to investigate the three groups of students to understand their psychological changes of anxiety. According to the practice in the industry, when the SAS score of the subjects is between, less than 50, 50-59, 60-69 and more than 69, they should be judged as no anxiety, mild anxiety, moderate anxiety and severe anxiety respectively. In addition, during statistical analysis, the measurement type features are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05.

**Results:** after the intervention measures and questionnaire survey, the statistical effective questionnaire was obtained in Table 1.

**Table 1.** Statistical results of SAS scores of three groups of students before and after the experiment

Statistical time	Control group	Experimental group 1	Experimental group 2	$P_{01}$	$P_{02}$	$P_{12}$
Before experiment	57.3 $\pm$ 4.2	57.1 $\pm$ 4.8	57.6 $\pm$ 4.0	1.128	1.214	1.278
After experiment	57.2 $\pm$ 3.9	42.6 $\pm$ 4.4	48.4 $\pm$ 4.3	0.002	0.004	0.012

In Table 1,  $P_{01}$  and  $P_{02}$  respectively represent the difference significance test *P* values of SAS score data of students in control group, experimental group 1 and experimental group 2. It can be seen from Table 1 that before the psychological intervention experiment, there was no significant difference in SAS score data among samples in each group. However, after the completion of the psychological intervention experiment,

there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4

**Conclusions:** Due to the influence of COVID-19 and Sino US trade war, the employment pressure of Chinese college students has increased significantly, resulting in some poor college students suffering from different degrees of employment anxiety. In order to explore the effect of different psychological education strategies on alleviating the employment anxiety of poor college students, this study designed a comparative experiment based on different psychotherapy methods. The experimental results show that after the completion of the psychological intervention experiment, there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4. That is, psychological counseling or music combined with exercise therapy can alleviate the employment anxiety of poor college students, but the treatment effect of the former is more significant.

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## THE INFLUENCE OF MARKETING PERFORMANCE MANAGEMENT ON BUSINESS STAFF'S ANXIETY

Qiaohong Shi, Xiaojun Liu\* & Jinyue Liu

*Nanchang Institute of Technology, Nanchang 330044, China*

**Background:** Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis. It is mainly characterized by anxiety emotional experience. It refers to the negative and complex emotional states such as tension, anxiety, worry and worry caused by possible dangers, losses and threats in the future. The main clinical manifestations of anxiety disorder include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. At present, due to the dual impact of the COVID-19 and the Sino US trade war, the growth of the consumer end in most industries in China has become slow, or even has a significant decline, which has a more significant negative effect on the marketing business personnel. If the performance management model is not adjusted, the marketing business personnel will have great work pressure, and some people will even suffer from anxiety.

**Objective:** To analyze the correlation between the severity of performance management and the anxiety symptoms of marketing professionals by carrying out group social experiment. So as to put forward some marketing management countermeasures that have positive benefits for marketing business personnel and enterprise managers under the current economic background.

**Subjects and methods:** A famous domestic retail enterprise was selected to cooperate with it, and relevant departments of the company were required to cooperate with the research team to carry out social experiments. Specifically, the arrangement is as follows. 80 front-line marketing business personnel with varying degrees of anxiety symptoms are selected from the marketing department of the enterprise, and the selected objects are divided into four groups, each group containing 20 people. Firstly, the basic information of each group was counted and the significance of difference was tested. After confirming that there is no significant difference between all basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or re select the research object from the cooperative enterprise. Then let the members of each group perform the same marketing tasks, but the marketing performance management methods of each group are different. One group has no performance management, and the other three groups design the performance management mode according to the difficulty of simple, normal and difficult. According to the performance management mode, the above four groups are named nonperformance management group, simple group, normal group and difficult group respectively. The experiment lasted for 40 working days. Before and after the experiment, SAS questionnaire survey should be carried out to understand the changes of their anxiety. In addition, all the measurement data in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test. The

counting data are displayed in the form of number or proportion of number for chi square test, and the significance level of difference is set to 0.05.

**Results:** The SAS score data of each group before and after the experiment are shown in Table 1.

**Table 1.** SAS score data of personnel in each group

Questionnaire time	No performance management group	Simple group	Normal group	Difficulty group
Before experiment	63.5±2.5	63.3±3.1	63.5±3.0	63.4±2.8
After the experiment	47.3±2.6	51.0±3.4	63.7±3.4	68.7±2.0

It is known that there is no significant difference in SAS score data between all groups before the experiment. According to Table 1, with the increase of the strictness of marketing performance management, the SAS score data of each group shows a downward trend as a whole. Specifically, the average SAS score data of no performance management group, simple difficulty performance management group, normal difficulty performance management group and difficult difficulty performance management group after the experiment are 47.3, 51.0, 63.7 and 68.7 respectively. According to the common SAS score classification rules, the severity of anxiety symptoms successively belongs to no anxiety, mild anxiety, moderate angle and moderate anxiety.

**Conclusions:** With the continuation of the COVID-19 and the Sino US trade war, the consumption capacity of the Chinese people has decreased significantly, resulting in increased work pressure on the front-line marketing salesmen of enterprises. In order to study the correlation between the severity of performance management and the anxiety symptoms of marketing business personnel, this study designed and carried out a group social experiment. The experimental results show that with the increase of the strictness of marketing performance management, the SAS score data of each group shows a downward trend as a whole. Specifically, the average SAS score data of no performance management group, simple difficulty performance management group, normal difficulty performance management group and difficult difficulty performance management group were 47.3, 51.0, 63.7 and 68.7 respectively. The experimental data show that the difficulty of performance management in the marketing industry is one of the important reasons for the anxiety of business personnel. It is suggested that enterprises should appropriately reduce the performance objectives of enterprise marketing in the current economic environment, so as to alleviate the work anxiety of marketing personnel and reduce the turnover rate of enterprise personnel, but the performance management objectives should not be set too low, because it will lead to a significant decline in the profitability of enterprises.

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## THE IMPROVEMENT EFFECT OF BUSINESS ADMINISTRATION REFORM ON EMPLOYEES' ANXIETY UNDER MANAGEMENT PSYCHOLOGY

Xiaojun Liu & Qiaohong Shi\*

*Nanchang Institute of Technology, Nanchang 330044, China*

**Background:** Management psychology is a subject that studies the law of human behavior and its potential psychological mechanism in organizational management activities, uses scientific methods to improve management, continuously improves work efficiency and management efficiency, and finally realizes organizational objectives and personal all-round development. Management psychology, also known as industrial and organizational psychology in the west, is a discipline that studies the law of human behavior and its potential psychological mechanism in organizational management activities. It belongs to the research category of psychology and is an important branch of psychology. The research object of management psychology is the law of human behavior and its potential psychological mechanism. In other words, management psychology not only explores the laws of human behavior in organizational management activities, but also reveals the potential psychological mechanism behind these behaviors. The research object of management psychology determines that its research content should be based on people's psychological activities and radiate to the related problems at the behavioral and organizational levels. The research content can mainly include the following five aspects: motivation management, cognitive management, emotion management, behavior management and organization management. At present, China's reform and opening up has entered the deep-water area, and the national industrial structure is undergoing great changes. Under this background, enterprise employees in traditional industries

are unable to find a suitable job because they are worried about the reduction of income or being dismissed and unemployed. They are under great psychological pressure, and some employees may even suffer from anxiety, which affects their work efficiency and leads to the decline of the company's profitability most of the time. Therefore, it is urgent and necessary for traditional enterprises to carry out business management reform based on management psychology.

**Objective:** To investigate the anxiety problems caused by work in traditional enterprises, including the serious situation of anxiety and the core causes of anxiety. Then on this basis, a social experiment based on expert inquiry method is designed and carried out, and a number of business administration reform measures integrating the knowledge theory of management psychology are designed to help alleviate employees' anxiety.

**Subjects and methods:** On the one hand, 41 front-line employees from traditional industries such as machinery manufacturing, retail, transportation, tourism and animal husbandry were obtained through online volunteer recruitment, and they were interviewed one-on-one by telephone or offline in order to understand their current anxiety caused by their current work and their opinions on the company's management reform. Then, the interview data are sorted out and summarized, and a number of business administration reform measures that can help alleviate employees' work anxiety are summarized from the perspective of management psychology. On the other hand, experts in management psychology are selected from China to form an expert group, and the sorted reform measures are sent to the expert group to evaluate the impact of various measures on alleviating employees' anxiety. The evaluation level is divided into five categories: no impact, slight impact, general impact, obvious impact and full impact, and are given five integers of 1, 2, 3, 4 and 5 respectively to quantify the impact degree.

**Results:** After the last round of expert consultation, the statistical consultation results are shown in Table 1.

**Table 1.** Evaluation and statistics of the impact of various reform measures on alleviating employees' work anxiety by members of the expert group

Statistical items	Implement employee psychological care system	Establish an emotional catharsis room	Create a smooth communication environment for employees at all levels
Impact score	4.52±0.26	2.86±0.24	4.69±0.23
Impact level	Obvious influence	Slight impact	Obvious influence

It can be seen from Table 1 that the members of the expert group believe that "creating a smooth communication environment for employees at all levels" and "implementing the employee psychological care system" have the most significant impact on alleviating employees' work anxiety, and the average quantitative scores of the impact levels are 4.69 and 4.52 respectively, both reaching the obvious impact level. The members of the expert group believe that the same impact brought by "establishing an emotional vent room" is small, and the quantitative score of the impact level is 2.86. Only at the level of slight impact, the first two reform measures are the objects that enterprises need to focus on in the reform of industrial and commercial administration.

**Conclusions:** Management psychology plays an important role in improving employees' work efficiency, corporate identity and sense of belonging. With the recommendation of national industrial reform, employees in traditional enterprises are under increasing pressure. To explore whether the company management reform carried out by using the method of management psychology can help alleviate employees' anxiety. This study carried out an expert inquiry experiment after interviewing relevant personnel. The results show that the members of the expert group believe that "creating a smooth communication environment for employees at all levels" and "implementing the employee psychological care system" have the most significant impact on alleviating employees' work anxiety. The average quantitative scores of the impact levels are 4.69 and 4.52 respectively, both reaching the "significant impact" level. After communicating with the front-line personnel of the enterprise, it is found that this is because most employees believe that they are better than specific anxiety response measures, more hope that the company will give them spiritual care, so as to obtain a sense of security and identity that can make up for their anxiety from their work. Members of the expert group believe that the same kind of impact brought by "establishing an emotional vent room" is small, and the quantitative score of the impact level is 2.86, which is only in the "slight impact".

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## STUDY ON THE INFLUENCE OF CLINICAL SKILL TEACHING WITH “MEDICAL ETHICS EDUCATION” AS THE CORE ON ALLEVIATING PSYCHOLOGICAL ANXIETY

Yan Liu<sup>1\*</sup>, Jiaxian He<sup>2</sup>, Qiaoling Xiong<sup>1</sup> & Zhangyuan Jin<sup>1</sup>

<sup>1</sup>Wuzhou Medical College, Wuzhou 543000, China

<sup>2</sup>Wuzhou Red Cross Hospital, Wuzhou 543002, China

**Background:** Anxiety refers to negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety somatic anxiety and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. Medical colleges and universities are the cradle of cultivating the main force of the future medical and health industry in China. Their task is not only to cultivate capable doctors with strong medical technology level, but also to cultivate benevolent doctors with high medical ethics quality. In order to meet the needs of the development of medical and health undertakings, it is of great importance and necessity to improve the quality of students' medical ethics education. However, with the growth of national demand for the quality of medical and health services, the academic pressure and post-graduation work pressure of medical college students are increasing, which leads to the anxiety psychology of many medical college students. A slight degree of anxiety helps to improve people's attention concentration and work efficiency, but excessive or serious anxiety psychology and anxiety will bring devastating and serious negative effects on the work and life of patients. Therefore, this study focuses on exploring whether the clinical skill teaching with “medical ethics education” as the core can help alleviate the psychological anxiety of medical students.

**Objective:** To understand the effect of clinical skill teaching with “medical ethics education” as the core on alleviating medical students' psychological anxiety by collecting and analyzing relevant literature and carrying out group teaching experiments. So as to provide some practical countermeasures for improving the psychological quality of medical students in China.

**Subjects and methods:** A medical college with certain popularity and excellent teaching ability in China was selected to cooperate, and it was required to cooperate with the experimental action of this study. 220 medical students willing to participate in the experiment were selected as the research objects from the medical students who will receive clinical skill teaching training in the university. The selected medical students were randomly divided into experimental group and control group. Before the experiment, the two groups of medical college students were asked to fill in some of their basic information as required, and the difference significance of students' basic information was tested. After confirming that there is no significant difference in the basic information between the two groups of students, clinical skills teaching is carried out for the two groups of students. The teaching content of the experimental group takes “medical ethics education” as the core, and teachers are required to guide students to view medical behavior from the perspective of patients in the teaching process. The control group only received traditional clinical skill teaching. The teaching process lasted for 6 months. The anxiety symptoms of the two groups of students need to be tested before and after the experiment. The method is to conduct SAS (Self-rating Anxiety Scale) questionnaire survey. In addition, this study uses the form of mean  $\pm$  standard deviation to express the metrological data, and uses *t*-test for it. The counting data is displayed in the form of number or proportion of number, and chi square test is carried out. The significance level is set to 0.05.

**Results:** After the experiment, the effective sample data were entered into the computer and SPSS21.0 for data statistics, and Table 1 is obtained after statistics.

**Table 1.** Statistical results of SAS scores of medical college students before and after the experiment

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	47.5 $\pm$ 3.2	47.7 $\pm$ 3.8	1.209	1.934
After experiment	41.2 $\pm$ 2.8	47.5 $\pm$ 3.4	0.378	0.007

As shown in Table 1, the SAS score data of the two groups of students before the experiment were significantly different. The results showed that the difference between the data was not statistically significant. However, after the completion of the experiment, the SAS score data of students in the experimental group and the control group were statistically significant. The average scores were 41.2 and 47.5 respectively, and the absolute value of the former was 6.3 lower than that of the latter

**Conclusions:** In order to explore the effect of clinical skill teaching with “medical ethics education” as



the core on alleviating medical students' psychological anxiety, this study designed a grouping clinical skill teaching experiment, and carried out the experiment with 220 students in a medical college as the research object. The experimental results show that there is no significant difference between the SAS score data of the two groups before the experiment. However, after the completion of the experiment, the SAS score data of students in the experimental group and the control group were statistically significant. The average scores were 41.2 and 47.5 respectively, and the absolute value of the former was 6.3 lower than that of the latter the data show that the clinical skill teaching with "medical ethics education" as the core of medical college students does help to reduce the level of students' psychological anxiety. After talking with the research objects, it is found that the reason for this result is that the teaching mode of the experimental group can enable students to better change the observation perspective to the perspective of patients, so as to indirectly understand the objective shortcomings of their work and alleviate their anxiety.

**Acknowledgement:** The research is supported by: Wuzhou Medical College School-level Project "The Research and Practice of Medical Ethics Education in Clinical Medicine in Higher Education", Wuzhou Medical Education, No. 2021WYJ1.

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## STUDY ON THE ALLEVIATING EFFECT OF RED LITERATURE AND ART ACTIVITIES ON COLLEGE STUDENTS' MENTAL ANXIETY

Wei Yuan

*Guangdong Ocean University, Zhanjiang 524088, China*

**Background:** Anxiety refers to negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety Somatic anxiety and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. In recent years, with the deterioration of the macroeconomic environment, domestic college students are facing the economic pressure brought by learning costs, the employment pressure brought by the fierce competition in the human resources market, and the learning pressure of the survival of the fittest, which lead to the aggravation of their psychological load, and some college students even suffer from mental anxiety diseases. Relevant research shows that watching literary and artistic activities can play a certain degree of therapeutic effect on mental and psychological diseases, and red literary and artistic works are the crystallization of China's modern excellent national culture and have high viewing value. Therefore, this study focuses on analyzing the effect of watching red literary and artistic activities on alleviating college students' mental anxiety.

**Objective:** To analyze the effect of watching red literature and art activities and other treatment methods of psychological diseases on alleviating college students' mental anxiety through expert interviews and group social experiments, so as to provide a series of possible new methods for college students' mental anxiety treatment.

**Subjects and methods:** Cooperate with a comprehensive undergraduate university in China and require the university to cooperate with the research team to carry out the experiment. Specifically, 1000 students from nonpolitical and law majors in the university were selected for SAS (Self-rating Anxiety Scale) questionnaire survey, and the subjects with SAS scores in the range of "less than 50", "50-59", "60-69" and "more than 69" were classified as no anxiety, mild anxiety, moderate anxiety according to this standard, 168 college students with a score of no less than 50 after the survey were selected as the research objects. The subjects were equally and randomly divided into red literature and art group, popular literature and art group, psychological counseling group and blank control group, with 42 people in each group. Then the students in each group were asked to fill in the basic personal information required for the experiment, and then the research team tested the difference significance of the students' basic information. After confirming that there is no significant difference in students' basic information between all groups, a comparative experiment is carried out. In the experiment, the students of the red literature and art group and the popular literature and art group were required to watch the red literature and art activities and popular literature and art activities prepared by the research team once a week respectively. The psychological counseling group was required to receive psychological counseling conducted by professional

psychological counselors twice a week, while the blank control group was not interfered by any research team. The experiment lasted for 3 months. After the experiment, SAS questionnaire survey was conducted again for all groups of students. In addition, all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the experiment, DPS 7.05 software was used to collect valid questionnaire data, and Table 1 was obtained.

**Table 1.** Comparative statistics of SAS score data of students in each group before and after intervention

Statistical time of questionnaire	Red art group (No.1)	Popular literature group (No.2)	Psychological counseling group (No.3)	Blank control group (No.4)	$P_{12}$	$P_{13}$
Before the intervention	58.4 $\pm$ 3.7	57.9 $\pm$ 4.5	58.3 $\pm$ 3.5	58.0 $\pm$ 3.9	1.481	3.665
After the intervention	51.3 $\pm$ 4.4	56.5 $\pm$ 3.9	47.6 $\pm$ 4.3	59.1 $\pm$ 4.0	0.029	0.003

In Table 1, the contents in brackets are the numbers of each group.  $P_{12}$  represents *P* value of SAS score data significance test between the red arts group and the popular arts group. According to Table 1, there were no statistically significant differences in SAS score data between all groups before the experiment, but after the experimental intervention, there were statistically significant differences in SAS score data between the red literary and art group and the popular literary and art group, and between the red literary and art group and the psychological counseling group. Specifically, after the experiment, the mean SAS score data of group 1, group 2, group 3 and group 4 were 51.3, 56.5, 47.6 and 59.1 respectively.

**Conclusions:** Red literary works are the crystallization of modern and modern excellent national culture, and have high artistic value and ornamental value. Faced with the increasingly serious mental anxiety of college students, this study attempts to design and carry out a group experiment to explore the effect of viewing red literary and artistic works on alleviating mental anxiety of college students. The experimental results showed that, after the experimental intervention, the SAS score data between the red literature and art group and the popular literature and art group, the red literature and art group and the psychological counseling group had statistical significance. Specifically, after the experiment, the mean SAS score data of group 1, group 2, group 3 and group 4 were 51.3, 56.5, 47.6 and 59.1 respectively. It can be seen that watching red literary and artistic works can help relieve students' mental anxiety, and its relieving effect is between watching popular literary and artistic works and receiving psychological counseling. This method has certain practical application value.

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## RESEARCH ON LEARNING ANXIETY OF COLLEGE STUDENTS UNDER ONLINE AND OFFLINE COLLABORATIVE EDUCATION MODE

Hongzhi Yuan & Wei Hu\*

*Yantai Institute of Science and Technology, Yantai 265600, China*

**Background:** Anxiety psychology is a psychological state of fear and anxiety generated by the stimulation of the external environment. This psychological state is often accompanied by emotional depression that is difficult to self-ease emotionally and adverse physical activation reactions. This emotional and psychological reflection mainly includes the individual's behavioral efforts in the face of threats and the sense of powerlessness associated with efforts. In an extreme state, the individual's behavioral efforts will be resolved by anxiety. Individuals believe that all their efforts are not enough to overcome difficulties under great external obstruction. Therefore, individuals are easy to show abnormal psychological anxiety, but completely stagnant behavior. This state is not conducive to the individual's mental health, but also to the individual's external social development, and may even threaten the individual's physical health. In fact, anxiety is not a completely harmful emotion, because anxiety is essentially an uneasy state of potential threats. An appropriate anxiety mentality helps to promote individual initiative and form the internal driving force of individual action. However, once anxiety becomes serious, it will become an excessive burden on individual psychology, resulting in certain physical and mental damage. At present, a survey shows that 20.3% of domestic college students have serious anxiety

psychological problems. In the current social environment, anxiety disorder has surpassed depression and developed into the most common mental health problem among college students. Therefore, in college education, both colleges and students themselves should pay more attention to anxiety psychology. As an educational method with more autonomy and self-control for students, online and offline collaborative education can break the rigid constraints of traditional education, and then help students improve their learning psychological control ability through external environmental intervention, help students dredge their learning anxiety, and achieve the effect of improving students' mental health level.

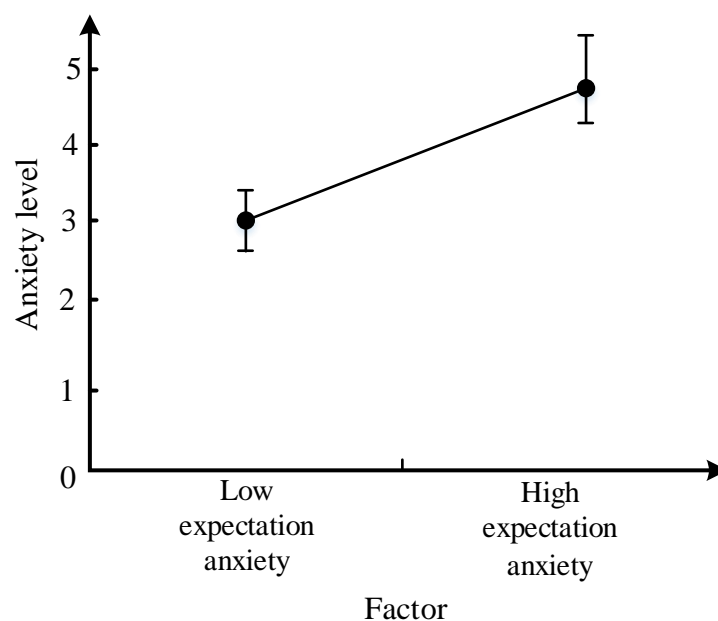
**Objective:** By analyzing the impact of online and offline collaborative education mode on college students' learning anxiety, this study helps students improve their ability to control learning psychology and learning behavior, and choose a more suitable learning method, so as to promote students to form a better psychological state, dredge learning anxiety, and improve students' learning efficiency while improving students' mental health level.

**Subjects and methods:** This study uses the intervention experiment and cluster analysis method to analyze the learning anxiety of college students under the online and offline collaborative education mode. The intervention experiment provides basic data for the overall research, and the cluster analysis method is used to classify students with different anxiety characteristics in different groups.

**Study design:** In the process of intervention, the traditional offline education mode is used as the research control, and the new online education mode and the collaborative online and offline education mode are used as the intervention group. Then, through comparison, the intervention effects of different education modes on students' anxiety psychology are analyzed.

**Methods:** SPSS22.0 was used in this study make statistics and analysis on the learning anxiety data of college students under the online and offline collaborative education mode.

**Results:** The impact of online and offline collaborative education mode on learning anxiety of college students of different types is shown in Figure 1.



**Figure 1.** Anticipatory anxiety analysis

Figure 1 shows the anxiety impact analysis of online and offline collaborative education mode for students with different types of learning anxiety, in which the abscissa represents the type distribution and the ordinate represents the anxiety evaluation level. It can be seen that compared with students with low expectations, students with high expectations are more likely to have learning anxiety, and the level of learning anxiety is higher, which makes intervention more difficult. Therefore, in the actual intervention process, classified intervention and targeted intervention should be carried out according to the characteristics of learning anxiety generated by students with different expectation types, so as to make full use of the flexibility of online and offline collaborative education.

**Conclusions:** To solve the problem that traditional offline education ignores students' anxiety in the process of learning and life. This study combines the new online education with offline education, and explores the impact of online and offline collaborative education mode on college students' learning anxiety through grouping intervention and comparison. The combination of online education and offline

education can not only solve the problem of students' lack of control over their learning process in the traditional single front-line education process, but also solve the problem of psychological anxiety caused by students' private psychology, which is difficult to be found in the classroom. Through online and offline collaborative teaching methods, we can start from the perspectives of personalized customized learning strategies, establishing private psychological communication channels while participating in group communication, and grasping students' real learning psychological status. While preventing the adverse physical and mental impact caused by learning anxiety, we can promote students to improve their learning efficiency and form better teaching results.

**Acknowledgement:** The research is supported by: Research on Undergraduate Teaching Reform in Shandong Province in 2020 - A comparative study of student-centered sense of acquisition in learning - an analysis based on the use of Mosobooks (No. M2020287).

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## RESEARCH ON THE INFLUENCE OF THE INHERITANCE AND DEVELOPMENT OF ETHNIC MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Wei Jian Ji

*Shandong University, Weihai 264209, China*

**Background:** College students are in an important stage of physical and mental development. In this stage, the environment of college students is between campus and society, so their anxiety psychology has common characteristics to a certain extent. This common feature of anxiety psychology comes from the self-growth problems faced by college students in the transition from adolescence to adulthood. The most important problem is the unbalanced development of college students' physiology and psychology. The unbalanced development angle of physiology and psychology refers to that college students have tended to mature in physiological development. Their mature physiological development will lead to the illusion that they have become adults, but at the same time, the psychological state of college students does not match the physiological state. In this situation, college students are eager to draw a clear line with their imperfect psychological development, and show a kind of curiosity and desire for the adult world, which leads to the problems of psychological tolerance and adjustment in their personal psychological development. This problem, which is difficult for them to give answers from a psychological perspective, has evolved into their own anxiety psychology, that is, the efforts made by individual students in behavior and psychology are difficult to get corresponding returns, In the absence of external guidance, this psychological state is easy to lose balance. But at the same time, the external environment at this stage requires students to constantly try and experience new things in the process of their own physical and mental development. Only by constantly trying and experiencing can college students find a more suitable social outlet. Under the condition of college students' own psychological state imbalance, this attempt and experience evolve into a kind of coercion at the psychological level, which is in contradiction with the fragile and weakened psychological state of students, this leads to excessive anxiety among students. Therefore, it is necessary to establish psychological counseling channels for students and help students relieve psychological pressure. College folk music education can help students establish psychological anxiety relief channels from the perspective of relieving psychological pressure, so as to improve students' psychological adjustment ability and bearing ability and improve their mental health level.

**Objective:** By exploring the impact of the inheritance and development of ethnic music education in colleges and universities on alleviating college students' psychological anxiety, this study helps students establish psychological pressure and anxiety relief channels under the condition of insufficient psychological development, so as to improve students' psychological adjustment ability and get rid of anxiety psychology.

**Subjects and methods:** This study combines the decision tree algorithm with factor analysis, and analyzes the impact of the inheritance and development of college folk music education on alleviating college students' psychological anxiety from the two steps of dividing factors and analyzing the influence path of factors.

**Study design:** This study combines the psychological status and psychological anxiety characteristics of college students in the process of physical and mental development, uses the decision tree algorithm to classify the factors of college students' psychological anxiety symptoms, and on this basis, uses the factor analysis method to analyze the factor linkage mode between college national music education and college students' psychological anxiety.

**Methods:** SPSS19.0 was used in this study statistics and analysis of the influence data of the inheritance and development of ethnic music education in colleges and universities on alleviating college students' psychological anxiety.

**Results:** The impact of the length of ethnic music education in colleges and universities on alleviating college students' psychological anxiety is shown in Figure 1.

Figure 1 shows the sample distribution of the impact of the length of ethnic music education in colleges and universities on alleviating college students' psychological anxiety, in which the abscissa is the time course and the ordinate is the anxiety score. It can be seen that with the increase of the length of ethnic music education in colleges and universities, the psychological anxiety score of college students gradually shows an overall trend of decline. It can be seen that ethnic music education in colleges and universities will indeed have a positive impact on college students' psychological anxiety to a certain extent.

**Conclusions:** As a psychological intervention method of external factors, music intervention has always been one of the main methods to intervene anxiety symptoms. Combined with the current situation of contemporary college students' anxiety psychology, this study uses the strategy tree algorithm to divide the characteristic factors of college students' anxiety psychology, and on this basis, uses the factor analysis method to analyze the impact of the inheritance and development of college ethnic music education on alleviating college students' psychological anxiety. The results show that with the increase of the length of college ethnic music education, the score of college students' psychological anxiety gradually shows an overall trend of decline. On the one hand, it helps to help students get rid of the adverse effects of anxiety and promote the development of students' physical and mental health. On the other hand, it helps to inherit and develop Chinese traditional national music.

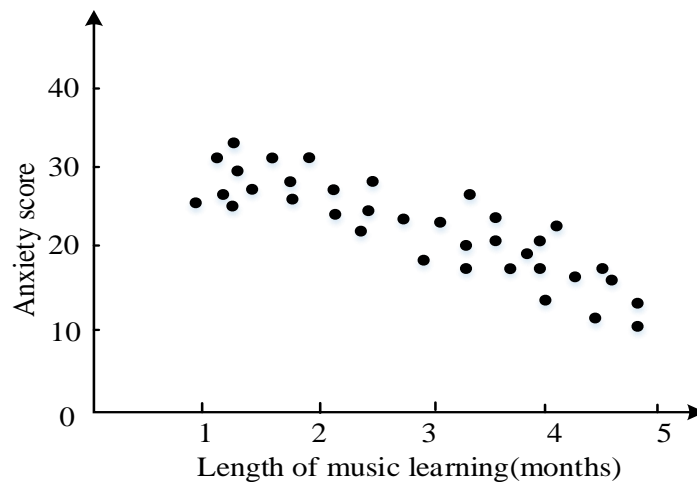


Figure 1. Analysis of music learning duration

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## THE EFFECT OF INFORMATIZATION MODE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH THINKING LOGIC OBSTACLES

Meijie Zhang<sup>1</sup> & Liwen Ye<sup>2\*</sup>

<sup>1</sup>Guilin University, Guilin 541006, China

<sup>2</sup>Guangxi Normal University, Guilin 541004, China

**Background:** Thinking logic disorder refers to the abnormality in the amount and speed of thinking activities in the process of thinking Association and logical reasoning. The clinical manifestations of thinking logic disorder are diverse. Symptoms such as excessive divergence of thinking, slow thinking speed, lack of coherence of thinking, lack of generalization ability and abstract thinking ability are the main symptoms of thinking logic disorder. At the psychological level, thinking logic barriers can be mainly divided into thinking motivation barriers, thinking motivation barriers, thinking content barriers and generalization process barriers. Thinking power disorder refers to the lack of main cause power of thinking, which leads to the abnormal speed of thinking process or the lack of stability of thinking logical structure. The abnormal speed

of thinking is not limited to being too slow, and the acceleration of escape also belongs to the abnormal range. Thinking motivation disorder means that patients lack directional motivation in the process of thinking formation. The thinking formation of normal human individuals often makes them directional, that is, thinking is to achieve a certain purpose, while the thinking of patients with thinking motivation disorder is not restricted by motivation, or even difficult to be controlled by patients themselves. Thinking content disorder refers to patients' lack of realistic basis or basic logical reference in thinking content. Most of these symptoms appear in the form of paranoia, and most patients believe in their own paranoia. Generalization process disorder refers to the disorder that occurs when patients extract their common characteristics from the thinking of a certain kind of things. This disorder is mainly manifested in the decline of generalization ability and the disorder of generalization process. The disorder of the generalization process is reflected in the patient's attempt to make a general inference of accidental individual phenomena by using a certain logical theory, and then form a wrong conclusion. In the intervention for patients with thinking logic disorder, characteristic intervention needs to be carried out for different types of thinking disorders. Ideological and political education in information-based colleges and universities can provide personalized assistance for students with thinking logic disorder from the perspective of social support, so as to reduce the thinking difficulties of students with thinking logic disorder in the process of Ideological and political learning and improve the learning effect of students.

**Objective:** By analyzing the intervention effect of the informatization mode of Ideological and political education in colleges and universities on students with thinking logic obstacles, this study provides a theoretical basis for the informatization assistance strategy of thinking obstacle groups in Ideological and political education in colleges and universities, improves the barrier free ideological and political teaching system, and improves the learning quality of students.

**Subjects and methods:** This study uses two main methods: comparative experiment method and artificial neural algorithm to analyze the effect of the informatization mode of Ideological and political education in colleges and universities on students with thinking logic disorder.

**Study design:** This study takes the comparative experiment as the main research method. In the process of comparison, the artificial neural network algorithm is used to classify the main types of thinking logic barriers in college students, and targeted comparison is carried out on the basis of this category.

**Methods:** In this study, excel tables are used for data collection and statistics, and SPSS software is used as the main analysis tool for further data analysis.

**Results:** The effect of Ideological and political education model on college students is shown in Table 1.

**Table 1.** Analysis on the types of thinking logic obstacles

Types of thinking disorders	Pre-intervention score	Post-intervention score	<i>P</i>
Thinking power disorder	43.7	27.9	<0.05
Thinking motivation disorder	36.1	22.3	<0.05
Thinking content barrier	39.2	29.4	>0.05
Generalization process barriers	41.5	21.7	<0.01

As can be seen from Table 1, among the four types of thinking disorders: thinking motivation disorder, thinking motivation disorder, thinking content disorder and generalization process disorder, the intervention effects of thinking motivation disorder, thinking motivation disorder and generalization process disorder are statistically significant, among which the intervention effects of generalization process disorder are statistically significant, and in the intervention effect scores of the three thinking logic disorders. After the intervention, the scores of thinking and logic disorders decreased significantly.

**Conclusions:** Students with thinking logic obstacles will inevitably encounter various learning obstacles in ideological and political learning in colleges and universities. In order to solve this problem, this study starts with the auxiliary system of Ideological and political education in information-based colleges and universities, through the combination of comparative experiment method and artificial neural algorithm, and carries out the comparative analysis of intervention experiments on the basis of the classification of thinking logic obstacles. The results showed that the intervention effects of thinking motivation disorder, thinking motivation disorder and generalization process disorder were statistically significant, and the intervention effect of generalization process disorder was statistically significant. It can be seen that the information-based ideological and political education auxiliary system in colleges and universities can have a significant intervention effect on the three types of students: thinking motivation obstacle, thinking motivation obstacle and generalization process obstacle. It can effectively reduce the impact of thinking logic obstacle, and then indirectly improve the learning effect of students.

**Acknowledgement:** The research is supported by the research is supported by 2022 Research Foundation Ability Improvement Project of Young and middle-aged Teachers in Guangxi Colleges and Universities:

Research on modern inheritance and product innovation of intangible cultural heritage—a case study of Guangxi bamboo weaving technology (No. 2022KY1550). The research is supported by 2021 Education and Teaching Reform Project of Guangxi Normal University: Research on the reform of calligraphy public curriculum structure system and teaching methods in local colleges and universities in Guangxi (No. 2021SJJG03). The research is supported by 2021 Theoretical and Practical research on Ideological and Political Education of College Students in Guangxi Scientific Research Topic: Research on practical mode of integrating red classic art works into party history education of college students.

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## ON THE APPLICATION OF GESTALT PSYCHOLOGY IN ARCHITECTURAL TEACHING

Xiaomei Gao

*Shanghai Technical Institute of Electronics & Information, Shanghai 201411, China*

**Background:** Since its development, Gestalt psychology has formed a relatively complete theoretical system and scientific methods with humanism as the main system principle. Gestalt psychology is mainly composed of epiphany thinking, transfer thinking and creative thinking. Gestalt psychology believes that people can receive much more external information at the intuitive and psychological levels than human eyes can see. In people's existing cognitive experience, all phenomena are not independent, but interrelated with other parts. In the content contained in people's perception and psychology, while each individual part has its own characteristics, it also has commonness and relevance with other parts. On this basis, Gestalt psychology expresses the shape of things as the part that goes beyond the original shape and is perceived by the observer psychologically. This part is more inclined to the part formed by the observer through re psychological organization. Therefore, this part is difficult to be easily mastered by students in architectural design teaching. In the development of teaching psychology, the insight thinking in Gestalt psychology refers to the spiritual insight generated by students through continuous independent practice in learning. The transfer thinking refers to the students' full use of the knowledge from other places in the process of learning and design, while the creative thinking refers to the students' need to creatively combine the external situation and internal goals at the psychological level. Based on the three main ways of thinking of Gestalt psychology, in the architectural teaching of modern colleges and universities, a new design teaching mode can be established according to the students' mastery of the audience psychology. By combining different architectural examples with Gestalt psychology teaching in architectural design teaching, students can improve their architectural design sensitivity and then improve their learning effect.

**Objective:** By applying Gestalt psychology to architectural teaching examples, this study decomposes architectural design teaching from the perspective of psychology, so as to help students fully understand the impact of architectural visual effect on audience's psychological cognition and emotional experience in architectural design, so as to improve students' architectural design sensitivity and improve students' learning effect.

**Subjects and methods:** This study combines K-neighbor algorithm, factor analysis and *t*-test method, in which K-neighbor algorithm is used as the classification tool of basic research, and factor analysis is used as the analysis method of main factor influence.

**Study design:** In this study, K-neighbor algorithm, which has certain advantages in nonlinear classification and has advantages in training time and complexity, will be used as the main classification method in the research process to classify students' psychological characteristics. At the same time, factor analysis method is used to analyze the impact of Gestalt psychology on students in architectural teaching examples. The *t*-test method was used to test the confidence interval and significance level.

**Methods:** This study uses Excel to collect and sort out the basic research data, and then uses SPSS software to analyze the influence of Gestalt psychology on students in architectural teaching.

**Results:** The influence of Gestalt psychology on students in architectural teaching is shown in Table 1.

Table 1 starts with the two basic student groups of boys and girls respectively, and carries out score comparison and *t*-test for the three main Gestalt psychological types of insight thinking, transfer thinking and creative thinking. The results show that the data difference between insight thinking and creative thinking has statistical significance, that is,  $P < 0.05$ . It can be seen that insight thinking and creative thinking are the two main aspects of Gestalt psychology that have a major impact on students in the teaching process. At the same time, these two aspects are also the two main learning psychological manifestations of students in the learning process, and they are important factors to improve students' learning effect.

**Table 1.** Analysis of Gestalt psychology teaching

Gender	Scoring type	Epiphany thinking	Transfer thinking	Creative thinking
Male	M	25.403	19.375	23.651
	SD	5.376	3.781	4.013
Female	M	25.361	18.931	24.163
	SD	4.991	4.764	4.431
Whole	<i>t</i>	-2.144*	-0.147	-1.005*

Note: \*  $P < 0.05$ , with statistical significance.

**Conclusions:** The application of Gestalt psychology in modern architectural design connects human individual psychological factors with the construction of external environment. In this study, Gestalt psychology is applied to architectural teaching examples to analyze its impact on the learning effect of architectural design students. The research combines K-proximity algorithm, factor analysis and *t*-test method, classifies the basic elements through k-proximity algorithm, and uses factor analysis to analyze the influence path and degree of psychological elements. The results show that students have a significant positive impact on epiphany thinking and creative thinking. Epiphany thinking and creative thinking are also the two most important psychological manifestations of architectural design students in the learning process. Therefore, the application of Gestalt psychology in architectural teaching can achieve a better effect of students' psychological guidance, and then effectively improve students' learning ability and learning effect.

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## RESEARCH ON AFFECTIVE COMPUTING OF COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY ON TEACHING EVALUATION BASED ON DEEP LEARNING

Xiaolong Meng<sup>1,2\*</sup>

<sup>1</sup>*Shanghai Normal University, Shanghai 200234, China*

<sup>2</sup>*Shanghai Institute of Tourism, Shanghai 201418, China*

**Background:** Psychological anxiety itself is a kind of fear and uneasy emotion, which is most likely to occur under external challenges and threats, and is often accompanied by large psychological fluctuations and physical stress reactions. As a group in a special stage of physical and mental development, college students are more developmental in the form of anxiety than other social groups, that is, students' individual development is the cause of students' anxiety to a certain extent. In the stage of individual development, the physiological development of college students gradually tends to be fully mature. In this process, the self-consciousness of middle school students is also gradually approaching the peak of individual development. In this case, individual students will pay more attention to the satisfaction of internal needs and the realization of internal value than themselves in adolescence. As college students are in the process of getting rid of puberty and moving towards society, at the psychological level, college students are facing the detachment and reconstruction of the overall spiritual world. The pursuit of their own internal needs and internal values will lead college students to constantly think about internal psychological problems such as their own value, the significance of their own survival, and why they have some emotional response in the face of different external stimuli. In this case, college students are easy to feel the division between their inner and external environment. This sense of division leads to the illusion that their efforts have no value in the external environment, and then leads to the anxiety and loneliness of students. This growing psychological anxiety is difficult to quantify in the evaluation process, and the emotional calculation method of teaching evaluation based on deep learning can help colleges and universities quantify students' development psychological anxiety, and then lay a good foundation for further students' psychological intervention.

**Objective:** By exploring the teaching evaluation and calculation method of college students' psychological anxiety based on deep learning, this study helps colleges and universities realize a path for the quantitative evaluation of students' developmental anxiety psychology, and then provides a theoretical basis for colleges and universities to intervene students' anxiety psychology, so as to improve students' mental health level and promote the all-round development of students' comprehensive personality.

**Subjects and methods:** This study uses the deep learning algorithm to design the college students'

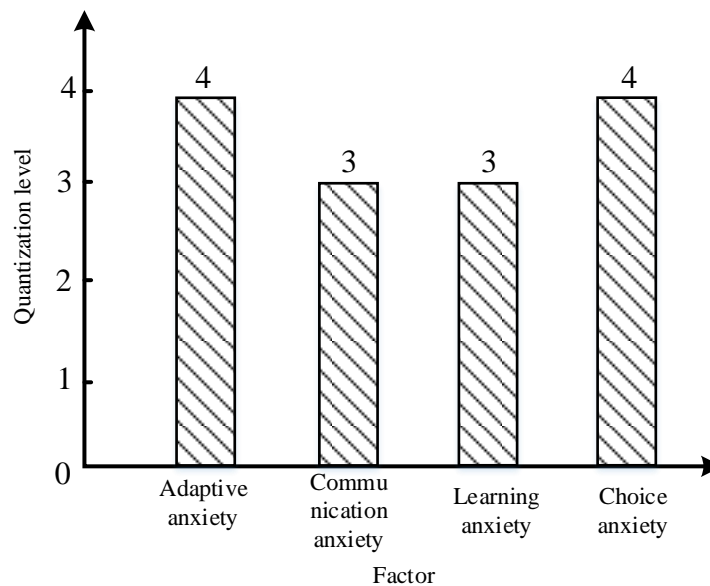


psychological anxiety teaching evaluation system, and on this basis, combines the sensitivity analysis method with the classification analysis method. The sensitivity analysis method is used to analyze the evaluation sensitivity of the college students' psychological anxiety teaching evaluation system based on deep learning, and the classification analysis method is used to classify the evaluation types of different sensitivities.

**Study design:** In this study, firstly, the classification analysis method is used to classify the types of psychological anxiety of college students, and the classification results are used as the main data basis to test the evaluation performance of college students' psychological anxiety teaching evaluation system based on deep learning. On this basis, the sensitivity analysis method is used to evaluate the sensitivity analysis of each characteristic classification. Then explore the evaluation effect of college students' psychological anxiety teaching evaluation system based on deep learning for different types of anxiety.

**Methods:** This study uses SPSS research data for statistics and analysis.

**Results:** The evaluation effect of college students' psychological anxiety teaching evaluation system based on deep learning on different types of anxiety is shown in Figure 1.



**Figure 1.** Anxiety type analysis

As can be seen from Figure 1, among the four main anxiety types of college students, the evaluation effect of college students' psychological anxiety teaching evaluation system based on deep learning on adapting to and selecting anxiety types reaches 4 levels of quantitative level, forming a significant effect. The evaluation effect of college students' psychological anxiety teaching evaluation system based on deep learning on the types of communication anxiety and learning anxiety reaches level 3 of the quantitative level, which constitutes an obvious effect.

**Conclusions:** In order to solve the problem that college students' psychological anxiety cannot be quantitatively evaluated in the teaching process, this study uses the deep learning algorithm to design the college students' psychological anxiety teaching evaluation system, and on this basis, uses the sensitivity analysis method to detect the evaluation effect of the college students' psychological anxiety teaching evaluation system on different characteristic types of anxiety psychological groups. The results show that the evaluation effect of college students' psychological anxiety teaching evaluation system based on deep learning on the types of adaptation anxiety and choice anxiety reaches level 4 of the quantitative level, which constitutes a significant effect. It can be seen that the designed college students' psychological anxiety teaching evaluation system has the best evaluation effect on the types of adaptation anxiety and choice anxiety.

**Acknowledgement:** The research is supported by: the Talent Construction Project of School (No. RS2021-CY04) and the Scientific Research Project of School (No. KY2020-DL13).

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## THE INFLUENCE OF ANXIETY ON ENGLISH STUDENTS' LANGUAGE LEARNING IN THE CONTEXT OF PROJECT-BASED TEACHING

Jingning Li

*Yangzhou Polytechnic Institute, Yangzhou 225127, China*

**Background:** With the development of domestic education model, University is no longer a traditional elite education link, but gradually turns to universal university education. What follows is a larger student group and a connecting teaching model. Under the influence of this form of education, the psychological characteristics of students have also undergone subtle changes. Among the huge similar groups, it is difficult for students to stand out only by their own ability and educational results. With the enhancement of students' competitive psychology, students' anxiety psychology has also increased. Students need to complete more and more learning goals and bear more and more learning pressure in the process of their own growth. Studies have gradually become one of the important influencing factors of students' psychological anxiety. For English students, anxiety in language learning mainly comes from two aspects: learning process anxiety and test anxiety. Learning process anxiety refers to the individual learning difficulties caused by the difficulty of subjects in the process of language learning. These learning difficulties will form the most obvious external environmental stimulation in the process of learning, and it is also the most likely factor to cause students to form anxiety psychology. Test anxiety refers to students' uncontrollable tension in the face of the upcoming language test. These tensions often bring obvious physical manifestations such as rapid heartbeat, dizziness and sweating. With the increase of students' main picture defense, project application and academic report, this test anxiety is also reflected in different activities. Especially in project-based teaching, the difficulties faced by students in the process of the project and the psychological pressure generated in the process of summarizing and submitting the project will lead to serious psychological anxiety. This psychological anxiety will seriously interfere with students' language learning process and lead to students' psychological imbalance and loss of strategies in language learning. It is one of the students' psychological factors that must be considered in project-based teaching.

**Objective:** By exploring the influence of anxiety psychology on English students' language learning effect under the background of project-based teaching, this study provides a certain theoretical basis for the intervention of project-based teaching on English students' learning psychological enthusiasm, in order to adjust the learning mentality of students in project-based teaching and improve students' learning efficiency.

**Subjects and methods:** Based on the random forest classification algorithm, this study uses the force analysis method to analyze the language learning effect of English students in the context of project-based teaching.

**Study design:** There are various forms of anxiety psychology of students in the process of language learning. Therefore, this study selects a random forest algorithm that can increase the randomness of sample sampling and training set to classify the types of anxiety psychology of students in the process of English learning, on this basis, the force analysis method is used to analyze the quantitative impact of different elements in the process of anxiety psychology affecting English students' language learning effect.

**Methods:** This study uses Excel to sort out and count the data, and on this basis, further in-depth analysis is carried out by SPSS software.

**Results:** Under the background of project-based teaching, the effects of different anxiety psychological types on English students' language learning are shown in Figure 1.

It can be seen from the figure that the type of anxiety in the test has a relatively significant impact on the students' learning process, which can be seen from the type of anxiety in the test level 1, which has a significant impact on the students' learning process. The influence of procrastination anxiety on English students' language learning effect is relatively limited, reaching level 3 of the influence level, which is an obvious influence. It can be seen that learning process anxiety and test anxiety are the main types of anxiety that affect English students' language learning effect.

**Conclusions:** The psychological anxiety of English students in the process of language learning will have a great impact on students' learning effect. Under the background of project-based teaching, this anxiety caused by learning psychological pressure becomes more prone and frequent. This study combines random forest method with force analysis to analyze the impact of different types of variables on anxiety psychological types on English students' language learning effect. The results show that in the context of project-based teaching, learning process anxiety and test anxiety have a relatively large impact on English students' language learning effect, and the impact level is level 4, that is, significant impact. Probation process anxiety and examination anxiety are the two main types that have the greatest impact on students in project-based teaching. Therefore, in the teaching process, we should focus on controlling these two types to create a more beneficial psychological environment for students to improve learning efficiency.

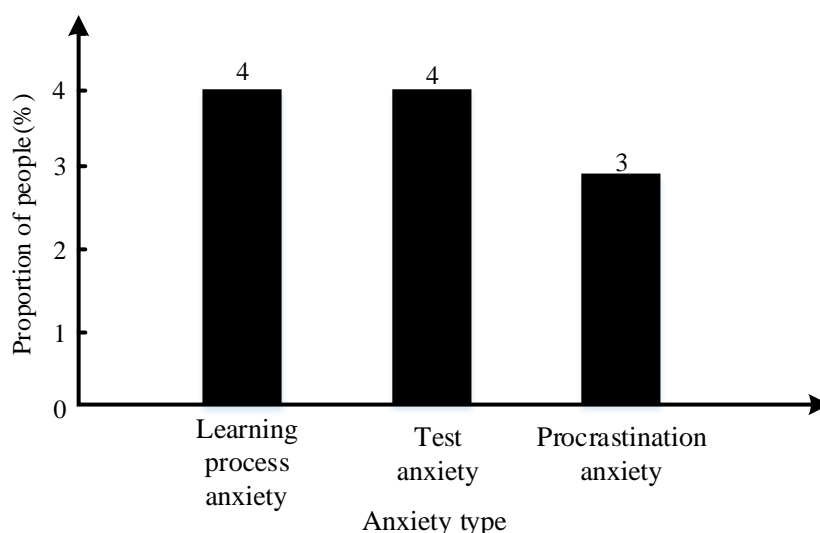


Figure 1. Anxiety type analysis

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## RESEARCH ON MENTAL ANXIETY FACTORS OF POVERTY ALLEVIATION WORKERS IN THE IMPLEMENTATION OF FINANCIAL TARGETED POVERTY ALLEVIATION LOAN STATISTICS SYSTEM

Yunyun Zhang\*

*Bengbu College of Technology and Business, Bengbu 233000, China*

**Background:** In psychology, the events that will affect individual psychological stress and mental anxiety may not only be negative events, but also positive events may lead to individual psychological stress and mental anxiety. In the event motivation differentiation for mental anxiety, the impact of the event on individual psychological anxiety level is the most key factor, and the attribute of the event itself is not the key factor. Therefore, during the implementation of some projects, it is not only the negative events generated in the work process that will cause the anxiety of staff, but also the positive events that may affect the psychological state of staff. Among them, the main mental anxiety impact of negative events on staff comes from the frustration and dilemma caused by negative events. These two factors are also the most common anxiety motivation factors in all anxiety types. The frustration and dilemma caused by staff in the face of negative events will lead them to doubt their own work ability and fear the consequences caused by negative events, and suspicion and delusion about similar negative events that may occur in the future, which may lead to serious mental anxiety of staff. The influence of positive events on staff's mental anxiety mainly focuses on the suspicion of possibility. So far, in the research of anxiety psychology, groundless and object-free anxiety is one of the main types of excessive anxiety symptoms. This kind of anxiety mainly faces the possibility of occurrence in the future, but there is no exact evidence at the current time to prove that this possibility will happen in the future. Anxious individuals are deeply trapped in this illusion without exact basis and direction in their daily work and life, and constantly produce anxiety because of it. The implementation process of financial targeted poverty alleviation loan statistics system is a significant project process. Poverty alleviation staff may be affected by both negative events and positive events. Therefore, the psychological intervention of staff should be carried out carefully in the implementation process to ensure the healthy psychological state of staff, which is more conducive to the implementation process.

**Objective:** This study explores the mental anxiety factors of poverty alleviation workers in the implementation of financial targeted poverty alleviation loan statistics system, so as to lay a theoretical foundation for the establishment of psychological intervention strategies for poverty alleviation workers in the implementation process.

**Subjects and methods:** In this study, naive Bayes classification algorithm is combined with interview method. Interview method is the data acquisition method of the study, and naive Bayes classification

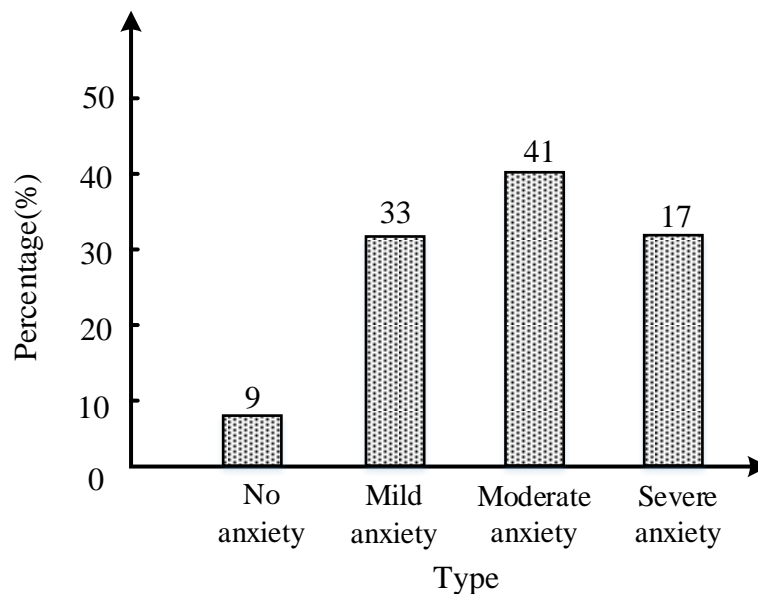
method is the main method for further classification and analysis.

**Study design:** This study takes the poverty alleviation staff in the implementation of the financial targeted poverty alleviation loan statistics system as the main interview object, establishes the basic experimental database in the interview process, and uses the naive Bayesian classification algorithm to classify and analyze the mental anxiety elements of the poverty alleviation staff.

**Methods:** In this study, excel tables were used for statistics and analysis.

**Results:** The mental anxiety of poverty alleviation workers during the implementation of the financial targeted poverty alleviation loan statistical system is shown in Figure 1.

As shown in Figure 1, the distribution of anxiety of poverty alleviation workers during the implementation of the financial targeted poverty alleviation loan statistical system can be seen that poverty alleviation workers without any anxiety symptoms account for only 9% of the total number, poverty alleviation workers with mild anxiety symptoms account for 33% of the total number, and poverty alleviation workers with moderate anxiety symptoms account for 41% of the total number, Poverty alleviation workers with severe anxiety symptoms accounted for 17% of the total number.



**Figure 1.** Analysis of mental anxiety

**Conclusions:** The implementation of the financial targeted poverty alleviation loan statistics system requires the staff to be in a rigorous state from time to time, so the staff's working attitude is very important. This study starts with the psychological characteristics of the staff implementing the financial targeted poverty alleviation loan statistics system, uses the interview method to collect the basic data, and on this basis, uses the naive Bayesian algorithm to analyze the characteristic categories. The research data show that in the implementation of the financial targeted poverty alleviation loan statistical system, the poverty alleviation staffs with mild anxiety symptoms account for 33% of the total number, and the poverty alleviation staff with moderate anxiety symptoms account for 41% of the total number. It can be seen that the staff with anxiety psychology account for the majority of the total staff, it is necessary to control the work anxiety of the staff implementing the financial targeted poverty alleviation loan statistics system. By controlling the anxiety of staff, we can control the preciseness of the implementation of financial targeted poverty alleviation loan statistics system from the perspective of staff.

**Acknowledgement:** The research is supported by Key project of Humanities and Social Sciences in Anhui Province: Research on the efficiency of agricultural insurance targeted poverty alleviation in Anhui province (No. SK2019A0785); Excellent Offline Course Statistics of Bengbu Business College (No. 2020XJXXKC03); Education Department of Anhui Province: Statistics and data science teaching team (No. 2020JXTD164).

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## VISUAL HEALING OF PEOPLE'S MENTAL ANXIETY BY TRADITIONAL COMB DERIVED CULTURAL AND CREATIVE PRODUCT DESIGN

**Lijun Dong & Qingfang Sheng**

*Changzhou Institute of Technology, Changzhou 213002, China*

**Background:** Intervention strategies for anxiety symptoms have always been one of the main research contents in related fields. At present, the intervention methods for anxiety symptoms are mainly divided into three types: main cause intervention, drug intervention and external factor intervention. The main cause intervention is mainly aimed at the concurrent anxiety symptoms caused by other diseases. In the process of intervening these anxiety symptoms, we need to intervene around the main cause of concurrent symptoms, that is, the patient's main symptoms, and indirectly intervene the patient's concurrent anxiety symptoms by curing the main symptoms. Drug intervention mainly intervenes patients' mental anxiety symptoms through traditional drug treatment. Drug intervention mainly focuses on the group of anxiety patients who have formal diagnosis results of anxiety and do not produce allergic symptoms with relevant drugs. In recent years, although drug intervention can play a certain effect, once patients are separated from drug intervention, their anxiety symptoms tend to rebound rapidly, that is, drug intervention cannot solve the developmental problems of patients with anxiety disorder at present. Long-term use of anti-anxiety drugs has certain damage to the physiological health of patients. Therefore, drug intervention alone is often combined with other developmental intervention methods. External factor intervention mainly uses external environment and influence means to intervene patients' mental anxiety. This means may be cognitive correction means or dredging means. Compared with drug intervention, external factor intervention tends to act on psychology. Traditional comb derived cultural and creative product design, as one of the forms of traditional cultural inheritance, can intervene patients' cognition at the cultural level and use visual effects for psychological healing at the psychological level. It is a cultural intervention strategy for mental anxiety. The cultural intervention strategy not only forms the psychological intervention effect, but also provides a certain path advantage for the inheritance of Chinese excellent traditional culture.

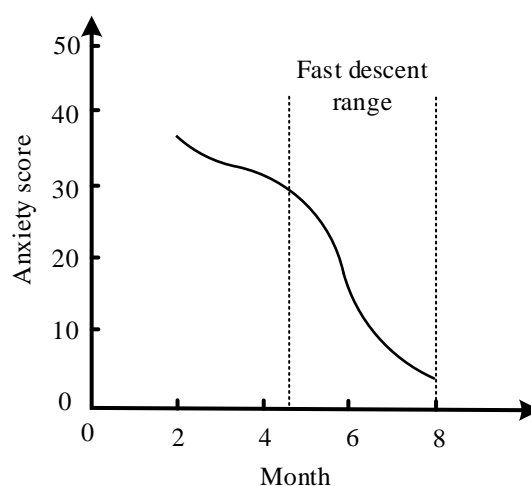
**Objective:** This study explores the visual healing effect of traditional comb derived cultural and creative product design on people's mental anxiety, provides path assistance for people's mental anxiety intervention, and provides path support for the inheritance and development of excellent traditional culture while improving people's mental health level.

**Subjects and methods:** This study combines the correlation analysis method with the factor substitution analysis method. The correlation analysis method is used as the basic method of the research to test the research logic chain, and the factor substitution method is used as the main method of factor influence degree analysis to analyze the influence mode and result.

**Study design:** Firstly, through research and investigation, this study analyzes the correlation between the design of traditional comb derived cultural and creative products and people's mental anxiety from the perspective of visual healing. On this basis, it analyzes the influence degree around the related elements of the two. In the process of influence degree analysis, it uses the form of replacing changing elements to analyze the influence road strength and influence methods between different elements.

**Methods:** This study uses SPSS software to analyze the impact of traditional comb derived cultural and creative product design on people's mental anxiety.

**Results:** The impact of traditional comb derived cultural and creative product design on people's mental anxiety is shown in Figure 1.



### Figure 1. Analysis of mental anxiety

As can be seen from Figure 1, with the increase of the use time of traditional comb derived cultural and creative design products, the mental anxiety score of the surveyed people showed a significant decline effect. Among them, the decline rate of mental anxiety score during the period of 5 to 8 months was relatively fast, while the decline rate of mental anxiety score in the early stage was relatively slow.

**Conclusions:** With the change of social environment and the acceleration of the overall pace of life, the degree of psychological anxiety of social groups shows a gradual upward trend. This study connects the anxiety psychology of social groups with the design mode of traditional comb derived cultural and creative products by exploring the impact of the visual healing effect of traditional comb derived cultural and creative products on the anxiety psychological status of audience groups, provide path support for group anxiety psychological intervention from the perspective of product design. The results show that with the increase of the use time of traditional comb derived cultural and creative design products, the mental anxiety scores of the surveyed people show a significant decline effect. It can be seen that the traditional comb derived cultural and creative design that attaches importance to psychological and cultural orientation is indeed helpful to balance the psychological state of the audience, help the social masses get rid of the anxiety, and open up a market segment for the sales of Chinese cultural and creative products, established the advantages of cultural communication.

**Acknowledgement:** The research is supported by Jiangsu Collaborative Innovation Center for Cultural Creativity, "Research on the design of Changzhou comb derived cultural and creative products based on three-dimensional reconstruction technology", (No. XYN1916); Changzhou Institute of Technology High-level Talent Research Start-up Project, "Research on product improvement design method based on user experience", (No. YN20114).

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## RESEARCH ON THE IMPROVEMENT COUNTERMEASURES OF TEACHERS' TEACHING ANXIETY IN ACCOUNTING TEACHING UNDER THE BACKGROUND OF FINANCIAL SHARING

Yongxia Lv

*Zhengzhou Vocational College of Finance and Taxation, Zhengzhou 450048, China*

**Background:** Anxiety is a psychological phenomenon in which an individual produces anxiety and fear under the influence of external factors. Because anxiety itself is greatly affected by external environmental factors, the content of anxiety produced by different social groups in different social environments is also different. The content of teachers' psychological anxiety in accounting teaching is mainly composed of four types of anxiety: teaching effect anxiety, teaching performance anxiety, student evaluation anxiety and teaching order anxiety. Teaching effect anxiety is one of the main contents of accounting teachers' anxiety, especially for new teachers, when teachers find that their teaching effect is not as good as their expected effect, it is easy to produce feelings of self-blame and frustration, then doubt their teaching ability, and gradually produce anxiety for teaching effect under the accumulation of emotions. Students' evaluation anxiety mainly refers to teachers' anxiety about students, colleagues, including the external environment, about their negative evaluation. This anxiety is also relatively common among teachers, because getting along with students and parents is a very important part of teaching work. In terms of the nature of work, similar anxiety psychology is inevitable. Teaching performance anxiety is mainly about whether the evaluation of work performance is reasonable or not. This is because the old teacher evaluation system takes students' performance as the main evaluation standard. This old standard cannot fully cover all teachers' work content in modern comprehensive teaching, and its own rigid evaluation method is easy to make teachers have anxiety psychology; Teaching order anxiety is similar to teaching content anxiety, which also takes students as the object of anxiety, but teaching order anxiety mainly refers to the anxiety about whether a good order can be maintained in the teaching process. Under the background of financial sharing, many steps in accounting teaching can be optimized. While taking students as the main body of teaching, the new teaching method should also consider from the perspective of teachers, so as to improve teachers' mental health level and ensure teaching quality.

**Objective:** This study takes the teaching anxiety of teachers in accounting teaching under the background of financial sharing as the main research content. Through the characteristic classification of the main contents of accounting teachers' teaching anxiety under the background of modern accounting

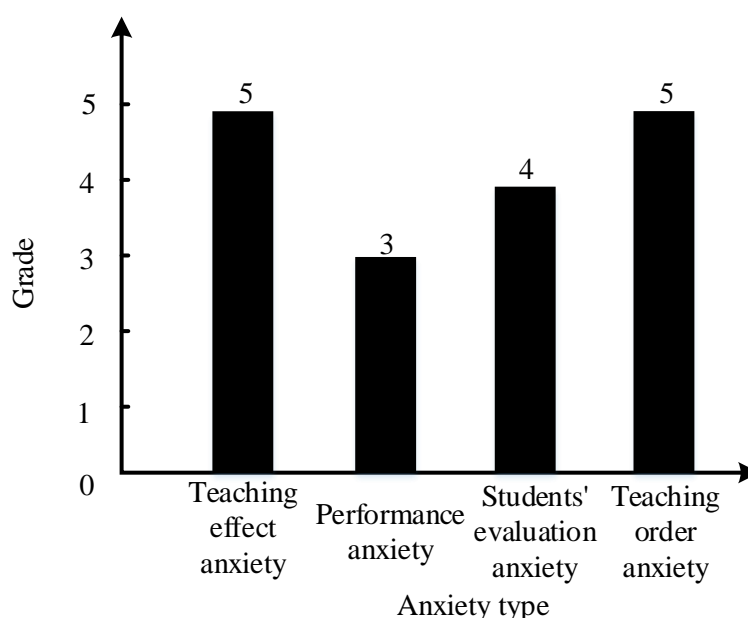
teaching, it lays a theoretical foundation for the improvement strategy of teaching anxiety, and strives to improve the psychological experience of teachers in the teaching process, so as to ensure the teaching quality and improve the teaching level from the teachers.

**Subjects and methods:** This study mainly adopts two methods: hierarchical cluster analysis and experimental method. Among them, hierarchical cluster analysis is used to distinguish the major categories of teaching anxiety and form different sub categories. The experimental rule is to analyze the effectiveness of different anxiety improvement strategies.

**Study design:** The hierarchical cluster analysis method can be divided into two evolution directions: cohesion and division. In this study, split evolution is used as the leading direction. Through this method, the anxiety category of teaching anxiety is decomposed, and then the score analysis is carried out for different sub categories by experimental method.

**Methods:** This study uses the financial sharing platform to collect and sort out the teaching anxiety data of teachers in accounting teaching under the background of financial sharing.

**Results:** The analysis of teachers' teaching anxiety types in accounting teaching under the background of financial sharing is shown in Figure 1.



**Figure 1.** Analysis on the types of teaching anxiety

It can be seen from Figure 1 that the new accounting teaching anxiety improvement strategy under the background of financial sharing has the most significant impact on accounting teachers' teaching effect anxiety and teaching order anxiety, reaching level 5 of the impact level. The new accounting teaching anxiety improvement strategy under the background of financial sharing has an obvious impact on accounting teachers' students' evaluation anxiety, reaching level 4 of the impact level. The new accounting teaching anxiety improvement strategy under the background of financial sharing has a relatively general impact on the performance anxiety of accounting teachers, reaching level 3 of the impact level.

**Conclusions:** In the teaching relationship, the psychological status of middle school students is often paid more attention, while the psychological status of teachers is often ignored. Therefore, this study takes the psychological status of teachers in accounting teaching under the background of financial sharing as the main research starting point, uses the hierarchical cluster analysis method to differentiate the teaching anxiety of teachers in the teaching process, and on this basis, uses the way of comparative experiment to analyze. The results show that the new accounting teaching anxiety improvement strategy under the background of financial sharing has the most significant impact on accounting teachers' teaching effect anxiety and teaching order anxiety. The improvement strategy of accounting teaching anxiety can promote teachers to form a healthier psychological cycle, get rid of the interference of anxiety psychology and obtain better teaching effect.

**Acknowledgement:** This paper is the phased achievement of Henan Soft Science Research Plan Project "Research on the reform and innovation of financial management of enterprise groups in Henan Province under the mode of intelligent financial sharing service" (No. 202400410416).

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## ANALYSIS ON THE INFLUENCE OF E-COMMERCE PRODUCT CIRCULATION SYSTEM INNOVATION ON RESIDENTS' MENTAL ANXIETY IN THE ERA OF DIGITAL ECONOMY

Yan Ran<sup>1,2</sup> & Xiaoyang Wang<sup>1,2</sup>

<sup>1</sup>*Guizhou Communications Polytechnic, Guiyang 550001, China*

<sup>2</sup>*Pukyong National University, Busan 48547, Republic of Korea*

**Background:** Most of the initial symptoms of patients with mental anxiety symptoms are mainly the accumulation of psychological pressure. In the initial anxiety symptoms, the patients' consciousness of their psychological stress relief behavior is not high, which leads to their lack of stress psychological counseling behavior, which leads to the accumulation of psychological pressure or uneasy emotion, and then leads to the symptoms of mental anxiety. In most patients with mental anxiety, there are many kinds of difficulties in interfering with their own psychological status, which are mainly divided into two main types: psychological dilemma, life communication dilemma and social service dilemma. Psychological act dilemma refers to the psychological motivation and behavior performance of mental anxiety patients who lack self-help under the influence of anxiety. Most mental anxiety patients will show this kind of behavioral inaction, and behavioral inaction further promotes the generation of anxiety and forms a vicious circle of feeding anxiety with anxiety. Sometimes, as a dilemma, psychology is also manifested in the chaotic logic of behavior. Patients try to appease their emotions through rapid behavior, but due to the lack of basis of behavior, it has little effect, which further leads to frustration and anxiety. The social anxiety of patients means that the social anxiety of patients is not related to the social difficulties of the outside world, which leads to the formation of their own spiritual difficulties, such as the lack of social care and other social difficulties. For patients with social difficulties, it is not necessarily caused by the lack of social support. These two dilemmas reflect the separation of patients with mental anxiety from the outside world. In the era of digital economy, this fragmentation has been alleviated to some extent, that is, patients with mental anxiety do not have to communicate with the outside world through direct interpersonal communication, but can communicate through digital media. The flow of e-commerce products in the digital era provides a way for mental anxiety patients to experience the external world, feel external support and relieve their anxiety psychology.

**Objective:** By exploring the impact of e-commerce product circulation system innovation on Residents' mental anxiety in the era of digital economy, this study provides contemporary mental anxiety patients with an experience of abandoning their sense of self isolation and a way to communicate with the outside world, so as to provide an effective way for mental anxiety patients to slow down their anxiety. At the same time, the research can also help the e-commerce market improve relevant auxiliary means. Create a more supportive experience for patients with mental anxiety.

**Subjects and methods:** This study combines correlation analysis and Bayesian classification, and makes targeted analysis to different element types on the basis of establishing the logical chain of correlation research.

**Study design:** This study uses the correlation analysis method to analyze the correlation between the circulation of innovative e-commerce products and residents' mental anxiety. Based on the correlation, this study makes a classified impact factor analysis on the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

**Methods:** This study uses SPSS software to analyze the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

**Results:** The impact of personalized circulation of e-commerce products on residents' mental anxiety in the era of digital economy is shown in Figure 1.

Figure 1 shows the dynamic expression of the change of residents' mental anxiety score with the change of the personalized degree of e-commerce product circulation in the era of digital economy. It can be seen that with the improvement of the personalized degree of electronic product circulation, the overall mental anxiety score of the audience decreases, but the overall willingness to buy electronic goods increases, In the era of digital economy, the personalized circulation of e-commerce products is beneficial to increase residents' purchase intention, and this personalized shopping experience suitable for residents' actual life is beneficial to the reduction of residents' overall mental anxiety score.

**Conclusions:** To solve the problem that mental anxiety patients are generally separated from external social support. This study starts with the innovation of e-commerce product circulation system in the era of digital economy, uses relevance analysis to establish a relevance chain between e-commerce product



circulation and mental anxiety, and further analyzes the influence factors between them. The results show that with the improvement of the personalization of electronic product circulation, the overall mental anxiety score of the audience decreases, and the overall willingness to buy electronic goods increases. It can be seen that the digital and win-win development of e-commerce can reduce the anxiety of customers and open up a new e-commerce market.

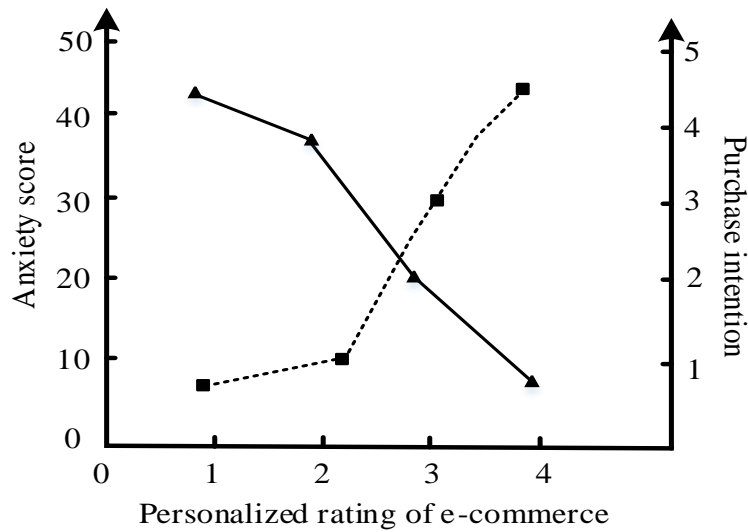


Figure 1. Personality anxiety analysis

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## THE PRACTICAL TEACHING REFORM OF THE CULTIVATION OF NORMAL COLLEGE STUDENTS AND THE CURE OF COLLEGE STUDENTS' EMOTIONAL ANXIETY PRESSURE

Chunyan Gong

*Nanjing Normal University Taizhou College, Taizhou 225300, China*

**Background:** Emotional anxiety is the external emotional expression of anxiety psychology, which is manifested in an obstacle that is difficult to realize the regulation of their own emotions, which makes individuals fall into an easily repeated anxiety emotion, and there are many reasons for anxiety emotion. The stimulation of external objective environment, their own psychological tolerance, cognitive level and so on will cause individuals to have negative emotions such as anxiety. Anxiety psychology is a typical irrational mentality, which refers to a widespread psychological state and emotion of nervousness and confusion and pessimism about the future. The nervousness and anxiety caused by it and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity and lack of confidence will have an impact on people's emotional regulation and behavior orientation, and even endanger personal physical and mental health in serious cases. Appropriate anxiety can make individuals maintain a positive attitude to deal with the changes and challenges of surrounding things, but excessive anxiety will affect the objectivity and rationality of people's evaluation of things, and it is very easy to be guided by negative emotions to make impulsive behavior, which will affect the normal living state of individuals. The reasons for the anxiety psychological performance of people of different ages and different occupational attributes are also different. The younger the age, the narrower and simpler the anxiety psychology involves, while the richer the social experience, the more aspects the group considers, and the sources of anxiety are complex, including not only the pressure burden at the individual level, but also the anxiety related to the connection with external things. The psychological condition of college students is not fully developed and mature. The perceived pressure from the outside and their own value judgment will make them consider many factors such as study, interpersonal relationship and examination, and sometimes produce psychological burden and pressure, which makes them more prone to self-doubt and

negation when encountering setbacks and difficulties, and then express emotional anxiety. Without timely and effective intervention, it will cause great damage to their physical and mental health, making it difficult for them to show a positive living state. Nowadays, the practical teaching of normal students in colleges and universities mainly includes two parts: in school skill training and out of school teaching practice activities. However, there is a large gap between the long periodicity of practical teaching and the urgent needs of normal students' practical teaching, which hinders the professional skill training of normal students. There is a big gap between teaching harvest and their own psychological expectation, which makes students face greater academic pressure and emotional anxiety. Therefore, by exploring the practical teaching reform of the cultivation of normal students in colleges and universities, this study can help them reduce their negative psychological emotions and anxiety pressure, and can effectively improve their mental health level.

**Objective:** The quality of the training program for normal college students and the results of practical teaching reform will have a great impact on students' psychological emotion. In order to improve college students' anxiety, help them reduce emotional pressure and improve their mental health level. Through the reform of the practical teaching scheme of normal students, this study can better meet and meet the teaching needs and psychological laws of students, so as to help them reduce the generation of negative emotions and anxiety pressure and cure their mental health.

**Subjects and methods:** The research take the students majoring in normal university as the research object. Firstly, the information of emotional status and mental health of the research objects in the original practical teaching is collected with the help of physical and mental stress test scale and Self-rating Anxiety Scale. Then, with the help of the relevant theories of educational psychology, this paper improves the practical teaching scheme of normal students in order to meet the various needs of students and effectively improve their mental health level.

**Method design:** Firstly, with the help of metacognitive method, this paper explores the relationship between the practical teaching scheme of normal college students and the emotional anxiety pressure of college students, and then improves the practical teaching scheme, such as teaching means, teaching participation forms and so on. The experiment lasted for three months. After the experiment, data on the changes of emotional stress and anxiety degree of the subjects were collected with the help of physical and mental stress test scale and Self-rating Anxiety Scale. The data score of the scale was sorted out according to Likert's 5-point scoring standard (1 = very dissatisfied, 5 = very satisfied). The difference of experimental data was statistically analyzed with the help of statistical analysis tools.

**Results:** Educational psychology can effectively guide teachers to dynamically adjust the design of practical teaching scheme, the application of teaching means and the change of teaching needs on the basis of grasping the psychological changes of normal students, the influencing factors of teaching effect and teaching psychology in the teaching process, so as to better meet the psychological needs of students. Improving and innovating the practical teaching scheme of normal college students can effectively reduce their anxiety and relieve their emotional pressure. Table 1 shows the statistical results of psychological anxiety levels of the subjects before and after the experiment. Grades from 1 to 5 indicate the degree of psychological anxiety from light to heavy.

**Table 1.** Statistical results of psychological anxiety levels of subjects before and after the experiment

Before and after intervention	Interpersonal anxiety	Practical work anxiety	Value realization anxiety
Before intervention	4	5	4
After intervention	2	2	1

**Conclusions:** There are many factors causing college students' emotional stress and anxiety, and they are easily disturbed by external things, which makes them perform better in the original practical teaching and training program. The improvement of practical teaching scheme with the help of psychology related theories can effectively grasp the psychological changes and behavior laws of students in the teaching process, actively intervene and guide their psychological state in time, and alleviate their anxiety and pressure burden to a great extent.

**Acknowledgement:** The research is supported by: 2021 Outstanding Young Backbone Teacher of "Qinglan Project" in Jiangsu Universities; 2020 Jiangsu Province education science "13th Five-Year plan" special topic: North Jiangsu rural preschool children education status and countermeasures (No. C-C /2020/01/3); Horizontal Project: Research on kindergarten curriculum development based on knowledge construction (No. 20201101); Teaching Reform Project of Taizhou College, Nanjing Normal University: Research on "Online \* Offline" mixed teaching mode based on knowledge construction theory (No. 2020JG12015).

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## A STUDY ON THE INFLUENCE OF BLENDED TEACHING OF AN INTEGRATED ENGLISH COURSE BASED ON FLIPPED CLASSROOM ON ALLEVIATING STUDENTS' LEARNING ANXIETY

Dandan Shi

*Huanghuai University, Zhumadian 463000, China*

**Background:** A good mental state can show an individual's good mental health level, and the standard of mental health refers to that an individual has good psychological adjustment ability and emotional control ability, and can make a better psychological response and state to the changes and stimuli of the surrounding environment. Different individuals show different mental health and mental state at different stages, and are also affected by subjective and objective environment, cognitive level and psychological tolerance. As the main reserve force of social development, college students' overall health level and mental state have an important impact on their development. The teaching reform and the transformation of teaching methods make students consider their own individuals in the social collective, and many factors make the psychological pressure of college students increase day by day, resulting in some psychological problems and negative emotions, such as mental anxiety, depression, fear, conflict and so on. Emotion is an individual's attitude, experience and corresponding behavioral response to objective things. When objective things or situations do not meet the needs and desires of the subject, negative emotions and related behavioral changes, physiological changes and subjective experience of attitude towards things will occur. To a large extent, mental stress is mainly manifested in emotional experience, and emotion is considered to be an important factor affecting human behavior in the field of psychology. It plays an important role in interpersonal communication, attitude change, work performance and even learning and memory. The overall mental state of college students will bring great interference and influence to their study and life, and affect the normal formation of their outlook on life, values and world outlook. To actively guide and intervene the mental stress of college students, we first need to change their misunderstanding of psychotherapy, guide them to pay attention to their own values and feelings, and avoid hiding from doctors. When there is a conflict between external pressure and their own cognition, and the individual's psychological needs are not met in time, it will make the individual show personality defects and negative psychological problems when facing great mental pressure. Different psychological characteristics and goal orientation will cause students' different attitudes and enthusiasm towards English learning, and there is a large gap between students' English level and ability. Factors such as the difficulty of English learning and the mismatch between teaching mode and students' needs will cause students' mental state to change, and then make them lose interest and initiative in the course. Flipped classroom teaching makes teaching more targeted, and displays the teaching content in various forms of teaching methods, which gives students more autonomy and practicality to a certain extent, can give full play to students' dominant position in the teaching process and relieve their psychological pressure. Therefore, with the help of relevant psychological theories, the research integrates flipped classroom into English teaching and explores its intervention mechanism on college students' mental stress, which has high teaching application practicality.

**Objective:** To analyze the law and characteristics of students' psychological changes in the teaching process with the help of educational psychology, and introduce flipped classroom to improve the teaching method, so as to relieve the mental pressure of college students and improve their psychological adjustment ability and health level.

**Subjects and methods:** The research take English majors in a university as the research object. Firstly, it collects the basic information about the learning problems and needs of college students and the current situation of English teaching, and then introduces the flipped classroom teaching mode to build an English mixed teaching mode that meets the psychological needs of students and the characteristics of English teaching, so as to test the change mechanism of students' psychological status under different teaching modes.

**Method design:** With the help of principal component analysis, the teaching content affecting students' mental stress was improved, the English teaching mode was optimized and improved by using psychology related theories and flipped classroom teaching methods, and the data of students' mental stress and mental health under different teaching schemes were collected in a three-month experimental time. The research takes the physical and mental stress test scale and mental health scale as evaluation tools, and arranges and analyzes the experimental data with statistical analysis tools, so as to explore the relief

mechanism of basic English mixed teaching based on flipped classroom on students' mental stress.

**Results:** The flipped classroom returned the autonomy of teaching to the students, so that they can give full play to their learning autonomy and innovative development potential in the teaching process. The diversified and lively classroom teaching methods can greatly alleviate the students' mental pressure, effectively reduce the psychological problems such as anxiety, depression and conflict related to English learning, and effectively improve the mental health level of college students. Table 1 shows the scores of some mental health scales of the subjects after the experiment under different teaching modes.

**Table 1.** Statistics of the scores of some mental health scales of the subjects under different teaching modes

Evaluation dimension	Anxiety about learning content	Low employment mood	Uneasiness in classroom learning
Before improvement	21.35±4.52	14.16±3.31	19.25±5.25
After improvement	12.78±3.15	7.43±1.05	8.39±3.47

**Conclusions:** Students' mental stress has an important impact on their mental health level, and the application of flipped classroom model will greatly improve and improve the English teaching model, so that it can teach students according to their aptitude on the basis of grasping the psychological law and teaching law of teaching subject and object, effectively guide and intervene their mental stress in time, and improve their mental health level.

**Acknowledgement:** The research is supported by: 2019 Henan Higher Education Teaching Reform Research and Practice Project "Innovative Practice of Online and Offline Hybrid Courses for English Majors—Taking an Integrated English Course as an Example". (No. 2019sjglx424).

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## RESEARCH ON THE DEVELOPMENT STRATEGY OF FILM THEME PARK AND THE CURE OF PEOPLE'S EMOTIONAL AND MENTAL TRAUMA—TAKING HENGQIN SHIMEN ENTERTAINMENT WORLD AS AN EXAMPLE

Jingchi Zhang & Yang Yi\*

*South China Normal University, Guangzhou 510631, China*

**Background:** Emotional trauma is a kind of psychological trauma, which is caused by emotional abuse and betrayal by close people. People with emotional trauma will recall the past events afterwards. There are two types of memories, explicit and implicit. The former is based on memory to describe the revisited events, while the latter is the unexplained multiple reactions or emotional triggered bursts driven by emotion. People with emotional trauma will become inferior, change their clothes for self-worth, feel that they have nothing, are very small, and feel that they are not worthy of love. After emotional and mental trauma, the individual's ability to control his own emotions becomes worse. Some small things will cause violent fluctuations in individual emotions, such as sadness, anger, emotional collapse and so on. Some people will eat emotionally to vent their emotions and stabilize their emotions by eating crazily. However, this way of eating is unhealthy. In the long run, it will cause great harm to the individual's body, resulting in diabetes, acute pancreatitis and other diseases. Individuals with emotional trauma will have sleep disorders, poor sleep quality, easy to wake up in the middle of the night, have nightmares, or have difficulty falling asleep. Poor sleep quality for a long time leads to poor mental state and difficulty in concentrating, which affects individual life and work. Individuals with emotional trauma often lack a sense of security and are afraid of going to places with many people. Only when they are alone can they feel at ease, so as to avoid social interaction and unwilling to communicate with others.

The film theme park will restore the scenes in the film truly through props, clothing and other resources for tourists to play and consume. The theme of the film theme park is film culture. Universal studios in Hollywood is the most famous film theme park in foreign countries, which allows visitors to enter the film world and experience film shooting. According to the main cultural types, the film theme park can be divided into different types. For example, Hengqin Shimen entertainment world, which is dominated by foreign film box office films, takes the box office films such as hunger game and divergent as the theme and divides them into corresponding special areas to attract the attention of tourists through pioneering, immersive and diversified experience and strongly stimulate the hearing and vision of tourists.

**Objective:** To understand the current performance of people's emotional and mental trauma and the current management situation of Hengqin Shimen entertainment world, and to analyze the causes of people's emotional and mental trauma. On this basis, this paper puts forward the development strategy of Hengqin Shimen entertainment world. Enrich the types of films in the theme park, so that tourists with different hobbies can find their favorite films, immerse themselves in them, feel the emotions conveyed by the films, appease the hearts of tourists with emotional and mental trauma, and alleviate their mental trauma. Carry out the real setting of the theme film, improve the tourists' sense of experience, and let them feel in the film, enhance the tourists' sensory stimulation, and further reduce the negative emotions of emotional and mental trauma tourists.

**Subjects and methods:** The research objects are emotional and mental trauma tourists. 120 tourists are randomly selected from Hengqin Shimen entertainment world film theme park. These tourists come from different occupations, ages, genders and political faces, and their income levels are different. Understand the mental health status of these tourists and their views on the film theme park, and record the relevant data of tourists during their tour in Hengqin Shimen entertainment world film theme park. Through statistical analysis software, the emotional and mental trauma scores of tourists before and after tourism are studied. 1-5 scores are adopted, and 1-5 scores respectively mean no, slightly, general, obvious and complete.

**Results:** When an individual is betrayed by a close person, there will be emotional and mental trauma. This kind of psychological trauma will make individuals feel inferior, feel that they have nothing, very small, and feel that they are not worthy of love. After emotional and mental trauma, the individual's ability to control his own emotions becomes worse. Some small things will cause violent fluctuations in individual emotions, such as sadness, anger, emotional collapse and so on. By visiting Hengqin Shimen entertainment world film theme park, the hearts of tourists with emotional and spiritual trauma were opened and their negative emotions were alleviated. Among them, the anxiety score of young tourists is 2.43, and the results are shown in Table 1.

**Table 1.** The impact of different risk prevention and control measures on the consumption psychology of financial consumers

Age group	Uneasy	Lack of security
Youth	2.43	2.05
Young and middle-aged	2.61	2.35
Middle age	2.48	2.64

**Conclusions:** As a kind of psychological trauma, emotional trauma will make people show low self-esteem, lack of security, poor emotional control and other characteristics. Some people will calm their emotions by crazy eating, which is an unhealthy practice. People with emotional and mental trauma can choose to have an immersive film tour, enjoy the pioneering, immersive and diversified experience brought by the film theme park, let them feel the world in the film, forget their troubles and alleviate the harm brought by emotion.

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## STUDY ON THE FACTORS OF ATHLETES' PHYSICAL HEALTH AND PRE-COMPETITION ANXIETY IN THE PROCESS OF PHYSICAL TRAINING

Jing Zhao\* & Lifang Liu

*Xi'an International Studies University, Xi'an 710128, China*

**Background:** Individual health includes not only physical health, but also mental health. Physical health is the basic guarantee and necessary premise of individual life. Mental health is one of the important conditions to achieve a long and orderly life and maintain a good mental state. The standard of mental health refers to that individuals have good psychological adjustment ability and emotional control ability, can make better psychological response and state to the changes and stimuli of surrounding environmental differences, and will not continue to fall into negative and depressed emotions. Anxiety, as a common emotional problem and psychological disorder, is affected by many factors, such as the stimulation of the external environment, the difference of their own cognitive level, the pressure exerted by others and so on. From the perspective of psychology, anxiety is a kind of psychological feeling and action tendency in the

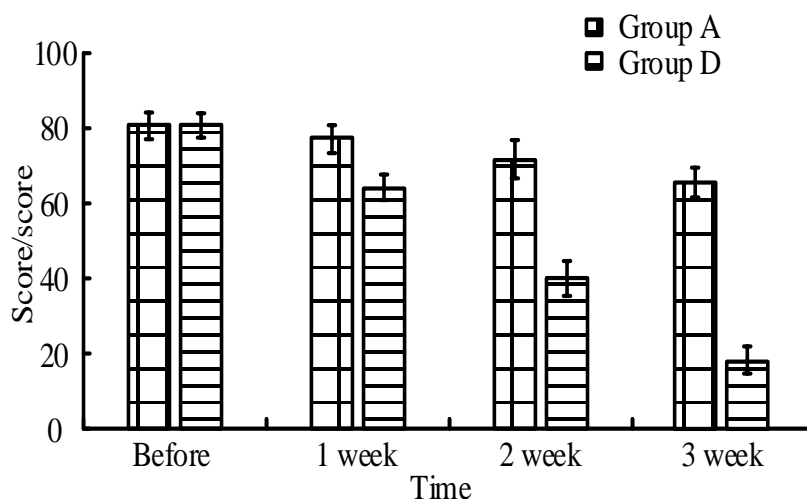
face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. Appropriate and reasonable anxiety can effectively promote individuals to produce enterprising, positive psychological state, emotional orientation and behavior mechanism. Excessive and negative anxiety will make individuals doubt their ability and value identity, and show a depressed emotional state towards the surrounding environment and personnel, which is not conducive to their interpersonal communication and daily life. According to who statistics, the number of people with anxiety disorder has shown an increasing trend in recent years, and its affected groups also tend to be younger and more serious. As professional athletes, athletes' daily life is endless sports training and single regular living habits. Their physical and mental health will affect career planning and competition results. Among them, the level of anxiety is one of the important factors affecting athletes' psychological state and competition results. The evaluation of outsiders, public opinion, psychological regulation level, cognitive level and professional skills will cause athletes' pre competition mood fluctuations and anxiety. If this anxiety cannot be alleviated and guided in time, it will cause great interference to the competition results. In serious cases, it will make it difficult for athletes to concentrate and cause competition accidents or miss competition opportunities. In order to properly adjust their physical functions and psychological emotions, it is necessary to carry out dynamic management and psychological attention to athletes in normal sports training, help them strengthen their psychological adjustment ability and health level, and reduce their negative emotions and psychological diseases.

**Objective:** Under the basic condition of mastering the physical health level and psychological state of athletes, improve the related sports training methods, so as to improve the physical health quality of athletes and the adjustment and cognition of their own psychological emotions, enhance their psychological pressure resistance and alleviate their anxiety.

**Subjects and methods:** The study selected athletes from a sports institute as the research object. Firstly, the basic information of their physical health, physical training and psychological level was collected. Then improve the sports training of athletes, such as adding psychological guidance and event simulation in the training process, in order to provide appropriate intervention and active guidance. This paper explores the improvement mechanism of physical training on athletes' physical health and pre competition anxiety by different physical training methods.

**Method design:** Firstly, the physical health level and learning anxiety of the subjects were evaluated and graded, and then the subjects were divided into psychological intervention group (group A), training mode improvement group (group B), mixed psychological intervention and training mode improvement group (group C) and original physical training mode group (group D). The experimental time is three weeks. After the experiment, the data of anxiety and physical health of different groups of experimental objects after one week, two weeks and three weeks are counted and analyzed in order to explore the improvement mechanism of physical training on athletes' physical and mental health. The physical health rating scale and Self-rating Anxiety Scale were used to make experimental data statistics on the physical level and anxiety of athletes before and after the experiment.

**Methods:** With the help of SPSS22.0 statistical analysis tool to statistically analyze the differences between the physical test scores and anxiety scale scores of the subjects before and after the experiment, and get the experimental results.



**Figure 1.** The scores of anxiety scale in psychological intervention group (group A) and original physical training group (group D)

**Results:** After investigating the basic situation of physical health test level and anxiety score of most athletes, it is found that they are easy to show anxiety before the competition, and there is an inappropriate relationship between physical training methods and their professional level and ability. The improvement and intervention of sports training methods can effectively carry out targeted intervention according to the characteristics of athletes, and greatly improve their physical quality and mental health level. Figure 1 shows the score statistics of anxiety scale in psychological intervention group (group A) and original physical training group (group D).

**Conclusions:** The improvement and effective intervention of sports training mode can effectively carry out targeted intervention according to athletes' physical quality and mental health, effectively improve their physical function quality and alleviate their anxiety. Psychological intervention on athletes in long-term sports training can enhance their cognition of their own professional ability and psychological evaluation level, promote the development of self-consciousness and show a better level of professional quality.

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## RESEARCH ON ENVIRONMENTAL DESIGN OF AGING RURAL INFRASTRUCTURE UNDER ENVIRONMENTAL BEHAVIORAL PSYCHOLOGY

Bo Zhou & Teng Wang\*

*School of Architecture and Fine Arts, Dalian University of Technology, Dalian 116023, China*

**Background:** Environmental behavior psychology is a psychology course derived from psychological research. Its main research direction is centered on the psychology course, involving the knowledge content of architecture, landscape, psychology and other disciplines. Its main content is to study the relationship between human psychological behavior and environmental design, so as to meet people's higher-level needs for the environment. Perceptual psychology in environmental behavioral psychology is an important theoretical content. Some scholars believe that human response to the environment must be explained through cognitive process. Behavior has a purpose orientation, and human internal behavior and external forces will have an important impact on the environment. Environmental behavior psychology focuses on the interdependence between material environment system and human system. From the perspective of psychology, it pays attention to people's internal psychological process, including the impact of environmental factors such as perception, cognition and learning on individuals. In addition, it also pays attention to the coordinated development of man and environment and the dialectical unity of environment and behavior. Environmental behavioral psychology believes that people and the environment are interactive and coordinated, that is, the volume, shape, color, light, smell and other factors of the environment can ensure the rational and effective use of space only if they conform to people's behavioral psychological model. The depth and shade of color will cause different emotional experiences for people's psychological changes. The dark light space will cause people's psychological state of tension, anxiety and fear, and then produce an induction mechanism for people's behavior. In the context of the current aging trend, the increase of rural elderly population makes the limited elderly care infrastructure face greater bearing pressure. At present, there are some problems in the infrastructure of rural elderly care, such as insufficient supply and demand, extensive management and lack of services, and environmental design is difficult to meet the needs of the elderly. As a result, the service quality of the overall elderly care facilities is relatively low, and the elderly care service security of the elderly is difficult to be satisfied to a large extent. The level of basic elderly care service will be closely related to the psychological impact of the elderly. It will unconsciously produce negative emotions such as anxiety and boredom. The quality of basic environment will have different emotional experience and psychological value to individual psychology to a certain extent. To explore the environmental design of aging rural infrastructure under environmental behavioral psychology, so as to provide a more comfortable service environment for the elderly and help them reduce the occurrence of psychological diseases.

**Objective:** To improve the basic elderly care service facilities in rural areas with the help of relevant theories of environmental behavioral psychology, so as to improve the elderly care service security, reduce their negative emotions and psychological problems caused by elderly care service facilities, and effectively improve their basic elderly care level and mental health.

**Subjects and methods:** The research take the elderly aged over 65 in a rural area as the research object. Firstly, the information on the situation and level of basic elderly care service facilities in their location is

collected, and the data on the influencing factors of the environmental behavior perception level of the elderly are collected. Then, with the help of environmental behavior psychology, optimize and improve the problems existing in the rural infrastructure environment, and collect data on the mental health status and views of the elderly under different elderly care service levels by compiling the environmental perception behavior scale.

**Method design:** After the beginning of the experiment, semi-structured interviews were conducted with the subjects to understand their psychological status and views on elderly care service facilities. The interview questions were designed by the research team in advance. Record the data scores according to the interview results. After the experiment, the experimental data of the research object are sorted and analyzed with the help of statistical analysis tools. The data are displayed in the form of mean  $\pm$  standard deviation for *t*-test. The counting data are displayed in the form of number or number proportion for chi-square test. The significance level of the difference is taken as 0.05.

**Results:** The content of environment includes cultural level, psychological level and material level. The expression of individual behavior and mental state in environmental landscape space is the harmonious relationship between human and environment. The application of environmental behavior psychology to the basic elderly care service facilities in rural areas can better grasp the spatial scale of privacy and openness, practicability and agreeableness, optimize and improve the environmental conditions with the help of plant configuration, spatial layout and facility layout, and effectively protect the spatial and psychological needs of the elderly. The experimental results show that the improved elderly care service facilities of environmental behavioral psychology can effectively improve the psychological security of the elderly. Table 1 shows the statistics of anxiety scores of rural elderlies in different facilities and environments.

**Table 1.** Statistics of anxiety scores of rural elderlies in different facilities and environments

Environment of elderly care facilities	Facility safety anxiety	Psychological safety anxiety score
Before improvement	32.15 $\pm$ 3.12	28.16 $\pm$ 2.03
After improvement	12.51 $\pm$ 2.77	14.07 $\pm$ 1.94
<i>P</i>	0.002	0.004

**Conclusions:** Different levels of basic elderly care service facilities will directly affect the psychological status and emotional experience of the elderly. Good service facilities will bring them greater psychological satisfaction while meeting their basic living needs, make them feel that their value has been valued, and then show a healthy psychological state. The results show that the integration of environmental behavior psychology into the environmental design of aging rural infrastructure can effectively optimize and improve from the psychological needs of the elderly and create a better service environmental condition for them.

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## ANALYSIS ON THE RELATIONSHIP BETWEEN FINANCIAL PERSONNEL'S PSYCHOLOGICAL CAPITAL ESTABLISHMENT AND ENTERPRISE FINANCING EFFICIENCY

Yulin Bi

*Daegu Catholic University, Daegu 427-724, Korea*

**Background:** Psychological capital is a positive core psychological element, which specifically shows the psychological state in line with the standards of organizational behavior. It goes beyond human capital and social capital to a certain extent. It has the characteristics of investment and income, that is, it can develop and manage individual psychological capital through specific and effective intervention. At the same time, psychological capital covers a wide range of contents and levels, and its constituent elements such as self-efficacy, hope, optimism and resilience are positive psychological forces. Rational and scientific use of the relevant contents of psychological capital can effectively carry out psychological intervention on working individuals and make them show positive psychological state and work emotion. Psychological capital is a psychological resource to promote personal growth and performance. The increasing competitive pressure of modern enterprises makes managers gradually pay attention to the relationship



between employees' mental health and their work performance. The importance of psychological comfort and emotional value is becoming more and more prominent. The more tedious and monotonous work content will cause financial personnel to have negative emotions and psychological problems such as anxiety, boredom and conflict in the process of work, which will cause great interference to their physical and mental health and work. The psychological capital of financial personnel is not only closely related to their individual growth and development, but also has an obvious impact on the overall work, operation and management of the enterprise. As the recorder and accountant in the process of enterprise operation, financial accounting is the supervisor of the overall economic benefits and operation mechanism of the enterprise. It plays an important role in the enterprise. At the same time, its psychological quality and professional ability will affect the overall financing ability and efficiency of the enterprise.

The financing efficiency of enterprises is related to their own asset structure, profitability, risk adjustment, financing mode, financing structure and other factors, including micro and macro levels. For the external macro environmental factors, enterprises can only adapt to and timely adjust their strategic positioning in order to improve their ability to adapt to the changes of the economic market. In order to improve the financing efficiency of enterprises, we need to improve their profitability and anti-risk ability, manage and deploy from within the enterprise, that is, pay attention to the management and distribution of enterprise financial assets. Under this condition, paying attention to the professional ability and mental health level of financial personnel is an important factor to improve the operation and management ability, financing ability and efficiency of enterprises. There is a mutual influence and restriction relationship between enterprises and employees. Grasping the support and promotion mechanism of employees to enterprises and the improvement and guidance mechanism of enterprises to employees can promote the long-term and effective development of enterprises and improve the financing efficiency of enterprises and the mental health level of financial personnel.

**Objective:** The psychological satisfaction and emotional value of financial personnel are not only the important content of psychological capital, but also one of the influencing factors affecting their work efficiency and mental health level. Moreover, the overall operation of the enterprise and the difficulty of work will affect the psychological health and emotional value of financial personnel. A good psychological state will enable them to maintain a more positive mood and devote themselves to work, so as to create benefits for the enterprise. Negative mental state will make mistakes in work and show negative emotions such as anxiety and resistance. Therefore, with the help of positive psychology theory, this study introduces psychological capital to explore the relationship between the establishment of financial personnel's psychological capital and enterprise financing efficiency, in order to provide guidance for enterprise development and the satisfaction of employees' psychological needs.

**Subjects and methods:** The research select financial personnel of different types, different business nature and different scale enterprises as the research object. Firstly, the basic information of their work attitude, work view and mental health status is collected, and then the psychological capital intervention model is constructed with the help of relevant theories of positive psychology. With the help of this model, this paper explores and analyzes the psychological changes of the research object and its impact on enterprise financing efficiency.

**Method design:** The study collected data on the psychological changes of the subjects with the help of mental health scale and psychological capital intervention model, and constructed panel model and Data Envelopment Analysis (DEA) model to collect and predict the financing related data and financing efficiency of enterprises.

**Results:** The overall working state of employees will have an impact on the operation efficiency of the enterprise, while the efficiency and care of financial personnel in processing enterprise data and information will affect the external evaluation of the overall economic strength of the enterprise. By introducing positive psychology and psychological capital model to intervene financial personnel, the results show that after the intervention, financial personnel will significantly improve their sense of self-efficacy and work attitude, and effectively improve their negative emotions and psychological problems. Table 1 shows the impact of psychological capital appreciation on the professional ethics of accounting practitioners.

**Table 1.** Impact of psychological capital appreciation on professional ethics of accounting practitioners

Factor	Sense of self-efficacy	Hope	Optimism
Small business finance personnel	4	4	3
Financial personnel of medium-sized enterprises	3	3	3
Financial personnel of large enterprises	3	4	4

**Conclusions:** At present, there are some problems in financial personnel, such as uneven professional

quality and low professional ethics, which reduce the overall economic efficiency and management efficiency of the enterprise, and seriously affect the financing efficiency of the enterprise. At the same time, the level of financing efficiency of the enterprise will also have a reaction mechanism on the psychological status of financial personnel. Good mental health will greatly improve the financial staff's sense of identity and self-efficacy for their own work. Bad mental health will make them deviate from professional ethics and make behaviors harmful to their own development level and relevant interests of the enterprise. The research constructs a psychological capital intervention model based on positive psychology. The results show that the appreciation of psychological capital can effectively promote the mental health of financial personnel, keep them in a more positive psychological state, promote their work efficiency and quality, and promote the improvement of enterprise financing efficiency.

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## RESEARCH ON THE INFLUENCE OF ENGLISH TEACHING REFORM PRACTICE AND PATH ON ALLEVIATING STUDENTS' LEARNING ANXIETY

Hongmei Pang

*Binzhou Medical University, Yantai 264003, China*

**Background:** Young college students are easily limited by the law of physical and mental development in the process of growth, which makes them more likely to suffer from negative emotions and psychological problems such as emotional anxiety, depression, depression and pessimism, and even suicidal thoughts when facing and dealing with difficulties and setbacks in life. Anxiety disorder in this period is regarded as the "growth pain storm" of teenagers. The etiology and pathological mechanism of anxiety are extremely complex, such as genetic factors, personality characteristics, attribution style, family factors, social support, peer relationship, psychological cognitive equality and so on. According to statistics, in the past 30 years, the global incidence rate of adolescent mental disorders has increased significantly. Anxiety disorder is one of the most common mental disorders. The prevalence of adolescent anxiety disorder is as high as 19%. Anxiety disorder belongs to a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and hyperactivity of sympathetic nerve function, accompanied by negative emotions such as shame, disappointment, uneasiness and fear, which makes individuals doubt their own value evaluation and identity, and is prone to cognitive bias and emotional dilemma when making things judgment and decision-making, which leads to a series of psychological problems and behavioral disorders. As a major role of teenagers, students spend most of their time related to learning activities. The difficulty of curriculum teaching, classroom teaching level, teaching methods and teaching plans will affect their classroom harvest and changes in their psychological status. Most college students are in a noisy and crowded living environment. The change of learning environment and the standard change of students' self-requirements will make it difficult for them to invest in learning concentration and poor learning effect when dealing with college education and curriculum learning. Because the learning results of courses are not in direct proportion to their own psychological expectations and efforts, it will lead to anxiety, fatigue, slowness, irritability and other negative emotions. Learning anxiety in the normal range will make students generate self-motivation and stimulate their interest in learning. Excessive anxiety will have a negative impact on the evaluation of their psychological state and emotional regulation. In the current English teaching, due to the differences of students' learning level and ability, it is difficult for some students to keep up with the teaching courses. In addition, due to the differences of individual psychological characteristics and their excessive emphasis on examinations and certificates, students have learning anxiety without a little knowledge of knowledge. Learning anxiety will not only affect the quality and effect of students' English learning, but also cause great interference to their mental health level. If it is not intervened in time and effectively, the learning anxiety will do harm to the normal life of students.

**Objective:** In order to alleviate the anxiety of college students in English teaching classroom and help them improve their mental health level, this paper studies the path of English teaching reform with the help of psychological theories, in order to alleviate students' learning anxiety and provide guiding suggestions.

**Subjects and methods:** 800 college students of different grades in a university were selected as the research objects. Using the method of stratified cluster sampling, the learning anxiety and mental health level of college students before and after the reform of English teaching path were analyzed by Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS).

**Method design:** The study first evaluates the learning anxiety of the subjects, then studies the correlation between English teaching classroom and students' learning anxiety with the help of correlation

function, and reforms the English teaching path with the help of psychological theories to build a new teaching path. Apply the new path of English teaching to teaching practice and collect the data of the improvement of learning anxiety of the subjects. The research uses the scale tool to score the experimental data, and uses the Likert scale to quantify the influence length of specific factors, that is, from 1-5 to indicate the degree of influence from light to heavy. Take the average value of the experimental data to reduce the impact of large errors caused by individual subjectivity, use statistical analysis tools to make differential statistical analysis of the experimental data, and get the experimental results.

**Results:** After the reform and innovation of English teaching path, the overall teaching scheme can better meet the students' learning needs and psychological laws, effectively reduce their learning anxiety and negative psychological problems, improve their mental health level to a great extent, and there are significant statistical differences in the scores of the scale before and after the implementation. Table 1 shows the improvement of learning anxiety before and after the experiment.

**Table 1.** The subjects' learning anxiety improved before and after the experiment

Experimental grouping	Mild anxiety	Moderate anxiety	Severe anxiety
Before the experiment	15.68±1.29	18.36±1.03	21.47±2.37
After the experiment	7.05±1.22	7.43±2.15	5.26±2.43

**Conclusions:** Learning anxiety, as a frequent anxiety emotion, will affect individual learning, and students are more vulnerable to the interference of the external environment and the limitation of their own cognitive thinking. It is difficult to rely on their own strength to adjust to negative emotions. If they are not guided and intervened in time, it will affect students' individual psychological development. English learning itself has certain difficulties. Students' individual learning ability differences will lead to learning anxiety. Building a new path of English teaching with the help of psychological theories can effectively alleviate students' anxiety and improve their psychological problems caused by learning.

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## THE ALLEVIATING EFFECT OF INNOVATIVE ENTREPRENEURSHIP EDUCATION CURRICULUM ON COLLEGE STUDENTS' FEAR OF ENTREPRENEURSHIP

Ye Liu\* & Xuegang Zhou

*Xi'an University of Science and Technology, Xi'an 710600, China*

**Background:** In recent years, with the rapid development of social economy and the increase of the number of graduates, the employment situation has become increasingly severe. The contradiction between the unsaturated state of the employment market and the unmet employment needs of graduates has become increasingly prominent, which makes most colleges and universities begin to encourage students to innovate and start businesses and participate in the employment wave in various forms. However, according to the relevant statistics of the ministry of education, although more than half of the graduates have great interest in innovation and entrepreneurship, the proportion of successful entrepreneurship is no more than 2%. There are many factors affecting the low proportion of innovation and entrepreneurship in China, among which the low value of entrepreneurs is the main interference factor. Graduates will have greater pressure and fear when facing the entrepreneurial situation, which will limit their entrepreneurial courage and motivation. On the basis of psychological quality, people are generated and developed under the influence of multiple factors such as living environment and educational environment. They show entrepreneurial psychological quality through the stable and overall physical and mental organization quality level in social practice. Innovation and entrepreneurship not only include individual potential psychological potential, but also includes entrepreneurs' psychological quality and skills. Entrepreneurial fear belongs to the category of entrepreneurs' personality and personality. Due to the lack of cognition of entrepreneurial environment, lack of their own experience, incomplete personality and other reasons, students will have negative emotions such as anxiety, anxiety and fear when facing setbacks and problems in the process of entrepreneurship. In serious cases, they will also have psychological problems. Students' entrepreneurial fear is closely related to their social environment. They will be affected by the market environment and economic weathervane, and lack of investigation on relevant entrepreneurial contents due to the limitation of entrepreneurial funds. They are also prone to fear and pessimism after failure. At present, the psychological quality level of college students is low, and in the

cultivation of innovation and entrepreneurship talents in colleges and universities, the irrationality of the curriculum of innovation and entrepreneurship education and its disconnection from the actual situation will make them fear when facing entrepreneurship problems, feel at a loss for innovation and entrepreneurship, fear of entrepreneurship failure, and cannot bear the pressure of innovation and entrepreneurship, resulting in varying degrees of anxiety. This anxiety and fear will affect the initiative and enthusiasm of college Students' innovation and entrepreneurship, making them tied up and afraid to make decisions when facing the entrepreneurial environment, resulting in losses and emotional remorse. When this negative emotion exceeds a certain limit, it will cause damage to students' physical and mental health, and also cause the lack of their personality, which will affect their future employment planning and mental health level.

**Objective:** To understand the mental health status of entrepreneurial college students in colleges and universities, and to analyze the reasons for their fear and anxiety. On this basis, the innovation and entrepreneurship teaching curriculum are improved with the help of relevant psychological theories. Through psychological emotion counseling, entrepreneurship project simulation and capital sand table model, students are helped to establish a new cognition of innovation and entrepreneurship, cultivate their psychological quality of innovation and entrepreneurship, alleviate their fear and reduce the generation of negative emotions and psychological problems.

**Subjects and methods:** The research subjects were college students who received innovation and entrepreneurship education. 350 college students of different grades and majors were randomly selected from four universities. Firstly, collect their mental health status, fear degree and other relevant information to understand their views and suggestions on the cultivation of innovative and entrepreneurial talents in colleges and universities. Then, with the help of the improved curriculum model of innovation and entrepreneurship education and mental health self-assessment scale collect the data on the improvement of students' fear and mental health before and after the experiment. Specific factors were quantified by grade 1-5 score. The higher the score, the heavier the influence.

**Methods:** Fuzzy evaluation was used to analyze the impact of innovation and entrepreneurship education on college students' entrepreneurial fear, and the data were processed and analyzed with the help of SPSS software and Excel software.

**Results:** In the process of innovation and entrepreneurship, Chinese college students will unconsciously have contradictory psychology. On the one hand, they want to start a business and on the other hand, they avoid starting a business. The main reason is that they are afraid of their own entrepreneurial ability and quality, and worry about the economic burden and loss caused by entrepreneurial failure. Improving the innovation and entrepreneurship education classroom in colleges and universities, grasping the changes of students' innovation psychology, and carrying out conscious targeted intervention can effectively reduce their fear and negative emotions, and greatly improve their overall psychological quality. Table 1 shows the scores of entrepreneurial fear and anxiety of college students of different grades before and after the experiment.

**Table 1.** Scores of entrepreneurial fear and anxiety of college students of different grades before and after the experiment

Grade	Psychology of fear		Anxious mood	
	Before the experiment	After the experiment	Before the experiment	After the experiment
Freshman	3	1	4	1
Sophomore	4	2	3	2
Junior	5	2	5	1

**Conclusions:** The problem of innovation and entrepreneurship has always been the focus of our society, especially the entrepreneurship of college students. College students will have doubts and negative emotions about their own entrepreneurial behavior in the early, middle and late stages of the entrepreneurial process, and then show a fear of entrepreneurship, which is not conducive to their healthy development of body and mind. The experimental results show that the innovation and entrepreneurship education curriculum under the psychological intervention can effectively alleviate students' fear and anxiety, stimulate their internal potential and promote the improvement of their innovation and entrepreneurship ability. In order to further improve China's entrepreneurship rate, colleges and universities should actively explore and innovate when carrying out innovation and entrepreneurship education courses, help students reduce entrepreneurial psychological fear and pressure, guide college students' entrepreneurship in a scientific way, and form a development pattern of entrepreneurship driving employment.

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## RESEARCH AND ANALYSIS ON THE COORDINATED DEVELOPMENT OF REAL ESTATE MARKET AND NATIONAL ECONOMY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Yun Qin<sup>1,2</sup>

<sup>1</sup>Central China Normal University, Wuhan 430079, China

<sup>2</sup>Nanning Normal University, Nanning 530001, China

**Background:** Consumer psychology is an important branch of psychology. It mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, it studies people's consumption behavior driven by the changes of psychological laws and individual psychological characteristics in the process of life and consumption. The learning contents of consumer psychology include the process of consumers' psychological activities and individual psychological characteristics, the psychological influencing factors of consumers' consumption behavior and consumer groups, consumption situation, commodity and product factors, and the relationship between marketing communication methods and consumer psychology. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by multiple factors, such as personal preference, social trend, commodity price and service, economic level and psychological tolerance, and then show different behavior consumption trend and dynamic mechanism. Consumer psychology focuses on the consumer demand and behavior motivation of consumers. There are differences and deviations between subjective and objective factors, and the consumer demand and motivation of different groups are also different. Only when the basic consumer demand of consumers is met can they seek higher-level and psychological needs.

At the same time, the product life cycle needs to go through a stage of formation, growth, maturity and decline, and its product value is also different in different stages, which affects consumers' subjective judgment of value and consumer demand. In recent years, the profits created by China's real estate industry have contributed a lot to the healthy development of the national economy. It can not only provide the necessary means of production and production demand for the development of enterprises, but also enhance the overall material demand and spiritual civilization demand of the society. As a durable consumer commodity, the commodity price of real estate is mainly affected by the commodity value attribute and the external policy environment. Therefore, when considering consumer goods, consumers will integrate various information, and have the consumption psychology of psychological "speculation" and "leak picking". Then, in different life cycles of real estate products, consumers will show different consumption psychology and behavior motivation. The real estate market and the development of the national economy have relevance and timeliness correspondence. Therefore, it is of great value and significance to grasp the coupling and coordinated development of the real estate industry and the national economy. The consumer psychology of real estate commodities will have an important impact on their consumption behavior and the development of the real estate market.

**Objective:** Based on the theory of product life cycle and consumer psychology, the research explores the coordinated development relationship between the real estate market and the national economy, guides the real estate marketing strategy under the grasp of consumer psychology and demand, gives full play to the role of the real estate market in promoting the national economy, and then reduces consumers' improper subjective psychological tendency and consumption emotion.

**Subjects and methods:** The research take 1000 consumers in a city as the research object, and then collects the information of the research object's consumption and shopping habits, consumption psychology and views on the real estate market and commodity value with the help of the real estate consumption psychology scale questionnaire. Then it analyzes the relationship between real estate and national economy with the help of vector autoregressive model, and intervenes consumers' negative psychological emotion and consumption behavior motivation in the process of consumption with the theory of consumer psychology. The experimental intervention time was three weeks. After the experimental intervention, the consumer psychological status of the subjects was reassessed. Statistical analysis tools are used to process the experimental data, statistics and difference analysis, so as to obtain the experimental results.

**Results:** The development trend of the real estate market plays an important role in the national economy, and the fluctuation and impact of its real estate price have a short-term and small same direction impact on GDP, and a large reverse impact on consumers' consumption psychology and behavior intention. Consumers' consumption psychology will be affected by their understanding, emotion and emotional

process of goods, and show rational, impulsive and selective consumption behavior. Active intervention in their consumption psychology can effectively guide consumers to consume rationally and correctly treat the changes of market economy and the pursuit of their own value needs. Table 1 shows the correlation results between the real estate market and the national economy under consumer psychology.

**Table 1.** Correlation results between real estate market and national economy under consumer psychology

		Real estate market	National economy
Real estate market	Pearson correlation	1	0.286**
	Significant (bilateral)	-	0.000
National economy	Pearson correlation	0.551**	1
	Significant (bilateral)	0.000	-

Note: \*\* indicates significant correlation at 0.01 level (bilateral).

**Conclusions:** Consumers have different needs for products in different product life cycles. In the process of product marketing, the marketing subject can better select the marketing strategy by analyzing the psychology of consumers and the characteristics of the product life cycle, so as to maximize its profit. At the same time, consumers have different consumption emotions and psychological needs due to the influence of many factors in the consumption process, which makes them mainly focus on subjective tendency and emotional will when making consumption choices, which will inevitably produce entanglement, anxiety, anxiety and other psychological emotions. Therefore, the active intervention of consumers with the help of relevant theories of consumer psychology can effectively ensure their correct view of marketing strategies and product price changes, guide their rational consumption and improve their mental health level.

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Shanjiang Li & Laihong Tang

*Hunan University of Information Technology, Changsha 410151, China*

**Background:** Psychological anxiety is a kind of negative emotion, which is caused by facing the real threat, or because there is no real reason. The individual experience of psychological anxiety produces tension, anxiety and other emotions that cannot be explained clearly. Psychological anxiety has no definite objective object, and the content of individual anxiety also has no specific and fixed content. This anxiety is also called floating anxiety or nameless anxiety. The generation of psychological anxiety is an individual instinctive response, which everyone will produce. When individuals are in a state of stress and are stimulated to some extent, they will have psychological anxiety. Psychological anxiety is in the normal range, which can help individuals solve emergencies. When the degree of psychological anxiety exceeds the scope of individual tolerance, and is in this state for a long time, individual psychological problems will occur, which will affect the healthy development of individual psychology. For college students, because they are in the stage of complete physical and mental development and maturity, their ability to control their emotions is not enough. When they face problems, they can't deal with them calmly. In this case, they will have psychological anxiety. There are many reasons for students' psychological anxiety, because the learning task is heavy, they can't catch up with the learning progress, and the learning effect is not ideal. Because of the fear that the test results are not ideal and cannot meet their own requirements, or the fear that the students will look at themselves differently because of their poor test results, resulting in psychological anxiety. Or because he is not good at getting along with others, his relationship with classmates and roommates is not harmonious and rigid, and he feels anxious and anxious. Or anxiety about employment, emotion, etc. Various problems have brought great psychological pressure to students, which has affected their life and study, resulting in a lack of sense of security and self-confidence.

At present, the ideological and political education in colleges and universities still has some problems in the mental health education of students. Students lack subjectivity. The modern ideological and political education system constructed by teachers and students emphasizes the dominant position of teachers, ignores the importance of students in ideological and political education, and reduces students' subjectivity.

Open ideological and political course teaching will have some disadvantages. Large classroom teaching reduces the interaction between teachers and students, which is not conducive to teachers' mental health education for students. While teaching ideological and political knowledge, small class teaching of mental health education should also be carried out to help students solve mental health problems. In addition, the construction of ideological and political education team lags behind, and the training funds of teachers are insufficient. When ideological and political teachers give consideration to mental health teachers, there is a disconnection phenomenon, which is not conducive to the timely counseling of students' mental health problems.

**Objective:** To understand the current situation and shortcomings of ideological and political education in colleges and universities, as well as the psychological anxiety of students, and to analyze the causes of psychological anxiety of college students. On this basis, improve the timeliness of college ideological and political teachers in students' mental health problems, intervene students' mental problems in time, and improve students' psychological anxiety. By enhancing students' subject status, students' sense of responsibility is enhanced, and students' self-thinking ability is improved in the equal interactive relationship between teachers and students, so that students' enthusiasm is improved and students' awareness of subject participation is enhanced, so as to improve the timeliness of mental health, timely intervene students' psychological problems and better alleviate students' psychological anxiety.

**Subjects and methods:** The research objects were college students. Four colleges and universities were randomly selected, and 280 college students were randomly selected from the selected colleges and universities. These college students come from different majors and grades. Understand their personal information, mental health status and the problems existing in the current ideological and political education, and analyze the causes of their psychological anxiety. The reformed ideological and political education for these students lasts for one semester, during which the relevant data of students are recorded. Statistical software was used to analyze the psychological anxiety of students before and after the reform of ideological and political education. Grade 1-5 was used. The higher the score, the heavier the degree of correlation. SAS software was used to process and analyze the data.

**Results:** In recent years, students are facing more and more pressure, and many students have psychological anxiety. By strengthening the dominant position of students in ideological and political education, students can actively participate in ideological and political education and psychological education, so that students' psychological anxiety can be intervened in time. After one semester, the anxiety of English majors has been significantly improved, and the anxiety score is 1. The results are shown in Table 1.

**Table 1.** Anxiety scores of students in different grades after cheerleading teaching

Major	Uneasy	Fear	Anxious
English major	2	1	1
Finance major	2	1	2
Engineering cost Specialty	1	1	2

**Conclusions:** By strengthening the subject status of students, coordinating the relationship between ideological and political education and mental health education, and strengthening the construction of teachers, we can mobilize students' enthusiasm and let students actively participate in relevant teaching activities in a loose and comfortable educational environment. Under the teaching of teachers with high teaching ability, we can timely and effectively alleviate students' psychological anxiety and improve students' mental health level.

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## RESEARCH ON THE IMPACT OF PSYCHOLOGICAL STRESS RESISTANCE OF SCIENTIFIC AND TECHNOLOGICAL PERSONNEL IN SHAANXI AEROSPACE ENTERPRISES ON THE STRATEGIC ANALYSIS OF AEROSPACE SCIENCE AND TECHNOLOGY PROJECTS UNDER FOREIGN EXCHANGE RISK MANAGEMENT

Yanghe Zhao\*

*Xi'an Kedagaoxin University, Xi'an 710109, China*

**Background:** The international health report points out that the mental health of Shaanxi aerospace high-tech talents presents the phenomenon of “three high and one low”, specifically high pressure, low burnout, low depression, high happiness and high anxiety. Compared with the ordinary white-collar elite, the psychological pressure of scientific and technological personnel is higher, and their degree of psychological depression will be lower. Research shows that psychological problems such as anxiety, depression and stress will have an impact on students’ absenteeism and mental health. According to the data survey of aerospace enterprises, the proportion of highly aggressive and aggressive employees is as high as 55%, and the rest of the employees are in a state of being independent and loose. In terms of mental health, about 1.5% of employees feel high work pressure. In terms of stress response, about 18% of employees have high response. In terms of sources of work stress, about 50% of staff pointed out that stress comes from work and career development, among which work accounts for the highest proportion. The main reasons for the high pressure of high-tech talents are long overtime, high work difficulty and high career development difficulty. At the same time, age, marital status, personality characteristics and organizational atmosphere will also affect their physical and mental development. The psychological pressure resistance of Shaanxi aerospace high-tech talents is inevitably related to the aviation science and technology project strategy, but the degree of influence has not been widely recognized by most scholars.

Foreign exchange risk refers to the fluctuation of the value of expenditure in local currency, income, liabilities and assets caused by the change of exchange rate, which will lead to the fluctuation of the profit and loss of the enterprise. The main forms of foreign exchange risk are economic risk, translation risk and transaction risk. Because of their own particularity, the significance of foreign exchange risk control is particularly important for aerospace enterprises. The particularity of the economic business of aerospace enterprises is mainly reflected in the large proportion of international business in the total business, the large amount of foreign currency, and the long duration and uniqueness of some foreign-related enterprises. The foreign exchange risks faced by Shaanxi aerospace enterprises are as follows. First, the exchange rate risk between us dollar and foreign currency, the exchange rate risk between RMB and foreign currency, the dual risk between foreign currency and foreign currency and between RMB and foreign currency. To solve these problems, aerospace enterprises need to adopt the management methods of foreign exchange risk. The specific paths are as follows: listing the hedging clauses in the contract, changing the date of receipt and payment of foreign exchange, adjusting the price method and using financial derivatives.

**Objective:** This paper analyzes the correlation between the psychological stress resistance of scientific and technological personnel in Shaanxi aerospace enterprises and the strategy of aviation science and technology projects under foreign exchange risk management, in order to contribute to the physical and mental health of scientific and technological personnel.

**Subjects and methods:** Select Shaanxi aerospace high-tech talents as the research object, and analyze the correlation between the psychological stress resistance of scientific and technological personnel of Shaanxi aerospace enterprises under foreign exchange risk management and the strategy of aerospace science and technology projects through Pearson product moment correlation coefficient. The strategy of aerospace science and technology projects includes the need to list hedging clauses in the contract, change the date of receipt and payment of foreign exchange, adjust the price method and use financial derivatives, which are expressed in strategy1-4 respectively. The psychological stress resistance of scientific and technological personnel includes mental health, stress response, work and career stress. Each evaluation content is expressed in three grades: poor, average and good. The corresponding scores are 0-20, 21-40 and 41-60 respectively. The higher the score, the stronger the psychological pressure resistance. In order to enhance the feasibility of the experimental results, the average value of all objects is taken as the final result.

**Methods:** Through SAS statistical analysis software, this paper analyzes the correlation between the psychological stress resistance of scientific and technological personnel of Shaanxi aerospace enterprises and the strategy of aviation science and technology projects under foreign exchange risk management.

**Results:** Table 1 refers to the correlation between the psychological stress resistance of scientific and technological personnel of Shaanxi aerospace enterprises and the strategy of aerospace science and technology projects under foreign exchange risk management. It can be seen from Table 1 that the correlation range between mental health, stress response, work and career stress and the hedging clauses to be listed in the contract is 0.532-0.786. The correlation range between and changing the date of receipt and payment of foreign exchange is 0.521-0.631. The correlation range between and the adjusted price method is 0.612-0.632. And the use of financial derivatives ranges from 0.529 to 0.598.

**Conclusions:** The four psychological stress indicators and four aviation science and technology project strategies of scientific and technological personnel in Shaanxi aerospace enterprises show positive correlation, with the correlation range of 0.521-0.786. Under the background of foreign exchange risk, Shaanxi aerospace enterprises need to scientifically and reasonably design post responsibilities, optimize the working environment and avoid employees being in a high-pressure working environment for a long time.



Build a good organizational atmosphere and create a harmonious and friendly interpersonal relationship. Provide career planning guidance, determine the path of employees' career development.

**Table 1.** Correlation between psychological stress resistance of scientific and technological personnel in Shaanxi aerospace enterprises and aviation science and technology project strategy

Psychological factor	Strategy 1	Strategy 2	Strategy 3	Strategy 4
Mental health	0.586	0.652	0.612	0.529
Pressure response	0.786	0.631	0.632	0.598
Work and career stress	0.532	0.521	0.621	0.536

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## A STUDY ON THE INFLUENCE OF ANXIETY ON NON-LITERAL LANGUAGE TEACHING OF FOREIGN STUDENTS IN CHINA

Guanglian Su & Degao Li

*Qufu Normal University, Qufu 273165, China*

**Background:** Anxiety psychology is a kind of negative emotion. When individuals face more difficult problems, they will have negative emotions such as anxiety, tension and panic. Among these negative emotions, anxiety is the main performance. Psychological factors, family factors and other factors related to anxiety. If a person is cowardly and has poor psychological tolerance, when he encounters difficulties that are difficult to solve, he is prone to anxiety, loss of control, confusion of thinking, don't know how to solve the problem, accompanied by rapid heartbeat, difficulty in concentrating, even emotional collapse and irritable temper. Among the environmental factors, the work, study and life environment of individuals will also have an impact on their emotions, making individuals anxious. For example, in colleges and universities, students with poor academic performance try to listen to the class, but they can't understand what the teacher is talking about, while other students around can keep up with the rhythm of the teacher and even get the praise of the teacher, which will bring great psychological pressure to students with poor academic performance, let him have anxiety about his study, worry about his study, fear that he will not catch up with the teacher's teaching progress, and don't want to become the one with the worst performance among his classmates. Anxiety psychology has two sides. Appropriate anxiety psychology will promote the good development of individual work and learning, while excessive anxiety psychology will hinder individual learning and work, and even affect individual physical and mental health, make individuals have mental diseases and cause physical health problems.

In colleges and universities, there are many problems in the non-literal language teaching of foreign students in China. The review form of teachers is single, and teachers do not pay enough attention to the review of knowledge. Even in the process of teaching new knowledge, a few sentences pass through the previous learning content. There are few review links in listening and speaking classes. Students' operations are not enough and there are few related activities. Teachers will spend a lot of time explaining new knowledge, but there is little time left for students to practice language. The knowledge learned by students cannot be well consolidated, which makes students' learning effect poor. Over time, students will not keep up with the teacher's lecture progress, resulting in anxiety. And in the teaching process, teachers mostly rely on textbooks and blackboard writing for teaching, do not make full use of multimedia facilities, the diversity of language teaching means is not enough, students' enthusiasm is not high, classroom participation is not strong, and cannot achieve the ideal teaching effect. In addition, in the explanation of non-literal expression in Chinese language, the teacher's explanation is not clear enough, and the students can't understand the meaning and don't know how to use it. For example, the use of homonyms in Chinese is a learning difficulty for foreign students in China. Many students can't understand the correct usage of homonyms and often confuse words.

**Objective:** To understand the current situation of non-literal language teaching of foreign students in colleges and universities, students' views on non-literal language teaching and students' anxiety psychology, and analyze the problems existing in students' learning and the causes of anxiety psychology. On this basis,

the review forms of non-literal language teaching are diversified. The review contents are classified according to the part of speech, and the students' mastery is understood through word selection and filling in the blank. Small games such as card matching, drawing and guessing words are used to deepen the students' understanding of non-literal expression in a relaxed atmosphere and alleviate the students' anxiety. Improve teachers' professional knowledge, so that teachers can solve students' doubts through easy-to-understand expression, improve students' academic performance and alleviate students' anxiety about learning.

**Subjects and methods:** The research objects are foreign students in China. 286 foreign students in China are randomly selected from three universities. These students come from different grades, majors and countries. Understand the psychological status, Chinese learning and understanding of non-literal expression of these students, and analyze the problems existing in non-literal language teaching and the causes of anxiety of foreign students in China. After the reform, these foreign students in China will be taught for two semesters, and relevant data will be recorded during the teaching period. Through statistical software, this paper studies the changes of anxiety psychology of students studying in China before and after the reform of teaching, and adopts grade 1-5 score. The higher the score, the more serious the students' anxiety psychology is.

**Results:** Due to the differences between Chinese and western cultures, foreign students in China have some difficulties in non-literal language learning, and the teaching means are single. The learning effect of students in China is not ideal, resulting in anxiety. Through the reform of non-literal language teaching, students' learning situation has been improved and their anxiety has been significantly alleviated. Among them, freshman male students studying in China scored 2.34 for learning anxiety. The results are shown in Table 1.

**Table 1.** Anxiety scores of different grades of students studying in China

Grade	Gender	Learning anxiety	Learning uneasiness
Freshman	Male	2.15	2.34
	Female	2.10	2.05
Sophomore	Male	1.37	1.06
	Female	1.69	1.05

**Conclusions:** By enriching the forms of review and increasing the means of teaching, foreign students in China have deepened their understanding of non-literal language, significantly improved their learning enthusiasm and alleviated their anxiety.

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## THE INFLUENCE OF MIXED TEACHING MODE ON STUDENTS' COGNITIVE PSYCHOLOGY IN COLLEGE ENGLISH CURRICULUM

Lihong Cao

*Shaanxi Institute of Technology, Xi'an 710300, China*

**Background:** As an active group, college students will rapidly expand their field of social life in the university stage. During this period, there will be certain changes in the physiology and psychology of college students, and the psychology of college students will mature rapidly. The psychology of college students has two sides and contradictions. The psychology of college students is not yet fully mature, and there are still deficiencies in the ability of emotional control. When facing setbacks, they are prone to emotional collapse or out of control, and there will be bold and foolhardy behavior. When the psychological development is mature, college students will be good at thinking, dare to think, energetic and other positive aspects. Contradictory psychology is manifested in the contradiction between independence and dependence, the contradiction between strong thirst for knowledge and low recognition. These psychological conflicts will cause college students to have some negative emotions, such as anxiety and anxiety, but they will also actively promote the psychological development of college students and accelerate the process of psychological development. In this process of psychological development, students' cognitive psychology will develop rapidly, showing obvious characteristics in thinking, emotion,

self-consciousness, needs and so on. The independence of college students' thinking will be enhanced, and their ability to understand knowledge will be improved. Under the strong need of becoming talents, college students will try their best to obtain the knowledge they are interested in. The dialectical logical thinking of college students begins to develop, and the creative thinking is gradually established. They will analyze the causal relationship of things according to different angles and levels, and have a deep understanding of the essence and development law of things. Of course, they sometimes have thinking weaknesses. In the state of being eager for success, they make hasty conclusions and deviate from reality. In the performance of self-consciousness, college students' self-awareness will be more profound, through multi-level and multi-angle understanding, accept themselves, imagine their own development on the basis of the evaluation of surrounding people, and transform social expectations into self-quality. Students' self-control ability will be significantly enhanced, they will adjust their goals according to the actual situation, and actively work towards this goal.

At present, the rapid development of the Internet has caused a great impact on the traditional English teaching mode in colleges and universities, and the teaching mode cannot keep up with the pace of the development of the times. There are still some deficiencies in the traditional English teaching mode. Teachers are not proficient in the use of multimedia equipment, and their teaching thinking has not changed. When screening network resources, teachers' identification ability is still lacking, and there is a certain gap between the selected materials and the needs of students. Classroom teaching and online self-study are not combined, teachers' pay too much attention to online self-study, and classroom teaching does not pay enough attention to the cultivation of students' thinking and learning ability.

**Objective:** To understand the learning state, cognitive psychological performance characteristics of students in college English teaching and the shortcomings of college English teaching, and to analyze the reasons for these cognitive psychological performance characteristics of students. Reform English teaching, combine information technology with traditional teaching methods, get a mixed teaching mode, teach students according to their aptitude through layered teaching, cultivate students' innovative thinking ability, stimulate students' interest in learning, and promote the good development of students' English learning on the basis of students' deep self-awareness. Through this mixed model, teachers' information-based teaching ability can be improved and students' English learning environment can be optimized.

**Subjects and methods:** The research objects are college students. Four colleges and universities are randomly selected. 410 college students are randomly selected from these colleges and universities. The selection criteria are major, grade, gender, whether they are single children or poor students. Understand the English learning situation of these students, their views on the current English teaching, and analyze the causes of students' English learning problems. When teaching college English courses to the selected students, the mixed English teaching mode is adopted. The teaching time is 2 semesters, during which the relevant data are recorded. Through statistical analysis software, this paper studies the cognitive and psychological changes of students before and after the implementation of English mixed teaching mode. The higher the score, the heavier the degree.

**Results:** College students are in the stage of psychological and physical maturity. Psychological development and cognitive psychological development affect students' study and life. Through the implementation of mixed English teaching, teachers teach students in accordance with their aptitude according to the cognitive and psychological characteristics of different students and their abilities and needs, so as to exercise the independence and flexibility of students' thinking, develop students' creative thinking and stimulate students' enthusiasm for English learning. Among them, the self-awareness score of male freshmen in English learning is 4.20, and the results are shown in Table 1.

**Table 1.** Students' psychological performance in different grades

Grade	Gender	Self-recognition	Thinking independence	Thinking flexibility
Freshman	Female	3.87	4.55	3.89
	Male	4.20	4.62	4.15
Sophomore	Female	4.13	4.45	3.88
	Male	4.25	4.46	4.05

**Conclusions:** At present, the Internet is used in many fields, one of which is the field of teaching. The traditional college English teaching model cannot keep up with the pace of the development of the times. It is necessary to change the previous teaching concept and innovate the teaching model. After the innovation of teaching mode, the mixed teaching mode is obtained. Through layered teaching, students are taught in accordance with their aptitude, cultivate students' innovative thinking ability, stimulate students' interest in learning, promote the good development of students' English learning on the basis of students' profound self-knowledge, and consciously cultivate and exercise students' independence and flexibility of thinking,

so as to promote the development and perfection of students' creative thinking.

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## RESEARCH ON THE INFLUENCE OF VOCAL SINGER'S PSYCHOLOGICAL STATE ON ART SONG PERFORMANCE

Mingxing Zhao<sup>1,2\*</sup>

<sup>1</sup>*College of Music, Mahidol University, Nakhon Pathom 73170, Thailand*

<sup>2</sup>*Dalian Art College, Dalian 116600, China*

**Background:** Vocal singing is expressed through three aspects: sound, action and emotion. In this singing process, it needs to be closely related to psychology. The mental state of a vocal singer indicates the mental state of the vocal singer in the stage performance, such as tension and excitement. Generally speaking, the vocal singer will have some excitement and tension in the stage performance. An appropriate amount of excitement and tension will not affect the performance process of the vocal singer, but excessive tension may affect the stability of the vocal singer's pronunciation and breath. This will have a great impact on the singer's singing effect and reduce the quality of song singing. For the vocal singers on the stage for the first time, they will have a rapid heartbeat and tense hands and feet in the performance of art songs, and the singers show excessive tension. Usually, few people can complete the whole performance process calmly. In the relevant research, it is found that when people encounter difficulties and obstacles, in order to achieve their goals, they will take relevant measures or actions to overcome the difficulties. In this process, people's hearts are often restless and nervous, and even some people will have fear and anxiety. Vocal singers will do the same in the performance of art songs. The process of overcoming difficulties is dominated by the singer's own psychological activities. The process of psychological activities will have three stages, namely occurrence, development and completion. In the development stage, vocal singers may have stage fright and be afraid of performing art songs. They are worried about the effect of art song performance. Some singers will have rapid heartbeat and shortness of breath. In the development stage, some vocal singers will unconsciously shake their hands and feet in the performance of art songs, sweat all over their body, and have the behavior of out of tune and high-pitched singing in extreme tension. In the completion stage, the brain of some vocal singers is often blank after the performance of art songs. They will feel lost and afraid of the mistakes they show in the singing process, and lose confidence because of the mistakes they show. When the psychological problems of vocal singers become serious, the singers will have psychological obstacles, which makes the singers lose their desire to sing and performance enthusiasm. Among the students majoring in vocal music in colleges and universities, some students will also have psychological activities in these three stages, which will affect the performance effect of students' art songs.

**Objective:** To understand the psychological state of vocal music majors in colleges and universities in the performance of art songs, and to analyze the reasons for their psychological problems. On this basis, we should reform the teaching of vocal performance course, reform the old ideas, clarify the new objectives, and cultivate comprehensive talents with singing ability, cooperation ability, teaching ability and learning ability. Optimize the vocal music teaching mode, establish a communication bridge between teachers and students, and let teachers provide guidance for students' professional and psychological problems in the process of vocal music singing, so as to ensure that students maintain a good singing psychological state while improving their professional technology. Hold lectures and master classes to put forward effective solutions to students' problems, so that students' problems can be solved in time.

**Subjects and methods:** The research objects are students majoring in vocal music in school. 345 students majoring in vocal music are randomly selected from four universities. These students come from different grades and family backgrounds, and their professional abilities are different. Understand the personal information of these students and their psychological problems in the process of vocal performance, analyze their causes, and carry out the teaching of vocal performance course for these students after the reform. The teaching practice is two semesters, during which the relevant data of students are recorded. The changes of students' psychological state before and after the reform of teaching are analyzed by statistical software. The higher the score, the more relevant it is.

**Results:** Influenced by learning ability, personal psychological quality and other related reasons, college vocal music students showed different psychological states in art song performance. Students with poor personal psychological quality are prone to tension, rapid heartbeat and running away in the performance of art songs, which has hit students' self-confidence. Through the reform of the teaching of vocal music

performance course, with the help of teachers, the professional and psychological problems of vocal music students have been answered to a certain extent, and the students' tension, anxiety and stage fright have been alleviated to a certain extent. Through a variety of practical activities, the students' negative psychological state has been significantly improved. Among them, the grade of stage fright of sophomores is 2.25, and the results are shown in Table 1.

**Table 1.** Scores of negative psychological states of vocal music majors in different grades

Grade	Stage Fright	Anxious	Uneasy
Freshman	2.85	2.43	2.87
Sophomore	2.25	2.35	2.53
Junior	1.58	2.05	1.96

**Conclusions:** The traditional teaching concept of vocal music performance course in colleges and universities is relatively old, which cannot meet the needs of today's society for vocal music talents. Many students' psychological state in vocal music art song performance is not good. Negative psychology such as tension and fear affect students' normal play and make students bear great psychological pressure. In order to meet the social demand for vocal talents, colleges and universities reform the traditional concept, determine the teaching goal of cultivating comprehensive talents with singing ability, cooperation ability, teaching ability and learning ability, build a communication bridge between teachers and students, let teachers intervene in students' negative vocal performance psychological state, improve students' psychological quality, and let students improve their comprehensive ability in different practical activities.

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## THE EFFECT OF EDUCATIONAL REFORM MODEL UNDER TEACHING PSYCHOLOGY ON ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

Ming Li, Jianfeng Wen, Tao Tang, Fuwen Zhang & Jianrong Xiao

*College of Science, Guilin University of Technology, Guilin 541004, China*

**Background:** Educational psychology is a branch of psychology, which closely connects education and psychology. The research content of this psychology is the basic psychological law of learning and teaching in the educational situation, and its core content is the research on the learning process. In the teaching process, it not only reflects the strict seriousness of imparting knowledge and skills, but also shows the flexibility of students in improving their ability to obtain knowledge. This teaching process is a bilateral activity jointly completed by teachers and students. In the process of communication, teachers and students carry out information exchange under the transmission of knowledge and emotional exchange of psychological resonance. Emotional communication and information exchange are a process of mutual promotion. Under the two-way promotion, a harmonious and unified best classroom teaching situation can be formed. In classroom teaching, teachers' emotional input will affect students' listening effect. Similarly, students' emotional feedback in teaching will also affect teachers' teaching mood and teaching effect. Therefore, in the process of teaching, teachers should treat students sincerely, help students enthusiastically, seriously prepare courseware, adhere to rigorous academic research, so that students can feel the teacher's respect, amiability and due diligence, so as to make students respect teachers and study seriously. Teachers should also pay attention to creating a good classroom atmosphere, improve students' learning enthusiasm, improve students' professional skills, and make the effect of classroom teaching better.

With the continuous development of economy, society and enterprises have higher and higher requirements for talents, and the comprehensive requirements for graduates' computer are also increasing. At present, the computer teaching of students in higher vocational colleges cannot meet the talent requirements of enterprises. Therefore, higher vocational students have different degrees of employment anxiety in the process of employment. They are afraid that they can't find a suitable job, that their ability can't meet the requirements of the post, and feel nervous and uneasy about the job interview. In addition to the low level of their own ability, the students' personality, psychological quality, professional evaluation and social environment will lead to different degrees of employment anxiety. These employment anxieties affect students' employment. In serious cases, they will lead to psychological diseases and affect students' physical health. Therefore, higher vocational colleges should pay attention to the cultivation of students'

computer skills, reform computer education based on occupation, improve students' computer skills, improve students' employment success rate, and intervene students' employment anxiety.

**Objective:** To understand the current situation of computer teaching in higher vocational colleges and the employment anxiety of students, and to analyze the causes of employment anxiety of higher vocational students. On this basis, we should reform the computer teaching mode guided by employment, strengthen the cultivation of teachers' professional quality, improve the teaching quality and improve students' learning ability. Adjust the teaching content according to the enterprise standards, improve the students' computer level on the basis of students' personalized development, so that students can meet the enterprise standards, increase employment opportunities, improve students' self-confidence and alleviate employment anxiety. Innovate the teaching mode according to professional requirements, fully exercise students' computer ability, establish a modern employment concept, so that students can pay attention to employment, increase students' learning motivation, and face employment more fully, which is conducive to alleviating employment anxiety.

**Subjects and methods:** The research objects are higher vocational students. 295 students are randomly selected from three higher vocational colleges. These students come from different majors and grades, and their family backgrounds are different. Understand students' personal information and employment anxiety, and analyze the causes of employment anxiety of higher vocational students. After the reform of computer teaching for these students, the teaching time is 2 semesters, and the relevant data are recorded during the teaching period. This paper analyzes the employment anxiety of higher vocational students before and after the reform of computer teaching through statistical software, and adopts grade 1-5 score, which means no, slight, general, obvious and complete respectively.

**Results:** In recent years, enterprises have higher and higher requirements for talents, and pay more attention to the comprehensive computer ability of talents. Under the influence of many aspects, the employment anxiety of higher vocational students is increasing. In order to improve the success rate of students' employment, we should reform the computer teaching mode guided by employment, improve students' learning ability by strengthening the cultivation of teachers' professional quality, innovating teaching mode and other measures, make students pay attention to employment, and make students improve their comprehensive computer ability in their hard study, so as to alleviate their employment anxiety. Among them, the employment anxiety score of students in vocational college A is 1, and the results are shown in Table 1.

**Table 1.** Scores of negative employment emotions of students in different higher vocational colleges

Higher vocational colleges	Employment anxiety	Job insecurity	Employment panic
Higher vocational college A	1	1	1
Higher vocational college B	2	2	2
Higher vocational college C	2	2	1

**Conclusions:** The reform of computer education guided by employment is conducive to the employment of students, promote the development of vocational education and cultivate new talents who meet the requirements of enterprises.

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## THEORETICAL ANALYSIS OF COLLEGE ENGLISH TRANSLATION TEACHING AND ITS INFLUENCE ON STUDENTS' EMPLOYMENT ANXIETY

Xin Liu

*Yancheng Institute of Technology, Yancheng 224051, China*

**Background:** Anxiety is an emotional response of an individual to a real threat. When the real threat disappears, this emotional response will disappear. Anxiety and anxiety are the main characteristics of anxiety and anxiety. Anxiety psychology is related to personal factors, family factors, social factors and other factors, and employment anxiety is also affected by these factors. Individuals with different personalities have different probability and degree of anxiety in the face of realistic threats. Introverted and cowardly people are more likely to have anxiety. Parents always expect their children to become talents

and get a good job. For some college students, this expectation sometimes brings great pressure to them. The high salary and high treatment work expected by their parents exceeds the ability of college students. They are afraid of being criticized by their parents or disappointed by them. These college students will have anxiety about employment and fear that the job they find is inappropriate and does not meet their parents' requirements. The fierce competition for social Posts makes it difficult for college students to find jobs. Students with weak ability are often more difficult to find jobs than students with strong ability. They have fewer opportunities to choose, and sometimes they can't find more suitable jobs for a long time. In addition, students with weak pressure resistance are more likely to have employment anxiety. Students with family connections are easier to find than students without connections. Therefore, students who are at a disadvantage in contacts are relatively more likely to have employment anxiety.

At present, in colleges and universities, college English translation teaching is in a marginal position in English teaching, and teachers do not pay attention to translation teaching. Some colleges and universities have few contents related to English translation teaching in English teaching and do not set up relevant courses. Many teachers believe that students only need to listen, speak, read and write, and do not have to spend energy on English translation, so students' English translation ability is poor. Moreover, there are few English translation textbooks in colleges and universities. Even if English translation teaching is carried out, teachers only carry out "cramming" teaching. This way makes students tired and boring of English translation courses, which will have a negative impact on students' English learning and make students lose interest in English. According to the theory of college English translation teaching, we can adjust college students' translation courses, increase western customs and daily expressions, improve the interest of teaching, attract students' interest in reading, and let students learn to translate English sentences with the most concise and smooth sentences, so that the translated sentences can fully express the original meaning. At present, the society has higher and higher requirements for English talents. Poor English translation ability and poor translation effect will affect the employment of English majors and further aggravate their employment anxiety.

**Objective:** To understand the current situation of college English translation teaching in colleges and universities, the psychological situation of students' employment anxiety, and analyze the causes of students' employment anxiety. On this basis, the theory of college English translation teaching is infiltrated into the teaching, the teaching concept, course content and teaching means of English translation teaching are updated, and various skills such as combined translation method, divided translation method and reduced translation method are used to help students carry out English translation and improve their English translation ability, which is conducive to students engaging in English translation in the future, giving students more employment direction, so as to alleviate their anxiety about employment.

**Subjects and methods:** The research objects are English Majors in colleges and universities. 350 English majors are randomly selected from four colleges and universities. The selected students come from different grades and family backgrounds. They have different English abilities and have different views on English translation teaching. To understand the problems existing in English translation teaching in colleges and universities and the psychological situation of students' employment anxiety, analyze the causes of students' employment anxiety, and carry out the reformed English translation teaching for the selected students. The teaching time is two semesters and one semester, during which the relevant data of students are recorded. Statistical software is used to analyze students' employment anxiety before and after the reform of English translation teaching. Grade 0-4 is adopted. The higher the score, the heavier the degree of correlation.

**Results:** Colleges and universities do not pay much attention to English translation teaching. The traditional English translation teaching cannot stimulate students' interest in learning. Students' English translation ability is weak and cannot meet the requirements of the market for translation talents. With the increasing employment pressure, English majors have employment anxiety. After the reform of English translation teaching, students' translation ability has been improved and students' employment anxiety has been alleviated. Among them, the employment anxiety score of female freshmen majoring in English is 2, and the results are shown in Table 1.

**Table 1.** Scores of negative employment emotions of students of different grades and genders

Grade	Gender	Employment anxiety	Job insecurity	Employment panic
Freshman	Male	2	1	1
	Female	2	2	2
Sophomore	Male	2	2	1
	Female	1	1	1

**Conclusions:** Pay attention to college English translation teaching, take students as the center, let them

experience the mystery of translation in a relaxed and pleasant atmosphere, exercise their English logical thinking ability, improve their English translation ability, enable students to carry out English translation work and improve their employment rate.

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## RESEARCH ON THE INFLUENCE OF CONSUMER PSYCHOLOGY ON FINANCIAL DATA AND ITS GOVERNANCE IN THE ERA OF DIGITAL ECONOMY

Jing Li

*Sichuan Academy of Social Sciences, Chengdu 610071, China*

**Background:** As a branch of psychology, consumer psychology studies the psychological and behavioral changes of consumers in the process of consumption, as well as the laws of their psychological and behavioral changes. Consumer psychology involves many disciplines, such as social psychology and economics, which studies consumers' consumption Motivation and consumption needs. Need means the subjective feeling that an individual lacks something. It is an objective demand response. Demand means that after consumers have the conditions to change the dissatisfied status quo, they pursue the demand that can make them more satisfied. Consumer demand has five characteristics: objectiveness and variability. After consumers have some shopping demand, it will affect their shopping behavior. The more consumers need something, the more likely they are to buy it. The factors affecting consumers' consumption needs are subjective and objective. Subjectivity means that consumption needs will be affected by physiological and psychological conditions. The purchase motivation of consumers is divided into physiological consumption motivation and psychological consumption motivation. The former is the consumption motivation generated by the survival needs of consumers. For example, eating and drinking water are things that must be carried out for human survival. Generating consumption motivation on these things that must be consumed for survival belongs to physiological consumption motivation. Psychological consumption motivation means that consumers want to achieve respect needs and social needs, resulting in consumption motivation. In the purchase process, consumers will be affected by price, quality, brand, personal economic level, aesthetics and so on.

With the advent of the era of digital economy, the field of digital application continues to expand, covering many fields, such as finance, government affairs, people's livelihood and so on. The kinetic energy of the global economy is changing, and financial technology plays an important role in the development of digital economy. The economic transformation has stimulated consumption and further expanded domestic demand, thus promoting the rapid development of the Internet consumer financial market. Consumer finance can be simplified as "consumer finance", which belongs to personal non-operating credit, which has no mortgage and guarantee. According to financial instruments, consumer finance can be divided into three types: credit card, cash loan and consumer loan. Consumer loans in the era of digital finance lie between gold loans and credit cards. Digital consumer finance is facing difficulties. It inherits the unique risks of financial essence, the problem of consumer default continues, and the risk prevention and control management ability of consumer finance companies are insufficient. Affected by the imperfect personalized credit investigation system, the application scope of credit investigation information post loan management of consumer financial enterprises is limited, and the cost of consumer default is low, so it is difficult to analyze user loyalty through a single platform.

**Objective:** To understand the difficulties faced by consumer finance and consumers' consumer psychological state in the current digital economy era, and to analyze the impact of consumers' consumer psychological state on financial data. On this basis, this paper puts forward the prevention and control measures of consumer financial risk. By improving the internal control system to avoid compliance risks, enterprises set up corresponding "firewalls" for different financial businesses to avoid enterprises choosing high-risk transaction modes in pursuit of business expansion and reduce the overdue rate of consumer repayment. Set up the operation mode of credit factory, optimize the work process and avoid compliance risk through process control. Expand data sources, strictly prevent fraud risks, understand the personalized credit investigation database into consumer finance, and count the blacklist of consumers to prevent those consumers with low credit from lending business. Strengthen the risk control model and prevent credit risks.

**Subjects and methods:** The research objects are financial consumers, and 300 financial consumers are randomly selected. These consumers come from different occupations, ages, genders and political faces, and their income levels and financial consumption patterns are different. Understand the consumption psychological state, credit investigation and views on different financial businesses of these financial



consumers, and analyze their repayment ability, overdue rate and bad debt rate. After the implementation of consumer financial risk prevention and control measures, the impact of different risk prevention and control measures on financial consumers' consumption psychology is studied through statistical analysis software, and the influencing factors are quantified. The higher the score, the greater the impact.

**Results:** In the current digital consumer money market, the prospect is good. With the continuous development of financial business, the financial data is increasing. However, there is a continuous default of financial consumers in the digital consumer money market, which will hinder the development of financial data and improve the risk degree of digital consumer money. By improving the internal control system and expanding data sources, the default of financial consumers has been significantly reduced and the overdue repayment behavior of financial consumers has been reduced. Among them, the impact score of young financial consumers on the enhanced risk control model is 5, and the results are shown in Table 1.

**Table 1.** The impact of different risk prevention and control measures on the consumption psychology of financial consumers

Age group	Enhanced risk control model	Improve the internal control system	Expand data sources
Youth	5	5	4
Young and middle-aged	4	4	5
Middle age	4	5	4

**Conclusions:** In the era of digital economy, economic transformation stimulates the expansion of domestic demand, people's living standards are constantly improving, and their consumption ability is significantly improved. Driven by various factors, Internet consumer finance has developed rapidly. However, the continuous default of financial consumers hinders the development of financial data, and the risk prevention and control management ability of consumer finance companies is insufficient, which increases the risk of digital consumption. Enterprises set up corresponding "firewalls" for different financial businesses to avoid enterprises choosing high-risk transaction modes in pursuit of business expansion, thus reducing the overdue rate of consumer repayment.

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## ANALYSIS ON THE INFLUENCE OF THE ADJUSTMENT OF EDUCATIONAL MANAGEMENT STRATEGIES IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Huijuan Shan

*Sichuan Tianyi College, Mianzhu 618200, China*

**Background:** In recent years, college students are facing pressure from learning, interpersonal communication, employment and other aspects, which makes college students have different degrees of psychological anxiety. There are differences in psychological anxiety in different grades. For freshmen, because they have just entered the campus, are not familiar with the surrounding environment, and have left their parents to take care of everything, freshmen with poor independence should not only bear the pressure of learning, but also take care of their own life, but also deal with the interpersonal relationship between classmates and roommates, and even face emotional problems. All kinds of pressures make freshmen tired physically and mentally, resulting in psychological anxiety. Some freshmen are unable to adapt to the changes of robbery and the external environment, and their psychological anxiety will increase. When this negative state continues for a long time, it will seriously affect the physical and mental health development of freshmen, and even have anxiety disorders. The precursor of anxiety disorder is a sudden strong sense of fear in places where most people are not nervous. Due to many learning contents and heavy tasks, college students will have learning anxiety. When they can't keep up with the teacher's teaching progress, can't understand the teacher's questions, and are always at a loss in the classroom, college students will have feelings of fear, uneasiness, anxiety and so on. The examination method of higher education is mainly examination, which means that the examination score is related to whether college

students can graduate smoothly. If you don't do well in the exam, you need to retake the exam or even retake it. It will not only take more time to study, but also face the different eyes of the surrounding students and the criticism of the teachers. This is intolerable for college students with strong self-esteem and high requirements for themselves. Therefore, they will attach great importance to the test score and be nervous about the test, resulting in psychological anxiety.

In recent years, the education management of colleges and universities has paid attention to the cultivation of students' professional quality and skills, but ignored the importance of students' mental health education. Students' mental health problems have not been solved, affecting students' study and life. Some students have smoking, drinking and other bad living habits, and even endanger the life safety of students and others. There are many incidents such as suicide and hurting students. It has had a great impact on schools and society. Therefore, the university education management should adjust the relevant work strategies and intervene the students' mental health problems in time.

**Objective:** To master the current situation and shortcomings of education management in colleges and universities, understand the mental health status of college students, and analyze the causes of psychological anxiety of college students. According to the psychological anxiety of students, we should adjust the efficient education management, strengthen the efficient mental health education, summarize the psychological commonalities of students according to the differences of college students, and carry out mental health education on this basis. Increase diversified communication channels through various activities and class sports meetings, so that students can release the pressure of learning and examination, alleviate psychological anxiety and improve students' mental health level. Improve psychological counseling and counseling institutions, timely solve students' mental health problems, and further alleviate students' psychological anxiety.

**Subjects and methods:** The research objects are college students. Four colleges and universities are randomly selected, and 360 college students are randomly selected. The selection criteria are grade, major, whether they are single children, whether they are poor students and family economic conditions. To understand the educational management of four colleges and universities and the importance of mental health education, and analyze the mental health problems of these students and the causes of psychological anxiety. The adjustment measures of educational management were implemented for these students. The experimental time was 2 semesters, during which the relevant data of students were recorded. Fuzzy evaluation is used to study the changes of students' psychological anxiety before and after the implementation of educational management adjustment measures. 1-5 grading scores are used. 1-3 points respectively mean no, slightly and general, and 4-5 points respectively mean obvious and complete. SAS software is data processing and analysis software.

**Results:** At present, college students are facing pressure from many aspects. Students' mental health problems are becoming increasingly prominent, and psychological anxiety is one of them. However, the educational management of colleges and universities does not pay much attention to students' mental health problems, and the implementation of relevant mental health education measures is not enough. In this regard, we should adjust the educational management of colleges and universities and strengthen mental health education. After two semesters, the anxiety score of sophomores majoring in English is 2. The results are shown in Table 1.

**Table 1.** Psychological anxiety scores of students of different majors and grades

Grade	Major	Employment anxiety	Job insecurity	Employment panic
Freshman	English major	2	1	1
	Finance major	2	2	2
Sophomore	English major	2	2	1
	Finance major	1	1	1

**Conclusions:** With the emphasis on mental health education in the educational management of colleges and universities, the mental health level of college students is gradually improved, the psychological anxiety of students is significantly relieved, and the good development of students' study and life is promoted.

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## ON THE UNIQUE CHARM OF CHINESE NATIONAL OPERA AND ITS INFLUENCE ON ALLEVIATING MODERN PEOPLE'S FAST-PACED PSYCHOLOGICAL ANXIETY

Xiaoling Feng

*Zhejiang International Studies University, Hangzhou 310023, China*

**Background:** Psychological anxiety is a mental disease, and with the accelerated pace of modern life, more and more people suffer from psychological anxiety. The clinical manifestations of patients with psychological anxiety are depression and mental tension. At the same time, they are prone to chest tightness, sore throat, general fatigue and other symptoms during exercise. There are many factors causing psychological anxiety symptoms. Modern people cannot release their work pressure, learning pressure and emotional pressure. Over time, they cause depression and nervous tension, which is the main factor causing psychological anxiety. At the same time, genetic factors and other disease factors are also easy to cause psychological anxiety. In case of psychological anxiety problems, it is necessary to adjust the mentality in time and reasonably choose effective treatment methods. At present, the main treatment methods for psychological anxiety are drug treatment, which can regulate people's nervous system and relieve people's body and mind to alleviate the problem of psychological anxiety. However, drug treatment is easy to lead to drug resistance, and long-term use of psychotropic drugs is easy to lead to patients with symptoms such as mental confusion, physical and mental fatigue, which is not suitable for most patients. In addition, there is psychological auxiliary treatment, which can alleviate people's nervous mood through reasonable psychological counseling, so as to alleviate the problem of patients' psychological anxiety. In addition, there are physical training, reasonable exercise to regulate human function, and strict control of eating habits, which can also have a good effect on relieving patients' tension. With the gradual rejuvenation of patients with psychological anxiety, mental anxiety symptoms have also received extensive attention from the society. How to effectively alleviate the psychological anxiety caused by the fast pace of modern people is of great significance to the development of society.

There are many methods to treat psychological anxiety. The common one is psychological adjuvant therapy, which is suitable for most people and can achieve good results. With the accelerated pace of modern people, some researchers have found that the artistic and cultural beauty of Chinese national opera can effectively alleviate the pressure of modern tension. Especially in the traditional Chinese national opera, there are rich artistic performance forms, which can relieve the body and mind, adjust the state of mind and release the pressure for people with long-term mental tension and anxiety. At the same time, the traditional national opera works have rich national historical and cultural contents, and their costumes, patterns and national music have strong cultural and artistic attributes. Modern people can not only cultivate their mood and relieve their emotions, but also enrich their historical and cultural knowledge and improve their artistic and cultural cultivation. Therefore, according to the research on modern people's psychological anxiety, this paper analyzes the characteristics of modern people's psychological anxiety, and discusses the influence of the unique charm of national opera on alleviating modern people's psychological anxiety.

**Objective:** To explore the current situation of modern people's psychological anxiety under the fast rhythm, analyze the expression of psychological anxiety and common treatment methods, analyze the influence relationship between the artistic and cultural characteristics of Chinese National Opera on alleviating people's emotional pressure, and then discuss the influence effect of national opera on modern people's psychological anxiety.

**Subjects and methods:** 120 patients with psychological anxiety disorder were selected as the research object. The excellent works of Chinese poetry dramas were displayed to patients with psychological anxiety disorder for appreciation, and tested for five months. The scores of patients were counted every month to evaluate whether Chinese folk music dramas can alleviate the psychological anxiety of patients.

**Results:** Table 1 shows the scores of patients with psychological anxiety after national opera for 5 months, with a full score of 10. The evaluation indexes include emotional optimism index and stress release score. It can be seen from Table 1 that the scores of the evaluation indexes of the patients have been improved after watching the national opera works, indicating that the opera works can alleviate the psychological anxiety of the patients.

**Table 1.** Scores of patients with psychological anxiety after national opera for 5 months

Project	1 month	2 months	3 months	4 months	5 months
Optimism index	4	5	5	6	7
Pressure release score	2	2	3	3	4

**Conclusions:** With the accelerating pace of modern life, more and more people are suffering from psychological anxiety, which not only affects people's work, study and life, but also has an adverse impact on personal physical and mental health. Therefore, through the analysis of psychological anxiety symptoms, it is proposed to alleviate the psychological anxiety of modern people through the unique charm of Chinese opera. The results show that Chinese national song and dance drama has unique charm and cultural and artistic characteristics. Through the display of national opera programs for patients with psychological anxiety, it can effectively relieve patients' emotional pressure, regulate patients' tension, and finally regulate patients' psychological anxiety. It can be seen that the physical and mental pressure of modern people is increasing. Studying the effect of national opera on patients' psychological anxiety symptoms is conducive to regulating modern people's body and mind, so as to obtain a healthy and strong physique.

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## THE INFLUENCE OF THE ESTABLISHMENT OF GUIZHOU AGRICULTURAL E-COMMERCE LOGISTICS FINANCIAL OPERATION MECHANISM ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Huijuan Xie<sup>1</sup>, Yijun Liao<sup>2\*</sup> & Keke Liang<sup>1</sup>

<sup>1</sup>*Political and Economic Management School, Guizhou Minzu University, Guiyang 550025, China*

<sup>2</sup>*College of Marxism, Xiangnan University, Chenzhou 423000, China*

**Background:** Anxiety symptoms refer to the negative psychology that an individual produces when faced with stimuli such as stressful factors, uncertain factors, or a sense of crisis in his study and life. These stimuli usually include academic, career, economic, and interpersonal relationships. People with excessive anxiety may have corresponding adverse symptoms both physically and psychologically, and their daily life, work and study will also be affected. Common anxiety symptoms include depressed or fluctuating mood, unwillingness to actively communicate, paranoia, irregular life, and in severe cases, dizziness, nausea, and even self-harm. In addition to the anxiety patients themselves, their anxiety will also have adverse effects on the surrounding people and the social environment, and even endanger the personal safety of others. Therefore, this excessive anxiety cannot be ignored.

The development of agricultural finance in Guizhou is largely restricted by logistics, and the development of agricultural economy is directly affected by the development of logistics. Therefore, in order to ensure the stable and rapid development of Guizhou's agricultural economy, it is necessary to study and improve its logistics operation mechanism. Some studies have pointed out that the "last mile" of rural e-commerce logistics is a bottleneck in the development of agricultural economy and rural e-commerce, that is, rural e-commerce logistics often face long delivery times, expensive shipping, and difficulty in delivering to users. To change this situation, it is necessary to establish an effective agricultural e-commerce logistics financial operation mechanism. Combining the actual situation of Guizhou, to establish this mechanism, it is necessary to build a government-led e-commerce platform for farm products, and combine cutting-edge technologies such as big data to achieve precise production. Finally, on the issue of the "last mile", it is necessary to establish practical service points and sites to ensure that every household is covered. Reasonable agricultural e-commerce logistics financial operation mechanism can greatly facilitate the lives of the audiences it serves while helping economic development. Whether this change has an impact on the audience's psychological anxiety in daily life is a question worthy of study.

**Objective:** The research is to study whether the financial operation mechanism of agricultural e-commerce logistics in Guizhou has a positive impact on the psychological anxiety of the audience within its service scope.

**Subjects and methods:** Select a region in Guizhou with an agricultural e-commerce logistics mechanism and a region without an agricultural e-commerce logistics mechanism. The two regions have similar characteristics except for the logistics mechanism. 270 people with the same psychological anxiety status and other basic information of logistics mechanism were recruited as research objects, and they were randomly divided into two groups of equal number. One group was sent to an area with an agricultural e-commerce logistics mechanism as an experimental group, and the other group was sent to an area without an agricultural e-commerce logistics mechanism as a control group. After a period of time, the psychological anxiety of the two groups was observed.

**Research design:** The duration of the experiment is 3 months. Before the two groups of members are sent to the corresponding areas and after the experiment, their psychological states are tested and statistically analyzed, and their feelings are recorded through interviews and other methods. The

psychometric tools involved in the experiment included the Generalized Anxiety Disorder Scale (GAD-7) and the Patient Health Questionnaire (PHQ-9).

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The results of the psychological state test of the two groups of subjects after the experiment are shown in Table 1. It can be seen that the psychological state of the experimental group is significantly better than the control group in terms of anxiety ( $P < 0.05$ ), while the two groups before the start of the experiment. It did not show this difference.

**Table 1.** Comparison of depression and anxiety among study subjects

Item	GAD-7			PHQ-9		
	Control group	Experimental group	<i>p</i>	Control group	Experimental group	<i>p</i>
After the experiment	7.28±1.64	5.76±1.93	0.047	7.28±1.41	5.76±1.10	0.114

**Conclusions:** Residents' anxiety psychological anxiety is an issue that has to be considered in regional governance. When regional residents show a high level of psychological anxiety, on the one hand, residents with psychological anxiety problems will have a negative impact on their daily life, work and study, and on the other hand, personal psychological anxiety can also negatively affect others through their social relationships. The development of rural areas of Guizhou and its agricultural e-commerce and related agricultural economy has always been affected by the logistics mechanism. The establishment of a scientific agricultural e-commerce logistics financial operation mechanism can help the development of the agricultural economy, and at the same time improve the psychological condition of its audience by increasing the convenience of their lives. After a comparative study of residents in this area, it is found that the anxiety level of residents in areas with agricultural e-commerce logistics financial operation mechanism is significantly lower than that in areas without such mechanism.

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## RESEARCH ON THE CHALLENGES FACED BY HIGHER EDUCATION IN THE ERA OF BIG DATA AND THE CORRELATION BETWEEN STUDENTS' MENTAL HEALTH

Qiyu Ni<sup>1</sup> & Kan Ni<sup>2\*</sup>

<sup>1</sup>Yangzhou University, Yangzhou 225009, China

<sup>2</sup>Gunma University, Kiryu 376-0052, Japan

**Background:** Mental health problems have become a problem that needs high attention in the current social development. With the acceleration of the pace of modern people's life and the increase of work pressure, learning pressure and survival pressure, more and more people have mental health problems. Mental health problems not only affect people's overall development, but also induce various potential diseases. At present, in the development of colleges and universities, more and more students suffer from mental diseases. Mental health problems have become a great challenge affecting the development of college education. At present, most college students suffer from mental health problems, such as mental anxiety, emotional tension, depression, cognitive impairment and so on. There are many factors for students' mental health problems, such as academic pressure, employment pressure, decline in physical and mental quality, emotional pressure, frustration in interpersonal communication and so on. Mental health problems cannot be ignored in college education, which will not only affect the development of college teaching, but also affect students' character, personality and ideological attitude. In the current college education, colleges and universities actively carry out mental health education, ideological and political education, physical education, social practice education and other ways to actively improve students' mental health problems, ensure that college students have good body, mind and character, and constantly standardize their behavior habits and thoughts, so as to establish a good image of contemporary college students and better adapt to the development of the current society.

The problem of college students' mental health is a major challenge facing the development of college education. With the emergence of more and more students' psychology and emotion, college education should pay more attention to the guidance of students' mental health while constantly innovating courses. In the era of big data, more and more colleges and universities have applied big data technology. Big data technology not only facilitates the scientific research and education of colleges and universities, but also provides a reference for colleges and universities to deal with the mental health problems of college students. For example, the big data technology builds a psychological counseling platform, the school sets up a public account for psychological counseling, and with the help of the network platform, effectively supervises the psychological status of college students, and strengthens the attention and intervention to students' psychological problems, so as to avoid students' mental health problems. Mental health has become one of the main challenges facing the development of colleges and universities. With the advent of the era of big data, the rational construction of mental health consulting platform with the help of big data technology to provide important psychological counseling for students has a positive impact on promoting the development of college education. Therefore, this paper analyzes the mental health problems and challenges faced by college students, analyzes the impact of mental health problems on college education, and analyzes the correlation between the challenges faced by colleges and universities in the era of big data and mental health under the background of big data.

**Objective:** To explore the current situation of college students' mental health problems, analyze the common mental health problems and their impact on the development of colleges and universities, analyze the impact of big data on mental health education, and then discuss the correlation between the challenges faced by college education and mental health.

**Subjects and methods:** The research take 200 students of different majors in a university as the research object, constructs a psychological counseling platform with the help of big data technology, and counts the mental health and professional scores of students for half a year, so as to evaluate the correlation between mental health and the challenges faced by the university.

**Results:** Table 1 shows students' mental health scores and professional scores after counseling on big data consulting platform, with a full score of 10. It can be seen that after half a year of psychological counseling, students' mental health scores have significantly improved, and students' professional scores have also improved, indicating that students' mental health affects students' professional scores, and students' mental health is related to the challenges faced by the school.

**Table 1.** After counseling on big data consulting platform, students' mental health scores and professional scores

Project	Mental health score	Professional score
Before	5	6
After	7	9

**Conclusions:** Mental health has become one of the most important challenges affecting the development of colleges and universities, which needs high attention of college education. Mental health problems not only affect the formation of students' ideological character, but also affect students' physical and mental quality, and then affect the development of education. Therefore, this paper analyzes the impact of mental health problems on college education, analyzes the correlation between the challenges faced by colleges and universities and mental health, and proposes to build a psychological counseling platform through big data technology. The results show that through the construction of big data psychological counseling platform and the addition of information-based psychological counseling content, the mental health status of students has been significantly improved, the learning quality of students has also been improved, and the scientific development of higher education has been promoted.

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## THE INFLUENCE OF THE IMPLEMENTATION PATH OF THREE EDUCATION REFORM IN COLLEGES AND UNIVERSITIES BASED ON 1 + X CERTIFICATE SYSTEM ON ALLEVIATING STUDENTS' LEARNING ANXIETY

Xinping Shi

*Changzhou Vocational Institute of Industry Technology, Changzhou 213164, China*

**Background:** Anxiety symptoms have become a disease of the times, which has attracted much social attention because of its wide incidence and many disease types. There are many types of anxiety, including mental anxiety, emotional anxiety, psychological anxiety and so on. People with anxiety disorder generally have problems such as mental tension, lack of sleep, high mental pressure, decreased learning ability, inattention and so on. At present, more and more college students have learning anxiety symptoms. Patients with learning anxiety symptoms have a general decline in learning ability and memory ability, which affects learning quality and physical and mental health. There are several common treatment methods for anxiety disorder, such as drug treatment, combined with some drugs to help sleep and regulate nerves, which can improve patients' nervous tension. At the same time, there is self-regulation, such as participating in sports, listening to songs, traveling, paying attention to rest, which can alleviate the patient's mood, regulate the patient's pressure, and have a good effect on curing anxiety disorders. At the same time, there are psychological counseling methods. Psychological counseling pays more attention to the inner emotion and pressure relief of patients with anxiety disorder. Through reasonable psychological counseling on the factors of patients' anxiety, or solving the anxiety problem points, it can well alleviate the anxiety problems of patients. At present, the main reason for college students' anxiety about their professional development lies in their confusion about their study. Therefore, how to effectively alleviate the learning anxiety of college students will have an important impact on promoting the reform of college education.

Learning anxiety disorder has become a major adverse factor affecting the development of college students. The study on the causes of current college students' learning anxiety found that students' anxiety points focus on confusion about future development and lack of professional cognition. At the same time, many students believe that the professional content is partial to theory and cannot meet their personal development needs. Under the background of the implementation of the three-education reform, colleges and universities put forward the 1 + X certificate system to improve the current difficult situation faced by students. The promulgation of the 1 + X certificate system meets the requirements of the national vocational education reform implementation plan. The "academic certificate + several vocational skill level certificates" system is officially launched in colleges and universities. The new education reform system strengthens the supervision of the learning process, improves the gold content of vocational certificates based on social development, and enables students to have more competitive professional quality through more effective skill training and professional certificates. At the same time, strengthen the training and assessment of vocational certificates, strengthen management and evaluation, improve the overall professional level of students through a fairer and more reasonable management system, and solve the development planning problems of students' current anxiety. Therefore, this paper studies and analyzes the performance and treatment methods of patients with anxiety disorder. Through the analysis of students' learning anxiety, it discusses the implementation of 1 + X certificate system in the reform of three education in colleges and universities to alleviate students' learning anxiety.

**Objective:** To explore the situation of college students' learning anxiety, analyze the impact of anxiety and treatment methods, study the content of 1 + X certificate system, and then explore the impact of 1 + X certificate system on alleviating students' learning anxiety.

**Subjects and methods:** Take 400 students in a university as the research object, including 200 normal students and 200 students with anxiety disorder. Implement the 1 + X system management for the research object for 6 months, and record the changes of psychological activities before and after the research object, so as to evaluate the impact of 1 + X system management on patients with anxiety disorder.

**Results:** The changes of learning ability and application ability of 400 students after 6 months of study are shown in Table 1. The patient's ability is graded according to 0-4. 0 indicates poor ability and 4 indicates very good ability. It can be seen from Table 1 that after 6 months of study, the patients' abilities in all aspects have been significantly improved and close to the level of ordinary people.

**Table 1.** Changes in learning ability and application ability of 400 students after six months of study

Project		Before teaching	After teaching	P
Application ability	Anxious students	2	3	<0.05
	Normal students	2	4	
Learning ability	Anxious students	2	4	<0.05
	Normal students	3	4	

**Conclusions:** Modern college students' learning anxiety has a long history. Due to college students' lack of professional understanding and confusion about future career development, many students have learning anxiety, which not only affects students' learning, but also has an adverse impact on personal physical and

mental development. Therefore, through the analysis of the main causes of students' learning anxiety, we should implement the management of 1 + X certificate system in the reform of three education in colleges and universities. The results show that after the management of the system, students' cognition of the major has been improved, their learning enthusiasm and learning quality have been significantly improved, which has a positive impact on students' anxiety. The research content is of great significance to promote the reform of higher education.

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## RESEARCH ON THE AESTHETIC IMPLICATION OF CHINESE LANDSCAPE PAINTING BRUSH AND INK LANGUAGE TO ALLEVIATE THE CREATOR'S PSYCHOLOGICAL ANXIETY

Mingmei Jin & Xuezhi Song\*

*School of Fine Arts, Northeast Normal University, Changchun 130000, China*

**Background:** Psychological anxiety is a typical psychological disease. Patients are characterized by depression, mental tension and excessive mental pressure. At the same time, patients with psychological anxiety are often accompanied by problems such as lack of sleep, anorexia, decline in learning ability and creative ability. With the accelerated pace of modern people's life, unhealthy eating habits, irregular sleep, long-term use of electronic products, accumulation of various pressures, lack of emotional release and other factors have led to an increasing number of modern people suffering from psychological anxiety problems. The problem of psychological anxiety needs to be solved in time. If the problem of anxiety becomes more and more serious, it is likely to affect the mental health of patients and lead to more serious mental diseases such as depression and cognitive impairment. At present, there are many treatment methods for psychological anxiety, but there is no targeted treatment. In particular, the causes of psychological anxiety are complex, which need to be dredged according to the specific anxiety points of patients in order to effectively cure anxiety symptoms. For example, for creative anxiety patients, they have been in the thoughts of work innovation for a long time, with concentrated mental power and rich emotional changes, which is easy to produce creative anxiety. Once the creator has psychological anxiety problems, it will affect the creator's creative inspiration and creative mentality, which is not conducive to the innovation of works. Therefore, discussing how to alleviate the creator's psychological anxiety has a positive impact on the cure of anxiety symptoms.

In the design of works, creators need clear thinking and agile insight, which is conducive to the innovation of works. However, the creator's emotion is easily affected by the limitations of work innovation, which limits the exertion of his innovation ability. For a long time, he is in a highly concentrated mental state, and the creator is prone to psychological anxiety, which affects his creative inspiration. Chinese landscape painting works have strong Chinese cultural characteristics and beautiful art, and its creative language has strong aesthetic and artistic value. Appreciating Chinese landscape paintings can not only cultivate people's temperament and relieve people's tension, but also bring new creative inspiration to creators suffering from psychological depression. Chinese landscape painting works are based on pen and ink. Through pen and ink, landscape, animals and other elements, we can build a smart and beautiful landscape painting works. Creators suffering from psychological anxiety can affect the psychological activities of patients and have a positive impact on their creation by appreciating the aesthetic meaning of Chinese landscape works. Therefore, this paper analyzes the performance of patients with psychological anxiety and gives treatment methods, analyzes the impact of Chinese landscape works on the psychology of patients with psychological anxiety, and discusses the impact of the aesthetic meaning of Chinese landscape painting pen and ink language on alleviating the creator's psychology.

**Objective:** To explore the performance and harm of patients with psychological anxiety disorder, analyze the treatment schemes of common psychological anxiety disorders, at the same time, analyze the influence of Chinese landscape painting brush and ink works on psychological creators, and then analyze the influence of the aesthetic meaning of Chinese landscape painting brush and ink language on alleviating creators' psychological anxiety.

**Subjects and methods:** Randomly select 100 creators with psychological anxiety as the research object,



carry out a four-month Chinese landscape painting pen and ink language education activity for the patients, and record the scores of students' psychological activities every month. The assessment indicators include creative inspiration, creative positive mentality and mental health, with a score of 10 points. The higher the score, the better the rehabilitation effect of the patients.

**Results:** The scores of psychological activity changes of 100 creative patients after four months of study are shown in Table 1. Table 1 shows that under the influence of four months of education on the aesthetic meaning of Chinese landscape pen and ink language, the anxiety symptoms of anxious patients have been alleviated. For example, the creative enthusiasm and mental health of patients have been significantly improved. At the same time, the anxiety symptoms of patients have also been alleviated, indicating that Chinese landscape pen and ink language teaching can alleviate the psychological anxiety of creators and provide inspiration for creators.

**Conclusions:** With the intensification of social competition, psychological anxiety disorder has become a social disease. Psychological anxiety disorder not only affects people's body and mind, but also brings many adverse effects on patients' study, life and work. This paper analyzes the manifestation and treatment of psychological anxiety, and discusses the role of the aesthetic meaning of the pen and ink language of Chinese landscape painting in alleviating the creator's psychological anxiety. The results show that landscape painting works can alleviate the anxiety of the creator, provide creative inspiration for the creator and improve the work quality of the creator. Therefore, the aesthetic characteristics of Chinese landscape painting have a positive impact on patients with anxiety disorder and have important research significance in alleviating anxiety disorder.

**Table 1.** Scores of psychological activity changes of 100 creative patients after four months of study

Project	0 month	2 months	4 months	6 months
Creative inspiration	30	42	51	61
Creative positive attitude	35	39	43	69
Mental health	23	46	53	72

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## RESEARCH ON THE CURRENT SITUATION OF COLLEGE STUDENTS' EMPLOYMENT ANXIETY AND PSYCHOLOGICAL EDUCATION STRATEGIES

Jing Sun

*Suzhou University of Science and Technology, Suzhou 215011, China*

**Background:** With the arrival of the summer graduation season, college graduates will face more and more pressure on further education and employment. Many students suffer from employment anxiety because of this. Employment anxiety disorder is a kind of anxiety disorder, which often leads to students' mental tension, depression, memory decline, accompanied by insomnia, dreaminess, irritability, paranoia, interpersonal tension and other problems. There are many ways to treat anxiety symptoms, the common one is drug treatment, which can relieve patients' tension through psychiatric regulating drugs, and alleviate patients' sleep and diet problems, so as to balance their physical and mental state and alleviate anxiety symptoms. At the same time, there is physical training treatment. For students with long-term mental tension and anxiety disorder, they can adjust their physical function through scientific exercise, make their body and mind reach a stable state, and effectively alleviate their anxiety symptoms. Finally, there is psychological adjuvant therapy. At present, among college students, mental health education is widely used to treat students' psychological diseases. By establishing good communication and mutual trust with students, it can effectively alleviate students' emotions, regulate their body and mind, stabilize their emotions, and have a certain effect on the treatment of students' anxiety. For students with employment anxiety disorder, considering that students are facing employment pressure and examination pressure, many students are emotionally nervous and mentally tense. Through reasonable psychological education, it can have a positive impact on students with Employment anxiety disorder.

Psychological education mainly intervenes patients' psychological activities by understanding patients' psychological activities, so as to make patients return to a healthy psychological level. There are various ways of psychological education, including psychological counseling. Through the counseling of knowledge related to mental health, students can master psychological knowledge and psychological adjustment skills. Infiltrate psychological education into ideological and political education, such as correcting students'

thoughts and establishing healthy psychology for students through emotional education, law popularization education and political and cultural education. Special psychological counseling mainly solves patients' anxiety problems by solving their doubts, establishing mutual trust through communication and exchange with patients, and putting forward effective opinions on patients' anxiety problems. The employment anxiety disorder faced by college students stems from students' confusion about employment development. There is a special psychological education consulting room in college education. Through career planning guidance for students with employment anxiety disorder, we can establish good communication with patients with anxiety disorder, and relieve students' employment pressure and employment anxiety through psychological auxiliary treatment. Therefore, this paper studies the current situation of college students' employment anxiety, analyzes the common treatment methods of anxiety symptoms, and analyzes the impact of psychological education on alleviating college students' employment anxiety.

**Objective:** To explore the current situation of college students' employment anxiety, analyze the common treatment methods of anxiety, study the role of psychological education in alleviating anxiety symptoms, and then discuss the use of psychological education strategies to alleviate college students' employment anxiety.

**Subjects and methods:** Taking the students of a university as the research object, by carrying out psychological education on the students of the university, statistics the changes of psychological health activities of the students of the university in five months, and constructs an evaluation index system. Taking 10 points as the benchmark, the evaluation indexes include employment enthusiasm index, individual development planning index and mental health index, so as to evaluate whether the psychological education of the university can improve the anxiety of the students.

**Results:** As shown in Table 1, the scores of students' psychological activities after five months of psychological education are shown. It can be seen from Table 1 that after half a month of psychological education, students' employment anxiety symptoms have been effectively improved and they have a positive understanding of career development.

**Table 1.** Scores of students' psychological activities after five months of psychological education

Project	1 month	2 months	3 months	4 months	5 months
Employment enthusiasm index	3	4	6	7	8
Development planning indicators	1	2	2	3	5
Mental health indicators	2	3	5	8	9

**Conclusions:** College students generally have anxiety problems, especially those who are about to graduate, which leads to employment anxiety. Employment anxiety affects students' physical and mental health and academic development. Therefore, this paper analyzes the common treatment methods of anxiety and the positive impact of psychological education on alleviating students' anxiety symptoms. Therefore, psychological education can alleviate the employment anxiety of college students. The results show that psychological education can effectively improve students' psychological pressure, improve students' learning quality and alleviate students' psychological anxiety symptoms. At present, college students generally have the symptoms of employment anxiety. Schools should strengthen psychological education and career planning education to help students solve the problem of employment pressure, so as to ensure the scientific and healthy development of students.

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## A STUDY ON THE INFLUENCE OF SPEECH COMMUNICATION SYNTHESIS MODEL ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF COGNITIVE PRAGMATICS

Jiabao Wang

*South China Business College, Guangdong University of Foreign Studies, Guangzhou 510545, China*

**Background:** With the acceleration of the pace of life, more and more people are affected by environmental factors, resulting in anxiety and depression, which is extremely unfavorable to people's

physical and mental development. In modern higher education, it is clearly pointed out that the importance of mental health education. College students need to maintain a positive psychology in order to effectively invest in learning and life, so as to better complete their academic requirements. Positive psychology refers to people's psychological activity state, which is a positive, stable and upward psychological activity state. In this state, people's mood is stable, their mentality is optimistic, and can have a positive impact on the current task. In modern education, there are many ways for college students to maintain positive psychology, such as college students' self-regulation. Especially contemporary college students face various pressures of study, life and employment, their mental state is tight, and they produce anxiety and depression. Students can alleviate the pressure and maintain a positive psychological state through self-regulation. Helping students establish a positive psychological state through college education, such as mental health education, physical education, ideological and political education and some cultural and ideological education, are all transmitting positive and healthy information for students, improving students' character, alleviating students' pressure and having a positive mind. In addition, there is psychological education. Through psychological counseling, mental health consultation, communication and other forms, it can enlighten students, alleviate students' mental stress, and help students build a positive psychology.

The synthetic model of verbal communication is an important research content in the field of cognitive pragmatics. The actual process of verbal communication is actually the process of the mutual formation of language and context. In the study of pragmatics, college students' mental health is affected by many factors, such as learning factors, employment factors and social factors. Among them, many students will be affected by interpersonal factors, such as the disharmonious relationship between teachers and students affects their study, the improper handling of classmate relations affects their life, and even the poor heterosexual communication has an adverse impact on students' positive psychology. Some researchers have found that through the study of students' communicative competence, improving students' communicative competence has a positive impact on students' psychological activity. At present, there is little research on the psychological impact of verbal communication on students in the research of mental health in colleges and universities. Therefore, in order to clarify the impact of verbal communication on students' positive psychology, this paper analyzes the impact of verbal communication synthesis mode on college students' psychology from the perspective of cognitive pragmatics.

**Objective:** To explore the mental health status of college students, analyze the relevant factors affecting students' positive psychology, analyze the impact of social factors on students' positive psychology, study the impact of language communication synthesis mode on students' interpersonal communication from the perspective of cognitive pragmatics, and then explore the impact of language communication synthesis mode on students' positive psychology.

**Subjects and methods:** Take 200 students in a university as the research object to investigate the students' positive psychological status. From the perspective of cognitive pragmatics, carry out the test of speech communication synthesis mode for the research object, and count the scores of students' psychological changes before and after. The evaluation indexes include interpersonal communication enthusiasm index, personal recognition evaluation index and self-confidence index. The score is 1-4. The higher the score, the better the researchers' positive psychological performance. So as to evaluate the effect of speech communication synthesis model on college students' positive psychology.

**Results:** The scores of psychological changes of 200 students after four months of test are shown in Table 1. It can be seen from Table 1 that after four months of study, students' positive psychological indicators have been significantly improved, especially their interpersonal skills have been greatly improved, indicating that the mode of verbal communication synthesis has a positive impact on college students' positive psychology from the academic perspective.

**Table 1.** 200 students were tested for their scores of psychological changes after 4 months

Positive psychology	Before teaching	After teaching	<i>P</i>
International communication enthusiasm index	1	3	<0.05
Personal recognition evaluation index	2	3	<0.05
Confidence index	1	3	<0.05

**Conclusions:** The mental health status of college students is affected by many factors. Only by maintaining a positive attitude can students gain healthy physique, better participate in learning and improve personal development. In the development of colleges and universities, many students affect their mental health because of social factors. Therefore, this paper studies the synthetic model of verbal communication and analyzes the effect of the synthetic model of verbal communication on the positive psychological state of college students. The results show that the research on the synthesis model of language communication can effectively improve students' communicative competence, enhance students'

optimistic attitude, and have a good impact on students' positive psychology. Therefore, in the development of higher education, we should continue mental health education and communication education to alleviate students' pressure, so as to ensure that students have positive psychology, so as to ensure the healthy development of students.

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## ON THE PATH OF STUDENTS' COGNITIVE PSYCHOLOGY FROM THE INNOVATIVE DEVELOPMENT OF PHYSICAL EDUCATION AND HUMANITIES EDUCATION IN COLLEGES AND UNIVERSITIES

Daqing Ning

*Guangxi Police College, Nanning 530000, China*

**Background:** Cognitive psychology is an advanced psychological research discipline, including the research on human memory, reasoning, logical thinking, knowledge representation and so on. In the research of cognitive psychology, psychologists usually decompose the input information and measure the time consumption through decomposition, so as to determine the correlation between the nature of processing process and other processes. In the current college education, through the research of cognitive psychology, analyze the changes of students' cognitive thinking activities, and continuously optimize the course teaching content and teaching design through the research on the characteristics of students' emotion, logic, memory and reasoning, so as to improve the teaching quality. The research of cognitive psychology is complex. The cognitive process takes into account the combination of people's attention, perception, memory, emotion and other cognitive characteristics to explain or explain a phenomenon and explore the dependence between things. With the deepening of the research of cognitive psychology, the research of cognitive psychology will be extended to all kinds of psychological research of people, including development psychology, learning psychology and anxiety psychology, so as to better explain the research relationship. And further optimize the research content. With the continuous reform of modern education, college education studies students' cognitive psychology through various ways, so as to continuously adjust teaching, optimize content and improve the effect of modern education. The study of college students' cognitive psychology has an important impact on improving teaching quality.

As a comprehensive quality discipline, physical education plays a very important role in college education. Physical education includes physical training and physical culture education. Physical training can regulate students' body and mind, improve students' physical quality and alleviate students' mental pressure. Sports culture education mainly involves the teaching of sports culture, sports theoretical knowledge, sports history, sports humanities and so on. In sports humanistic education, advocating the educational concept of "humanistic care", taking "sports culture" as the educational carrier in education, affecting students' physical and mental quality by enriching the content of sports humanistic education, improving students' cultural quality cultivation, and transmitting sports spirit in education is a very important part of physical education. Sports humanistic education has an important impact on the mental health of modern college students. Therefore, this paper studies the research contents and relevant characteristics of cognitive psychology, analyzes the role of cognitive psychology in modern education, and studies the impact of sports humanistic education on students' mental health, so as to analyze the impact of college sports humanistic education on students' cognitive psychological path.

**Objective:** This paper studies the relevant theories and research directions of cognitive psychology, discusses the influence of cognitive psychology on education, studies the relationship between college sports humanistic education and students' cognitive psychology, and then discusses the influence of college humanistic education on students' cognitive psychology.

**Subjects and methods:** 120 students in a university are selected as the research object to analyze the performance of students' cognitive and psychological activities. The selected 120 students carry out college physical and humanistic education courses for 6 months, and count the scores of students' cognitive and psychological evaluation before and after. Students' cognitive and psychological evaluation indicators include physical and mental health indicators, learning ability indicators, application ability indicators and scores of 1-10. The higher the score, the better the comprehensive department ability of students, so as to evaluate the effect of college physical education humanities education on students' cognitive psychology.

**Results:** Table 1 shows the scores of cognitive psychological indicators of 120 students after six months of college sports humanistic education. It can be seen from Table 1 that college sports humanistic education has a positive impact on students' cognitive psychology, and the scores of students' mental health indicators,

learning ability and application ability have been improved. College sports humanistic education has a positive impact on students' development.

**Table 1.** Scores of cognitive psychological indicators of 120 students after six months of college physical education and humanistic education

Project	Physical and mental health indicators	Learning ability index	Application capability index
Before study	5	6	4
After study	8	9	7

**Conclusions:** The research on cognitive psychology is conducive to mining the relevance of things themselves. The research on students' cognitive psychological path in college education can more effectively optimize the educational content and improve the teaching quality of colleges and universities. Therefore, this paper analyzes the characteristics of physical humanistic education in colleges and universities, analyzes the positive impact of physical humanistic education on college students, and then discusses the impact of physical humanistic education on students' cognitive psychological path. The results show that college sports humanistic education has a positive impact on students' cognitive psychological path, which can continuously improve students' learning mood, alleviate students' learning pressure, and improve students' classroom learning quality. Therefore, it can be found that the research on cognitive psychological path can improve the teaching quality of colleges and universities and provide important suggestions for the reform of college education.

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## ANALYSIS ON THE INFLUENCE OF MARVEL FILM COSMIC TEXT STRATEGY ON AUDIENCE CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF INTERTEXTUALITY

Shangyang Gao

*Shanghai Theatre Academy, Shanghai 200040, China*

**Background:** Consumer psychology is an important branch of psychological research. It studies the changes of consumers' inner activities. Through the mining of the characteristics of consumers' life and consumption activities, it can promote consumers to carry out consumption activities, achieve profits or promote marketing effects. In the research of consumer psychology, it is necessary to explore the characteristics of consumer psychology. Consumer psychological characteristics are related to consumption influencing factors. Consumers will consider many factors when purchasing goods, such as the price, use value, quantity and quality of goods. At the same time, in the study of consumer psychology, the characteristics of psychological activities of consumers of different products are also different. Among high-end commodities, consumers have the psychology of comparison and seeking differences. The sales value of products is more reflected in the personality characteristics of commodities to meet the diversified psychological requirements of consumers. In the consumption of daily necessities, the psychology of consumers is dominated by practical psychology, and the requirements of affordable and practical psychology are considered at the same time. In product sales, we can explore the potential purchase relationship between products and consumers through the study of consumers' consumption interest, psychological characteristics, consumption habits, values and other psychological characteristics, so as to arouse consumers' consumption desire to buy goods and achieve the purpose of promoting product sales.

Intertextuality is a new text theory rising nowadays. The research emphasizes the fracture and uncertainty of the text itself. This kind of text has been favored by many young people in the social development. From the perspective of intertextuality, more and more consumers like hero type material films. This text is in line with the values and ideas of young people today, and captures the psychological needs of consumers. At present, marvel films have gained a large number of fans and audiences all over the world, and set off a kind of heroic culture all over the world. Once its series of film universe texts are launched, they have gained a large number of audiences, which is closely related to its firm grasp of consumers' hearts. In the research of consumer psychology, the reason why Marvel series film universe text can harvest a large number of audiences is closely related to the theme of the text itself, the innovation of the text and the psychology of consumer heroism. Through the research of audience consumption

psychology, we can firmly grasp the relationship between consumer demand and consumer psychology. Therefore, in order to study the influence of Marvel film cosmic text strategy on audience and consumer psychology, this study analyzes the psychological characteristics and influencing factors of consumers, studies the characteristics of Marvel series film cosmic text, and then analyzes the influence of Marvel film cosmic text strategy on consumer psychology.

**Objective:** To study the characteristics and influencing factors of consumer psychology, analyze the characteristics of consumer psychology, and analyze the characteristics of Marvel film cosmic text from the perspective of intertextuality, and then discuss the influence of Marvel cosmic text strategy on audience consumer psychology.

**Subjects and methods:** 200 young film viewers were randomly selected as researchers to study the psychological changes of consumers by letting the audience watch the traditional film text and Marvel Universe film text. At the same time, the traditional film text and Marvel Universe film text were scored with a score of 1-10. The higher the score, the more consumers like the film text strategy. The evaluation indicators include characterization, plot design, content integration and viewing desire. So as to evaluate whether Marvel's cosmic intertextuality strategy has a positive impact on consumers' psychology.

**Results:** As shown in Table 1, it is the score of 200 viewers after watching the ordinary film text and Marvel Universe text strategy. It can be clearly seen that Marvel Universe text strategy is more liked by consumers' psychology. No matter the setting of characters, plot design and viewing desire are higher than ordinary text strategy, indicating that Marvel Universe text strategy has a positive impact on consumers.

**Table 1.** 200 viewers rated the traditional film text and Marvel Universe text strategy

Project	Characterization	Plot design	Content integration	Viewing desires
Ordinary movie text	5	4	5	4
Marvel Universe text	7	7	8	8
<i>P</i>	<0.05	<0.05	<0.05	<0.05

**Conclusions:** Marvel series hero films have always been deeply loved by young groups. They firmly grasp the psychological characteristics of people's heroism and the worship of the younger generation for power, especially the cosmic text strategy of Marvel films, grasp the audience's consumption psychology and win a large number of audiences. Therefore, this paper analyzes the influence of Marvel film cosmic text strategy on audience consumption psychology. The results show that Marvel's series of works are more concerned among the young groups. Compared with ordinary types of texts, Marvel's film universe text strategy is more liked by the young groups. Therefore, in the research of consumer psychology, if we can grasp the characteristics of consumers' psychological needs, we can improve consumers' purchase desire and product sales performance.

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## THE INFLUENCE OF THE CONSTRUCTION OF QUALITY STANDARDS FOR THE CULTIVATION OF TALENTS OF VOCATIONAL SOCIAL RECRUITMENT ON THE PSYCHOLOGICAL QUALITY OF COLLEGE STUDENTS

Yingrui Wang

*Nanjing Vocational Institute of Railway Technology, Nanjing 210031, China*

**Background:** The expansion of higher vocational enrollment for the public is one of the main trends in higher vocational enrollment this year. Since 2019, many national departments, including the Ministry of education, have successively issued calls and calls for higher vocational college enrollment, and released relevant documents. Premier Li Keqiang once proposed in the government work report that to reform and improve the enrollment of higher vocational colleges, it is necessary to expand the enrollment of one million people on a large scale, and recruit more social people such as migrant workers, laid-off workers and retired soldiers. As people who have entered the society and participated in the work, the psychological quality and mental health of the higher vocational college students may be quite different from those of college students who have never entered the society, which will lead to their attitudes and goals in the face of school learning and that of ordinary college students. Therefore, higher vocational colleges should also take this into account to plan the study and life of expanding students.

For college students, the quality standard of talent training in their schools has a significant impact on

their college life. The quality standard of talent training is the standard achieved by students during their study in school, and it is also the requirement of the school for graduates. Different types of schools and majors often have great differences in the quality standards of talent training for students. This difference not only stems from the differences in majors, but also from the characteristics of different types of students' psychological qualities. As a group of students who have gradually grown in recent years, the socially recruited students in higher vocational colleges have different psychological qualities from those of ordinary college students. Based on the above situation, it is necessary to study the impact of talent training quality standards on the psychological quality of students recruited by higher vocational colleges, and to explore the construction methods of quality standards suitable for them.

**Objective:** This paper studies the influence of different talent training quality standards on the psychological quality of higher vocational college students recruited by social organizations, aiming to lay a foundation for the construction of quality standards for talent training of college students recruited by higher vocational colleges, and to optimize the teaching planning of higher vocational colleges for students recruited by social organizations.

**Subjects and methods:** Selected 300 higher vocational social recruiting students as research objects, divided into two groups, one group shared a set of talent training quality standards with ordinary college students of the same major, and the other group selected the talent training quality standards specially adjusted for social recruiting students. The psychological quality of the two groups after one semester of study was compared.

**Research design:** Using the occupational psychological quality test table and the college student personality questionnaire, the two groups of research objects were tested before and after the semester, and the results were compared and correlated to analyze the differences between the two groups of students before and after the different quality standards of talent training.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** It can be seen that the students who adopt the adjusted talent standards have improved in all dimensions of vocational psychological quality after one semester of study, and there is a statistically significant difference between before and after vocational ability and vocational cognition ( $P < 0.01$ ). Vocational and social recruitment of students using the talent training quality standards specially adjusted according to their characteristics has significantly improved their professional psychological quality.

**Table 1.** Comparison of the professional psychological quality of the students in the experimental group at the beginning of the semester and at the end of the semester

Item	Test before the semester	Test after the semester	<i>P</i>
Professional cognition	3.184	3.217	0.061
Professional character	3.053	3.137	0.000*
Professional ethics	3.260	3.294	0.342
Professional values	3.222	3.253	0.227
Professional ability	3.112	3.158	0.003*
Total	3.167	3.212	0.001*

Note: \* represents  $P < 0.01$ .

**Conclusions:** In order to support the task of social recruitment in higher vocational colleges, optimize the management of schools and the learning experience of students, it is necessary to study the impact of the construction of quality standards for personnel training in higher vocational social recruitment on the psychological quality of social recruitment students. This is to formulate appropriate training for social recruitment student's basis of the plan. The research divides the students into two groups, teaching according to different quality standards of talent training, and records and compares the changes of their psychological quality. The results of the study show that the quality standards of talent training have a significant impact on the psychological quality of students recruited by higher vocational colleges. There was also a clear advantage in the control group of the general plan.

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## RESEARCH ON THE INFLUENCE OF YOUNG FARMERS' PSYCHOLOGICAL ANXIETY ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND LOCAL CULTURE UNDER THE BACKGROUND OF RURAL REVITALIZATION STRATEGY

Hu Pei<sup>1,2</sup> & Xingeng Liu<sup>2</sup>

<sup>1</sup>Central South University, Changsha 410083, China

<sup>2</sup>Hunan Agricultural University, Changsha 410128, China

**Background:** At present, psychological anxiety is common among young farmers in my country. This anxiety can be explained as the specific experience and perception of individuals in an environment with great uncertainty or negative factors. The greater the uncertainty and negative factors, the more anxiety possibly more serious. If the majority of people in a community are anxious because of the same or similar factors, this is social anxiety, and this anxiety is holistic. The collective psychological anxiety of young farmers is related to the drastic changes in culture, economy and other aspects that China's rural society is experiencing. The real problems that give rise to this anxiety mainly include the polarization of rich and poor, survival anxiety, lack of traditional values and morals, social Blockage of flow mechanisms, etc. The anxiety of young people under the influence of these factors has a negative impact on the stable economic and cultural development of rural areas. From the perspective of young farmers, anxiety may lead to extreme personal behavior; from the social level, it may lead to social relations. Deterioration, so the anxiety of young farmers needs attention.

The rural revitalization strategy was given high importance in the report of the 19th National Congress of the Communist Party of China. To achieve rural revitalization, the cooperation of rural ideological and political education is necessary. An important research aspect of rural ideological and political education is to integrate it with local culture. From a social perspective, this can increase the cultural self-confidence, ethnic and national identity of young farmers, and help maintain rural social stability and development; from an individual level in other words, the identity, personal values and cultural literacy of young farmers can also be cultivated. However, the psychological anxiety in the young farmers has a negative impact on the ideological and political education combined with local culture. Therefore, the relationship between the anxiety of the young farmers and the ideological and political education is studied, and the methods to improve their psychological anxiety are explored. It is necessary to increase the effect of ideological and political education.

**Objective:** The study analyzes the correlation between the anxiety level of young farmers and the effect of ideological and political education combined with local culture. The purpose is to explore whether the influence of ideological and political education on young farmers is affected by their psychological anxiety, and whether it is necessary to take intervention measures for the psychological anxiety of young farmers.

**Subjects and methods:** Select 200 young farmers with similar conditions except for psychological anxiety level from the same area, and divide them into a higher group and a lower group according to their different levels of psychological anxiety, and give them ideological and political education combined with local culture. Differences in the effect of ideological and political education and its correlation with anxiety levels.

**Research design:** Using the General Anxiety Disorder-7 (GAD-7) and the farmer youth anxiety test form designed according to the anxiety causes of farmers' youth, the two groups of subjects were tested before and after receiving 7-day ideological and political education to observe the changes in their anxiety. At the same time, an assessment questionnaire for the content of ideological and political education was designed, the educational results were assessed by means of dialogue and written test, the differences in the scores of the two groups were observed, and the correlation with anxiety levels was analyzed.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** According to the difference in the assessment scores between the higher group and the lower group after ideological and political education, it can be seen that the average score of the lower group is higher than that of the higher group, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of the scores of the two groups

Higher anxiety group	Lower anxiety group	<i>P</i>
33.4	41.8	0.039

**Conclusions:** The anxiety of the peasant youth group has a significant negative impact on the educational results of the integration of ideological and political education and local culture. It can be seen from statistics that the group with a lower anxiety level has received the same ideological and political education. The effects were significantly higher than those in the group with higher anxiety levels. At the



same time, ideological and political education combined with local culture can also counteract the anxiety level of peasant youth groups. Both the lower group and the higher group showed different degrees of anxiety level decline after education. The self-assessment of their identity and cultural self-confidence also showed increased. The above results show that if the anxiety of young farmers is effectively intervened, it will have positive significance for the integration of ideological and political education and local culture.

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## INFLUENCE OF THE COORDINATED DEVELOPMENT MECHANISM OF TOURISM AND DIGITAL CULTURAL INDUSTRY ON ALLEVIATING TOURISTS' PSYCHOLOGICAL ANXIETY

Tingting Yang

*Chengdu Textile College, Chengdu 611731, China*

**Background:** Anxiety is the psychological state that people generate when they face uncertain factors and negative emotions that cause their own anxiety. Excessive levels of anxiety can cause a series of adverse physiological and psychological reactions, which need to be alleviated by appropriate interventions. Tourism is closely related to tourists' mental health and anxiety. On the one hand, as an entertainment activity, tourism can relieve tourists' tension in daily life, eliminate social and psychological pressure, and have negative effects on tourists, including anxiety. Psychological state has a very good relief effect, and many studies have pointed out that travel has become a therapy for preventing and alleviating psychological problems. On the other hand, the tourism activity itself may be a stimulating factor that triggers the anxiety of tourists. For some tourists, uncertain factors and negative events during the journey will have a negative impact on their psychological state, but increase their anxiety level.

At present, a transformation and upgrading direction of the tourism industry is the coordinated development of the tourism industry and the digital cultural industry. The digital cultural industry is a knowledge-intensive and high-tech service-oriented industry, which can penetrate, deepen and expand the tourism industry, and can further guide the tourism industry development. One of the main manifestations of this collaborative development in practice is the creativity and digitization of the tourism industry. Its specific forms include the attraction of digital cultural industrial parks, the digitization of traditional scenic spots, and the digitization of travel methods. The coordinated development mechanism of the tourism industry and the digital cultural industry has brought new vitality to both the tourism industry and the digital cultural industry. Does the tourism industry that develops in concert with the digital cultural industry have new characteristics on the psychological anxiety of tourists? Appropriate synergies, through digital cultural elements, make tourism activities have a higher positive impact on tourists' psychological anxiety, and reduce its possible negative impact, these are issues to be explored.

**Objective:** By comparing the differences in the degree of relief of tourists' anxiety levels between ordinary tourist routes and tourist routes that cooperate with digital cultural industries, it is explored whether the tourism that cooperates with digital cultural industries can better relieve tourists' psychological anxiety than traditional tourism.

**Subjects and methods:** 100 tourists with similar anxiety levels were recruited as research subjects and divided into two groups equally. Two groups of tourists went on an eight-day tour, one of which was an experimental group and participated in a collaborative digital cultural industry tourism route, and the other group was a control group who participated in a traditional tourism route. The anxiety of the two groups of tourists was measured and compared before and after the tour.

**Research design:** The study used the Hamilton Anxiety Inventory (HAMA) and the anxiety, depression, fear and Symptom Checklist 90 (SCL-90) to evaluate the subjects' anxiety and other psychological states. After the measurement is completed, the psychological anxiety relief degree of the two groups of tourists before and after the trip and the anxiety between the two groups are compared and statistically tested to confirm whether the tourism route in coordination with the digital cultural industry has a good effect on the relief of tourists' psychological anxiety, and the comparison whether there are obvious advantages from traditional tourist routes.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The HAMA scores of the experimental group and the control group after traveling showed that the anxiety level of the tourists in the control group was lower, and the advantages in mental anxiety, physical anxiety and total score were statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of anxiety of two groups of tourists after travel

Item	Mental anxiety	Physical anxiety	HAMA
Control group	5.02±2.68	4.61±1.93	9.57±3.89
Test group	4.38±1.76	3.95±2.10	7.98±3.14
<i>P</i>	0.034	0.047	0.021

**Conclusions:** The coordinated development mechanism of the tourism industry and the digital cultural industry has brought great changes to the tourism industry in alleviating the psychological anxiety of tourists. The results of the study show that the anxiety level of the tourists in the experimental group who chooses the tourism route that cooperates with the digital cultural industry after travel is better than that before the travel. At the same time, compared with the tourists in the control group who choose the traditional travel route, their anxiety level has a greater advantage. This advantage is statistically significant. The psychological state of the experimental group and the control group also showed different characteristics in each stage of tourism. To sum up, it is feasible to better alleviate the psychological anxiety of tourists by cooperating with the tourism industry of the digital cultural industry.

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## ANALYSIS OF TEACHING COUNTERMEASURES FOR NEW IDEAS OF IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Moli Xiong

*Qingyuan Polytechnic, Qingyuan 511510, China*

**Background:** Positive psychology is a theory that focuses on and studies the positive emotions in the mind, while most other research methods focus more on the negative psychology of people. The concept of positive psychology is to affirm the individual's own value and advantages, to explore people's potential and intrinsic motivation, and to pay attention to the well-being based on the individual's surrounding environment and social interaction, and to look at themselves and their surroundings with an open and admiring eye. Some studies have found that people with more positive emotions can show stronger ability to resist pressure in life, and can also bring positive emotions to the people around them through communication. At the same time, the object of positive psychology is not limited to itself, it is also committed to changing the environment through people's subjective initiative, making the environment more positive and thus reacting to people.

Ideological and political teaching is a teaching activity of cultivating socialist successors based on the educated people and according to the country's needs for talents and students' own needs. Ideological and political teaching is rich and extensive. According to the teaching content, it can be divided into four themes: ideal and belief education, patriotic subject education, moral education and comprehensive development education. The current problems commonly faced by ideological and political education include the diversification of students' value orientation in colleges and universities, the weak subjectivity of some ideological and political education, and the difficulty of ideological and political education in solving the practical problems of contemporary students. These issues have much in common with the issues concerned by positive psychology, so new ideas combined with positive psychology can be used to design new teaching strategies for ideological and political education. The countermeasures should be based on students, combined with positive psychology theory, so that ideological and political education has higher attractiveness and affinity, infect students with a positive outlook on life, values and world views, so that they can perceive the world in a positive and correct way. For this reason, it is necessary to analyze the countermeasures for the teaching of new ideas of ideological and political education from the perspective of positive psychology, and to study the impact of ideological and political education on students from the perspective of positive psychology.

**Objective:** This paper analyzes the countermeasures of ideological and political education under the new thinking of positive psychology, and studies the influence of this kind of teaching on students' psychological state and ideological and political learning effect.

**Subjects and methods:** Find 120 college students with similar basic conditions and divide them into an experimental group of 60 and a control group of 60. The experimental group was implemented with ideological and political teaching under the idea of positive psychology, and the control group was implemented with traditional ideological and political teaching. After the experiment, the teaching effect

and students' psychological state of the two groups were compared.

**Research design:** The two groups of students were given ideological and political education for a period of one month, and the class duration was two hours every three days. The two groups of students were tested for their psychological state and ideological and political teaching results before the start of the course, during the course and after the end of the course, to compare the differences in the performance of the two groups, and to confirm the validity of positive psychology ideas through statistical methods. The psychological measurement tools used in this study are the 90-item symptom list and the self-made ideological and political teaching effect evaluation form.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** The results show that the experimental group using ideological and political teaching under the idea of positive psychology has better ideological and political teaching effect than the control group using traditional ideological and political teaching, and its average score is 8.5 points higher, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of ideological and political teaching results

Item	Control group	Experimental group	<i>P</i>
Score	77.2	85.7	0.039

**Conclusions:** The teaching strategy of ideological and political education combined with the idea of positive psychology is a new development direction of ideological and political education. Positive psychology can theoretically provide targeted improvement methods for many problems faced by the teaching of current ideological and political education. Through comparison, it is found that students who receive ideological and political teaching combined with positive psychology ideas perform better in psychological state than students who receive traditional ideological and political teaching, and the assessment scores of the two groups of students in ideological and political education are also students who combine positive psychology teaching have more advantages. Positive psychology can bring considerable optimization to the effect of ideological and political teaching in colleges and universities, and students' acceptance of this teaching method and learning efficiency are also higher.

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## ANALYSIS OF THE RELIEVING EFFECT OF THE INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION TEACHING MODE IN COLLEGES AND UNIVERSITIES ON THE ANXIETY OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xiang Teng

*Huaiyin Normal University, Huai'an 223300, China*

**Background:** Anxiety disorders are the result of the accumulation and synthesis of multiple negative emotions and negative psychological states. People with severe anxiety may have a variety of physical and psychological adverse reactions. Common physiological symptoms include insomnia, weakness, dizziness, loss of appetite, frequent urination, etc., common psychological symptoms include inability to concentrate, thinking disorders, extreme emotions, etc. The adverse reactions of people with severe anxiety will further stimulate their anxiety, resulting in a vicious circle of increased anxiety. The proportion of college students with severe depression is not low due to the mental health problems of college students due to the pressure of study, emotion, social interaction, economy, etc. If the anxiety of college students is not intervened and alleviated in time, it may lead to their psychological serious health problems.

Ideological and political education is an important part of the educational concept of the comprehensive development of colleges and universities. It is a teaching of cultivating socialist successors according to the needs of the country for talents and the needs of students themselves. The teaching content is mainly ideal and belief education, patriotism education, ethics education and all-round development education.

Although ideological and political education has achieved good results so far, with the development of the times and the diversification of current value orientations, the applicability of traditional ideological and political education to contemporary college students has declined. There is also a lack of attention, so the teaching model of ideological and political education in colleges and universities needs to innovate around these issues. Educational psychology, as a science combining psychology and education, studies the basic psychological laws in teaching situations and the methods to improve teaching effectiveness. Educational psychology can be applied to optimize the teaching mode of ideological and political education in colleges and universities, and it can also pay attention to the psychological problems of students. Therefore, it is necessary to study the innovation of teaching mode of ideological and political education in colleges and universities and its impact on students' anxiety from the perspective of educational psychology.

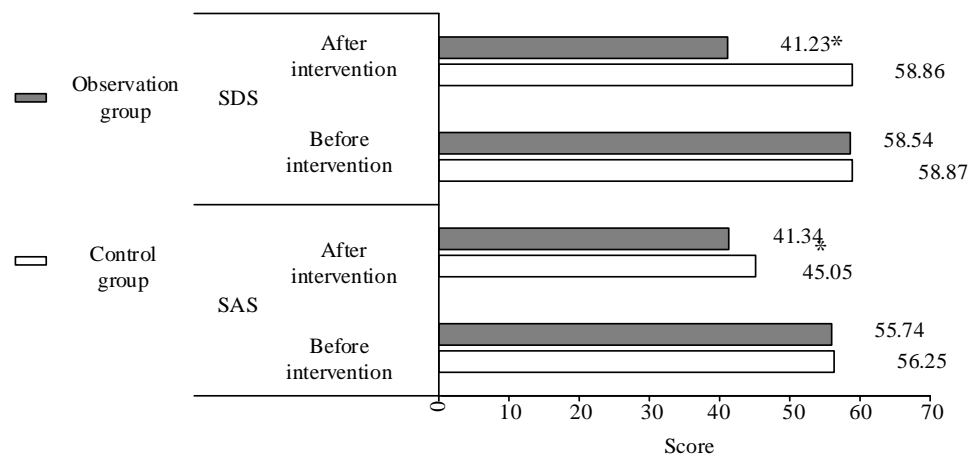
**Objective:** The research discusses the innovative ideas of ideological and political teaching models from the perspective of educational psychology, analyzes the effect of innovative teaching models on the anxiety of college students, and aims to study whether the ideological and political teaching combined with educational psychology can effectively improve the psychological state of college students.

**Subjects and methods:** The study recruited 300 college students with anxiety and no significant difference in basic information, and randomly divided them into two equal groups. One group was the experimental group to receive ideological and political education combined with educational psychology, and the other group was the control group to receive traditional thinking political education. The anxiety level and psychological state of the two groups of students were tested and analyzed before and during the experiment.

**Research design:** Two groups of college students were subjected to an ideological and political education experiment with a duration of 2 months, and the anxiety and other psychological states of the two groups were measured before, during and after the teaching, and compared and analyzed. The measurement tools involved in the study were the Self-rating Anxiety Scale (SAS) and the Self-rating Depression Scale (SDS).

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** Comparing the anxiety and depression of the experimental group and the control group before and after the teaching, it was found that the anxiety and depression of the two groups were very similar, but after the teaching, the anxiety and depression of the experimental group were significantly lower than those of the control group, and the difference was Statistically significant ( $P < 0.05$ ).



**Figure 1.** Comparison of anxiety and depression levels between the two groups

**Conclusions:** Excessive anxiety has adverse effects on the body and mind of college students that cannot be ignored, and these adverse effects are likely to cause harm to the daily study and life of college students. Schools should pay attention to students' anxiety and mental health, and give appropriate interventions to students with anxiety symptoms. It is a feasible way to integrate this kind of attention and intervention into the ideological and political education in schools. After innovating the teaching model of ideological and political education in colleges and universities with educational psychology, the students who have received the new model teaching show the performance of anxiety and depression. Students have lower characteristics than traditionally taught students, and their learning interest and efficiency in ideological and political education have also increased. Combining educational psychology to innovate the teaching mode of ideological and political education is a feasible method.

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## ANALYSIS OF THE IMPACT OF INNOVATION AND REFORM OF TEACHING METHODS FOR BUSINESS ADMINISTRATION MAJORS ON STUDENTS' COGNITIVE AND PSYCHOLOGICAL BARRIERS

Fei Yuan

*Henan Industry and Trade Vocational College, Zhengzhou 450053, China*

**Background:** Cognitive psychological disorders are obstacles that people show in cognitive activities. Cognitive activities refer to the psychological activities that people need to acquire and apply knowledge, including attention, learning, thinking, decision-making, and understanding. Common cognitive impairments include inability to concentrate, impulsive decision-making, and difficulty remembering knowledge. Cognitive psychological disorder is based on the concept of cognitive psychology. Cognitive psychology is also known as information processing psychology. This system understands human cognitive process as a computer-like information processing system. The core of its attention is cognitive internal mechanisms of processes and behaviors. Cognition is a very important part of human psychology. It is the basis of various psychological elements and is also affected by various elements. Therefore, the influence of non-cognitive factors in psychological activities on cognition is also the research content of cognitive psychology. Students, as a group of continuous learning activities, are more obviously affected by cognitive and psychological barriers. When the cognitive and psychological barriers are more serious, students cannot study normally, and other problems may arise under the pressure of academic and psychological barriers. Students with severe cognitive impairment require intervention.

The business administration major trains talents in economics and management, and its teaching methods should conform to the needs of national economic development. At present, with the development of the economy and changes in the market, the needs of various employers for management personnel are also changing, but many businesses administration majors in colleges and universities have not made improvements to the teaching methods of students according to these changes, resulting in students in this major. The difficulty of finding a job has increased, and many employers have indicated that most of the fresh graduates have weak practical ability and lack of understanding of the most cutting-edge professional knowledge. From the current predicament of students majoring in business administration, it can be seen that the teaching method of this major need's innovation and reform, and in order to improve students' learning effect and practical ability, we should pay attention to whether the teaching method can help students overcome cognitive and psychological barriers when carrying out innovation and reform.

**Objective:** Combining the theory of cognitive psychology to study the ideas of innovation and reform of teaching methods for business administration majors, and to explore whether the innovative and reformed teaching methods have a good impact on the cognitive and psychological barriers of business administration majors, and whether they can help them improve their learning effects and practice ability.

**Subjects and methods:** A total of 180 students with obvious cognitive and psychological barriers were selected as the research objects and divided into two groups of 90 students, one of which was the reform teaching group and the other was the traditional teaching group. The two groups were taught for a certain period of time using innovative teaching methods combined with cognitive psychology and traditional teaching methods, and then their cognitive abilities before and after teaching were compared.

**Research design:** The teaching period of the two groups of students is 2 months. Before the start of teaching, during the teaching process and after the teaching, the students' cognitive ability will be tested, and the advantages and disadvantages of the two groups of students' cognitive ability and cognitive psychology will be compared and analyzed. The measurement tool used in the study is the Mini-Mental State Examination Scale (MMSE), which includes items such as memory, attention, comprehension, and time orientation. The total score is 0-30, and the score is proportional to ability.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** Comparing the changes in the MMSE results of the reformed teaching group and the traditional teaching group, it was found that the scores of the two groups of students were significantly improved ( $P < 0.05$ ), and the scores of the reformed teaching group were higher than those of the traditional teaching group. The difference was statistically significant ( $P < 0.05$ ).

**Table 1.** MMSE results of the two groups of students

Method	Test time	Traditional teaching group	Reformed teaching group
MMSE	Before teaching	12.5	11.5
	After teaching	20.5	22.7

**Conclusions:** Cognitive and psychological problems generally exist in the student population. Those with

a lower degree may have no impact on their study and life, but those with a higher degree will develop cognitive and psychological disorders, affecting their learning effect and quality of life. Current business administration students face a variety of issues regarding their majors and employment, many of which can be improved by helping students overcome their cognitive mental states. Experiments show that the reform of teaching methods combined with knowledge of cognitive psychology can better improve students' cognitive and psychological barriers, and improve students' learning effect and practical ability.

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## STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR OVERSEAS STUDENTS BASED ON CROSS-CULTURAL PSYCHOLOGICAL ADAPTATION

Gang Deng<sup>1\*</sup> & Lihong Zhou<sup>2</sup>

<sup>1</sup>*Chongqing University of Technology, Chongqing 400054, China*  
<sup>2</sup>*Chongqing Industry Polytechnic College, Chongqing 401120, China*

**Background:** In the context of the deepening of international exchanges and the gradual advancement of globalization, many students choose to study abroad for further study. For students who have been in the Chinese cultural environment for a long time, studying abroad means entering a new cultural environment, and they have to face the problem of cross-cultural psychological adaptation. The unsuitability and unfamiliarity of the new cultural environment for the first time are likely to bring various negative psychology to international students, a phenomenon called culture shock. If these negative emotions are not intervened in time, international students may develop various psychological problems including anxiety and depression. Nowadays, the number of international students is growing, so it is necessary to study how to improve their cross-cultural psychological adaptability and how to alleviate adverse reactions such as cultural shock. Research in this area can also be used as a reference for international students from other countries.

Due to the special environment in which international students live, and most of them are still at an immature age, studying abroad is easily influenced by other cultures and values. Therefore, there are many problems with traditional ideological and political education strategies for international students. First of all, traditional ideological and political education strategies do not consider the special environment of international students, and generally focus on ordinary domestic students. Secondly, the mechanism of ideological and political education in relevant institutions and departments for studying abroad is not sound and professional. In actual work, the school counselors and other relevant personnel do not have the energy or ability to carry out ideological and political education for international students. Finally, traditional ideological and political education strategies are very low-targeted to international students, ignore many details, and cannot provide help when students face unfavorable ideological and psychological adaptation. Considering the various difficulties that international students may encounter in the cultural environment of other countries, it is necessary to formulate targeted ideological and political education strategies for them based on the knowledge of cross-cultural psychological adaptation.

**Objective:** This paper investigates the cross-cultural psychological adaptation of international students, and explores whether targeted ideological and political education strategies have a positive impact on the cross-cultural psychological adaptation of international students and the acceptance of ideological and political teaching.

**Subjects and methods:** Select 100 students each who plan to study in Japan and the United States, and divide them into 4 groups of 50 students, namely the experimental group in Japan, the control group in Japan, the experimental group in the United States, and the control group in the United States. The experimental group adopts the new strategy of targeted ideological and political education, while the control group adopts the traditional ideological and political education strategy. After a period of time, the cross-cultural psychological adjustment barriers and the acceptance of ideological and political education in each group were observed and compared.

**Research design:** The psychological state of each group was continuously tested 10 days before going abroad, and different ideological and political education was given to the experimental group and the control group within 90 days after going abroad, and the changes in their psychological state were observed. After 90 days, the psychological state of each group was tested again, and their acceptance of ideological and political education was tested for a comparative study. The test tools used in the study were the Symptom Checklist 90 (SCL-90) and the self-designed cross-cultural psychological adaptation test form and ideological and political education effect test form.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** As shown in the table, the cross-cultural psychological adaptation of the experimental group in both countries was significantly higher than that of the control group ( $P < 0.05$ ), but there was no significant difference in the cross-cultural psychological adaptation between different countries ( $P > 0.05$ ).

**Table 1.** Results of cross-cultural psychological adjustment disorder in each group

	Experimental group	Control group	<i>P</i>
The United States	7.80	6.40	0.048
Japan	7.20	5.90	0.032
<i>P</i>	0.084	0.093	-

**Conclusions:** The cross-cultural psychological adjustment problems faced by international students may have a negative impact on their mental health that cannot be ignored. In severe cases, it may cause various psychological problems, such as severe anxiety, depression and emotional disorders. At the same time, the current ideological and political education strategies for international students are also flawed, often unable to solve the special problems encountered by international students in the cross-cultural environment, resulting in poor teaching effect of traditional ideological and political education strategies on international students. Considering these two points, the study explores new strategies for ideological and political education based on cross-cultural psychological adaptation. Experiments show that students who adopt the new strategy show better cross-cultural psychological adaptation, psychological state and acceptance of ideological and political education than students who adopt traditional strategies in different countries.

**Acknowledgment:** The research is supported by: General Project of Chongqing Education Science Planning "Research on new strategies of ideological and political education for overseas students under the background of education internationalization" (No. 2019-GX-387).

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## ANALYSIS OF THE INFLUENCE OF STUDENT MANAGEMENT WORK STRATEGY ADJUSTMENT ON RELIEVING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER THE NEW SITUATION

Jun Wu

*Jiangsu Vocational College of Medicine, Yancheng 224005, China*

**Background:** Due to the psychological pressure brought to the college students by academics, interpersonal relationships, economy and family, there are not many individuals with anxiety and related symptoms in this group. College students with excessive anxiety may have corresponding symptoms both psychologically and physiologically, and their daily life will also be affected. The typical manifestations of anxiety in students are depression or large fluctuations, unwillingness to actively communicate, paranoia, and irregular life. Severe navigators may experience dizziness, nausea and even self-harm and other behaviors. In addition to the students themselves, the excessive anxiety of college students will also have a negative impact on the surrounding people and the social environment, and even endanger the personal safety of others. Therefore, the school cannot ignore the anxiety of students.

The psychological anxiety and other mental health conditions of college students are actually related to the school's student management work. This is because the main environment for college students to study and live is on campus, and the campus student management strategy will directly affect all aspects of college students' daily life. The current management of college students is facing a new situation, mainly including the new situation of social development, the new situation of educational reform and the new characteristics of contemporary college students. In these new circumstances, student management in many schools has exposed insufficient attention to student mental health and no intervention strategies. The mental health departments of many colleges and universities have unclear division of labor and insufficient resources, resulting in difficulties in the operation of the departments, and lack of detection and early warning mechanisms for students' mental health. On the other hand, many schools' mental health education for students is still at the stage of simple theoretical knowledge and elective courses, which makes many college students unable to have a correct understanding of their anxiety. Based on the new situation faced by student management work and the school's concern for students' psychological anxiety

and other mental health problems, the applicability of traditional student management strategies has been continuously reduced, and its strategies need to be adjusted to adapt to the new situation and reduce college students through student management psychological anxiety level and protect the mental health of college students.

**Objective:** To compare and study whether the adjustment of students' management work strategies can alleviate the psychological anxiety and related negative psychological states of college students.

**Subjects and methods:** Select 200 students with obvious psychological anxiety problems and randomly divide them into two groups of 100 students, one of which is the control group, which is managed by normal student management strategies, and the other is the experimental group, using the student management work strategy adjusted according to the psychological needs of college students to manage them. The psychological state of the two groups of students was compared after the administration lasted for a certain period of time.

**Research design:** Students were given a 3-month student management work experiment. Before and after the start of the experiment, and during the experiment, the students' anxiety and depression were evaluated. After the experiment, the evaluation results were statistically analyzed. The psychometric tools involved in the experiment included the Generalized Anxiety Disorder Scale (GAD-7) and the Patient Health Questionnaire (PHQ-9).

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** The experimental results are shown in the table. The scores of GAD-7 and PHQ-9 of the two groups of students were similar before the start of the experiment, but the test results of the two tables after the experiment showed that the psychological state of the experimental group was better than that of the control group, and the difference between the scores was showed statistical significance ( $P < 0.05$ ).

**Table 1.** Comparison of depression and anxiety among study subjects

Item / Groups		Before the experiment	After the experiment
GAD-7	Control group	8.96±1.67	7.28±1.68
	Experimental group	8.64±2.75	5.76±1.95
	<i>P</i>	0.616	<0.005
PHQ-9	Control group	8.86±2.12	7.28±1.41
	Experimental group	9.18±1.84	5.76±1.10
	<i>P</i>	0.895	<0.005

**Conclusions:** At present, some problems have arisen in the school's student management strategy for college students in the face of the new situation. Among them, the monitoring and intervention of student management work on college students' anxiety and related negative psychological states is one of the issues worthies of attention. If the school neglects to pay attention to the psychological state of the students and fails to detect the students with psychological problems in time, it may lead to serious consequences for the students themselves and the management of the school. The study conducted research on the adjustment of students' management strategies, and the comparison results showed that the adjusted management strategies could better detect and intervene students' psychological problems, and added a guarantee for students' study and life in school.

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## RESEARCH ON THE SELECTION AND APPLICATION OF FINANCIAL SHARED SERVICE MODE OF ENTERPRISE GROUPS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Qinglong Cai

*Jiangsu Vocational College of Finance & Economics, Huai'an 223001, China*

**Background:** Social psychology is an independent discipline born out of sociology, psychology and cultural anthropology, which studies people's social behavior. The difference between social psychology and other psychological theories is that although the core of social psychology theory remains the explanation of



individual psychology and related behavior, it does so by focusing on and studying the psychology and behavior of groups. A group is a collective in which individuals are connected and interact through social relationships. In fact, society is the largest group, so essentially everyone lives in a group. Based on the theory of social psychology, the group is the main factor that determines human behavior, so the individual's psychological state and well-being are largely determined by the group psychology.

With the continuous development of the global economy and the trend of integration, large enterprises continue to increase, and various mergers and acquisitions and reorganization projects are also being carried out on a global scale. When the scale of the company continues to expand, the traditional financial management model will have various problems due to the insufficient speed of information transmission. The common problems mainly include the untimely communication and implementation of decision-making, deviation in the implementation of instructions, and the authenticity of information transmission. The difficulty of financial fraud is reduced, etc. In order to solve these problems, a new financial management model is needed. The financial sharing model is a feasible solution. It further digitizes and commercializes financial data through technologies such as the Internet and big data, so that relevant personnel can obtain the required information from various levels. Financial information can effectively improve efficiency and reduce costs. In this mode, financial information is more transparent, and the risks caused by opaque information and untimely transmission are also greatly reduced. The financial sharing model effectively improves the defects of the traditional financial management system in large-scale enterprises, and improves the operation ability and competitiveness of the enterprise group. From the perspective of social psychology, a company is jointly operated by a plurality of people, and can also be regarded as a group. In this group, the financial shared service model affects not only the overall strength of the company, but also the composition of the company. Everyone makes an impact. So, whether the financial shared service model can bring individuals a better psychological state and a greater sense of happiness, and how to choose and apply the financial shared service model to achieve this goal are issues worth studying.

**Objective:** Based on social psychology theory, this paper explores whether the choice and application of the financial shared service model in large enterprise groups will affect the psychological state and well-being of individuals in the enterprise group.

**Subjects and methods:** 300 volunteers with similar personal psychological state, happiness and work ability were recruited as research objects, and they were randomly divided into two groups, one of which was working in a financial shared service model enterprise group. The experimental group, another group working in a business with a traditional financial management model, was the control group. The psychological state and well-being of the two groups were tested and compared after a period of time.

**Study design:** The experimental group and the control group respectively carried out 6-month work projects in companies with different financial models. Psychological evaluations were conducted on the research subjects before entering the company, during the project and after the project, and the evaluation results were analyzed. The psychometric tools used in the study included the subjective well-being index and Symptom Checklist 90 (SCL-90).

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** The test results of subjective well-being index are shown in Table 1. It can be seen that the life satisfaction score and emotional index score of the experimental group are higher than those of the control group, and the total score is significantly higher than that of the control group ( $P < 0.05$ ). This shows that employees' happiness is higher under the financial shared service model.

**Table 1.** Comparison of subjective well-being index results

	Financial shared service model	Traditional financial management model
Affective index score	5.99	5.13
Life satisfaction score	5.83	5.14
Total score of happiness index	12.40	10.78

**Conclusions:** The financial shared service model has brought the evolution of the financial management model for large enterprise groups. From the perspective of social psychology, as a group, the changes of the enterprise group will inevitably have an impact on the individuals in the group. Change also changes the mental state of employees in the group. The experimental results show that the financial shared service model can significantly increase the happiness of employees and improve their psychological state compared with the traditional financial management model, indicating that a more scientific and university financial management model is beneficial to the psychology of individuals in enterprise groups.

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## ANALYSIS OF THE INFLUENCE OF THE TEACHING REFORM MODE OF HOTEL MANAGEMENT MAJOR IN COLLEGES AND UNIVERSITIES ON THE COGNITIVE IMPAIRMENT OF STUDENTS

Ximei Lv

*Chengdu Textile College, Chengdu 611731, China*

**Background:** Cognitive impairment is an early symptom of dementia, and it is an important evidence and entry point for the early diagnosis and prevention of dementia. When the cognitive impairment is manifested as mild memory or other cognitive impairment beyond the allowable range of the patient's age, but does not meet the diagnostic criteria for dementia, it is judged as mild cognitive impairment. Most people with cognitive impairment have normal living abilities, but the cause is currently unexplained by known neurological and psychiatric diseases. Cognitive impairment is a state between aging and early dementia. Mild cognitive impairment can be divided into four types: amnesic type, multi-cognitive domain amnesic type, single non-memory type, and multi-cognitive domain non-amnesic type. Epidemiological surveys show that the proportion of patients with cognitive impairment who develop dementia every year is 10 times that of normal people who develop dementia, which means that there is a high correlation between cognitive impairment and dementia. Early detection and intervention of cognitive impairment is important. As for the student group, because they are relatively young and have a high demand for brain activities such as learning, they need to pay more attention to those with cognitive disabilities.

With the expansion of the economy and the continuous development of my country's tourism industry, hotel management, as one of the core majors in the tourism consumption industry, has high requirements for students' professional ability and practical ability. However, many of the talents trained by the hotel management major in colleges and universities are unable to adapt to the new trends and requirements of the current tourism and hotel industry. There are two main reasons for this situation. First, the current course content of the hotel management major is relatively old and has not kept up with the frontier development of the tourism industry. Secondly, the hotel management major currently lacks the dual-pronged education of deep theoretical knowledge and practical experience. Many schools often ignore one of them, and even the teaching quality of both is not high. Therefore, it is necessary to reform the teaching of hotel management major in colleges and universities. At the same time, in order to further improve the teaching quality, it is also possible to consider adding students' mental issues to the scope of teaching management.

**Objective:** To explore whether the teaching reform of the hotel management major in colleges and universities has a significant impact on the cognitive impairment of students, and whether the teaching reform can be used to intervene in the cognitive impairment of students.

**Subjects and methods:** Considering the problem of students' cognitive impairment and designing the corresponding reform teaching mode, 180 hotel management students with cognitive impairment and similar basic information were selected, and they were randomly divided into two groups of equal numbers and conducted under different teaching modes. After a period of study, the cognitive impairment of the two groups of students was compared. Among them, the experimental group adopts the reformed teaching mode, and the control group adopts the normal teaching mode.

**Research design:** A 90-day teaching experiment was conducted on the two groups of students respectively. Before and after the experiment, the two groups of students were evaluated on the improvement of their cognitive impairment symptoms by using the Mini-Mental State Examination Scale (MMSE). The evaluation items included memory, attention, and comprehension. The total score is 0-30 points, and the higher the score, the stronger the corresponding ability.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** Table 1 shows the MMSE values of the experimental group before and after teaching. The level after teaching was significantly higher than that before teaching ( $P < 0.05$ ), indicating that the reformed teaching model has application value in the intervention of cognitive impairment of school students.

**Table 1.** Statistics of improvement effect before and after experiment

Item	Before experiment	After experiment	<i>t</i>	<i>P</i>
MMSE Score	12.42±2.69	20.57±4.74	8.323	0.027

**Conclusions:** College students with cognitive impairment often face difficulties in their daily study and life, and schools should give these students appropriate attention and intervention to help them improve their situation. Students majoring in hotel management may be more disturbed by cognitive impact problems than most majors. At the same time, there are certain problems in the teaching mode of the

major itself. Therefore, the teaching reform mode of hotel management major combined with the content of college students' cognitive impairment intervention has become the research goals. The experimental results show that the reformed teaching mode is effective in intervening college students with cognitive impairment. The MMSE evaluation shows that their condition has been significantly relieved compared to before receiving the teaching, and it is also better than the control group who adopted traditional teaching.

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## RESEARCH ON THE INFLUENCE OF COLLEGE INNOVATION AND ENTREPRENEURSHIP TRAINING ON STUDENTS' PERSONALITY DISORDER FROM THE PERSPECTIVE OF NEW MEDIA

Linlin Li

*School of Petroleum Engineering, Northeast Petroleum University, Daqing 163318, China*

**Background:** With the rapid development of Internet technology, various new media (Wechat, Tiktok, microblog, etc.) came into being. New media refers to the media based on digital technology and using the network as the carrier for information transmission, including network new media, mobile new media, digital media, etc., with the characteristics of data, interaction, virtualization, hypertext, networking and simulation. In the context of new media, colleges and universities, as the main position for cultivating innovative and entrepreneurial talents, new media provides a new development path for innovation and entrepreneurship education in colleges and universities. The traditional innovation and entrepreneurship education mode focuses on theoretical learning and computer simulation practice, the teaching form is fixed, the theory is divorced from the practice of real entrepreneurship projects, and it is difficult to adapt to the industry trend of network digital economy. With the support of new media, innovation and entrepreneurship education can integrate internal and external resources and carry out online classroom teaching, so that students can learn theoretical knowledge at any time in the process of practice and organically combine theory and practice. At the same time, new media can provide students with a platform for practice, so that students can use the characteristics of various new media platforms to carry out their own innovation and entrepreneurship project activities. Personality disorder refers to an obvious deviation from normal and deep-rooted behavior, which has the nature of maladjustment.

Personality disorder begins in childhood, adolescence or early adulthood and continues throughout life. From a biological point of view, personality disorder is affected by genetic factors, and the incidence of the disease is higher in the relatives of patients with personality disorder from the perspective of psychological development, the experience of bad childhood life, such as major mental stimulation and life setbacks, will have a negative impact on the formation of individual personality and lead to the imperfect development of individual personality. From the analysis of environmental factors, dealing with friends with conduct disorders, watching pornographic, murderous and other films and novels, and unhealthy tendencies in society will have a negative effect on the formation of personality. The clinical manifestations of patients with personality disorders are mainly emotional and behavioral abnormalities, and they are unable to have a correct self-awareness of themselves. Therefore, they are often frustrated by behaviors that deviate from social norms in interpersonal communication, work, study and emotional communication. Some anti-social personality disorders may even have aggressive behaviors that harm others and society. At present, the treatment for patients with personality disorder is mainly to help patients find a life path to reduce conflict, so as to prevent them from contracting bad behaviors such as substance abuse and alcohol abuse and falling into abnormal interpersonal relationships. Because personality disorder is defined as a lifelong persistent state, the treatment effect is limited and the prognosis of patients is poor. However, according to the clinical effect, patients with personality disorder can reduce their symptoms in some ways.

**Objective:** The purpose of the research is to take new media as the teaching medium, improve the traditional innovation and entrepreneurship education mode, analyze whether the implementation of innovation and entrepreneurship education for students with personality disorder in colleges and universities from the perspective of new media helps to reduce their psychological state of frustration and conflict, and hope to provide conflict reducing teaching environment for patients with personality disorder and help them find their own entrepreneurial path.

**Subjects and methods:** The students with personality disorder in a university were divided into experimental group and control group. The students in the experimental group accepted the innovation and entrepreneurship education mode under the new media environment and carried out entrepreneurship practice on the new media platform. The students in the control group accepted the traditional innovation

and entrepreneurship education mode and carried out entrepreneurship practice in reality. The innovation and entrepreneurship education time of the two groups was unified for 3 months. By comparing the self-esteem, self-esteem and Self-acceptance and mental health status to evaluate whether the new media teaching model can help reduce the symptoms of patients with personality disorder. Finally, all the data were processed with SPSS23.0.

**Results:** As shown in the table, the scores of self-acceptance, self-esteem and various factors in the experimental group were higher than those in the control group, and the scores of mental health were lower than those in the control group. There were statistical differences in self-evaluation factors, self-esteem, mental health, total scores of self-acceptance and self-acceptance factors ( $P < 0.05$ ). This shows that students with personality disorder can alleviate the symptoms of personality disorder to a certain extent by receiving new media innovation and entrepreneurship education.

**Table 1.** Scale scores of experimental group and control group

	Experience group M±SD	Control group M±SD	P
Self-acceptance factor	24.21±1.784	19.70±3.783	0.03
Self-esteem	26.67±2.947	23.37±5.312	0.02
Self-evaluation	20.69±2.132	18.87±3.614	0.04
Total score of self-acceptance	44.89±2.786	39.28±6.508	0.02
Mental health	102.74±6.853	158.27±26.158	0.03

**Conclusions:** Thanks to the virtuality, networking and simulation of new media, carrying out innovation and entrepreneurship education from the perspective of new media can greatly avoid the plight of patients with personality disorder who cannot integrate into real and normal life and stay away from the places and interpersonal relationships that cause conflict psychology. At the same time, with the development of digital economy, new media provides a variety of platforms for patients with personality disorder, Innovation and entrepreneurship education can help them develop new media work skills.

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## INTERVENTION MECHANISM OF DESIGN PSYCHOLOGY ON USERS' NEGATIVE EMOTIONS IN ENVIRONMENTAL ART DESIGN

Zhou lv

*Hunan Vocational College of Science and Technology, Changsha 410004, China*

**Background:** Based on psychology, design psychology embodies people's psychological state and psychological needs through the works created by design. It studies the psychological state of designers in design creation and the psychological response of designed works to society or individuals, and acts on the design in turn, so that the works can reflect and meet people's psychological needs. Environmental art design refers to the space design including the interior and exterior of the building. Through the design and planning of the architectural space environment, the space has a certain atmosphere and style, so as to meet people's functional and aesthetic needs. The organic combination of the theoretical knowledge of design psychology and the specific practice of environmental design is to apply the psychological response of users under the action of the appearance environment to the works of environmental design, so as to establish a benign relationship between designers and consumers and help designers design products that satisfy consumers.

In the post epidemic era, contemporary people will have anxiety more or less in the face of increasing employment pressure, school entrance pressure and sudden virus infection. Anxiety refers to the tension, anxiety, anxiety and other complex emotions caused by people's excessive worry about things. This emotion is related to critical situations and unpredictable events. It itself is the normal emotional reflection of human beings facing things. Appropriate anxiety can guide people to take measures in advance to prevent the deterioration trend of things in the future, but excessive and persistent anxiety will lead to emotional or physiological diseases. Anxiety is often manifested as mental anxiety, that is, excessive and lasting anxiety about daily chores, somatic anxiety, that is, abnormal autonomic nerve function, and motor anxiety, that is, muscle tremor, restlessness and other symptoms in sports, which can be treated by drug and psychological

intervention. Environmental art design plays a positive role in people's mental health. "Neural architecture" improves the people living in it by using color, lighting, integrating Pro-biological design and improving acoustic comfort, so as to create a positive and relaxed atmosphere, so that the people living in it can achieve a state of ease and relaxation through visual stimulation.

**Objective:** Anxiety disorder is becoming more and more common in contemporary people, and the indoor living environment is closely related to everyone's living state. Therefore, the research takes the anxiety disorder population as the main research object, and discusses the intervention effect of environmental art design combined with design psychology on the anxiety disorder population, hoping to effectively solve the excessive anxiety problem of the anxiety disorder population and promote the improvement of their psychological quality level.

**Subjects and methods:** The anxiety patients who participated in the experiment were divided into experimental group and control group. The bedrooms of the experimental group were transformed and designed according to their psychological state and behavior law, and the indoor environment of the control group remained unchanged. The experiment lasted for three months. Each month was evaluated with Self-rating Anxiety Scale (SAS). The higher the score of SAS, the more serious the anxiety state. Finally, use Excel software and SPSS23.0 makes a comprehensive statistical and comparative analysis on the anxiety problems and their relief of anxiety patients. The measured data was  $x \pm s$ , and the comparison between the two groups was *t*-test. The difference between the two groups was expressed in percentage (%),  $P < 0.05$ , indicating that the difference was statistically significant.

**Results:** The results showed that there was no significant difference in the scores of self-rating anxiety scale between the experimental group and the control group before the experiment ( $P > 0.05$ ). One month after the experiment, the SAS scores of the experimental group decreased significantly, and the SAS scores of the control group decreased slightly. The comparative difference between the two groups expanded, and the difference was statistically significant ( $P < 0.05$ ). Two months after the experiment, the SAS score of the control group remained basically unchanged, and the experimental group continued to decline. The comparative difference between the two groups expanded, and the difference was statistically significant ( $P < 0.05$ ). Three months after the experiment, the SAS score of the control group remained basically unchanged, while that of the experimental group continued to decline, but the decline was relatively slow. The difference between the two groups was statistically significant ( $P < 0.05$ ).

**Table 1.** Comparative analysis of data before and after the experiment

Group	Before the experiment	One month after the experiment	Two months after the experiment	Three months after the experiment
Experience group ( $x \pm s$ )	46.51 $\pm$ 7.78	25.59 $\pm$ 5.14	21.47 $\pm$ 5.32	18.29 $\pm$ 4.28
Control group ( $x \pm s$ )	46.84 $\pm$ 6.01	39.24 $\pm$ 5.74	39.14 $\pm$ 6.17	39.07 $\pm$ 5.37
<i>t</i>	1.774	18.049	23.641	23.746
<i>P</i>	0.074	0.03	0.02	0.00

**Conclusions:** In the period of social transformation, contemporary people face a variety of life pressures, which will inevitably produce anxiety. Most people can alleviate themselves, but some people's anxiety still worsens into emotional or physiological diseases. The living environment is closely related to our health cultivation. It is an effective and convenient way to alleviate anxiety by combining environmental art design with design psychology according to our own psychological state and behavior law. This way can achieve the purpose of psychological relief and relaxation through daily visual stimulation.

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## TEACHING RESEARCH ON CULTIVATING COLLEGE STUDENTS' AWARENESS OF PUBLIC CRISIS AND SUBJECTIVE PREVENTION OF EDUCATIONAL COGNITIVE IMPAIRMENT

Jiafei Geng<sup>1</sup> & Xiaoli Wu<sup>2\*</sup>

<sup>1</sup>Anhui Public Security College, Hefei 230085, China

<sup>2</sup>Hong Kong Metropolitan University, Hong Kong 999077, China

**Background:** Cognitive impairment is a serious neurological disease. In the field of medical research, it has always been considered that cognitive impairment is caused by brain nerve damage. Patients will have information confusion in the processing of information, which will affect people's judgment and understanding of normal thinking. However, in the field of psychology, some people also believe that patients with cognitive impairment belong to a psychological disease, which can be effectively alleviated through psychotherapy and intervention. At present, people with cognitive impairment are often accompanied by symptoms such as mental abnormalities and emotional loss, as well as mental anxiety, emotional tension, mania, neurasthenia, insomnia, dreaminess, anorexia and other problems. At the same time, people with cognitive impairment will have a significant decline in their learning ability, communication ability and understanding ability. At present, there are many pathogenic factors of cognitive impairment, and there is no targeted treatment. The common treatment is drug treatment, which can alleviate the condition of cognitive impairment through mental inhibition and sleep regulation. At the same time, there is physical rehabilitation training, which generally includes the use of professional medical devices to participate in adjuvant treatment. At the same time, according to the training methods known by doctors, systematic physical rehabilitation training can also effectively alleviate the patient's condition. Finally, there is psychological adjuvant therapy, which soothes the mental and psychological state of patients through education, communication and emotional adjustment to help patients alleviate their condition. With the acceleration of social development, college students have become a high incidence of cognitive impairment. The psychology and body of students with cognitive impairment will be affected, which will have an adverse impact on their study and life. Therefore, how to effectively alleviate the cognitive impairment of college students is of great significance to promote the development of college education.

With the intensification of social competition, affected by employment pressure, learning pressure, physical and mental health and other factors, more and more college students have cognitive impairment problems. Cognitive impairment not only threatens students' physical and mental health, but also affects patients' learning ability and interpersonal communication ability. At present, the common treatment methods for the cognitive impairment of college students are psychological counseling, ideological and political education and physical rehabilitation training. However, according to the research on the pathogenesis factors of students' cognitive impairment, the students' disease factors are mainly caused by factors such as learning pressure, survival pressure and emotional problems. Students are in a state of mental tension and depression for a long time, which affects their development. At present, colleges and universities actively cultivate college students' awareness of public crisis in the process of development, and study the three mechanisms of teaching theoretical research, classroom teaching and practical exercise, so as to build a subjective prevention education system for college students, so as to enable students to develop a more rational awareness of public crisis, which can solve various crisis problems faced by students' development, such as learning crisis, employment crisis, mental health and so on. So as to help students shape a more positive and optimistic development mentality and alleviate students' cognitive impairment.

**Objective:** To explore the impact of cognitive impairment and common treatment methods, analyze the current situation of college students' cognitive impairment, study the cultivation content of college students' public crisis consciousness, and then discuss the impact of college students' public crisis consciousness cultivation and subjective prevention education on students' cognitive impairment.

**Subjects and methods:** Take 200 students in a university as the research object, carry out 6-month public crisis awareness cultivation and subjective prevention education for 200 students, and count the comprehensive application ability scores of students with cognitive impairment and ordinary students, with a score of 1-10. The higher the score, the better the ability. The evaluation indicators include learning ability, communication ability and understanding ability, so as to evaluate the impact of educational content on students' cognitive impairment.

**Results:** As shown in Table 1, after six months of education, the comprehensive ability scores of ordinary students and sick students can be seen that the comprehensive ability of patients with cognitive impairment has been significantly improved and gradually close to ordinary people, indicating that the educational content has a positive impact with the sick students.

**Conclusions:** With the intensification of social competition, more and more people suffer from cognitive impairment diseases, especially in college education, students have become a high incidence group. Therefore, in the current college education, we need to do a good job in mental health education, the cultivation of college students' public crisis consciousness and subjective prevention education, which have a positive impact on students' mental health. The results show that the cultivation of college students' public crisis awareness and subjective prevention education have a positive impact on students' cognitive impairment, and students' learning ability and communication ability have been improved. Therefore, the development of colleges and universities needs to pay attention to the physical and mental health of

students. The research content is of great significance to promote the development of college education.

**Table 1.** Students' comprehensive scores after 6 months of illness and general education

Project		Before teaching	After teaching	P
Study ability	Cognitive impairment	3	6	<0.05
	Normal students	6	7	
Communication ability	Cognitive impairment	2	5	<0.05
	Normal students	5	7	
Understanding ability	Cognitive impairment	3	6	<0.05
	Normal students	6	8	

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## RESEARCH ON THE FACTORS AFFECTING THE PSYCHOLOGICAL QUALITY OF COLLEGE STUDENTS BY DANCING IMAGE THINKING IN CHOREOGRAPHER TEACHING

Rui Huang & Lin Zhang

*Sichuan University of Arts and Science, Dazhou 635000, China*

**Background:** In the process of choreographing and directing the dance, the creative materials of the dance mostly come from real life. Through the high generalization of real life, the vivid things are displayed in front of the audience. Image thinking is the basis of dance choreographer's ability, which runs through the whole process of dance choreographer. Dance choreographer uses image thinking to express the objective things in real life, so as to realize the transformation of concrete things and abstract consciousness. The cultivation of image thinking in dance choreographer and director teaching is mainly carried out from the following aspects: in basic training, teachers help students understand and grasp the key points of basic movements by comparing dance movements to specific images. In the dance choreographer narrative class, teachers can use a variety of props to create different environmental atmosphere to help students visualize their inner emotions, and then present the dance image through body movements. Teachers train students to construct image thinking by cultivating students' ability to appreciate graphic art and dance art. The cultivation of image thinking in dance choreography needs to integrate different aspects of knowledge, which has the characteristics of comprehensive complexity. Teachers need to start from different teaching methods, integrate image thinking into dance choreography, stimulate students' interest and exercise their image thinking ability at the same time.

A successful dance performance not only needs the actors to have solid basic dance skills, but also needs the psychological quality that the actors can integrate emotion into the performance, face the pressure of the audience, and deal with the emergencies on the scene. There are various factors affecting the effect of dance performance, but psychological quality plays the most obvious role in the effect of dance performance, which is a great test of the comprehensive quality of dancers. Therefore, it is very important to exercise students' psychological quality in dance choreographer and director teaching. The main psychological quality problems of dance performers are: lack of self-confidence, that is, doubt their performance ability on the stage. Excessive tension means forgetting the content of the performance. Poor adaptability, i.e., unable to deal with emergencies on site flexibly. For the students who take the dance choreography teaching course in the university, the introduction of dance image thinking in daily teaching can cultivate them to express the objective things of real life and express their emotions through their limbs. In addition, image thinking can help students adapt to different environments and adapt to sudden situations through training in different environmental atmospheres. Although image thinking is the basis of dance choreographer's ability, it is not limited to the cultivation of students majoring in dance. In the future, it can also be integrated into the teaching of other disciplines to cultivate students' comprehensive quality in an all-round way.

**Objective:** Not only dancers need to have excellent psychological quality, but also college students who

are about to enter the society. We also need to cultivate our self-confidence, optimism, calmness and adaptability to pressure. By discussing the influence of dance image thinking on college students' psychological quality in dance choreographer and director teaching, this paper hopes to further realize the teaching goal of improving college students' psychological quality and provide a new teaching path for college students' quality education.

**Subjects and methods:** The study conducted a three-month image thinking training for college students who chose dance choreographer and director courses in a school. The 1-5 score system was used to measure the effect of image thinking training on college students' self-confidence, calmness and adaptability in their psychological quality. The higher the score, the more obvious the effect of image thinking training on college students' psychological quality. Among them, 1 represents no correlation, 2 represents slight influence and 3 represents general influence, 4 represents obvious influence and 5 represents complete influence.

**Results:** The research results are shown in the table below. It can be seen from the table that image thinking has a positive effect on the basic psychological quality of college students, among which the effect on enhancing self-confidence is the most obvious, followed by the improvement of calm and calm ability, and the effect on improving the ability to adapt to circumstances is general.

**Table 1.** Evaluation results of psychological quality

Psychological quality	Evaluation score
Self-confidence	5
Calmness	4
Adaptability	2

**Conclusions:** A person's ability is reflected not only in his mastery of skills, but also in his psychological quality. Not only dancers need to pay attention to the training of psychological quality, but also college students who are about to enter the society need to exercise their own psychological quality to better deal with the future social life. Universities should pay attention to the cultivation of students' psychological quality education, promote dance image thinking to the teaching of various disciplines, comprehensively cultivate college students' self-confidence, calmness and pressure resistance, and help them make a smooth transition to social life.

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## CONSTRUCTION OF STEM LITERACY EVALUATION MODEL FOR SENIOR HIGH SCHOOL STUDENTS AND ITS ENLIGHTENMENT TO STUDENTS WITH COGNITIVE IMPAIRMENT

Shiyou Huang<sup>1,2\*</sup>, Lei Tao<sup>1</sup> & Hui Xu<sup>1</sup>

<sup>1</sup>Southwest University, Chongqing 400715, China

<sup>2</sup>High School Affiliated to Southwest University, Chongqing 400715, China

**Background:** STEM is composed of the initials of science, technology, engineering and mathematics. The four disciplines support, complement and develop together. STEM course aims to cultivate students' core literacy from the aspects of scientific literacy, which is, using scientific knowledge to understand nature, technical literacy, that is, using and understanding technology, engineering literacy, that is, understanding of technical engineering design and development, and mathematical literacy, that is, the ability to explain and solve mathematical problems. Stem education is interactive and integrated, and realizes deep-seated learning through interaction and collision. Stem integrates the organic connection of the four disciplines and provides students with a bridge to understand the world as a whole, so as to eliminate the separation of knowledge in different disciplines in traditional teaching. It is an interdisciplinary literacy teaching. Science and technology is the country's first productive force. High school students are in an important period of core literacy cultivation. The introduction of STEM literacy education model will help to train students' thinking integration ability, logical reasoning ability and three-dimensional spatial imagination. It is of great strategic significance to cultivate innovative compound talents and national development.

Cognitive impairment refers to the pathological process of abnormal intelligent processing of knowledge recognition and acquisition, which leads to serious learning and memory impairment, and even accompanied by changes such as aphasia, loss of use or disability. If students are in a state of extreme brain



stimulation, they will be in a state of mental and physical impairment after they are in high school. Cognition is the basic function of cerebral cortex. When the function and structure of cerebral cortex are abnormal, it may cause cognitive impairment. At the same time, different types of cognitive impairment are interrelated, that is, the problem of cognition in one aspect will lead to the abnormality of cognitive function in other aspects. Therefore, cognitive impairment is one of the most difficult problems in the treatment of brain diseases. The clinical manifestations of cognitive impairment are divided into perception impairment, memory impairment and thinking impairment. Perceptual impairment is manifested by sensory retardation, hallucination, internal discomfort and other symptoms. Memory impairment is characterized by strong memory, memory error, memory defect and other symptoms. Thinking obstacles are manifested in thinking logic obstacles, delusions, association process obstacles and so on. Cognitive impairment can restore cognitive function to normal as much as possible through drugs, surgery, acupuncture, massage and physical therapy.

**Objective:** STEM literacy model is to cultivate students in a comprehensive and overall teaching mode, which is conducive to training students' integrated thinking and logical reasoning ability. Patients with cognitive impairment have low learning ability due to their inability to carry out advanced intelligent processing of acquired knowledge. Through the STEM literacy model evaluation of senior high school students with cognitive impairment, this study helps them systematize their fragmented knowledge and expects to improve their symptoms of cognitive impairment.

**Subjects and methods:** Firstly, the research constructs the STEM literacy evaluation model of senior high school students about three kinds of science compulsory courses. The models are mathematical visual imagination STEM literacy evaluation model, physical verification STEM literacy evaluation model and biological concept STEM literacy evaluation model. Then, in the same environment, the three models are used to teach students with cognitive impairment for one month. Finally, the 1-5 score STEM is used to compare the training effects of the three models. The higher the score, the better the training effect.

**Results:** The research results are shown in the table below. The three STEM literacy evaluation models have a certain positive effect on students with cognitive impairment. Among them, the mathematical visual imagination STEM literacy evaluation model has the highest score, followed by the physical verification STEM literacy evaluation model, and finally the biological concept STEM literacy evaluation model. It shows that the STEM literacy evaluation model of mathematical intuitive imagination can effectively improve the symptoms of low cognitive ability of students with cognitive impairment.

**Table 1.** Evaluation scores of different models

STEM model	Mathematical visual imagination STEM model	Physically validated STEM model	Biological concept STEM model
Evaluation score	5	4	2

**Conclusions:** High school students are in an important period of core literacy cultivation. At the same time, the curriculum of high school is more difficult than that of compulsory education. Students with cognitive impairment cannot bear the load of high school learning because of their own physiological state. Different from the traditional teaching mode, STEM education has interactive integration, which organically integrates the thinking ability of different science subjects and trains the intelligent processing process of students' brain. According to the above research, applying STEM literacy evaluation model to the teaching of students with cognitive impairment can help them integrate fragmented knowledge into a system, reduce the symptoms of cognitive impairment, and return to normal learning life as much as possible.

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## THE IMPROVEMENT OF COLLEGE STUDENTS' LEARNING ANXIETY BY INFILTRATING MENTAL HEALTH EDUCATION INTO THE TEACHING OF IDEOLOGICAL AND POLITICAL THEORY

Hong'e Liang & Hongsong Huang\*

*Xi'an Siyuan University, Xi'an 710038, China*

**Background:** Based on Marxism, ideological and political course guides students to understand the basic viewpoints and methods of dialectical materialism and historical materialism, and can be applied to solve problems in real life. At the same time, it is combined with current political education to help students closely connect with their own economic, political and cultural life, initially form socialist core values and establish the common ideal of building socialism with Chinese characteristics. The infiltration of mental health education into the teaching of ideological and political courses will help to innovate the ideological and political classroom and improve the comprehensive quality of students. Although the basis of mental health education is psychology, and the basic knowledge of the two disciplines is different, the educational goal of both is to help students form correct life values and moral conduct, pave the way for their life and development into society, and cultivate a group of compound talents with high comprehensive quality for the society. The organic integration of mental health education and ideological and political course can carry out mental health education by creating a teaching situation in the ideological and political course, concretize the abstract concept of ideological and political theory by using the creation of teaching situation and rise to the level of values, so that students can not only participate in it, but also achieve the goal of mental health education.

College students' learning anxiety refers to that they are often in a state of tension and anxiety due to heavy academic pressure in the university stage. The continuous or frequent anxiety will lead to physical weakness, anorexia, poor sleep and other phenomena. The main causes of learning anxiety are physiological and psychological factors and external environmental factors. From the analysis of physiological and psychological factors, those with serious anxiety, that is, patients with anxiety neurosis, have certain genetic factors, but more are from acquired factors. At the same time, the formation of a person's personality, physical development and the development level of non-intellectual factors all have an impact on the generation of learning anxiety. From the analysis of external environmental factors, too strict family education, school education only achievement theory, social and economic development, the role of news media will have a certain impact on the generation of learning anxiety. By regulating some main factors that can be changed, it may alleviate anxiety to a certain extent, such as self-relaxation, that is, treat anxiety disorders correctly without any mental pressure and psychological burden. Enhance self-confidence, that is, believe in yourself, reduce inferiority complex, and learn to get a sense of achievement from daily trifles. Self-distraction is to do something interesting and relax in a state of anxiety. As a compulsory course for college students, ideological and political course can help college students correctly view academic pressure, balance life and study, and help them make a smooth transition from student stage to social stage.

**Objective:** Different from the stage of basic education, college students' learning process is mainly self-regulated learning, and the course content is difficult. At the same time, the rich and colorful extracurricular activities on campus need college students to balance the relationship between practice and learning, while some students fail to adapt to such college life and fall into anxiety. In order to improve college students' learning anxiety, the study infiltrates mental health education in the compulsory ideological and political course, hoping to guide students to treat college learning correctly and alleviate anxiety from the perspective of Marxism.

**Subjects and methods:** The college students with anxiety who participated in the experiment were divided into experimental group and control group. Under the same environment, the experimental group was given a week-long ideological and political theory course to infiltrate mental health knowledge, and the control group was given a week-long ideological and political theory course. Before and after the experiment, the experimental group and the control group were evaluated with Self-rating Anxiety Scale (SAS), and finally SPSS23.0 software makes a comprehensive statistical and comparative analysis on the anxiety problems and their relief between the experimental group and the control group.

**Results:** As shown in the table, there was no significant difference in the scores of the Self-rating Anxiety Scale between the experimental group and the control group before the experiment ( $P > 0.05$ ). After the experiment, the scores of the Self-rating Anxiety Scale of the experimental group decreased significantly, and the SAS scores of the control group decreased slightly. The comparative difference between the two groups expanded, and the difference was statistically significant ( $P < 0.05$ ). It shows that the infiltration of mental health education in the teaching of ideological and political theory has a significant effect on the improvement of college students' learning anxiety.

**Conclusions:** The combination of ideological and political course with mental health education is to organically combine Marxist dialectical thinking with basic psychological knowledge, correctly treat individual psychological problems from the perspective of connecting development, effectively relieve their own negative emotions and solve practical problems. College students are in the critical transition period of life. How to smoothly change from students' psychology to social psychology needs college education to think deeply. It is an effective means to reform and innovate the compulsory course Ideological and political

theory course.

**Table 1.** Comparative analysis of data before and after the experiment

Group	Before the experiment	One week after the experiment
Experience group (x±s)	49.31±5.78	22.29±4.34
Control group (x±s)	49.36±6.01	37.24±6.74
<i>P</i>	0.062	0.02

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## THE INFLUENCE OF COLLEGE PHYSICAL EDUCATION TEACHING MODE INNOVATION PATH ON COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Yongqing Liu & Bo Qin

*Xinjiang Institute of Engineering, Urumqi 830000, China*

**Background:** In the past, the traditional college physical education ignored the scientific training of college students' physical function, but taught students through a single teaching mode and physical exercise (such as running, aerobics, etc.), which is far from reaching the physical education goal of "developing sports and enhancing people's physique". With the change of the times, the curriculum is also constantly reformed and innovated. College physical education curriculum should provide college students with good hardware conditions, scientific training courses, and take into account the mental health of college students, so that college students can realize the healthy development of physical and mental unity. At the same time, as the controller of physical education, college physical education teachers should formulate scientific and interesting training courses, reasonable evaluation indicators and exercise mode keeping pace with the times to improve students' interest in physical exercise. Even outside the classroom, students are willing to exercise independently and truly integrate physical exercise into daily life. For some students who exercise passively, PE teachers can improve students' unity and cooperation, mutual help and competitive ability through the mode of group competition.

There are various reasons for college students' psychological anxiety, mainly including employment pressure, enrollment pressure, academic pressure and long-term school closure during the epidemic. Anxiety is the normal emotional reflection of people facing uncertain things. Reasonable coexistence with anxiety can help people take measures in advance to avoid the possibility of deterioration of uncertain things in the future. However, those with serious anxiety will have physical weakness, sleep disorder, loss of appetite and other phenomena, which will affect the normal daily life of college students. Anxiety can be relieved by physical exercise. Moderate physical exercise can help anxious people release dopamine, increase happiness factors and vent their anxiety. College students should treat anxiety correctly and should not produce any mental pressure and psychological burden. When anxiety has gradually affected their normal life, they can divert their attention through physical exercise.

**Objective:** Anxiety is becoming more and more common among college students, and physical exercise can help anxious people release dopamine and vent their anxiety. Therefore, taking college students with anxiety as the main research object, this study discusses the alleviating effect of the innovation of college physical education teaching model on college students with anxiety, hoping to effectively solve the problem of excessive anxiety among college students, Promote the improvement of their psychological quality to deal with the life pressure of entering the society in the future.

**Subjects and methods:** The college students with psychological anxiety who participated in the experiment were divided into experimental group and control group. Under the same environment, the experimental group was taught in the reformed physical education teaching mode, while the control group was taught in accordance with the traditional physical education teaching mode for three weeks. Each week was evaluated with Self-rating Anxiety Scale (SAS). The lower the score of Self-rating Anxiety Scale, the more the anxiety state was alleviated. Finally, SPSS23.0 software makes a comprehensive statistical and comparative analysis on the anxiety problems and their relief of college students with anxiety. The measurement data of the study is x±s, and the comparison between groups is *t*-test. The difference between the two groups is expressed in percentage (%), *P* < 0.05, indicating that the difference is statistically significant.

**Results:** The results are shown in the table below. Before the experiment, there was no significant difference in the scores of the Self-rating Anxiety Scale between the experimental group and the control

group ( $P > 0.05$ ). One week after the experiment, the SAS scores of the experimental group decreased significantly, while the SAS scores of the control group decreased significantly. The statistical difference between the two groups expanded and the difference was statistically significant ( $P < 0.05$ ). Two weeks after the experiment, the SAS score of the experimental group continued to decline, and the SAS score of the control group remained basically unchanged. The difference between the two groups was statistically significant ( $P < 0.05$ ). Three weeks after the experiment, the SAS score of the control group remained basically unchanged, and the experimental group continued to decline, but the degree of decline slowed down. The difference between the two groups was still statistically significant. This shows that the innovation of efficient physical education model can effectively alleviate the anxiety of college students.

**Table 1.** Comparative analysis of data before and after the experiment

	Experience group (x±s)	Control group (x±s)	t	P
Before the experiment	56.61±7.78	56.74±6.03	1.754	0.061
One week after the experiment	27.69±4.24	37.84±6.74	16.049	0.04
Two weeks after the experiment	20.97±5.32	34.14±4.17	24.341	0.03
Three weeks after the experiment	15.26±3.28	30.16±4.97	24.646	0.00

**Conclusions:** With the continuous development of society and fierce competition, college students are not only facing academic pressure, but also facing the employment pressure of graduating, which will inevitably lead to anxiety. Most people can adjust themselves, but some people's anxiety will deteriorate into emotional or physiological diseases, and physical exercise is an effective solution. Colleges and universities can help college students learn to reasonably adjust their anxiety by innovating physical education teaching mode.

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## STUDY ON THE INFLUENCE OF PERCEIVED VALUE AND SATISFACTION ON RESIDENTS' WILLINGNESS TO PARTICIPATE IN COMMUNITY SPORTS

Suping Qin & Xiaofei Li\*

*Guangxi University of Finance and Economics, Nanning 530003, China*

**Background:** Perceived value is customer perceived value, which refers to the overall evaluation of the effect of products or services after weighing the perceived benefits of customers and the cost they pay when obtaining products or services. Perceived value is the customer's subjective cognition of the value reflected by products and services. To a certain extent, it is related to the customer's subjective psychology. It is more like the guiding embodiment of the customer's cognitive psychology. Perceived value includes environmental value, leisure value, cultural value, service value and convenience value. The perceived price reflected by these values constitutes the subjective evaluation and demand for functions. Perception includes feeling and perception. Feeling and perception are the primary stage of cognitive activities, which reflect people's external information attributes, such as color, temperature, taste and so on. The recognition, selection and analysis of perceptual information and appropriate processing can produce perception. Perception is a comprehensive response to the attributes of things, that is, selective attention to the key points of things that people pay attention to at present. Consumers' perceived psychological activity is the psychological basis of their consumption behavior. Different individuals have different perception of the information and essence of things. Individual perceived value will be affected by cognitive level, psychological status, social experience, age structure, educational level and other factors. Enterprises often interfere with customers' perceived value through value exploration, value structure, communication value, value transmission and so on. The perceived value generally reflects the individual's psychological experience needs, that is, the aesthetic experience and emotional activities that individuals feel in the process of cognitive activities, which is an important embodiment of their functional value and emotional value. In the field of product sales, satisfaction is the psychological result of experience, which belongs to emotional content, including overall satisfaction and attribute satisfaction. Satisfaction can be achieved by comparing structure with expectation, or directly measuring the specific perception level of

the results. Perceived value and satisfaction level will affect individual behavior intention to a certain extent, and make it behave as a certain behavior-oriented mechanism, that is, whether to make repeated choices for the product or service.

The development of community sports activities has a certain influence mechanism on the physical health quality and psychological status of community residents, that is, through simple physical training, it can help community residents exercise their physical quality and alleviate negative emotions and psychological problems. However, the participation in community activities is voluntary and unitary. The development of some sports activities is difficult to meet the diversified needs of community residents. In addition, affected by many factors, it is difficult for residents to participate in community sports activities regularly. At the same time, the diversity, interest and significance of community sports activities will have a certain correlation with residents' enthusiasm, initiative and satisfaction. Community sports activities can effectively help community residents relieve social psychological pressure and emotional burden by means of physical exercise in addition to their daily life, so as to make them have a better psychological state.

**Objective:** To study the influence of perceived value and satisfaction evaluation in psychological theory on community residents' willingness to participate in sports, in order to give better play to the intervention effect of community sports on Residents' health and promote their mental health development.

**Subjects and methods:** The research take a community resident as the research object. Firstly, the information of community sports participation and mental health level of the research object is collected. Then a psychological questionnaire was developed, including perceived value satisfaction, behavioral intention, form of community sports activities and so on. Likert's 5-point scoring method is used to score all items in the scale, i.e., 5 (positive evaluation), 4 (general positive evaluation), 3 (neutral), 2 (general negative evaluation) and 1 (negative evaluation). The research carries out the experimental content with the help of principal component analysis and statistical analysis tools, carries out confirmatory factor analysis on the influencing factors with the help of structural equation model, and verifies whether the constructs of perceived value, satisfaction and behavioral intention are feasible through reflective structure. The standardized regression coefficient, also known as factor load in confirmatory factor analysis, is used to reflect the relative importance of measurement variables in each potential factor. The coefficient is between 0.50 and 0.95, indicating that the basic fitness of the model is good.

**Results:** The evaluation and perception of individual residents on sports environment and sports value will affect their recognition of the way of sports activities in the community, and then show their active participation in physical exercise in action. The results show that there is a certain correlation among individual perceived value, satisfaction and behavior intention, that is, positive perceived value will affect satisfaction, and then produce positive behavior intention and behavior orientation. Table 1 shows the standardized coefficient results of perceived value and satisfaction on residents' willingness to participate in behavior.

**Table 1.** The standardized coefficient results of perceived value and satisfaction on residents' willingness to participate in behavior

Influence factor	Regression coefficient	S. E	t	P
Satisfaction perceived value	1.3090	0.098	12.284	0.000
Perceived value behavioral intention	1.175	0.067	11.052	-0.042
Behavioral intention satisfaction	1.000	0.092	12.347	0.001

**Conclusions:** Perceived value is people's expectation or actual perceived benefit of service, and it is the psychological evaluation standard of individual service and the psychological basis of behavior orientation. When participating in community sports activities, residents will make a preliminary judgment on the psychological needs and value benefits that the project can meet, then score their satisfaction according to their perceived emotional state in the actual participation activities, and then comprehensively consider their continuous willingness to participate in community sports activities by perceiving value and satisfaction. The results show that the higher the emotional value and perceived satisfaction residents get from community sports activities, the more they will show their high enthusiasm to participate in activities, and the positive and effective improvement of sports activities can greatly improve the mental health level of residents.

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## INHERITANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE AND INNOVATIVE PATH OF INTERNATIONAL COMMUNICATION UNDER LANGUAGE BARRIER

Xinglu Wang\*

*Shaanxi Institute of International Trade & Commerce, Xi'an 712046, China*

**Background:** Language acquisition and processing has always been an important part of linguistics, cognitive psychology and genetic biology. Among them, language barrier is an important breakthrough in the study of brain neural mechanisms such as language acquisition, speech production and understanding. As an important expression tool, language needs can effectively reflect people's psychological status and emotional cognition. Individual language expression will be affected by educational level, language environment, thinking and cognitive differences and external stimuli, and have different expression mechanisms. The language habit and expression level can reflect the individual thinking mode and reaction ability to a certain extent. When the individual is stimulated by external objective factors, accidents or major psychological trauma, it will make the language expression difficult, and then produce language barriers. There is a certain correlation between language disorder and gene level. In addition to mental diseases such as cerebrovascular disease and autism, language disorder will be caused by language learning environment and external others' intervention. Language disorders include errors and dysarthria. Different degrees of language disorders have different therapeutic effects and performance mechanisms. Simple and mild language disorders can be treated by appropriate psychological intervention, but more serious psychological disorders need to seek the help of professional doctors and actively carry out medical treatment.

Chinese excellent traditional culture is a precious cultural heritage of our country. It is the crystallization of excellent achievements laid by history and has important cultural communication value. However, due to the influence of language habits and language environment, the dissemination and development of China's excellent traditional culture has received certain obstacles and restrictions, which makes it difficult to give full play to its unique value and cultural charm. At present, the effect of teaching Chinese as a foreign language in China is poor, the teaching schemes and means are lack of innovation and diversity, and the teaching content is lack of goal and pertinence, which makes most students have some difficulties in learning and understanding the formation mechanism and function form of Chinese, resulting in language barriers and psychological problems. The language barrier of Chinese learning is that learners are affected by psychological emotions such as shyness and fear, and have problems such as lack of confidence in learning content and poor normative expression, so that they are afraid or unable to use and express language. Language barriers will affect the individual's enthusiasm for learning language and the autonomy of self-expression. More serious language barriers will even make learners doubt and deny their self-ability and cognitive level, leading to negative emotions such as language anxiety and emotional conflict.

**Objective:** To study the relationship between language barriers and the transmission and development path of China's excellent traditional culture with the help of language psychology theory, help language learners find language learning tools, reduce their obstacle symptoms and negative emotions, and improve their self-confidence in language learning, so as to promote the innovation of language communication path and the alleviation of language barriers.

**Subjects and methods:** 200 foreign students with language barriers from 12 universities were selected by stratified cluster sampling. The subjects were from different majors, aged 18-25 years old. With the help of different Chinese teaching modes and language barrier related testing tools, the data of the subjects' language learning and the improvement of learning disabilities in the experiment are counted.

**Method design:** Firstly, collect the information about the language expression level and Chinese learning of the research object, and then improve the teaching based on the understanding of the current situation and problems of the original Chinese teaching classroom with the help of language psychology, so that its Chinese teaching model can better adapt to the psychological needs and psychological changes of language disabled learners. The subjects were randomly divided into teaching improvement group and original teaching group. The teaching improvement group adopted the Chinese classroom teaching mode improved by language psychology, while the original teaching group adopted the original Chinese classroom teaching mode. The experiment lasted for six weeks. After the experiment, the data on the improvement of language barriers before and after the experiment were collected and sorted out with the help of language barrier related evaluation scale and traditional culture test experiment. The traditional culture test experiment includes language learners' basic norms of Chinese word selection, the application of grammar habits and the relevant information about the learning of traditional culture works. The experimental data of the study were SPSS23.0 statistical analysis tools were used to analyze the difference and *P*-value test of the experimental data. The measurement data were expressed by (mean  $\pm$  standard value). The data between groups were compared by *t*-test. The difference was statistically significant when  $P < 0.05$ .

**Results:** The language learning ability of language learners is easily guided by the language environment and external intervention. Improving the Chinese teaching classroom with the help of language psychology, fully considering the psychological needs and learning habits of language disabled learners, and conducting targeted intervention and guidance can effectively reduce their obstacle symptoms and reduce the negative emotions of language learning to a great extent, it has accelerated the inheritance and international dissemination of China's excellent traditional culture. Table 1 shows the scores of language learning disabilities of the two groups before and after the experiment.

**Table 1.** The scores of language learning disabilities of the two groups before and after the experiment

Timing	Language learning disabilities score		<i>t</i>	<i>P</i>
	Teaching improvement group	Original teaching group		
Before	27.15±8.42	26.43±9.37	0.245	0.752
After	7.34±2.53	18.27±1.96	8.561	0.000
<i>t</i>	8.621	0.473	-	-
<i>P</i>	0.001	0.554	-	-

**Conclusions:** Language psychology reveals the law of the development, development and maturity of human language development with the help of the phenomena of feeling, cognition, and perception, which can effectively promote the dissemination of cultural language. To improve learners' language barriers, we should not only create an immersive language learning environment for them, but also grasp the law of their psychological activities, "suit the remedy to the case" in order to reduce their language learning difficulties and improve their negative emotions and psychological problems. With the help of language psychology, this study improves the classroom of learning Chinese as a foreign language and cultural communication in China. The results show that the improved teaching model can effectively improve learners' enthusiasm and initiative to participate in learning. Therefore, in the process of language and cultural communication in the future, educators should grasp the law of language development and actively explore new ways of cultural communication.

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## THE INFLUENCE OF THE COMPARISON AND INNOVATION OF THE TRAINING METHODS OF TRAFFIC MANAGEMENT TALENTS ON THE POSITIVE PSYCHOLOGY OF COLLEGE STUDENTS

Jianyi Wu\*

*Guangxi Police College, Nanning 530028, China*

**Background:** Positive psychology is a kind of psychology, which is different from negative psychology. This psychology studies the vitality and virtue of ordinary people, focusing on the positive role of positive psychological quality in different fields, including education, management and so on. In positive psychology, we will use scientific methods to guide the individual's positive psychological quality, correct the individual's negative views, and turn their attention to the positive level of things. Using the knowledge of positive psychology, let negative individuals alleviate negative emotions and gradually become positive under the stimulation of positive things. In the face of the next problem, they will choose to face it bravely and actively find solutions to the problem, rather than flinch when they encounter a problem and want to escape. They have a mentality of exclusion and fear of difficulties for problems and troubles, resulting in the problem not only not being solved, but becoming more serious. This shows the importance of cultivating college students' positive psychology. Positive psychology is conducive to individual problem-solving, will improve the efficiency of problem-solving, and will promote the cultivation of individual positive psychological quality. In addition, this positive psychology will also infect others. It plays a positive role in learning, education and teaching. Positive psychology is conducive to the good development of college students' learning, improve the quality of teachers' teaching, and enable students to obtain better learning results in the enthusiastic and serious course teaching of teachers.

At present, there are two ways to train public security traffic management talents, namely academic education and vocational education. These two educational methods have their own advantages and disadvantages, and there are some problems. By analyzing the advantages and disadvantages of the two

kinds of education, we can see that the teaching method of academic education is mainly classroom teaching, and the evaluation standard is academic achievement. In terms of talent training, paying more attention to the cultivation of theoretical knowledge will have greater development potential, but there is less training in professional law enforcement ability and poor practical ability. The advantages of vocational education basically make up for the shortcomings of academic education. Talents with vocational education have strong hands-on operation ability, and compared with the multi-year training cost of academic education, the cost of vocational education is small and the time is short. However, there are also shortcomings. It cannot carry out systematic teaching of professional knowledge like academic education. The college lacks the sense of professional responsibility and has some difficulties in dealing with professional complex traffic problems. According to the shortcomings of the two kinds of education, we can analyze the problems existing in the two kinds of education to a certain extent. Aiming at the problems existing in the two kinds of education, we should innovate the traditional training mode of public security traffic management talents and improve the practical operation ability of college students majoring in traffic management.

**Objective:** To understand the main ways of public security training traffic management talents, and analyze the advantages, disadvantages and problems of academic education and vocational education. On this basis, we will innovate the training mode of traffic management talents, modularize the curriculum system in academic education according to the actual business needs, add professional skill modules in addition to the original courses, use college students' holidays for internship training, provide professional guidance to college students, and comprehensively cultivate college students' professional operation ability in practical teaching. So that college students can deal with relevant traffic accidents calmly and quickly, and cultivate and exercise their positive psychology.

**Subjects and methods:** The research objects are the students majoring in traffic management in public security colleges. Three public security colleges are randomly selected, and 264 students majoring in traffic management are randomly selected from them. These students come from different grades and family backgrounds, understand their personal information, professional ability and other related contents, and train the selected students through the innovative training method of traffic management talents for 2 semesters. Record relevant data during the period. Analyze the positive psychological changes and professional ability changes of students majoring in traffic management before and after innovation training through statistical software, and adopt grade 1-5 score. The higher the score, the heavier the degree.

**Results:** Due to some problems in the traditional training mode of traffic management talents, according to the comparison of the advantages and disadvantages of academic education and vocational education, the education of traffic management specialty in public security colleges is innovated, so that the practical ability of students majoring in traffic management is significantly improved, and the positive psychology of students is cultivated and exercised. Among them, the bravery score of sophomore male students is 5, and the results are shown in Table 1.

**Table 1.** Positive psychological scores of students majoring in traffic management in different grades and genders

Grade	Gender	Brave	Self-confidence
Freshman	Male	4	4
	Female	4	5
Sophomore	Male	5	5
	Female	4	5

**Conclusions:** With the adjustment of curriculum system and teaching methods, the professional practical ability of students majoring in traffic management in public security colleges has been cultivated and improved. Students show a good positive psychology in practical training, have the courage to solve difficulties, and have great enthusiasm for the study of this major.

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## ANALYSIS OF THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF INFORMATION TECHNOLOGY IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH THINKING LOGIC OBSTACLES

Guoyun Jiang

*Wuxi Vocational Institute of Arts & Technology, Yixing 214206, China*

**Background:** Thinking logic disorder is a serious neurological brain disease. In the medical field, it is generally believed that people with thinking logic disorder have brain nerve damage, which makes patients have different degrees of problems in learning ability, understanding ability, language ability, computing ability and logical thinking ability, and even affects people's personal life. However, some people believe that thinking logic disorder is a psychological disease. People with defects in thinking logic can alleviate their condition through psychotherapy. At present, thinking logic disorder is a disease that is difficult to treat. The common treatment methods include drug treatment and treatment through neuromodulator drugs, such as common cholinergic preparations, donepezil and other drugs. At the same time, there is nursing treatment, which uses professional medical instruments to treat patients, improve patients' psychological anxiety and alleviate patients' mentality, so as to achieve the curative effect. Finally, there are psychotherapy, music therapy, physical training and other methods. Regardless of the choice of various methods, it is necessary to reasonably judge the degree of patients' thinking logic disorder, and reasonably select the treatment method according to the condition, which is more conducive to the treatment of patients. At present, more and more students have the problem of thinking logic obstacles in the development of colleges and universities, which not only affects their own learning, but also is not conducive to the healthy development of body and mind. Therefore, how to effectively alleviate the problem of thinking logic obstacles of college students has a positive impact on promoting the healthy development of college education.

At present, there are many reasons for students' thinking logic disorder in college education, including the influence of learning pressure, employment pressure and other factors, mental anxiety, nervous tension and other symptoms, which affect students' logical thinking ability. At the same time, there are psychological disease factors, such as low mood and poor physical and mental quality, which also easily lead to students' logical thinking obstacles. Ideological and political education is one of the important courses in colleges and universities. Ideological and political education has an important impact on students' thought, emotion and psychology. With the advent of the information age, colleges and universities have built ideological and political education platforms based on the content of Ideological and political education in the innovative development, such as WeChat public account and campus network ideological and political counseling center. Through the construction of these information platforms, they can solve students' learning problems, employment problems and daily life problems. Therefore, through the construction of Ideological and political information platform in colleges and universities, we can provide psychological counseling for students with thinking logic obstacles, and provide effective learning opinions for students, so as to alleviate the problem of students' thinking logic obstacles. Therefore, this paper analyzes the specific manifestations and treatment ways of thinking logic disorder, analyzes the impact of Ideological and political education on students' physical and mental development, and discusses the impact of the construction of Ideological and political education information platform on students with thinking logic disorder.

**Objective:** To explore the current situation of college students with thinking logic barriers, analyze the impact of students' thinking logic barriers on patients, analyze the mitigation effect of ideological and political education on students' thinking logic barriers, and then explore the impact of the construction of Ideological and political education information platform on students' thinking logic barriers.

**Subjects and methods:** Taking 100 students with logical thinking disorder in a university as the research object, analyze the psychological activities of students with logical thinking disorder, educate patients with the help of the information platform of Ideological and political education in colleges and universities, and record the scores of psychological activities before and after patients. The score is 1-10. The evaluation indexes include four evaluation indexes: Students' learning ability, application ability, communication ability and psychological state, so as to evaluate the impact of information innovation of Ideological and political education in colleges and universities on patients.

**Results:** As can be seen from Table 1, the scores of psychological activities of 100 students with thinking logic disorder after six months of Ideological and political education. It can be seen from Table 1 that after ideological and political education, the patient's condition has been alleviated and all evaluation indexes have been significantly improved.

**Table 1.** Psychological activity scores of 100 students with thinking logic disorder after 6 months of ideological and political education

Index	Study ability	Application ability	Communication ability	Mental health status
Before study	2	1	4	4
After study	6	5	7	6

**Conclusions:** With the acceleration of social competition, more and more people are suffering from thinking logic disorder, which not only affects the study and life of patients, but also brings many disadvantages to personal health. Therefore, this paper analyzes the influence and treatment scheme of thinking logic disorder, and analyzes the influence of Ideological and political education in colleges and universities on students' mental health. The results show that by building an information platform for ideological and political education in schools and providing counseling and help for students with thinking logic disorders, we can effectively improve the patient's condition and improve the patient's learning ability. Therefore, in the development of higher education, we should actively carry out ideological and political education in colleges and universities, and provide students with help within our ability with the help of information means, which will be more conducive to the development of higher education.

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## ANALYSIS ON THE INFLUENCE OF COMMUNITY PARK LANDSCAPE DESIGN ON TOURISTS' BEHAVIOR AND PSYCHOLOGY

Yixiong Hua<sup>1</sup> & Lin Ji<sup>2\*</sup>

<sup>1</sup>*Suzhou University of Science and Technology, Suzhou 215009, China*

<sup>2</sup>*Jiangnan University, Wuxi 214000, China*

**Background:** Behavioral psychology is also known as environmental psychology. It is different from traditional psychology, but it belongs to the category of psychological theory. Behavioral psychology believes that while exploring the psychological motivation of human behavior, we should pay attention to the relationship between the environment where human behavior is located and behavior. This relationship is not a one-way relationship in which human beings are affected, but the relationship between human beings and the environment. When classifying human behavioral psychology, behavioral psychology mainly starts from four psychological perspectives: sensory psychology, perceptual psychology, cognitive psychology and behavioral habits. Among them, sensory psychology represents the most basic architectural sensory impression when human beings are in a certain external environment. This impression includes not only the form and color of architecture, but also the psychological hint of architecture, such as the sense of security and comfort of architecture. Perceptual psychology refers to the psychological state when human beings identify the external environment, which includes the emotional feedback obtained by human beings in the environment. Cognitive psychology refers to the information cognition of space when human beings are in a specific space. This information cognition includes the direction, region and the distance between things with different characteristics in space. Different individuals have different psychological characteristics, and their psychological cognitive maps are relatively different. Behavior habit refers to a certain fixed behavior trend for a specific environment produced by human behavior experience for a long time. At the beginning, this trend is derived from human psychological characteristics and logical thinking, but with the increase of experienced things and environment, this psychological trend gradually transforms into subconscious habits. The landscape design of Community Park based on behavioral psychology gives tourists a certain degree of psychological guidance from four psychological angles: sensory psychology, perceptual psychology, cognitive psychology and behavioral habits, so as to form a more attractive design strategy for tourists.

**Objective:** This study aims to analyze the impact of community park landscape design on tourists' behavior and psychology, provide a theoretical basis for more attractive community park landscape design strategies, and then provide help for the psychological optimization of urban community park landscape, improve the living experience of community residents and create a humanistic city.

**Subjects and methods:** This study uses support vector machine and factor force analysis to analyze the

impact of community park landscape design on tourists' behavior and psychology. In the analysis process, support vector machine is used as a tool for classifying characteristic groups, and factor force analysis is used as the main influencing factor analysis method.

**Study design:** In this study, support vector machine is used to classify tourists' behavioral psychological types. After classification, starting with different behavioral psychological characteristics and corresponding groups, factor force analysis is used to analyze the impact of community park landscape design on tourists' behavioral psychology.

**Methods:** This study uses Excel to collect research data. On this basis, SPSS software is used to analyze the impact of community park landscape design on tourists' behavior and psychology.

**Results:** The impact of community park landscape design on tourists' behavior and psychology is shown in Table 1.

**Table 1.** Psychological impact level of tourists' behavior

Behavioral psychological type	Children	Puber	Aged
Sensory psychology	4	3	3
Perceptual psychology	4	4	4
Cognitive psychology	2	4	3
Behavior habit	4	3	3

Table 1 shows the impact distribution of community park landscape design on tourists' behavior and psychology expressed by quantitative impact level. It can be seen that in the landscape design of community parks, the application of sensory psychology, perceptual psychology, cognitive psychology and behavior habits has different effects on children, young people and the elderly. Among them, sensory psychology and behavior habits have a significant impact on children, perceptual psychology has a significant impact on all groups, and cognitive psychology has a significant impact on adults. All three-reach level 4 of the impact level.

**Conclusions:** As a behavior driven psychology that connects human beings with the external environment, behavioral psychology can play an active role in the landscape design of community parks. This study combines support vector machine and factor force analysis to analyze the impact of behavioral psychology on the landscape design of community parks by classifying the groups with behavioral psychological characteristics of tourists. The results show that sensory psychology and behavior habits have a significant impact on the formation of children, perceptual psychology has a significant impact on all groups, and cognitive psychology has a significant impact on adults. It can be seen that the impact of different tourist behavior and psychological types on different groups is different. In the process of community park landscape design, we should actively use different behavior and psychological types to enhance the attraction of community park landscape to different residents.

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## THE DEBUGGING FUNCTION OF CONTEMPORARY HIGHER DANCE EDUCATION TO STUDENTS' POSITIVE PSYCHOLOGY

Lin Zhang & Rui Huang\*

*Sichuan University of Arts and Science, Dazhou 635000, China*

**Background:** With the continuous development of social economy, social pressure is increasing. The pressure of college students is also rising, which makes the mental health problems of college students more and more serious. Mental health is the key influencing factor of college students' health, which has become an important problem that college students must face. Nowadays, college students are faced with various phenomena such as self, extreme, lonely and depression in campus life, which seriously affect the physical and mental health of college students. Contemporary higher dance education is a common dance course in colleges and universities. It integrates dance, aesthetics, sports and music. It is a fitness sports project based on body movement dance and combined with practice. Nowadays, most colleges and universities in China have set up contemporary higher dance education courses, and more and more students like this

course. For students majoring in dance, because they are in the special environment of dance, there are many factors affecting their mental health, such as biological genetics, environment, education and so on. Among them, biological genetic factors are the premise, environmental factors are the conditions, and educational factors are the key. The positive effects of contemporary higher dance education on college students' mental health mainly include emotional conditioning, behavioral health, material self-relationship and psychological needs in the process of growth. Among them, emotional conditioning is to help individuals' perception and balance of emotional mind, so as to establish self-consciousness, self-confidence and autonomy. Behavioral health is to guide individuals to establish the ability of spontaneity and self-control in behavior, and to establish behavioral choices and methods conducive to healthy life. Object self-relationship is to help individuals enhance their self-tolerance, social conscience, sense of boundaries and communication skills. The psychological needs in the process of growth refer to helping to repair the mental development needs missing in the period of personal growth, or treating and correcting the wounds or obstacles in the process of growth. Therefore, dance students are in the main position in dance education. Without students, there will be no dance education. The center of dance education is for students, and dance education is the leading force of dance students' physical and mental development. The two are unified and interact.

**Objective:** As a sport with social function, how to improve the mental health level of ordinary college students through practice has become a research hotspot in the field of related education. This study will conduct experimental research on this problem and analyze the relevant results, in order to provide some theoretical basis and reference for the mental health development of college students.

**Subjects and methods:** 400 third year students of a university were randomly selected as the evaluation objects and randomly divided into experimental group and control group, with 200 people in each group. The experimental group studied contemporary higher dance courses for one year and the control group studied general physical education courses for one year.

**Research design:** Before and after the experiment, the subjects were evaluated with the mental health Symptom Checklist 90 (SCL-90). The total score of the scale is the sum of the scores of 90 items, and the critical point of evaluation is 160. When the score is higher than 160, it indicates that the subjects have some psychological problems. Then calculate the total average score of 90 items through the total score, that is, the average score of 90 items in the scale. If the factor score is  $> 2$ , it indicates that it is positive. When the positive item is  $> 43$ , it indicates that the subject has some psychological problems.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The evaluation results of the mental health level of the two groups are shown in Table 1. It can be seen from Table 1 that after teaching, the average score of SCL-90 in the experimental group ( $1.28 \pm 0.25$ ) was significantly lower than that in the control group ( $1.85 \pm 0.32$ ),  $P < 0.05$ . The average score of positive items in the experimental group ( $19.24 \pm 12.37$ ) was significantly lower than that in the control group ( $25.33 \pm 15.24$ ),  $P < 0.05$ . The results show that the improvement of students' mental health level is much higher than that of students trained in ordinary physical education.

**Table 1.** Comparison of the total average score and the number of positive items between the two groups after the experiment

	Experience group	Control group	<i>P</i>
Total average score	$1.28 \pm 0.25$	$1.85 \pm 0.32$	$< 0.05$
Number of positive items	$19.24 \pm 12.37$	$25.33 \pm 15.24$	$< 0.05$

**Conclusions:** Schools should attach great importance to students' mental health, actively guide students to establish correct values and outlook on life, and set up a special psychological counseling office to prevent and dredge students' mental health problems. College sports dance teachers should actively improve their relevant quality, learn new sports dance concepts, master relevant psychological knowledge, combine sports dance teaching with psychological education, and effectively give full play to the guiding role of college teachers in college students' psychological education.

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## INTEGRATED DEVELOPMENT OF ADULT EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION FROM THE PERSPECTIVE OF MENTAL HEALTH

Hongwei Zhao

*Suzhou Industrial Park Institute of Services Outsourcing, Suzhou 215123, China*

**Background:** Strengthening mental health education is an important factor for adult education to develop entrepreneurial talents. The level of students' psychological quality is the key factor to determine whether they can start a business smoothly and succeed. Innovation and entrepreneurship require college students to have the courage and courage to prevent risks, and the courage and tolerance to face all adverse consequences in the process of entrepreneurship. All these require college students to have good psychological quality and the ability to adjust bad psychological state. As the key content of psychological education, mental health knowledge is very important for the improvement of students' psychological quality. Psychological quality education can affect students' establishment of outlook on life, maturity of personal thought and adaptability to social environment to a certain extent. Therefore, we should pay attention to the mental health education of college students, deeply explore the essence and connotation of education, improve students' comprehensive ability and self-education ability, and lay the foundation for cultivating college students' innovation and entrepreneurship. At the same time, teachers should understand the psychological dynamics of students, stimulate their enthusiasm and enthusiasm for innovation and entrepreneurship, and let them take innovation and entrepreneurship as their driving force and development direction while improving their self-education ability. From learning to social employment, the change of environment makes their hearts change dynamically, which will produce adverse psychological reactions such as anxiety and confusion. This psychological state has a direct impact on their life and entrepreneurial development. Therefore, college students should eliminate the bad psychological state in time and learn the common sense of mental health before entering the workplace. When various external factors affect their own emotions, they should learn to decompress in time, dredge their mood, avoid adverse psychological effects on work and life, and continue to accept the challenges of the workplace with full enthusiasm. Colleges and universities should provide more opportunities for college students to participate in social practice, so that college students can feel the process of entrepreneurship before they really enter the workplace, and further improve their social adaptability. In the process of simulated entrepreneurship, college psychological teachers should pay attention to the dynamic psychological observation and guidance of college students, analyze the psychological process of college students in simulated entrepreneurship, and give corresponding psychological counseling. Simulated entrepreneurship enables college students to enhance their entrepreneurial practice ability, give play to their subjective initiative consciousness, and be able to understand and deeply feel the hardships and complexity of entrepreneurship.

**Objective:** To cultivate the good psychological quality of adult education students and promote their mental health has become an important task of higher education. Innovating the mode of mental health education for college students is also an important basis for ensuring the reform of innovation and entrepreneurship education in colleges and universities. Based on this, this study focuses on how to maintain physical and mental health in the face of pressure in the process of innovation and entrepreneurship.

**Subjects and methods:** In order to study the promoting effect of the integrated development of adult education and innovation and entrepreneurship education on students' mental health, 500 college students with anxiety disorder in many colleges and universities in a region were investigated to investigate the impact of the integrated development of adult education and innovation and entrepreneurship education on students' mental health.

**Research design:** The self-designed college students' entrepreneurial self-efficacy scale was used to evaluate the mental health status of all subjects before and after the intervention. The college students' entrepreneurial self-efficacy scale included five dimensions. The full score of each dimension was 20, and the total score was 100. The five dimensions were divided into emotion regulation efficacy (A), coordination management efficacy (B), opportunity recognition efficacy (C), entrepreneurial learning efficacy (D) Innovative self-efficacy (E), the sum of the scores of the five dimensions is the total score of entrepreneurial self-efficacy (F).

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** After the intervention, the dimensions (A-E) and total score (F) of entrepreneurial self-efficacy of college students were significantly higher than those before the intervention ( $P < 0.001$ ), as shown in Table 1.

**Conclusions:** To carry out innovation and entrepreneurship education in adult education, we should cultivate college students' innovation ability and innovation consciousness in a planned way and improve their psychological quality. Only by maintaining good psychological quality can college students resist the influence of various external adverse factors, correctly face difficulties and setbacks, and enhance their confidence and ability to succeed in entrepreneurship in the complex social competitive environment. Mental health education should pay attention to the correct guidance combined with the personality

characteristics of college students, comprehensively analyze the potential ability of college students, and improve their entrepreneurial practice ability.

**Table 1.** Comparison of college students' entrepreneurial self-efficacy before and after teaching

Dimension	Before intervention	After intervention
A	12.17±3.65	16.98±3.35**
B	19.95±5.42	26.94±4.15**
C	12.84±3.36	17.26±3.26**
D	10.48±2.99	13.49±2.89**
E	13.98±3.47	15.65±3.37**
F	68.94±13.25	89.96±14.85**

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## THE INSPIRATIONAL FUNCTION OF THE SPIRIT OF “CATCHING UP FOR THE EXAM” TO CHINESE YOUTH FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yuanyang Cai & Xiajian Wang\*

*Nanjing University of Finance & Economics, Nanjing 210023, China*

**Background:** At the same time, college students will feel the initial psychological impact of social competition, so they will also be exposed to the new stage of mental health. Some students are affected by some bad thoughts, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into mental anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have shown that moderate anxiety can help students improve their attention and competitive awareness, and improve their learning enthusiasm and learning efficiency. However, excessive anxiety will damage students' mental and physical health, which is not conducive to students' mental health and long-term development.

In the education system of colleges and universities, ideological and political education plays a role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, cultivate students' sense of social responsibility and improve their mental health level. However, the traditional ideological and political education in colleges and universities has a lot of theoretical knowledge, which is difficult for students to understand, so it cannot play a good role in alleviating students' anxiety. Educational psychology is a psychological theory put forward for teaching reform. It has important theoretical and practical significance in deepening the reform of education. The application of educational psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. Based on educational psychology, the research analyzes the psychological activities and change laws of contemporary college students, and integrates the spirit of “catching up with the examination” into the ideological and political teaching in colleges and universities. The spirit of “catching up for the examination” is a unique spiritual quality of the party and a practical and exploratory spirit of unremitting struggle to realize people's happiness, national rejuvenation and world harmony. Ideological and political education integrated with the spirit of “rush to the exam” can shape students' sense of responsibility and strengthen students' beliefs and beliefs, so as to improve students' mental health level and alleviate students' anxiety.

**Objective:** The thought of college students is immature and easy to be disturbed by the outside world and fall into mental anxiety. Based on educational psychology, the research proposes to integrate the spirit of “rush to the exam” into ideological and political education, so as to shape students' sense of responsibility and strengthen students' beliefs and beliefs, so as to improve students' mental health level and alleviate students' anxiety.

**Subjects and methods:** 100 students were selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and SCL-90 are used to evaluate students' anxiety, and the examination results of ideological and political education courses in colleges and universities are used to evaluate the teaching effect.

**Research design:** Using the random number table method, 100 students were randomly divided into

research group and control group, with 50 students in each group. Among them, the students in the research group used ideological and political education integrated with the spirit of “rush to the exam” to teach. The students in the control group were taught with the traditional ideological and political education mode.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After three months of teaching, the SAS score of students in the study group was significantly lower than that of students in the control group ( $P < 0.05$ ). The SAS scores of the two groups of students are shown in Table 1.

**Table 1.** SAS scores of two groups of students

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	76.2±12.3	76.5±12.1	0.304	0.653
After teaching	52.6±8.7	65.2±11.9	6.42	0.013
<i>t</i>	6.371	4.421	-	-
<i>P</i>	0	0.019	-	-

**Conclusions:** The thought of college students is immature and easy to be disturbed by the outside world and fall into mental anxiety. The spirit of “catching up for the examination” is a unique spiritual quality of the party and a practical and exploratory spirit of unremitting struggle to realize people’s happiness, national rejuvenation and world harmony. Based on educational psychology, the research analyzes the psychological activities and change laws of contemporary college students, and integrates the spirit of “catching up with the examination” into the ideological and political teaching in colleges and universities, so as to shape students’ sense of responsibility and strengthen students’ beliefs and beliefs, so as to improve students’ mental health level and alleviate students’ anxiety. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After three months of teaching, the SAS score of students in the study group was significantly lower than that of students in the control group ( $P < 0.05$ ). It shows that the spirit of “catching up with the examination” can effectively infect and motivate students, strengthen students’ beliefs, and then alleviate students’ anxiety.

**Acknowledgement:** The research is supported by: General Project of Science Fund National Social. Research on the construction logic of the ruling discourse system of the Communist Party of China in the new era (No. 21BDJ055).

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## THE HISTORICAL LOGIC OF THE LOCAL COMMUNIST YOUTH LEAGUE IN IMPROVING YOUNG PEOPLE’S POLITICAL IDENTITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Fang Zhou<sup>1</sup> & Xiajian Wang<sup>2\*</sup>

<sup>1</sup>*Nanjing University of Technology, Nanjing 210094, China*

<sup>2</sup>*Nanjing University of Finance & Economics, Nanjing 210023, China*

**Background:** The Communist Youth League of China has a history of 100 years since its establishment in 1922. In order to celebrate the 100th anniversary of the birth of the Communist Youth League, we need to sort out the evolution logic of its historical process. From the perspective of social psychology, it mainly summarizes the long-term work experience of the local Communist Youth League in improving young people’s political identity and reveals its development law. Academic circles at home and abroad rarely explore this, and this research will fill this deficiency.

**Objective:** On the basis of summarizing the past experience and lessons, this paper clearly expresses the effective measures, historical value and social effects of the local Communist Youth League to improve the political identity of young people in different historical periods of nearly 100 years of struggle, reveals the law of guiding young people to grow and become talents, and provides academic reference and decision-making reference for further improving the work of the Communist Youth League in the future.

**Subjects and methods:** Mainly taking the psychological orientation characteristics of young people’s political cognition in the past 100 years as the research object, according to the characteristics of social

changes in different historical stages in China in the past 100 years, this paper analyzes the psychological adaptation of young people to society and their historical responsibilities and missions, and reveals the countermeasures taken by local Communist Youth League organizations and their effectiveness evaluation.

This paper mainly uses the case analysis method to analyze the social cognitive convergence significance of the local Communist Youth League in guiding the youth to reach a consensus on revolutionary ideals and beliefs and undertake the mission of people's liberation and national independence during the new democratic revolution. Using the method of social participation, this paper analyzes the individual divergent and innovative function of local Communist Youth League organizations in guiding young people to participate in socialist transformation and socialist construction during the period of socialist revolution and construction, and reveals the innovative value of young people's participation in social construction. Using the method of belief cultivation, this paper analyzes the psychological guiding value of local Communist Youth League organizations in guiding young people to enhance the ideal and belief of socialism with Chinese characteristics after the reform and opening up, and reveals the spiritual incentive function of enhancing young people's social self-confidence. Using the method of experience summary, this paper analyzes the overall process of local Communist Youth League organizations in recent 100 years to guide young people to learn from past successful experience and further improve the psychological structure optimization efficiency of Communist Youth League work in the future, in order to further guide young people to adapt to the trend of major adjustment, development and Reform in the new era.

**Results:** During the new democratic revolution, a large number of young people awakened one after another and actively participated in the revolution. They were not afraid of bloodshed and sacrifice for their ideals and beliefs, and made great contributions to the victory of the Chinese revolution. During the period of socialist revolution and construction, a large number of young people actively participated in the socialist transformation movement and promoted the great development of socialist construction. Since the reform and opening up, many young people have emancipated their minds and become the promoters of reform and opening up and the new force of modernization.

**Conclusions:** In the hundred years of struggle since the founding of the Communist Youth League, local Communist Youth League organizations can combine the evaluation of the social situation with the psychological problems of young people according to the changing laws of different times, guide young people to enhance their political identity with advanced scientific ideas, correct political guidance and the core values reflecting the excellent traditional Chinese culture, actively participate in the upsurge of social revolution, construction and reform, and promote young people to learn and cultivate their skills. It has played an important incentive role, accumulated valuable experience and made great achievements.

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## THE INFLUENCE OF MUSIC EDUCATION ON MENTAL HEALTH UNDER THE CONCEPT OF EDUCATIONAL PSYCHOLOGY

Fan Jiang

*Guilin University, Guilin 541006, China*

**Background:** As a branch of psychology, educational psychology belongs to the marginal discipline of pedagogy and psychology. Its research content is the psychological activities and change laws of educators and educated in education and teaching. In educational psychology, education can be divided into school, family and society. For students, school education is in the main position in students' education time, which has a great impact on the cultivation of students' three outlooks and the shaping of personality. By using the knowledge of educational psychology in teaching, we can help teachers carry out teaching better, improve students' learning enthusiasm and initiative, and guide students to establish correct three views. In addition, educational psychology can also help teachers provide innovative ideas for teaching according to the situation of students, and constantly carry out relevant theoretical research and construction, so as to extract the corresponding theories of teaching and learning. On this basis, a relatively complete discipline theory system can be formed and applied in teaching practice. The teaching quality is constantly improved in the teaching process according to the theory.

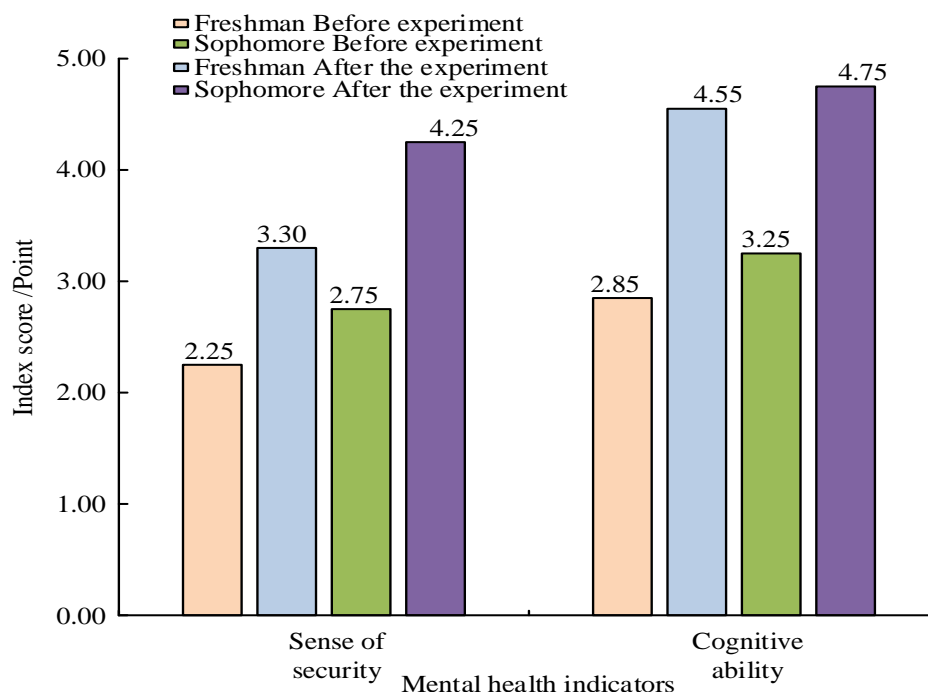
Soothing music can improve people's mood and relieve negative situations such as impatience and fear. Music with positive emotions can infect individuals and make individuals have positive emotions and good



expectations. Music can stimulate the human brain to release acetylcholine and other substances, and improve the function of cerebral cortex. It can directly act on the emotional center of the human brain and regulate people's emotions in both directions. It can even improve brain function, coordinate the left and right hemispheres of the brain, and actively promote the development of individual intelligence. Music can have a certain impact on individual personality and promote the coordinated development of individual body and mind under the subconscious action of music. Relevant studies have found that music therapy can provide individual psychotherapy and hypnosis. In the music played, slowly relieve the psychology, improve the individual's physical and mental health level and cultivate the individual's positive character through singing, playing, creation and other music related activities. Moreover, music therapy has three principles: step-by-step, learning and inspiration and experience. Therefore, facing the mental health problems of college students, this paper uses the relevant knowledge of educational psychology to explore the impact of music education on college students' mental health.

**Objective:** To understand the current mental health status of college students, analyze the impact of music education on college students' mental health, so as to take relevant mental health education means in music education, actively guide college students' mental health and improve their mental health level. For example, through different teaching means to have a positive impact, under the concept of human text, pay attention to students' personality development, encourage college students to create boldly, and carry out multicultural development on the basis of inheriting national music, so as to improve students' comprehensive quality.

**Subjects and methods:** The research objects are college students. 300 students are randomly selected from a university. These students come from different majors and grades. Understand the mental health status of these students and the current situation of music education, and analyze the students' views on the current music education. Music education is an effective way to promote students' mental health. The teaching practice is one semester, and the relevant experimental data are recorded during the teaching period. The impact of the reformed music education on the mental health of college students is evaluated through fuzzy evaluation. The score adopts grade 1-5. The score of 1-5 indicates no, slightly, general, obvious and complete respectively. The data processing and analysis software adopts SPSS software.



**Figure 1.** Mental health scores of different grades before and after the experiment

**Results:** Whether a person is healthy or not can be measured from both physical and psychological aspects, and mental health is one of the measurement standards. This index can see that a person's personality is sound enough to a certain extent, which is of great significance to the healthy development of human body. At present, the mental health status of college students is not optimistic. College students have different degrees of mental health problems and are in a state of sub-health psychologically. Music education can enable students to get a good emotional experience, baptize and evolve their spirit, strengthen their self-concept and improve their cognitive ability. By enriching the content and means of

music class, cultivate students' aesthetic ability, let students understand social culture and correctly position themselves in pop music. Promote the development of mental health in campus music culture. After one semester, freshmen's sense of security score increased by 1.05 points, and the results are shown in Figure 1.

**Conclusions:** Music education for college students, under the concept of people-oriented, enriches the content of music classroom, promotes the improvement of teaching quality through a variety of teaching means, and guides college students to establish a correct three outlooks, which is conducive to the good development of college students' mental health.

**Acknowledgement:** The research is supported by: 2020 key project of Guangxi Higher Education Undergraduate Teaching Reform Project "Reform and practice of talent training mode of preschool education under the background of normal professional certification" (No. 2020JGZ168).

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## RESEARCH ON THE TEACHING REFORM OF THE COURSE OF DESIGN AND PRODUCTION OF FILM AND TELEVISION ADVERTISING IN THE NETWORK ERA UNDER AFFECTIVE DISORDER

Jie Wen

*Chengdu University of Technology, Chengdu 610059, China*

**Background:** Affective disorder is a common mental disorder that may exist in both depression and mania. When patients have depressive symptoms, they often show symptoms such as depression, loss of pleasure, reduction of speech activity, fatigue retardation and so on. When patients have mania, they have high emotion, increased speech activity, energetic and so on. The symptoms of affective disorder usually have complex clinical symptoms, which are mainly manifested in patients' low or high mood, repeated, alternating and irregular presentation. At the same time, there are often disorder symptoms such as distraction, rashness, exaggeration, running a way of thinking, high reactivity, reduced sleep and increased speech. In addition, patients may also have anxiety disorder, obsessive-compulsive disorder, and even psychotic symptoms such as money abuse, auditory hallucinations, victimization paranoia, and high mental tension. There are many causes of affective disorder. New media, and the production and dissemination of film and television advertising has completely entered an era of joint construction by the whole people. Mobile app and short video have also become important media for the production and dissemination of film and television advertising, and we media has become an important part of the advertising communication process. With the characteristics of rich information and timely update, we media makes the advertising audience start to change from passive acceptance to active catering. This network communication form is also very consistent with the fragmented reading mode of the audience, and also provides a new platform for information communication. In the past two years, affected by the COVID-19, we media website users' demand for entertainment culture has continued to increase. At present, the most active network platform effectively shortens the distance between advertisers and users with real-time interaction, and effectively improves the communication efficiency of online advertising.

**Objective:** The teaching content and form of the course of film and television advertising design and production in colleges and universities not only focus on learning the expression methods, creative process, software application, effect statistics and other knowledge of traditional film and television advertising, but also need to be effectively combined with mental health education to teach students, so as to meet the needs of the new development of the network era.

**Subjects and methods:** 200 college students with affective disorder were randomly selected as the research objects and divided into experimental group and control group, with 100 people respectively. The experimental group was given the curriculum scheme teaching of film and television advertising design and production in the network era under affective disorder, and the control group was given routine teaching.

**Study design:** The two groups of students were scored by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and explicit aggressive behavior scale before and after teaching. Among them, SAS scale and SDS scale evaluate students' anxiety and depression respectively. The higher the score, the more serious the degree of anxiety or depression. Moa's scale is used to evaluate the explicit aggressive behavior of the two groups of students. The two groups of patients are evaluated before teaching and 2 months after teaching. The higher the score, the more serious the aggressive behavior is.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** As shown in Table 1, the SAS and SDS scores of the experimental group were lower than those of

the control group, and the difference was statistically significant ( $P < 0.05$ ). There was no significant difference in moas scores between the two groups before teaching ( $P > 0.05$ ). After teaching, the moas score of the experimental group was significantly lower than that of the control group ( $P < 0.05$ ).

**Conclusions:** Affective disorder is a common mental disease in clinic. Patients are mainly characterized by abnormal high or low emotion, often combined with manic and depressive state. Patients are mainly treated with drugs. The short-term effect of drug treatment alone is not significant. It is particularly important to give appropriate non drug treatment to improve the psychological state and quality of life of patients. By actively thinking about various effective teaching methods, integrating project teaching into daily teaching work through the network in the form of network communication, guiding students to carry out practical projects and participating projects through the network, testing the actual implementation effect of film and television advertising curriculum reform, and comprehensively improving the creative level of college online advertising in the context of the all-media era. It also provides a reference for the next step of the reform of online advertising talent training system.

**Acknowledgement:** The research is supported by: 2021 years, Chengdu University of Technology, the exploration and practice of the training model of creative communication talents in the context of new liberal arts construction, JG2130075; 2021 years, Chengdu University of Technology, "Technology-driven, integration-cross": The supply-side reform of journalism and Communication Education in the Digital Age, project number: JG2130076.

**Table 1.** The psychological status of the two groups was compared

Group	SDS	SAS	MOAS	
			Before teaching	After teaching
Experimental group	38.38±5.37	46.59±4.12	7.63±1.36	0.35±0.08
Control group	44.39±5.11	51.35±4.42	7.67±1.38	2.19±0.48
<i>t</i>	5.755	5.588	0.148	7.189
<i>P</i>	0.000	0.000	0.894	0.000

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## THE INFLUENCE OF INNOVATIVE DEVELOPMENT OF GREEN FINANCE BASED ON SUPPLY CHAIN ON EMPLOYEES' ANXIETY

Yiqin Xie<sup>1,2</sup>

<sup>1</sup>Chongqing Business Vocational College, Chongqing 400031, China

<sup>2</sup>Southwest University, Chongqing 400700, China

**Background:** Due to the influence of diversified and complex social development trends, employee psychological harmony has become a key issue for employee growth and enterprise development. If we do not pay attention to employees' mental health problems, it will affect the development of the enterprise. The mental health problems of employees mainly show workplace anxiety. A large number of studies show that men with workplace anxiety are more worried about being fired, while women are afraid of not being recognized at work and are isolated. Men are often the mainstay of the family and the main source of the economy. Job insecurity puts great pressure on them. When the company is in the process of layoffs, project transfer or his own competitive advantage is not available, men are easy to have anxiety symptoms and worry about their future career development. For women's occupational anxiety, psychologists believe that at this stage, working women are pursuing economic and emotional independence as the goal, so the disapproval of their surrounding environment is more likely to cause women's anxiety. With the improvement of living standards, people have higher and higher material requirements. However, the contradiction between one's material needs and one's own ability is that psychological problems are easy to occur. Research shows that depression tendency is also a very common occupational mental health problem in the workplace. The body, emotion, thinking and behavior of workers with depression tendency will be affected. Compared with normal people, people with depression tendency obviously have memory and attention disorders and serious loss of work interest. In addition, when the initial freshness and challenges stimulate the past, the work gradually enters the normal state, and everyone in the workplace will have some workplace burnout psychology more or less, which is another important aspect affecting employees' mental health. Some studies have pointed out that enterprises can effectively alleviate employees' anxiety in the innovation and development of green finance in the supply chain. The healthy development of green

industry chain is the inevitable trend of sustainable development of enterprises. The application of green finance in the field of supply chain is the process of using finance to build and optimize green industrial chain. Supply chain finance has greatly solved the financing difficulties of upstream and downstream enterprises in the industrial chain, especially small and medium-sized enterprises, accelerated the circulation of logistics, business flow, information flow and capital flow in the industrial chain, and improved the operating ability and profitability of enterprises in the whole supply chain. Through the use of green finance, we will be committed to low energy consumption, high efficiency, circular economy and green environmental protection in the upstream and downstream production and marketing links of the industrial chain, advocate green production, green manufacturing, green products and green consumption, and realize the green development of the supply chain and the green development of the financial industry itself through technological innovation, product innovation, business innovation and business model innovation.

**Objective:** Compared with traditional supply chain finance, green finance pays more attention to environmental protection in terms of financing requirements, so as to realize the combination and coordination of economic production and environmental protection. This study mainly discusses the impact of the innovative development of green finance based on supply chain on employees' anxiety.

**Subjects and methods:** This study takes 200 employees as the survey object, and divides them into control group and observation group, with 100 cases in each group. The observation group applies the innovative development model of green finance based on supply chain for management, and the control group applies the traditional management model. After the experiment, the two groups of employees were evaluated for anxiety.

**Research design:** The self-designed enterprise employee anxiety evaluation scale was used to evaluate the psychological status of all subjects before and after the intervention. The enterprise employee anxiety evaluation scale included a total of 7 items, with 0-3 points for each and a total score of 21 points. The final score is 15-21 points for severe anxiety, 11-14 points for moderate anxiety, 8-10 points for mild anxiety and 0-7 points for no anxiety.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** As shown in Table 1, there were significant differences in the scores of the enterprise employee anxiety evaluation scale between the two groups as a whole ( $P < 0.05$ ). During the subsequent intervention, the scores of the two groups decreased gradually ( $P < 0.05$ ).

**Table 1.** Two groups of enterprise employees' anxiety evaluation scale scores

Overall effect		<i>F</i>	<i>P</i>
Enterprise employee anxiety rating scale	Intervention effect	3.502	0.071
	Time effect	21.394	0.000
	Interaction effect	3.168	0.017

**Conclusions:** At present, some green financial means in China have great support for the supply chain. However, the current market is still weak, and the cost of financial institutions cannot be covered by government support, which reduces the sustainability of the development model. It is still a difficulty to promote the sustainability and market-oriented operation of green finance for supply chain support and explore a more economical and reasonable development model. In order to further promote the innovative application of green finance in the field of supply chain, we should build a green supply chain finance platform, improve the government guidance and market incentive of green finance, use financial technology to promote the combination of green finance and supply chain, and improve the green supply chain certification and evaluation system and green supply chain standard system.

**Acknowledgement:** The research is supported by: "Collaborative innovation mechanism and mode of Chongqing higher vocational colleges' deep participation in rural revitalization", the research is supported by: 2021-2022 Higher Education Scientific Research Project of Chongqing Higher Education Association (No. CQGJ21B189); "Research on the mode of constructing digital economy industrial college Based on school-enterprise cooperation for higher vocational finance professional groups", the research is supported by: School Cooperation and Industry-education Integration Research Project of Chongqing Modern Business Vocational Education Group (No. SWJWJZJT202106); Education Science and Technology Innovation Project of Chongqing Education Commission in 2020: Research on Financing Model of Small and Micro Enterprises in Chengdu-Chongqing Economic Circle assisted by Internet Finance (KJQN202004401).

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## THE HEALING EFFECT OF QILU LANDSCAPE PAINTING ON THE PSYCHOLOGICAL ANXIETY OF CONTEMPORARY HUMANISTIC PEOPLE

Yinghui Hou

*Qufu Normal University, Qufu 273165, China*

**Background:** In recent years, the mental health problems of Art Majors in colleges and universities have attracted extensive attention from the educational circles and the whole society. College students are in adolescence, often depressed due to emotional problems, feel pain and suffering. Research shows that more than half of college students are willing to fall in love during college, but the probability of love failure is about 80%. Some college students are depressed and unhappy due to love failure, coupled with poor academic performance and accumulation of depression. Secondly, students have been trained in employment and entrepreneurship during their study. During the study process, they have some understanding of their future career and post. Higher vocational students carry out post practice during their study. However, in the face of the reality of employment, the previous career planning has become a talk on paper. Many college students are not ready to enter the society before graduation, coupled with high salary expectations, so that employment is very difficult. In addition, some college students lack the spirit of hard work and practical ability, and feel at a loss, anxious and even panic. Chinese landscape painting has a long history, with thousands of years of history, but it is still charming. Chinese traditional landscape painting not only has unique forms of expression, but also contains profound cultural connotation. Qilu landscape painting is the most representative and important part of Chinese traditional landscape painting. Qilu landscape painting has its own unique artistic characteristics not only in painting style, but also in expression form. Therefore, the art teaching of Qilu landscape painting from the perspective of mental health can highlight its unique advantages of art resources, better improve students' mental health, and alleviate college students' psychological anxiety.

**Objective:** This study takes the mental health of college students as the starting point, through searching a large number of relevant literature, analyzes the formation background and regional style characteristics of Qilu landscape painting, and takes this as the starting point, attempts to explore the art curriculum of Qilu landscape painting based on mental health, and integrate the resources and essence of Qilu landscape painting into the mental health education of college students, in order to explore the therapeutic effect of Qilu landscape painting on the psychological anxiety of contemporary college students.

**Subjects and methods:** 100 art college students with psychological anxiety were randomly selected and given Qilu landscape painting art course teaching based on mental health. Before and after teaching, the mental health status of college students was evaluated.

**Research design:** Combined with the current situation of college students' psychological anxiety and referring to a large number of domestic and foreign literature, this study uses the self-designed psychological symptom evaluation scale for art college students to evaluate and analyze the college students, so as to judge the anxiety status of college students before and after the intervention of Qilu mountain water painting art course based on mental health. There are 90 self-assessment items in the psychological symptom evaluation scale for art college students. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychosis, etc. through the 5-level scoring method, the higher the score, the lower the level of mental health.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Table 1.** Score of psychological symptom evaluation scale for art college students

Factor	Self-assessment items	Before teaching	After teaching
Somatization	1,4,12,27,40,42,48,49,52,53,56,58	2.12±0.18	1.93±0.46
Obsessive compulsive symptoms	3,9,10,28,38,45,46,51,55,65	1.73±0.84	1.76±0.51
Interpersonal sensitivity	6,21,34,36,37,41,61,69,73	1.83±0.76	1.52±0.40
Depressed	5,14,15,20,22,26,29,30,31,32,54,71	1.64±0.65	1.41±0.32
anxious	2,17,23,33,39,57,72,78,80,86	2.38±0.43	2.17±0.23
hostile	11,24,63,67,74,81	1.40±0.81	1.67±0.66
terror	13,25,47,50,70,75,79,82	1.55±0.52	1.41±0.42
Paranoid	8,18,43,68,76,83	1.49±0.37	1.42±0.29
Psychotic	7,16,35,62,77,84,85,87,88,90	1.32±0.46	1.49±0.32

**Results:** As shown in Table 1, the scores of somatizations, interpersonal sensitivity, anxiety, depression and other factors in the psychological symptom evaluation scale for art college students after teaching were significantly improved compared with those before teaching ( $P < 0.05$ ). The above results show that the teaching of Qilu landscape painting art course based on mental health can effectively improve college students' anxiety and other negative emotions, which belongs to a safe and fast method to improve college students' negative emotions.

**Conclusions:** The introduction of attention to students' psychological problems in art education can improve college students' mental health. The introduction of Qilu landscape painting art course in art education can improve students' aesthetic consciousness, promote students' mental health development, improve students' innovation ability and enhance students' self-confidence. Only in this way can we cultivate students' good aesthetic concept and promote the development of students' mental health, so as to realize the training goal of high-quality specialized skilled talents in colleges and universities.

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## RESEARCH ON THE PROMOTION EFFECT OF ARCHIVES MANAGEMENT INCENTIVE MECHANISM ON ARCHIVISTS' POSITIVE PSYCHOLOGY

Qin Wang

*Lianyungang Normal College, Lianyungang 222006, China*

**Background:** Mental health plays a fundamental role in people's overall quality structure. It drives and restricts people's behavior, and directly affects the effect of behavior. Archivists are the organizers and managers of the whole archival work system. Their overall quality, especially their professional level and service quality, directly affects their own social status and the recognition of archival undertakings by the society. Archives are not only the evidence of safeguarding the rights and interests of the masses and closely related to the vital interests of the masses, but also a basic work to promote the full play of the functions of units and departments. However, the lack of enthusiasm and even the lack of enthusiasm of a few archives management personnel have hindered the in-depth development of archives work, resulting in a decline in the quality of archives work. Relevant departments should take effective measures to mobilize the work initiative and enthusiasm of archives staff, enthusiastically and actively invest in daily management, and better provide archives services for the development of archives management and the masses involved. As the archives management work is usually cumbersome, it will inevitably lead to the slack of archives managers and slow the work process. Therefore, it is necessary to build relevant management mechanisms to stimulate the work initiative and enthusiasm of archives managers and promote the smooth development of archives management work. To construct the incentive mechanism of archives management, we should first strengthen the examination and supervision and the organization and leadership of archives work, introduce and implement the competition mechanism, and then correctly use the incentive measures. Secondly, give full play to the advantages of information technology, innovate archives management methods, further enhance the sense of mission and responsibility of archives departments and personnel, innovate archives management means, consolidate the foundation of archives management, do a good job in the collection, sorting and audit of archives materials, strictly check and identify archives materials, and standardize the classification and sorting of archives materials. Strengthen education and training, improve comprehensive quality, constantly improve the theoretical literacy of archives managers, and put archives education and training on the important agenda.

**Objective:** To study the mental health status of archivists, which plays an important role in the development of archives. However, there are few reports on the research on the mental health status of archivists at present. Therefore, the author conducted relevant investigations in order to attract the attention of relevant departments to the mental health status of archivists and provide relevant basis for leaders' management and decision-making.

**Subjects and methods:** 520 in-service archivists were randomly selected as the evaluation object to evaluate the psychological status of all subjects before and after the implementation of the archives management incentive mechanism.

**Research design:** The self-made staff general information questionnaire, Symptom Checklist 90 (SCL-90), Defense Style Questionnaire (DSQ) and Life Events Scale (LES) were used to evaluate the psychological status of all subjects before and after the implementation of the archives management incentive mechanism.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** It can be seen from Table 1 that the total score of life events, immature defense mechanism, age, position, negative life events, family life events and gender are the main factors affecting the score of SCL-90. Therefore, life events are one of the important factors affecting subjects' mental health, but the degree of influence of life events is not absolute. It is only an external cause, but also through internal causes. Life events mainly affect the mental health of subjects from two aspects: one is the frequency and intensity of life events borne by individuals, and the other is the individual's cognition, defense style and tolerance to life events. Therefore, unit leaders should reduce the occurrence of life events of archivists, especially avoid the occurrence of negative life events.

**Table 1.** Multiple linear stepwise regression results of many factors affecting mental health

Project	B	Beta	t	P
Total score of life events	0.462	0.478	12.030	0.000
Immature defense mechanism	17.000	0.493	14.818	0.000
Age	-1.013	0-.153	-4.716	0.000
Post	18.832	0.152	4.685	0.000
Negative life events	8.391	0.123	3.829	0.000
Family life events	1.281	0.155	3.949	0.000
Gender	7.524	0.067	2.041	0.000
Constant phase	44.218	-	3.581	0.000

**Conclusions:** In the new era, archives managers should not only have a high sense of responsibility, good professional ethics and rigorous working attitude, but also have solid theoretical knowledge and professional skills of archives management, so as to further promote the development of archives management. Units should help archivists understand their defense characteristics, master some methods to maintain psychological balance and solve practical problems, make corresponding adjustments, correct bad defense mechanisms, establish a mature defense system and better deal with life events, which will undoubtedly promote archivists' psychological maturity and improve their ability to withstand setbacks, so as to continuously improve the overall quality of archivists.

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## STUDY ON THE INFLUENCE OF DIFFERENT SPORTS MANAGEMENT MODES ON COLLEGE STUDENTS' MENTAL HEALTH AND OPTIMISM

Xiangming Tang<sup>1\*</sup>, Xiaotong Yang<sup>2</sup> & Yi Xie<sup>3</sup>

<sup>1</sup>Jiangxi Modern Polytechnic College, Nanchang 330095, China

<sup>2</sup>Jiangxi Normal University Science and Technology College, Jiujiang 332020, China

<sup>3</sup>Xinyu University, Xinyu 338004, China

**Background:** College students are the main group of students in China. Although college students are also students in school, there are obvious differences with middle school students and primary school students. When a high school student enters college life after graduation, it shows that the student has gradually mastered the basic knowledge of life and can be responsible for his own life and study. It also means that the student will be separated from the careful care of his parents and study and live alone. Most college students will have strange psychology when they first enter the university. Under the influence of strange environment, a large number of college students will have anxiety and anxiety. The generation of anxiety and anxiety is called negative psychological activities in psychology. Generally speaking, the negative psychological activities of college students are usually influenced by the environment and individuals. The environment includes campus environment and living environment. There are natural environment and learning environment in the campus environment. The learning environment is more likely to make college students have negative emotions. Personally, when facing more complex learning contents, college students will inevitably be restless, produce evasive psychology, and are unwilling to learn new

knowledge. With the expansion of achievement differences with their classmates, restless psychological activities will intensify, and finally seriously affect their physical and mental health. In the current college education, the cultivation of students' mental health mainly focuses on the ideological and political education, but the ideological and political education has some limitations, such as the influence is not comprehensive enough. Therefore, in order to alleviate students' mental health problems, colleges and universities put forward a large number of sports activities to help students cultivate good psychological quality and optimism.

In college education, the cultivation of students' mental health is an important educational content outside the teaching of professional courses. In college learning, the learning tasks faced by students are different from those in the past. Under the multiple influence of environment and learning pressure, students are prone to negative emotions such as psychological anxiety and depression. At the same time, the negative attitude brought by students' negative emotions makes it difficult for students' academic achievement to be significantly improved. The proposal of physical training provides a direction for the alleviation of students' negative emotions, but the existing sports management model knowledge of physical training is lack of standardization in daily teaching, which leads to students' inability to make full use of physical education curriculum time for self-improvement training. Some studies have put forward corresponding optimization schemes for the management mode of physical education teaching, emphasizing that the physical education management is based on the subjective thought of teachers and reflects the needs of students through teachers, so as to formulate a physical education management mode suitable for simultaneous teaching of multiple students in the classroom. However, in the teaching practice of colleges and universities, the sports management mode based on teachers is dominated by teachers, which is difficult to intervene according to the specific situation of students. Therefore, the research puts forward the college physical education management mode for the purpose of cultivating students' mental health and optimism, in order to improve the effect of physical education curriculum management and the promotion of college physical education on students' mental health and optimism.

**Objective:** The cultivation of college students' mental health and optimism is of great significance to the improvement of college teaching quality. This paper studies and constructs a sports management model based on students' psychological quality, and analyzes the frequency of students' participation in physical exercise and the changes of students' mental health under this sports management model.

**Subjects and methods:** Taking the students of a college of physical education as the research object, this paper understands the psychological quality level of the students of the college of physical education in college teaching, and obtains the influencing factors of students' mental health and optimism by using principal component analysis, so as to formulate the college physical education management model. 80 students in the Institute of physical education were randomly selected as the experimental objects, and the students were randomly divided into intervention group and control group, with 40 students in each group. The students in the intervention group used the sports management mode proposed in the study for physical education curriculum management, and the students in the control group used the conventional management mode for physical education curriculum management. Evaluate the changes of students' mental health and optimism before and after teaching.

**Results:** Anxiety and depression scores are used for students' mental health evaluation, and learning enthusiasm and life enthusiasm are used for students' optimism evaluation. The results are shown in Table 1.

**Table 1.** Changes of students' mental health and optimism before and after teaching

Content		Anxious	Depressed	Learning enthusiasm	Life enthusiasm
Before teaching	Experimental group	55.43±2.12	59.17±2.05	4.69	5.12
	Control group	56.37±2.12	58.12±2.11	4.71	5.04
After teaching	Experimental group	30.78±1.65	34.53±1.43	7.39	8.84
	Control group	49.64±1.95	48.15±1.78	5.81	6.19

**Conclusions:** College students' mental health is the basic guarantee for students' future development, and students' optimism is the key factor for students' long-term survival in the social environment. Therefore, cultivating students' mental health level and students' optimism is of great significance to students' life and survival. The research takes the students of physical education college as the research object, and improves the training effect of physical education on students' mental health by innovating the physical education management mode in physical education teaching. In teaching practice, it is found that



the optimized physical education management mode can significantly improve students' mental health level and optimism.

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## APPLICATION OF OPTICAL FIBER SENSING TECHNOLOGY BASED ON PSYCHOLOGY IN BIOMEDICAL ENGINEERING

Lin Wang<sup>1\*</sup>, Guangying Wang<sup>2</sup> & Jingxu Chen<sup>2</sup>

<sup>1</sup>Zhaoqing University, Zhaoqing 526061, China

<sup>2</sup>Jinan University, Guangzhou 510632, China

**Background:** Optical fiber sensing technology is a new sensing technology brought by social development. From the existing research, we can know that optical fiber sensing technology has been gradually applied to various fields in our country. Some studies have applied optical fiber sensing technology to pavement construction, and used optical fiber sensing technology to calculate and analyze the fracture behavior of pavement, in order to understand the fracture characteristics of pavement and obtain the spatial distribution form of cracks. This paper also studies the application of distributed optical fiber sensing technology to the on-line monitoring of transmission lines, and ensures the working safety of transmission lines by monitoring the working conditions such as lightning strike and icing in transmission lines. In addition, optical fiber sensing technology is also used to obtain coal mine safety early warning information in real time. With the development of society, optical fiber sensing technology began to be close to people's daily life. Some studies pointed out that optical fiber sensing technology can help clinical observation and provide technical support in the medical field. In the medical field, optical fiber sensing technology is gradually widely used in the medical Internet of things. The anti-electromagnetic interference ability of optical fiber sensing technology is used to improve the comprehensive application ability of medical equipment.

In biomedical engineering, the application of optical fiber sensing technology is also becoming more and more mature. In the early research, it is considered that optical fiber sensing technology can monitor human microcirculation in real time, provide more accurate clinical data for attending doctors in clinical diagnosis and improve the cure rate. Based on optical fiber sensing technology, a biosensor has been proposed. The emergence of biosensor has greatly improved the efficiency of medical testing. At the same time, it can measure the cells, proteins and other components in organisms quickly and at low cost. However, in biomedical engineering, although the use of optical fiber sensing technology reduces the workload of biomedical workers to a certain extent and improves their work efficiency, due to the miscellaneous professional knowledge contained in optical fiber sensing technology and biomedical engineering, it also affects their mental health level to a certain extent. From the perspective of psychology, the improvement of staff's work difficulty affects their psychological environment, resulting in negative emotions such as anxiety and inferiority complex. Therefore, in order to alleviate the negative psychology of staff in the application of optical fiber sensing technology in biomedical engineering, the research proposes to use positive psychology to analyze the causes of negative psychology of biomedical engineers, and use positive psychology to promote their mental health development, so as to provide reference for the cultivation of talents for scientific and technological development in China.

**Objective:** With the continuous development of high and new technology, optical fiber sensing technology has ushered in great opportunities and challenges. At the same time, in its application, the staff in biomedical engineering do not understand optical fiber sensing technology, resulting in negative psychology. Aiming at the negative psychology of staff in the application of optical fiber sensing technology in biomedical engineering, this paper analyzes the role of positive psychology in the cultivation of staff's mental health.

**Subjects and methods:** Taking the staff in biomedical engineering as the research object, firstly, the application status of optical fiber sensing technology in biomedical engineering is counted, and 46 staff with a certain degree of negative psychology are selected. The anxiety rating scale was used to obtain the anxiety psychology of the participants, understand the optimism, solidarity and cognitive self-confidence of all staff, and evaluate their positive psychology. Apply positive psychology to the daily training of biomedical engineering staff, intervene the staff's psychology, and evaluate the changes of staff's anxiety and positive psychology before and after the intervention. All data were collected by SPSS24.0 for statistical analysis,  $P < 0.05$  indicates that the difference is statistically significant.

**Results:** The changes of anxiety and positive psychology of staff are shown in Table 1. Table 1 shows that

the staff's anxiety score gradually decreases and their positive psychological evaluation gradually increases. There is significant difference between the staff's anxiety psychology and positive psychology after the intervention ( $P < 0.05$ ).

**Conclusions:** With the development of society, science and technology have a significant impact on different industry groups in society, and in the application of science and technology, workers in various industries are easy to breed different psychological problems. In order to alleviate the psychological problems of employees in social work, the research takes biomedical engineering as the research object, and analyzes the psychological status of employees in the application of optical fiber sensing technology. The results show that the staff in biomedical engineering have significant anxiety and negative psychology. After positive psychological intervention, we can know that their anxiety and positive psychology are constantly changing and developing better with the psychological intervention. Therefore, in order to promote the mental health development of social workers, we need to use positive psychology to improve the positive psychology of workers and promote social development.

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**Table 1.** Psychological changes of staff before and after psychological intervention

Group	0 month	2 months	4 months	6 months
Anxiety Psychology	67.31±1.96	61.26±1.87	57.43±1.78	46.17±1.59
Positive psychology				
Feeling of optimism	2.37	3.15	5.62	7.99
Solidarity psychology	1.97	3.72	5.29	8.17
Cognitive confidence	2.42	4.02	6.17	8.01

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## ANALYSIS OF THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF LIFELONG EDUCATION ON THE ANXIETY OF OPEN UNIVERSITY STUDENTS

Xuechan Li

*Guangdong Open University, Guangzhou 510091, China*

**Background:** On the basis of this, we should pay more attention to the development of national culture and promote the lifelong learning of our country. Lifelong education advocates universal learning and lifelong learning. The object of lifelong education theory is gradually expanded from college students to social members, but it can be determined that the key object of lifelong education is still college students. Since the reform and opening up, China's economy has experienced substantial growth and maintained a sustained growth trend for a long time. In the process of social and economic development, the demand for highly educated talents in all walks of life is also increasing. Therefore, the lifelong education of college students is of great significance. After the 21st century, countries around the world began to speed up the development process of high-tech innovative industries. At this time, China's economy began to realize formal transformation, the people's thoughts began to change, and higher education began to gradually shift from colleges and universities to the public. At the same time, in order to eliminate the ideological contradictions in society, lifelong education emphasizes the vigorous development of national learning, gradually reduce the cognitive differences between individuals and promote social and economic growth. In the teaching of colleges and universities, in order to meet the needs of society, we are also committed to strengthening lifelong education, advocating that college students receive lifelong education, improve their cultural level and comprehensive quality and ability, and provide power for national infrastructure construction and high-tech development.

In the education and teaching of colleges and universities, college students are prone to psychological anxiety and other problems caused by various pressures, of which the more obvious is the learning anxiety of college students. There are great differences between university environment and social environment. Facing the unknown social environment, most college students will have uneasy psychological emotions, and the long-term accumulation of uneasy emotions will lead to psychological anxiety. Psychological anxiety

generally refers to the fear, worry and tension of individuals in the face of events or objects. There are many factors that lead to individual anxiety. Psychology believes that anxiety is affected by heredity and environment. Genetic factors cannot be avoided. Environmental factors include campus environment and social environment. College students' employment anxiety is affected by social environment. During their study in colleges and universities, college students rarely have time to contact the external environment. Therefore, college students will be confused and confused when choosing the learning direction and content, which will aggravate their anxiety. And in lifelong education, after a long time of education and teaching, students are more likely to breed anxiety after adapting to the environment of colleges and universities and contacting modern society. At present, in college education, how to effectively alleviate the learning anxiety of college students in lifelong education is still the key object that teachers and schools need to break through.

**Objective:** Lifelong education is the key development direction in China's education work. The purpose is to improve China's national cultural level and enhance China's comprehensive strength. The research analyzes the students' psychological anxiety in the work of lifelong education in China, and evaluates the impact of lifelong education innovation on students' anxiety.

**Subjects and methods:** The anxiety scale SAS was used to investigate the learning anxiety of college students receiving lifelong education. The junior and sophomore groups of an open university in a university city were selected, and 200 volunteers were recruited to participate in the long-term survey. The first anxiety evaluation was carried out for all students, and lifelong education and innovative development education was carried out for all students. The anxiety of students was evaluated again one year later. At the same time, social personnel receiving lifelong education are recruited from social groups to analyze the impact of the innovative development of lifelong education on their psychological anxiety.

**Results:** Among college students, there were differences in anxiety scores between the two groups of volunteers, and the psychological anxiety scores of people participating in lifelong education were lower. The difference between the two groups was statistically significant ( $P < 0.05$ ). The intra group comparison shows that the learning anxiety of postgraduates is significantly lower than that of undergraduates. The difference between groups is statistically significant ( $P < 0.05$ ), as shown in Table 1. At the same time, it can be seen that the anxiety score of social groups in the innovative development of lifelong education is decreasing.

**Table 1.** The influence of employment anxiety on college students' continuing education

Project	Undergraduate graduates	Master's degree graduates	Social personnel
Before intervention	65.67±2.37	64.38±2.19	62.35±1.44
After intervention	39.14±0.44	40.62±1.01	42.39±0.98
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** The improvement of national culture is an important driving force for the improvement of national comprehensive strength. Therefore, the state has put forward the concept of lifelong education, hoping to use lifelong education to affect the cultural cognition of social groups for a long time. The study analyzes the psychological anxiety of people at all stages of lifelong education, and analyzes the changes of psychological anxiety of college students and different groups in the development of lifelong education. The results show that under the influence of the innovative development of lifelong education, the psychological anxiety scores of students and social groups show a downward trend, indicating that lifelong education can effectively improve individual anxiety. Therefore, in educational innovation, it is necessary to formulate the development direction of educational innovation according to individual psychological anxiety and promote the harmonious development of society.

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## ANALYSIS ON THE INFLUENCE OF DIFFERENT DEGREES OF SWIMMING ON COLLEGE STUDENTS' MENTAL HEALTH

Canmo Liu

*Guangdong Polytechnic of Water Resources and Electric Engineering, Guangzhou 510925, China*

**Background:** With the development of social economy, society puts forward higher requirements for talents, which not only requires talents to have rich theoretical knowledge and strong practical ability, but

also requires talents to have high psychological quality and pressure resistance. Therefore, the psychological quality of college students is also the focus of education. Excellent psychological quality can not only enable college students to maintain a high level of mental health and avoid the occurrence of various mental diseases, but also enable students to face various problems in life and learning more calmly, which is of great significance to students' learning and training. In recent years, the speed of social development has been accelerating, and the competition has become more and more fierce. Higher vocational college students should not only face the pressure of learning, but also face the pressure of life, employment, interpersonal communication, economy and so on. Under many pressures, higher vocational college students are prone to psychological problems such as anxiety and depression. If the anxiety level of college students is moderate, it can make students have a sense of crisis, and then help students concentrate and improve learning efficiency. However, excessive anxiety will affect students' mental health, lead to problems and obstacles in students' interpersonal communication and self-regulation ability, reduce students' psychological endurance and anti-frustration ability, and then produce bad psychology such as inferiority complex, impulse, fear, cowardice and so on. In addition, excessive anxiety will also lead to the loss of students' learning motivation in higher vocational colleges, which will lead to the increase of students' academic pressure, loss of self-confidence, psychological tension, insomnia, test anxiety and other problems. Therefore, alleviating college students' anxiety and improving their mental health are of great significance to students' study, life and future development.

In college education, sports are an important teaching content. Many studies have pointed out that sports can not only improve students' physical function, but also improve students' psychological emotion. In the teaching of physical education, swimming is loved by a large number of students with its sports types and sports methods. In some psychological research, in order to improve students' psychological mood, swimming is selected to promote students' physical and mental development, so as to establish a good mental health system for students. A large number of studies have pointed out that the impact of swimming on students' mental health is reflected in the fact that swimming can cultivate students' persistence in psychology in the process of swimming. At the same time, swimming is a sports training participated by many people, which can also improve students' social ability and enhance students' psychological quality to a certain extent. However, the existing research only analyzes the impact of swimming on students' psychology. Few studies have an in-depth understanding of the changes of students' mental health level under different degrees of swimming, so they cannot formulate an appropriate swimming teaching model for students. Therefore, in order to effectively alleviate students' negative psychological emotions and promote students' healthy psychological growth, the correlation degree is determined by analyzing students' psychological changes in different degrees.

**Objective:** In order to alleviate the negative psychological emotions of college students in their study and life at school and cultivate their good mental health level, taking sports as an example, this paper discusses the impact of different degrees of swimming on students' mental health, and puts forward sports management strategies to promote the development of students' mental health.

**Subjects and methods:** Taking swimming majors in a school as the research object, 110 students with different levels of anxiety and depression were randomly selected. The specific mental health levels of all students were obtained by self-rating anxiety scale and self-rating depression scale. According to the degree of swimming training, it is divided into mild group, moderate group and excessive group. The changes of depression and anxiety scores of middle school students with different degrees of training are evaluated, and the effects of different degrees of swimming on students' mental health are analyzed in turn.

**Results:** The changes of anxiety and depression scores of all students are shown in Table 1. It can be seen that there are significant differences in the changes of anxiety and depression scores of students under the influence of different degrees of swimming. Among them, the test scores of students in the appropriate group decreased most significantly, while the anxiety and depression scores of students in the excessive group decreased most slowly.

**Table 1.** Changes of students' psychological negative emotions under different degrees of swimming

Index	Anxious		Depressed	
	Before teaching	After teaching	Before teaching	After teaching
Light	64.37±1.68	53.19±1.47	64.52±1.71	54.36±1.58
Moderate	64.29±1.73	44.29±1.47	63.92±1.65	42.71±1.53
Excessive	64.26±1.65	56.37±1.82	64.93±1.78	55.33±1.69

**Conclusions:** The mental health training of college students is an important teaching method for young

students in China. In college education, the mental health intervention of college students has always been the focus of the development of colleges and universities. Taking the influence of swimming on students' psychological health as an example, this paper deeply analyzes the influence of sports on students' psychological health. The results show that appropriate swimming exercise can significantly alleviate students' negative emotions, while a small amount and excessive exercise have a low regulatory effect on students' mental health. Therefore, in college teaching, for students' mental health, teachers and colleges need to formulate appropriate intervention measures to ensure that students' negative psychological emotions can be relieved.

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## ANALYSIS ON THE INFLUENCE OF THE ADJUSTMENT OF IDEOLOGICAL AND POLITICAL WORK STRATEGIES IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER THE NEW SITUATION

Guanghong Xiong

*Yunnan Minzu University, Kunming 650504, China*

**Background:** In the social development, under the premise of continuous economic improvement, social individuals will also have more or less psychological diseases, and in the fast-paced new era, anxiety has become a common emotional stress response. The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, resulting in damage to the social function of college students and anxiety. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on. There are many factors leading to college students' anxiety, which can be roughly divided into poor adaptability, improper handling of interpersonal relationships, academic pressure, employment pressure and so on. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, we need to find an effective way to alleviate students' negative emotions, and then treat psychological diseases such as anxiety and depression.

In college education, the relief of students' psychological anxiety is generally completed in ideological and political education. From the perspective of the development of college education, ideological and political education is an important discipline with the main purpose of cultivating students' correct values. In ideological and political education, it is emphasized that students form corrects and complete values in the curriculum, so that students can establish a psychological crisis prevention mechanism. Therefore, how to combine ideological and political education with college students' comprehensive psychology and establish a complete ideological guidance and intervention system for college students is a key issue that needs to be paid attention to by the educational circles. Therefore, some studies pointed out that in the development of the new situation, it is necessary to adjust the strategies of Ideological and political work in colleges and universities, and analyzed the problems existing in the existing ideological and political education, including poor teaching integration, traditional teaching system and difficult to improve the level of ideological and political teachers. Therefore, in order to improve the teaching quality of the existing ideological and political teaching, this paper puts forward the adjustment means of students' psychological anxiety, and puts forward the development strategy of ideological and political work in colleges and universities under the development of the new situation. In this strategy, based on the current situation of students' psychological anxiety, we formulate educational measures that can alleviate students' anxiety, in order to provide guarantee for the development of college students.

**Objective:** The psychological anxiety of college students seriously hinders the future development of students, and then delays the process of social development in China. Therefore, in order to alleviate the psychological anxiety of college students, this paper proposes to start with the reform of Ideological and political work in colleges and universities, analyzes the existing problems in ideological and political work in colleges and universities, and discusses the influence of Ideological and political work on the psychological anxiety of college students.

**Subjects and methods:** According to the problems existing in the ideological and political work in colleges and universities, this paper puts forward the adjustment plan of ideological and political work in

colleges and universities, and adds the mitigation strategy of students' psychological anxiety. 120 students from a university were selected as the subjects of the survey. The students were randomly divided into study group and control group. The students in the research group received the strategy teaching after the innovation of Ideological and political work in colleges and universities, while the students in the control group received the traditional ideological and political education mode in colleges and universities. Self-rating Anxiety Scale (SAS) and students' ideological and political education scores were used to evaluate the teaching effect.

**Results:** The changes of students' anxiety scores are shown in Table 1. It can be seen that the anxiety scores of students in the experimental group are more obvious than those in the control group before and after teaching, and it can be seen that the anxiety scores of students in the experimental group are significantly lower than those in the control group after teaching. After SPSS22.0 software showed that the difference was statistically significant ( $P < 0.05$ ).

**Table 1.** Changes of students' psychological anxiety before and after teaching

Timing	SAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.4±9.6	61.7±13.4	4.452	0.017
<i>t</i>	8.943	4.147	-	-
<i>P</i>	0.001	0.032	-	-

**Conclusions:** College students' psychological anxiety is an important factor affecting students' life and study. Therefore, how to alleviate college students' psychological anxiety is the main work in the development of college teaching. For the purpose of alleviating students' psychological anxiety, this study puts forward innovative strategies for ideological and political work in colleges and universities, makes ideological and political teaching plans with the help of innovative strategies, and analyzes the changes of students' anxiety in teaching practice. The results show that under the influence of innovative strategies, students' anxiety scores have been significantly reduced, and the effect is significantly better than the traditional teaching model. Therefore, in college teaching, in order to alleviate students' psychological anxiety, colleges and universities need to reform and innovate the ideological and political work in the ideological and political education, formulate innovative strategies to effectively alleviate psychological anxiety, and provide guarantee for students' growth.

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## THE ADJUSTMENT EFFECT OF EDUCATIONAL MANAGEMENT SYSTEM REFORM ON COLLEGE STUDENTS' PSYCHOLOGICAL PRESSURE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xinning Yan

*Education College, De La Salle University, Dasmarias 4115, Philippines*

**Background:** Colleges and universities are the main positions for the cultivation and export of high-quality talents in China, and they are an important basis for ensuring the stable development of China's socialist market economy. Therefore, the cause of higher education has been widely valued by people from all walks of life. At present, the educational management system of colleges and universities is relatively rigid and backward. Many college students have great psychological pressure, such as the academic pressure of failing exams or unsatisfactory results. About to step into the society and start working, but worry about the employment pressure of not finding a suitable job. The way of interpersonal communication between teachers and students, students and students has changed, and some college students can't adapt to the pressure of interpersonal communication. Under various pressures, college students are easy to suffer from mental anxiety, which affects their physical and mental health, as well as their studies and normal life. Therefore, it is imperative to reform the current educational management system in colleges and universities.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In

addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. Therefore, it is of great significance to carry out the research on the psychological change of students' social education system, so as to alleviate the psychological change of students, and then put forward the long-term management strategies based on the psychological change of students' social education system.

**Objective:** The current educational management system of colleges and universities is relatively rigid and backward, and many college students have great psychological pressure. Therefore, based on educational psychology, the research analyzes the law of students' psychological changes, and then puts forward strategies to reform the educational management system of colleges and universities, so as to alleviate students' psychological pressure and anxiety.

**Subjects and methods:** 200 students were selected from a university as the research object. Symptom Checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (Chinese version) (CPSS) were used to evaluate the mental health of the subjects.

**Study design:** 200 students were randomly divided into study group and control group, with 100 students in each group. For the students in the research group, the reform of university education management system based on educational psychology is adopted for management. For the control group, the traditional university education management system is used for management. After 3 months of management, the psychological stress and anxiety of the two groups of students were compared.

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by means  $\pm$  standard deviation, and the inspection method of measurement data is *t*-test. Chi-square test is used for the inspection of counting data.  $P < 0.05$  indicates that the difference is significant.

**Results:** The experimental results showed that the total scores of tensions, loss of control and pressure perception in CPSS of college students in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Figure 1.

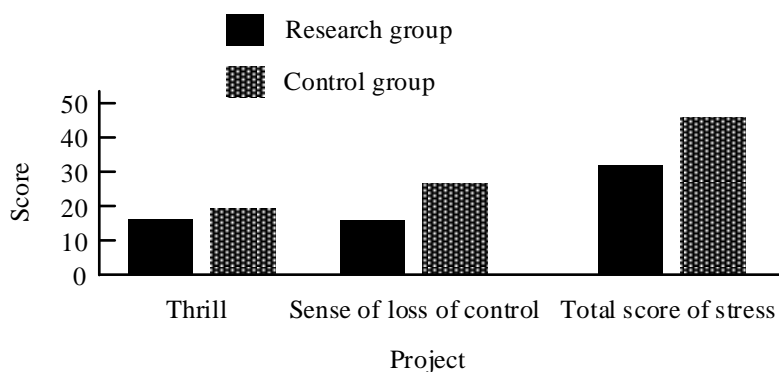


Figure 1. CPSS scores of two groups of college students

**Conclusions:** The current educational management system in colleges and universities is relatively rigid and backward, and many college students have great psychological pressure. Therefore, it is of great significance to carry out the research on the psychological change of students' social education system, so as to alleviate the psychological change of students, and then put forward the long-term management strategies based on the psychological change of students' social education system. The experimental results showed that the total scores of tensions, loss of control and stress perception in CPSS of college students in the study group were significantly lower than those in the control group ( $P < 0.05$ ). It shows that the reform of college education management system based on educational psychology can effectively reduce the psychological pressure and anxiety of college students.

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## THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES TO IMPROVE COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ON PSYCHOLOGICAL COGNITIVE IMPAIRMENT

Chunlan Huang

*Sanjiang University, Nanjing 210012, China*

**Background:** University is an important turning stage for students. During the university period, students began to initially contact the society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. The thoughts of college students are not completely perfect, so they are vulnerable to the influence of external thoughts, distorted value orientation and lack of firm belief, so their mental health level is low. Under many pressures, such as academic pressure, employment pressure, interpersonal pressure and so on, college students are prone to negative emotions. When negative emotions are overstocked for a long time and cannot be alleviated and released, it will affect the hormone secretion of students' body, resulting in damage to students' cerebral cortex and cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brains intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Students with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects students' daily life and reduces students' quality of life.

In colleges and universities, ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the teaching mode according to the evaluation results, and carry out psychological intervention on students. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. Based on the theory of school psychology, the research integrates innovation and entrepreneurship education into Ideological and political courses, so as to improve its teaching mode, improve teaching quality, stimulate students' interest in learning, and then effectively alleviate students' negative emotions and cognitive impairment.

**Objective:** When negative emotions are overstocked for a long time and cannot be alleviated and released, it will affect the hormone secretion of students' body, resulting in damage to students' cerebral cortex and cognitive impairment. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Based on the theory of school psychology, the research integrates innovation and entrepreneurship education into the ideological and Political Curriculum in order to improve its teaching mode, so as to effectively alleviate students' negative emotions and avoid cognitive obstacles.

**Subjects and methods:** 60 students with cognitive impairment were selected as the research objects in a university. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate students' emotional state. The Mental Health (MH) part of the Mini-Mental State Examination scale (MMSE) and Short Form 36 Questionnaire (SF-36) were used to evaluate the degree of cognitive impairment of students.

**Study design:** 60 students were randomly divided into study group and control group, with 30 students in each group. Among them, the students in the research group used the ideological and political education model based on school psychology and innovation and entrepreneurship education. The students in the control group used the traditional ideological and political education model for teaching. After three months of teaching, the degree of cognitive impairment and emotional state of the two groups of students were compared.

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by means  $\pm$  standard deviation, and the inspection method of measurement data is *t*-test. Chi-square test is used for the inspection of counting data.  $P < 0.05$  indicates that the difference is significant.

**Results:** There was no significant difference in MMSE scores between the two groups before treatment



( $P > 0.05$ ). After treatment, the MMSE scores of students in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ). The changes of MMSE scores of the two groups are shown in Table 1.

**Conclusions:** Under many pressures, such as academic pressure, employment pressure and interpersonal pressure, college students are prone to negative emotions. When negative emotions are overstocked for a long time and cannot be alleviated and released, it will affect the hormone secretion of students' body, resulting in damage to students' cerebral cortex and cognitive impairment. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Based on the theory of school psychology, the research integrates innovation and entrepreneurship education into Ideological and political courses, so as to improve its teaching mode, improve teaching quality, stimulate students' interest in learning, and then effectively alleviate students' negative emotions and cognitive impairment. The results showed that there was no significant difference in MMSE scores between the two groups before treatment ( $P > 0.05$ ). After treatment, the MMSE scores of students in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ).

**Acknowledgement:** The research is supported by: School-level project of Sanjiang University (No.2018SJKY015), project name: Research on the core competitiveness of employment of private undergraduate college students in the new era.

**Table 1.** MMSE scores of students in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	15.1±4.9	15.3±5.2	0.157	0.721
After teaching	25.0±2.8	20.3±4.7	6.417	0.028
<i>t</i>	7.263	3.214	-	-
<i>P</i>	0.001	0.035	-	-

\* \* \* \* \*

## THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION MANAGEMENT BASED ON PSYCHOLOGICAL ANALYSIS ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

Haiyang Huang

*Civil Aviation Flight University of China, Guanghan 618307, China*

**Background:** In the process of economic and social development, the competition is becoming more and fiercer. Therefore, many college students have too much psychological pressure and suffer from anxiety disorder. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brains intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to alleviate students' psychological pressure and anxiety and treat students' cognitive impairment.

Ideological and political education in colleges and universities is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Psychoanalysis is analytical psychology. Analytical psychology emerged at the beginning of last century. It mainly studies the in-depth psychology of the original image of

individual mind. Analytical psychology can reflect and outline the original appearance of individual mind. In the theory of analytical psychology, the individual mind is the overall of individual personality, including all conscious and unconscious thoughts, emotions and behaviors. In other words, the individual mind contains three levels: consciousness, individual unconsciousness and collective unconsciousness. Based on the theory of analytical psychology, this study analyzes the mind, personality and consciousness of college students, and then analyzes the law of psychological changes of college students. Based on the analysis results, the research reforms and optimizes the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students.

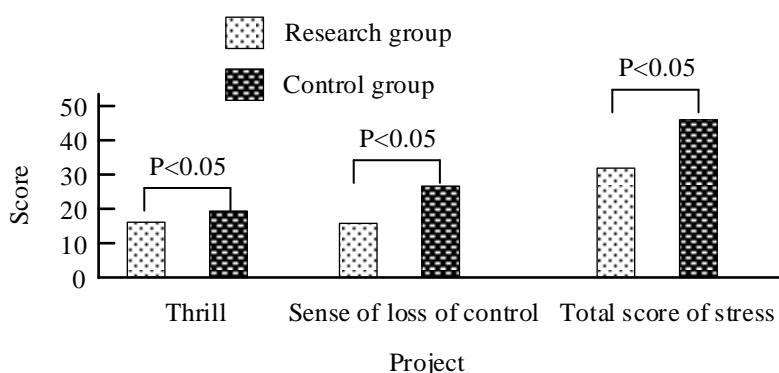
**Objective:** Many college students suffer from anxiety disorder due to excessive psychological pressure. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Based on the theory of analytical psychology, the research reforms and optimizes the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students.

**Subjects and methods:** 200 students in a university were selected as the research objects. Symptom checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and stress perception scale (Chinese version) (CPSS) were used to evaluate the mental health of the subjects.

**Study design:** 200 students were randomly divided into study group and control group, with 100 students in each group. Among them, the students in the research group accepted the improved management of Ideological and political education in colleges and universities based on analytical psychology. The students in the control group received the traditional management of Ideological and political education in colleges and universities. During the experiment, the subjects' mental health was evaluated and compared by Symptom Checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (CPSS).

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by means  $\pm$  standard deviation, and the inspection method of measurement data is *t*-test. Chi square test is used for the inspection of counting data.  $P < 0.05$  indicates that the difference is significant.

**Results:** After 3 months of teaching, the psychological stress of the two groups of students was evaluated by CPSS scale. The experimental results showed that the students in the study group had significantly lower scores of tensions, loss of control and CPSS than those in the control group ( $P < 0.05$ ). The CPSS scores of the two groups of students are shown in Figure 1.



**Figure 1.** CPSS scores of two groups of college students

**Conclusions:** In the process of economic and social development, the competition is becoming more and fiercer. Therefore, many college students have too much psychological pressure and suffer from anxiety disorder. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Ideological and political education in colleges and universities is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Based on the theory of analytical psychology, this study analyzes the mind, personality and consciousness of college students, and then analyzes the law of psychological changes of college students. Based on the analysis results, the research reforms and optimizes

the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students. The results showed that the scores of tensions, loss of control and CPSS in the study group were significantly lower than those in the control group ( $P < 0.05$ ).

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## RESEARCH ON THE CONSTRUCTION OF SMALL TOWNS AND REGIONAL ECONOMIC DEVELOPMENT IN SHAANXI FROM THE PERSPECTIVE OF SPIRITUAL AND EMOTIONAL ANXIETY OF URBAN RESIDENTS

Feiting Wang

*Shanxi Institute of International Trade & Commerce, Xi'an 710000, China*

**Background:** Small towns are the connecting hub between urban and rural areas in China. They are also an important strategic stronghold to coordinate the relationship between urban and rural areas and promote urban and rural economic development. The construction of small towns and regional economic development are important strategic measures to promote China's urbanization, stimulate rural economic development, and expand domestic demand. In recent years, Shaanxi has exposed a series of problems in the construction of small towns and regional economic development, which has hindered the local urban construction and economic development, and the income of urban residents has been reduced. In this context, many urban residents have negative emotions, and then suffer from mental anxiety. Mental anxiety is anxiety disorder, which is a common mental disease. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Excessive anxiety will affect the physical and mental health of urban residents, affect the harmony of patients' families, and also have a negative impact on social stability. Therefore, finding a way to promote the construction of small towns and regional economic development is of great significance to alleviate the mental anxiety of urban residents.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. The research puts forward strategies based on social psychology, and puts forward strategies for the urban construction and regional economic development of small towns in Shaanxi, so as to promote the process of urbanization and the progress of regional economic development, so as to improve the income of urban residents and alleviate the mental anxiety of residents.

**Objective:** In recent years, a series of problems have hindered the local urban construction and economic development, and the income of urban residents has been reduced. The research puts forward strategies based on social psychology, and puts forward strategies for the urban construction and regional economic development of small towns in Shaanxi, so as to promote the process of urbanization and the progress of regional economic development, so as to improve the income of urban residents and alleviate the mental anxiety of residents.

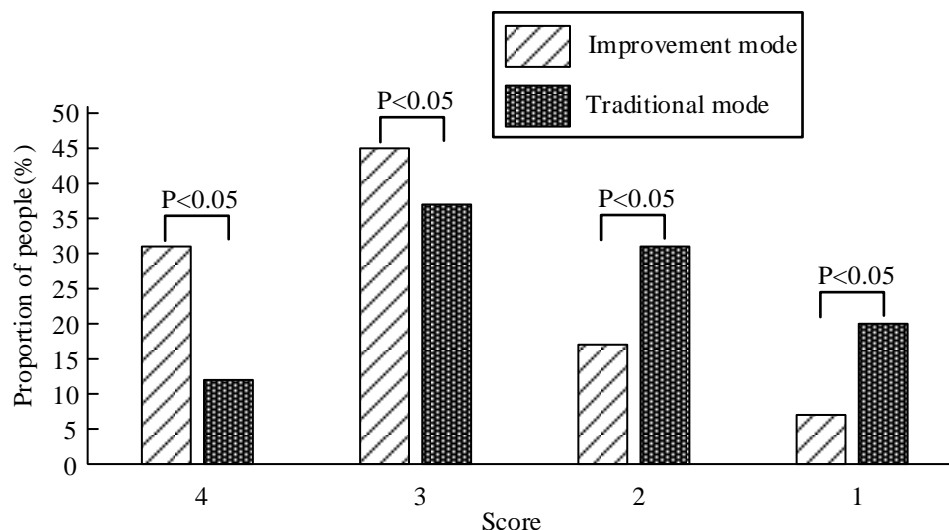
**Subjects and methods:** A questionnaire on the formulation of urban construction and regional economic development strategies based on social psychology. 600 residents of small towns in Shaanxi were selected as the research object for questionnaire survey. The statistical research object's satisfaction with the development strategy proposed based on social psychology.

**Research design:** Quantify the satisfaction of the research object with urban construction and regional economic development strategies. The score is 1-4. The higher the score, the more satisfied the research

object is. The questionnaire contains the related questions of the development strategy based on social psychology and the original development strategy at the same time. The scores are the same, and the scores of the two models are counted.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.  $\chi^2$  test was used for counting data and  $t$ -test was used for measurement data. When  $P < 0.05$ , the results were statistically significant.

**Results:** After collecting the questionnaire and counting the results, it was found that the subjects had higher recognition of the development strategy based on social psychology, as shown in Figure 1.



**Figure 1.** The recognition of the research object to the development strategy based on social psychology

**Conclusions:** The construction of small towns and regional economic development are important strategic measures to promote China's urbanization, stimulate rural economic development and expand domestic demand. In recent years, a series of problems have hindered the local urban construction and economic development, and the income of urban residents has decreased. The research puts forward strategies based on social psychology, and puts forward strategies for the urban construction and regional economic development of small towns in Shaanxi, so as to promote the process of urbanization and the progress of regional economic development, so as to improve the income of urban residents and alleviate the mental anxiety of residents. After collecting the questionnaire and counting the results, it is found that the research objects have higher recognition of the development strategy based on social psychology.

**Acknowledgement:** The research is supported by: 2021 Research Project of Education Department of Shanxi Provincial Government "Study on the construction of small towns and the development of regional economy in Shaanxi Province" (No. 21JK0050).

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## AN ANALYSIS OF THE PSYCHOLOGICAL IMPACT OF METAPHOR ON READERS WITH COGNITIVE IMPAIRMENT IN ENGLISH NOVELS

Xin Liu

*Yancheng Institute of Technology, Yancheng 224051, China*

**Background:** Metaphorical language often appears in English novels. Metaphorical language can infect readers more and give readers more imagination space than plain narration. Therefore, in English novels and literary works, metaphor is an important means for the author to convey emotion and express the writer's style. However, the reading and translation of English novels often bring great trouble to readers. Because it is difficult to understand and translate metaphors in English novels, many translators of English novels doubt their working ability and reduce their self-confidence, resulting in negative emotions. When these negative emotions are accumulated for a long time, the translator will suffer from mental diseases such as anxiety and depression. When the degree of mental illness is too severe, it will damage the translator's cerebral cortex, leading to cognitive impairment. Cognitive impairment is a pathological

process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the patients' daily life and reduces the patients' quality of life. At the same time, it also causes a large economic and management burden to the patients' family and society. Therefore, finding an understanding and translation strategy of metaphor in English novels is of great significance to the translator's personal development.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology. Based on cognitive psychology, this study puts forward metaphor translation strategies in English novels, so as to improve readers' understanding of metaphor, alleviate readers' negative emotions, and alleviate readers' cognitive obstacles.

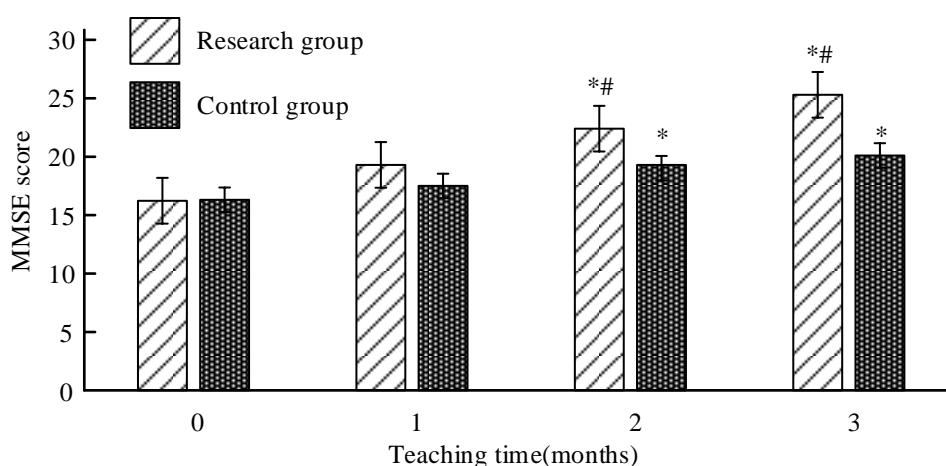
**Objective:** Due to the difficulties in understanding and translating metaphors in English novels, many translators of English novels doubt their working ability and reduce their self-confidence, resulting in negative emotions. When these negative emotions are accumulated for a long time, translators will suffer from cognitive impairment. Based on cognitive psychology, this study puts forward metaphor translation strategies in English novels, so as to improve readers' understanding of metaphor, alleviate readers' negative emotions, and alleviate readers' cognitive obstacles.

**Subjects and methods:** 80 staff members engaged in English translation and suffering from cognitive impairment were selected as the research objects. The Mini-Mental State Examination scale (MMSE) was used to evaluate the degree of cognitive impairment. Self-rating Anxiety Scale (SAS) and Symptom Checklist 90 (SCL-90) were used to evaluate the mental health status of staff.

**Study design:** Using random number table method, 80 staff were randomly divided into study group and control group, with 40 people in each group. Among them, the research group adopts the strategy based on cognitive psychology to carry out translation work. The control group used the traditional translation strategy. After a period of time, the degree of cognitive impairment and anxiety of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** Before work, there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups ( $P > 0.05$ ). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The MMSE score was significantly higher than that of the control group ( $P < 0.05$ ). The change of MMSE scores of the two groups of workers before and after work is shown in Figure 1.



**Figure 1.** Changes of MMSE scores of the two groups of workers before and after work

Note: \* $P < 0.05$  compared with that before teaching; # It indicates that compared with the control group,  $P < 0.05$ .

**Conclusions:** Due to the difficulties in understanding and translating metaphors in English novels, many translators of English novels doubt their working ability and reduce their self-confidence, resulting in negative emotions. When these negative emotions are accumulated for a long time, the translator will suffer from mental diseases such as anxiety and depression. Therefore, finding an understanding and translation strategy of metaphor in English novels is of great significance to the translator's personal development. Based on cognitive psychology, this study puts forward metaphor translation strategies in English novels, so as to improve readers' understanding of metaphor, alleviate readers' negative emotions, and alleviate readers' cognitive obstacles. The results showed that there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups before work ( $P > 0.05$ ). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The MMSE score was significantly higher than that of the control group ( $P < 0.05$ ).

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## RESEARCH ON THE GUIDANCE OF COLLEGE EDUCATION TO FOREIGN STUDENTS' PSYCHOLOGICAL PROBLEMS UNDER THE CROSS-CULTURAL BACKGROUND

Jing Liu<sup>1</sup> & Min Zhang<sup>2\*</sup>

<sup>1</sup>*Furong College, Hunan University of Arts & Science, Changde 415000, China*

<sup>2</sup>*Adamson University, Manila 1000, Philippines*

**Background:** Cross cultural communication means that communicators from different cultural backgrounds use the same language for oral communication. Language is the basic means of cross-cultural communication. Both sides of communication use the same language to complete communication behavior. However, the success of cross-cultural communication is not only related to the language ability of both sides of communication, but also directly related to the cross-cultural awareness, internal cultural differences and other factors of both sides of communication. Cross cultural communication behavior is based on the cross-cultural communication consciousness of both sides of communication. When there is a strong cultural collision and conflict in the process of communication, it may lead to cultural shock and have a serious impact on the both sides of cross-cultural communication. In the international context of global economic integration, China has put forward the major strategy of the "the Belt and Road", which aims to strengthen cooperation among regional countries, promote the effective flow of various resources in the regional market, and realize the common development of all countries. In such a social environment, with the deepening of international economic cooperation, people's exchanges between countries are becoming closer and closer. At present, the number of foreign students coming to China for study is increasing year by year, and the psychological problems of foreign students have gradually become the focus of attention. The cross-cultural communication of foreign students in the stranger environment directly affects the quality of their mental health.

Foreign students come from different countries and nationalities, their growth environment and experience are different, and their ideas, beliefs and living habits are also significantly different from the Chinese environment and Chinese people. Therefore, after coming to a strange environment, foreign students are prone to mental health problems, causing anxiety, depression and other emotions. On the other hand, due to cultural differences, foreign students' understanding of some things may be completely opposite to that of people in other countries. The cultural cognitive differences between the two sides may lead to conflicts and contradictions between foreign students and each other, which will have a negative impact on the stability of foreign students' psychological state. Changes in the world political and economic situation and local wars may also lead to changes in the families of foreign students. These changes may lead to emotional instability of foreign students and induce various mental diseases. Mental health education is an important way for colleges and universities to alleviate students' negative emotions and improve students' psychological quality. Based on the law of students' physiological and psychological development, mental health education uses psychological education methods to intervene students' psychological state, help students cultivate good psychological quality and promote the overall improvement of students' quality. College mental health education also plays a good role in helping foreign students' psychological intervention, but for foreign students' mental health education, we need to pay attention to the particularity of foreign students' psychological characteristics and take targeted intervention measures.

**Objective:** Taking the psychological problems of foreign students as the starting point, this study analyzes the importance of carrying out mental health education for foreign students in higher education, discusses the intervention effect of college mental health education on the psychological problems of foreign students under the cross-cultural background, and analyzes the necessity and value of mental health education for foreign students in the higher education system. The research deeply analyzes the significance of college mental health education to the healthy growth of foreign students, and puts forward the ways and paths for the mental health work of foreign students, hoping to provide help to improve the mental health level and mental endurance of foreign students in China.

**Subjects and methods:** The research make statistical analysis on the psychological status of foreign students in China, understands the difficulties faced by foreign students in cross-cultural life and learning, and analyzes the causes of foreign students' psychological problems, so as to provide reference for solving foreign students' psychological problems. The study adopts the method of stratified cluster random sampling, and randomly selects 10 foreign students from each of the four grades of a university for a comparative experiment to verify the counseling effect of college mental health education on the psychological problems of foreign students. The foreign students were randomly divided into experimental group and control group. The students in the experimental group used the way of mental health education to intervene in psychological problems, while the control group maintained the original life mode and rhythm, and maintained the original teaching arrangement and progress. The experiment lasted for 3 months.

**Results:** The changes of mental health level of foreign students before and after the experiment are shown in Table 1.

**Table 1.** Changes of mental health level of foreign students before and after the experiment

	Object	Mental health level
Before experiment	Experience group	1.25
	Control group	1.27
After the experiment	Experience group	3.41
	Control group	1.34

**Conclusions:** After coming to China, foreign students face strange social environment and different cultural customs, which will inevitably lead to psychological problems such as psychological anxiety and depression, which will reduce the level and quality of mental health of foreign students in China and affect their daily life and study. As a means of psychological intervention, mental health education in colleges and universities can effectively help foreign students dredge their inner depressed negative emotions and promote the relief and treatment of foreign students' psychological problems.

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## ANALYSIS ON THE ALLEVIATING EFFECT OF SOCIAL HOT ISSUES OF IDEOLOGICAL AND POLITICAL EDUCATION INTEGRATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' PERSONALITY DISORDER

Jialin Liu

*School of Marxism, South China Normal University, Guangzhou 510631, China*

**Background:** Personality disorder is a kind of psychological disease. Personality disorder often originates from childhood or adolescence and continues to adulthood. Personality disorder is formed on the basis of biological genetic factors due to the influence of patients' early traumatic experience. Personality disorder is mainly a continuous feeling of depression, unhappiness, worthlessness, listlessness, guilt or chagrin. Patients maintain a negative and critical attitude towards themselves and others. Some studies have shown that personality disorders stem from patients' disappointment with their guardians in childhood, so patients have high expectations of others or tend to pursue perfection. The early risk factors related to personality disorder mainly include early traumatic experience, bad parental rearing behavior and bad parent-child relationship. Adolescence is the key period of personality formation and development. Personality disorder not only deeply affects and restricts the physical and mental health of teenagers, but also a huge hidden danger of campus safety and social stability and harmony. Therefore, the problem of students' personality disorder has become an urgent social psychological and behavioral problem to be solved.

At present, colleges and universities mainly dredge the mental health problems of college students through ideological and political education. Ideological and political education is mainly to help college students establish correct values and guide college students to the right path of life. However, the traditional ideological and political education is too limited to book theory and cannot guide students in life. Therefore, the research fully considers students' daily life, combines social hot spots with students' life, and constructs a collaborative education system, in order to provide reference value for the mitigation and treatment of college students' personality disorders. At present, the ideological and political education in colleges and universities mostly inculcates theoretical knowledge unilaterally, gradually cutting off the connection between life and ideological and political education. However, it is worth noting that the purpose of ideological and political education is to cultivate students' correct life values. Therefore, in the reform of ideological and political education in colleges and universities, it should be closely connected with life. In the collaborative education system, it is emphasized to intervene students' psychological problems with the help of personal and group events in life, so as to enlighten students and achieve the purpose of treating students' personality disorders.

**Objective:** The research analyzes the current teaching situation of ideological and political education in colleges and universities, explores the problems existing in ideological and political education in colleges and universities, analyzes the teaching effect of ideological and political education in colleges and universities combined with social hot issues, and analyzes the mitigation effect of ideological and political education in colleges and universities integrating social hot issues on students' personality disorder, hoping to provide reference for improving the quality of ideological and political education in colleges and universities. Help students use the intervention of ideological and political education to alleviate personality disorders.

**Subjects and methods:** Taking 200 college students with personality disorders in a city as the research object, 200 students with psychological disorders were selected from four grades by stratified cluster random sampling. The students were randomly divided into experimental group and control group. There were 100 students in the experimental group and 100 students in the control group. There was no significant difference in the level of personality disorder between the two groups ( $P > 0.05$ ). The control group carried out traditional ideological and political education, and the experimental group introduced the analysis of social hot issues on the basis of traditional ideological and political education. The experiment lasted for one month. The relevant research data before and after the intervention were recorded by personality diagnosis questionnaire (PDQ-4) and international personality disorder scale, and SPSS22.0 statistical software for statistical analysis of relevant data.

**Results:** The personality disorder test of the experimental group and the control group is shown in Table 1. The incidence of six personality deviations between the experimental group and the control group is statistically significant, and there are significant differences between the two groups in four personality deviations: paranoia, division, performance and dependence ( $P < 0.01$ ).

**Table 1.** Personality disorder test of experimental group and control group

Personality shift type	Control group	Experience group	<i>P</i>
	Prevalence rate (%)	Prevalence rate (%)	
Paranoid	5.44	2.96	<0.01
Split type	4.12	2.53	<0.01
Performance type	7.86	5.94	<0.01
Narcissistic	3.78	2.92	<0.05
Marginal type	5.04	3.78	<0.05
Dependent type	6.16	4.31	<0.01

**Conclusions:** Ideological and political education in colleges and universities is not only the main course to cultivate students' values, but also the main channel to help students solve mental health problems. In the research, we add social hot issues on the basis of traditional teaching schemes, build a collaborative education teaching system, and analyze its role in alleviating college students' personality obstacles. The results show that college students have a high evaluation of the collaborative education teaching system. In the practical application of the teaching system, it can be found that the number of students with personality disorders has decreased significantly, and a large number of students' personality disorders have been significantly alleviated in a short time. Therefore, it is imperative to reform the traditional ideological and political education. Only by breaking through the shackles of the traditional teaching mode and combining students' life with social hot issues into teaching, can we improve the teaching quality to the greatest extent and promote the all-round growth of students.



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## RESEARCH ON THE INFLUENCE OF TOURISTS' AFFECTIVE DISORDER ON THE MANAGEMENT OF CULTURAL SCENIC SPOTS

Meiping Li

*Hainan Technology and Business College, Haikou 570203, China*

**Background:** Patients with affective disorders have certain obstacles in the processing and expression of emotions. There are emotional disorders, which are manifested in anxiety, depression, indifference and other emotional symptoms. The emotional symptoms of patients with affective disorders are shown in Figure 1. Patients with affective disorders often have different degrees of cognitive impairment, which makes their cognition and expectation of the surrounding environment inaccurate, prone to loss and anxiety, resulting in anxiety and tension in patients with affective disorders. Depression is a common emotional symptom in patients with affective disorders. Patients with affective disorders often have a variety of depressive states, such as stagnation, upset, loss of appetite and so on. Patients with affective disorders often lead to the regression of physiological functions such as vision, hearing and so on, which makes patients with affective disorders have problems such as sleep disorders and language disorders, resulting in physical discomfort symptoms such as depression and fatigue. Patients with affective disorder are also prone to emotional agitation. Because patients with affective disorder have obstacles in emotional processing and expression, their ability of emotional regulation and control is reduced, and the emotional transition reflection of some situations is not handled properly. Therefore, when patients with affective disorder have contradictions with others, patients with affective disorder often show great hostility and trigger the phenomenon of intense emotion. Patients with emotional disorders may also have euphoric symptoms. Patients with emotional disorders often get a sense of satisfaction due to their own imagination, and there is an increase in self-pleasurable words. Their facial and physical expressions give people a feeling of stupidity and childishness. Patients with affective disorder may also have indifferent emotional symptoms. Due to the impairment of vision, hearing and language ability of patients with affective disorder, their perceptual reflex response is slow and there is the problem of sensory blocking, which makes patients with affective disorder often show the symptoms of indifference.

Traveling is a common way to relieve psychological stress. People often choose traveling as a means to relax themselves and relieve their emotions. In recent years, cultural tourism has gradually become a new way of tourism healing. It can relieve the inner pressure and emotions in the cultural heritage and beautiful scenery of cultural scenic spots, sort out their own emotions and psychological emotions, and alleviate their own emotional obstacles under the dual action of natural scenery and humanistic background. In the process of cultural tourism, tourists can intuitively feel the natural beauty of scenic spots and appreciate different geographical environment customs. The environment of scenic spots is beautiful, and its vegetation coverage is much higher than that of urban areas. Therefore, when tourists living in cities travel to scenic spots, they can experience completely different ecological environment beauty. Moreover, tourists can touch historical and cultural feelings through cultural buildings and scenery in cultural scenic spots, alleviate their anxiety, loss and other emotions under the influence of cultural scenic spots, and improve their mental health level in the tourism of cultural scenic spots.

**Objective:** The research analyzes the psychological characteristics of patients with affective disorder, starts from the psychological and cultural needs of patients with affective disorder, explores the impact of cultural scenic spot tourism on psychotherapy of patients with affective disorder, and puts forward the management strategy of cultural scenic spots for patients with affective disorder. Through the optimization of the management mechanism and strategy of cultural scenic spots, the research hopes to provide new ideas and references for the mitigation treatment of patients with affective disorders, promote the efficiency of cultural scenic spot management, and help patients with affective disorders release their emotions in cultural tourism.

**Subjects and methods:** The research adopt the way of reform pilot and comparative analysis to explore the impact of cultural scenic spot management optimization on tourists' emotional disorder, pilot the implementation of the cultural scenic spot management optimization strategy proposed by the research, and analyze the changes of tourists' emotional disorder under the optimization of cultural scenic spot management. The research takes a cultural scenic spot in a city as the pilot site of the reform, and takes the scenic spot tourists in three days as the research object. There are 3621 tourists in total. The emotional disorders of tourists are statistically analyzed. It also reviews and analyzes the emotional disorders of tourists under the traditional management mode, compares and analyzes the emotional disorders of tourists

under the traditional management mode and the new management mode, and explores the auxiliary treatment effect of cultural scenic spot management optimization on tourists' emotional disorders.

**Results:** The emotional barriers of tourists before and after the pilot of cultural scenic spot management optimization are shown in Table 1.

**Conclusions:** In recent years, cultural tourism has become a new way of health tourism. People feel different natural scenery and historical and cultural heritage through cultural tourism, get different leisure and vacation entertainment experience, and relieve inner pressure while obtaining leisure feeling, so as to improve their mental and mental health and alleviate emotional barriers. Research shows that cultural tourism under the optimization of scenic spot management can effectively help patients with affective disorders relax and play the effect of adjuvant treatment of affective disorders. Through the optimization of the management of cultural scenic spots, the management mode of cultural scenic spots for patients with affective disorder is established, and the natural scenery, warm humanistic care and profound cultural meaning are used to help tourists improve their physical health and relax in the beautiful countryside, which provides a new auxiliary treatment for the treatment of patients with affective disorder.

**Table 1.** Emotional barriers of tourists before and after the pilot of cultural scenic spot management optimization

Time	Score
Before reform	4.21
After reform	1.53

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## APPLICATION OF BIG DATA TECHNOLOGY IN MENTAL HEALTH EDUCATION

Yanhong Zhang<sup>1</sup> & Dapeng Zhong<sup>2\*</sup>

<sup>1</sup>*Guangxi University for Nationalities, Nanning 530006, China*

<sup>2</sup>*Guangxi College of Education, Nanning 530023, China*

**Background:** The past college mental health education model did not keep up with the development and change speed of the times and students' needs. With the advent of the new media era, the development of networked information technology has opened up a new development path for college students' mental health education. Colleges and universities are required to establish a new innovative teaching model of college students' mental health education and break the traditional college students' mental health education model. In order to alleviate the psychological anxiety symptoms of contemporary college students and improve the mental health level of college students. On the other hand, starting from the current situation and problems of mental health education in colleges and universities, mental health education in colleges and universities has the limitations of superficial form and limited coverage of students' problems. Apply big data mining and processing technology to college mental health education courses, use the advantages of big data to realize teaching content data processing, and use big data to establish a database integrating a variety of teaching schemes and teaching data. Big data technology has certain data processing ability, which can identify and classify the teaching contents in information-based teaching and reduce the workload of teachers' teaching scheme formulation, ensure the accuracy of teaching content. Introducing big data technology into mental health education in colleges and universities can also help colleges and universities establish a new information-based mental health education system and carry out mental health education through big data and network. Use big data to visually and intelligently analyze students' mental health and ideological status, and analyze and mine students' psychological information in clustering and accuracy, so as to provide data information reference for ensuring the effectiveness of mental health education in colleges and universities.

The government and society always pay attention to the education quality level of higher education, including professional knowledge and skill education and mental health education for college students, and require college students to achieve comprehensive development in professional, psychological and physical quality. As a key link, college students' mental health education is directly related to the overall promotion of higher quality education. Strengthening college students' mental health education can effectively help college students establish a good psychological mechanism and promote college students to establish a correct and mature outlook on life, values and world outlook. College students' mental health education is also a key part of college moral education and a necessary factor for the development of college moral education under the new situation. Colleges and universities are required to strengthen college students'

mental health education according to the growth characteristics and psychological characteristics of college students under the new situation, so as to cultivate college students' adaptability and pressure resistance to social life.

**Objective:** The research analyzes the current teaching situation of mental health education in colleges and universities, understands the problems existing in mental health education in colleges and universities, puts forward a new mental health education model integrating big data technology, and explores the application of big data mining technology in mental health education in colleges and universities. By optimizing the teaching mode of mental health education in colleges and universities and integrating big data technology into the traditional teaching mode, the research is expected to provide ideas for improving the quality of mental health education in colleges and universities and promote the improvement of the mental health level of college students.

**Subjects and methods:** The research adopt the methods of reform pilot and comparative analysis to explore the impact of college mental health education reform integrating big data technology on students' mental health quality. A college tries out the college mental health education teaching mode integrating big data technology. With 500 college students of different majors and years as the research object, the reform pilot of the new college mental health education mode proposed by the research institute is carried out. This paper analyzes the changes of students' psychological quality under the new teaching mode. It also reviews and analyzes the mental health of students under the traditional teaching mode, compares and analyzes the mental health of students under the traditional mode and the new mode, and explores the impact of college mental health education integrating big data technology on the quality of students' mental health.

**Results:** The mental health rating of students before and after the pilot reform of mental health education in colleges and universities integrating big data technology is shown in Table 1. The mental health level of students has been significantly improved under the new teaching mode.

**Table 1.** Students' mental health rating before and after the pilot reform of mental health education in colleges and universities

Time	Score
Before reform	2.31
After reform	4.16

**Conclusions:** Mental health education is an important part of the comprehensive quality education of college students. Colleges and universities should pay attention to the mental health education of college students, analyze the laws and characteristics of college students' physical and mental development, and on this basis, establish the mental health development and training mechanism of college students based on big data information, and formulate a scientific and reasonable mental health education plan for college students. Moreover, colleges and universities should establish a sound mental health education system, do a good job in the allocation of ideological and political education and mental health education resources, and use big data technology to provide a good environmental atmosphere for alleviating college students' anxiety.

**Acknowledgement:** The research is supported by: 2020 Guangxi's Higher Education Reform of Undergraduate Teaching Project "Research on Construction and Application of SPOC-based Blended Teaching Model for Ethnic University Students" (Grant 2020JGB173).

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## AN ANALYSIS OF THE INFLUENCE OF SCHOOL CURRICULUM CONSTRUCTION ON TEACHER EFFICACY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Fei Wan<sup>1</sup> & Jie Xu<sup>2\*</sup>

<sup>1</sup>Guangzhou University, Guangzhou 510006, China

<sup>2</sup>Lingnan Normal University, Zhanjiang 524048, China

**Background:** Teacher efficacy in school curriculum construction refers to the belief of primary and secondary school teachers that they can successfully carry out school curriculum construction, that is, their confidence in their ability to continuously improve and perfect the curriculum in view of school curriculum practice or problems. It can guide teachers to participate in the behavior of curriculum construction,

strengthen their motivation for curriculum construction, and influence their attitude in the process of curriculum construction. However, in the current practice of school curriculum construction, teachers rarely have the opportunity to participate in the school curriculum construction work, even if there is, it is mostly formal participation, and there is a widespread phenomenon of absence of teachers. The inner world and inner landscape of teachers are the most fundamental factors to enable teachers to exert their subjective initiative and play the main role in school curriculum construction.

**Objective:** At present, there are some defects in UAV mission planning course, which leads to students' inability to fully understand and master some complex theories, and then suffer from anxiety. Based on educational psychology, the research improves the teaching mode of UAV mission planning course, so as to improve the teaching quality of the course, improve students' learning efficiency and avoid students' anxiety caused by excessive pressure.

**Subjects and methods:** From the perspective of educational psychology, teacher efficacy in school curriculum construction is divided into four dimensions: general curriculum construction efficacy, curriculum design and development efficacy, curriculum implementation efficacy and curriculum evaluation efficacy. A convenience sample of 330 primary and secondary school teachers, draw lessons from social psychologist Albert Bandura's seven different task situation of teacher efficacy questionnaire and Guo-liang Yu, a Chinese professor of efficacy questionnaire compiled by the teachers, to compile the teachers in the school curriculum construction efficacy questionnaire, combined with interviews and investigation on the current situation of teacher efficacy in the construction of the school curriculum, to explore the influencing factors. And based on the analysis of the status quo and influencing factors, find strategies and methods to improve teacher efficacy, promote the development of school curriculum construction.

**Results:** After teaching, the SAS score, SDS score and HADS score of the students in the research group were lower than those in the control group, and the difference was significant ( $P < 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of students

Timing	SAS score		<i>t</i>	<i>P</i>
	Research Group	Control group		
Number of students	58	56	-	-
Before teaching	65.3±12.3	66.1±12.9	0.403	0.762
After teaching	44.6±6.2	65.3±10.1	4.354	0.042
<i>t</i>	8.019	0.431	-	-
<i>P</i>	0.000	0.437	-	-

**Conclusions:** From two aspects of internal and external causes to explore the factors influencing teacher efficacy in the construction of school curriculum: course will drive internal factors mainly include teachers, hold direct experience and indirect guidance and training, peer learning and exchange of experience acquired. The external factors include practical difficulties obstacle, lack of school support and improper evaluation of teachers. Therefore, to improve teacher efficacy in school curriculum construction, first of all, teachers' willingness to curriculum should be encouraged appropriately. Second, teachers should be encouraged to fully participate in curriculum construction and promote the acquisition of direct experience. Thirdly, strengthen training and exchange, increase teachers' indirect experience. Fourth, provide material support to solve practical difficulties. Fifthly, promote teachers' self-study and improve their professional quality.

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## THE INFLUENCE OF COMMUNICATION AND ADAPTATION BARRIERS OF ANTI-CORRUPTION PERSONNEL ON THE EFFECT OF WORK

Lu Li & Hongquan Li\*

Northeast Normal University, Changchun 130117, China

**Background:** The communication adaptation barrier in the social psychological relationship is expressed in the form of a certain gap in the psychological cognition between the two sides of communication. In the process of communication, this gap is enlarged under the psychological screening and psychological barrier, which leads to the failure of communication information to achieve the interactive effect between the two sides smoothly. Communication adaptation barriers mainly come from three aspects: communication barriers caused by information sender, communication barriers caused by information receiver and communication barriers caused by information communication channels. From the perspective of the information sender, the communication adaptation obstacle comes from the communication understanding problem of a certain degree in the communication process, which leads to the problems of information error, incomplete information and untimely information transmission at the starting point of information transmission, and then leads to the problems of psychological cognition in the next transmission process; From the perspective of information receiver, communication adaptation disorder refers to the psychological cognitive deviation of information receiver in the process of receiving information. This deviation may be due to the information understanding or psychological obstacles of the receiver itself, or the unintentional psychological screening of information after receiving information. From the perspective of information communication channels, communication adaptation barriers are mainly reflected in the way of information sending and receiving and psychological cognition between communicators. In the process of information sending and receiving, the cognitive differences between communication parties and psychological factors in the process of communication may lead to communication barriers between communication parties. In the anti-corruption work, the communication for the people involved occupies a very important position in the overall work. Once the communication information cannot achieve the effective transmission effect, it will lead to errors in the anti-corruption work, which will have a serious impact on the whole work process. Therefore, in the development of anti-corruption work, we should actively intervene in the communication mode and relevant psychological cognition of staff, ensure the reliability of communication work of anti-corruption staff, improve communication efficiency, and then achieve the effect of improving the overall effect of anti-corruption work.

**Objective:** By exploring the impact of communication adaptation barriers of anti-corruption personnel on the development effect of anti-corruption work, this study provides a theoretical basis for the intervention of communication psychology and communication methods of anti-corruption communication staff, helps anti-corruption staff improve communication efficiency and ensure the communication quality in the process of work.

**Subjects and methods:** This study combines the factor analysis method with the index weighted analysis method. The index weighted analysis method is used as the main quantitative method to convert qualitative indicators into quantitative indicators for analysis, while the factor analysis method is used as an analysis tool.

**Study design:** This study uses the index weighted analysis method to quantify the communication psychological tendency of people with communication adaptation barriers in anti-corruption work, and uses the factor analysis method to analyze different factors on this basis.

**Methods:** This study uses Excel to analyze the impact of communication and adaptation barriers of anti-corruption personnel on the performance of work.

**Results:** The score table after calculating the weight of different communication barrier characteristics is shown in Table 1.

**Table 1.** Weight distribution

Features	Information receiver	Information sender	Information dissemination channel	Weight (%)
Psychological characteristics	5.7	4.4	5.4	40
Communication style pressure	4.7	2.2	3.5	30
Peer pressure	4.5	1.4	3.9	30

As shown in Table 1, because the psychological characteristics of staff have the most influence on the path and effect of communication barriers, the psychological characteristics of communication style tendency and peer pressure occupy a greater weight than that of peer pressure. In the process of calculating the weight distribution of different communication barrier characteristics, it should be distributed according to the characteristics of staff, so as to form an evaluation system that can more comprehensively reflect the communication adaptation barriers and working conditions of anti-corruption

staff.

**Conclusions:** The anti-corruption work requires the staff to maintain a rigorous working attitude and accurate working method in the communication process. Therefore, the communication adaptation obstacles of the staff will have a serious impact on the effect of the anti-corruption work. This study combines the factor analysis method with the index weighted analysis method to form an anti-corruption staff communication adaptation barrier evaluation system by transforming qualitative measurement indicators into quantitative measurement indicators. On this basis, the factor analysis method is used to analyze the specific impact path and effect of anti-corruption staff communication adaptation barriers on the effect of anti-corruption work. The detection of communication adaptation obstacles and the analysis of the negative impact of work effect for anti-corruption staff can provide a theoretical basis for the process reliability test in the process of anti-corruption work to a great extent, indirectly improve the communication efficiency and reliability of anti-corruption staff, and improve the level of work quality.

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## RESEARCH ON THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON STUDENTS' EMPLOYMENT ANXIETY BASED ON SOCIAL PSYCHOLOGY

Dengguo Zhang\*, Ya Tan, Haofei Xie, Shuaiyong Li & Kuoshao Wu

*Chongqing University of Posts and Telecommunications, Chongqing 400065, China*

**Background:** Employment psychological anxiety belongs to the general category of anxiety psychology. It is a kind of psychological state anxiety with specific direction produced by specific external stimuli. Employment psychological anxiety refers to the lack of sense of security, inner anxiety, anxiety and even fear for future employment when individuals are facing the competition and threat brought by the external employment environment and realize that there is a certain distance gap between their internal subjective ability and external reality obstacles. Employment anxiety has three main characteristics. Firstly, employment anxiety has a clear origin of external events and a clear external orientation, that is, employment anxiety only arises from the difficulties faced by anxious individuals in the process of employment, and in the process of anxiety development, the direction of emotional development always points to their own future employment form. Secondly, employment anxiety is closely related to the environment in which anxious individuals live. Among them, individuals with high degree of employment anxiety often face large enterprises with better treatment. Better treatment means greater obstacles in the process of competition, which will cause higher degree of employment anxiety. When individuals face small enterprises with relatively low treatment, due to the less competitive pressure of the external environment. Therefore, the employment anxiety is relatively small. The last feature is the difference between employment anxiety and anxiety disorder. Individuals with employment anxiety do not have symptoms such as psychomotor anxiety or mental dysfunction. For this special group of college students, college students' employment anxiety refers to the psychological anxiety and turbulence generated by college students when they face the external employment situation and competitive pressure, which leads to a variety of psychological and physiological adverse phenomena, such as decreased sleep quality, low spirits, tension, vomiting and so on. The reform of Ideological and political education in colleges and universities Based on social psychology can carry out psychological correction for college students with less social experience from the perspective of social psychological guidance, improve students' psychological toughness, make them have stronger psychological pressure resistance in the face of employment pressure, and indirectly improve students' job competitiveness.

**Objective:** This study explores the impact of college ideological and political education reform of social psychology on students' employment anxiety, improves students' psychological toughness in the process of job hunting from the perspective of social psychological guidance, reduces the interference of students' employment anxiety on students from the perspective of psychological quality training, and indirectly improves students' job competitiveness.

**Subjects and methods:** The neural network method is used to analyze the characteristics of students' anxiety, and the neural network method is mainly used to analyze the characteristics of students' anxiety.

**Study design:** Because the artificial neural network algorithm still has strong robustness and fault tolerance in the face of the data set containing a large amount of noise data, this study uses the artificial neural network algorithm to classify the characteristics of students' employment psychological anxiety, and on this basis, uses the multi factor analysis method to analyze the influence path and effect of different

factors.

**Method:** SPSS19.0 was used in this study to analyze the impact of college ideological and political education reform based on social psychology on students' employment anxiety.

**Results:** The scores of students' employment anxiety are shown in Table 1.

**Table 1.** Employment anxiety score

Types of anxiety	Employment anxiety score	Median score	Proportion of employees (%)
Low anxiety	65.18±2.41	83	18.1
Moderate anxiety	74.69±3.12	74	68.5
High anxiety	83.72±1.63	66	13.4

As shown in Table 1, the students in the state of moderate Employment anxiety belong to the largest number of students, accounting for 68.5% of the total number, while the students in the state of severe employment anxiety belong to the least number of students, accounting for only 13.4% of the total number.

**Conclusions:** With the rapid development of modern society, the pressure of talent competition in the employment market is increasing year by year. The employment anxiety of college students has gradually become one of the students' psychological problems to be solved in the current social environment. In order to solve the problem of students' employment anxiety, starting with the theory of social psychology and facing the main characteristics of students' employment anxiety, this study combines the artificial neural network algorithm with the multi factor analysis method, and studies the use of the artificial neural network algorithm as the basic classification tool to classify the student groups with different characteristics. On this basis, multi angle impact analysis is carried out for different influencing factors by using more factor analysis method. The research on students' employment anxiety from the perspective of social psychology can understand the deep current situation of contemporary students' employment anxiety, and on this basis, carry out the reform of Ideological and political education in colleges and universities for students' employment anxiety, so as to form a comprehensive ideological and political education model focusing on students' psychology, so as to improve students' overall mental health level and employment competitiveness.

**Acknowledgement:** The research is supported by: Key Projects of Chongqing Social Science Planning Research on guiding grass-roots party construction in colleges and universities with great party building spirit (No. 2021ZDCS0).

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## CONSTRUCTION OF INTERDISCIPLINARY INNOVATION AND ENTREPRENEURSHIP PRACTICE TEACHING SYSTEM OF ART DESIGN UNDER COGNITIVE IMPAIRMENT

Jian Rao & Mingming Ji\*

*Hubei University of Technology, Wuhan 430068, China*

**Background:** Cognitive impairment refers to the low cognitive ability of individual patients that is not commensurate with their age development or the overall due cognitive level. Cognitive impairment is between normal aging and Alzheimer's symptoms. It is the main precursor of dementia. In recent years, with the increase of cognitive impairment groups, it is increasingly difficult to provide social support and family care for this group. A survey shows that the decline of survival ability of patients with cognitive impairment in memory ability, focus ability and instrumental daily living ability not only seriously affects the quality of life of patients, but also leads to 35% to 85% of patients with psychological diseases such as mental anxiety and depression. At present, there is still a lack of effective treatment for cognitive impairment at home and abroad. In recent years, social assistance and disease intervention in the form of non-drug intervention for patients with cognitive impairment has become the focus of many researchers. At present, non-single cognitive impairment intervention methods include sports therapy, leisure therapy, art therapy and other methods to intervene patients in a more relaxed atmosphere with the help of artistic or humanistic elements. Art intervention methods help cognitive impairment patients exercise their psychological cognitive ability in the process of artistic activities from the perspective of psychological stimulation and emotional arousal through elements such as configuration, color and emotion. At the same time, art intervention can also dredge the psychological problems of anxiety and depression complicated by cognitive impairment. Most patients are in the stage of group activities during art intervention, so it can

also reduce the pressure for family caregivers. In the process of disease intervention for college students with cognitive impairment, art education intervention is also an effective means. Interdisciplinary innovation and entrepreneurship practice teaching of art design for college students of different disciplines can improve students' entrepreneurial ability at the same time of intervention for students with cognitive impairment.

**Objective:** By exploring the construction path of interdisciplinary innovation and entrepreneurship practical teaching system of art design under cognitive impairment, this study provides a theoretical basis for interdisciplinary practical teaching intervention of art design for cognitive impairment groups, and improves the learning quality of cognitive impairment students while providing daily learning aids and intervention means for cognitive impairment students.

**Subjects and methods:** This study takes the intervention method of humanistic and artistic cognitive impairment as the main intervention strategy. In the research process, the intervention experimental method, interview method and convolution neural network algorithm are combined for analysis.

**Study design:** In this study, convolutional neural network algorithm is used as the main classification tool for feature classification of cognitive impairment groups. On this basis, the interdisciplinary entrepreneurship practice intervention teaching experiment of creative art design is carried out in the form of elective courses, and the psychological state of students is recorded in the form of interviews before and after the experiment.

**Methods:** The research uses the campus website and database to obtain the basic data, and screen the experimental objects on this basis. Finally, SPSS19.0 for research data analysis.

**Results:** The intervention effect of the interdisciplinary entrepreneurship practice teaching system of creative art design on the elements of students' cognitive impairment is shown in Table 1.

**Table 1.** Intervention effect analysis

Factor	Pre-intervention score	Post intervention score	<i>P</i>
Attraction and repulsion	41.3	32.5	<0.05
Vulnerability	35.4	33.1	>0.05
Perfection	38.6	37.4	>0.05
Mandatory	38.1	31.7	<0.05
Autonomous attitude	34.3	28.6	<0.05
Cognitive philosophy	33.7	29.8	<0.05

It can be seen from Table 1 that among all cognitive impairment factors, attractiveness and exclusion, compulsion, autonomous attitude and cognitive philosophy have  $P < 0.05$ . The data difference before and after the intervention is statistically significant, and from the comparison of the scores of the four cognitive impairment factors before and after the intervention, the cognitive impairment score after the intervention is generally lower than that before the intervention. It can be seen that the interdisciplinary entrepreneurship practice teaching system of art and design has a significant impact on students' cognitive impairment symptoms mainly on these four cognitive impairment elements.

**Conclusions:** To solve the obstacles of college students with cognitive impairment in the learning process. This study combines the intervention experiment method, interview method and convolution neural network algorithm, constructs the characteristic group classification, and analyzes the intervention effect and learning assistance of the interdisciplinary entrepreneurship practice teaching method of creative art design on the elements of students' cognitive impairment by means of comparative analysis of the intervention experiment. The results show that the interdisciplinary entrepreneurship practice teaching method of creative art design can intervene students' cognitive impairment from four aspects: attraction and exclusion, compulsion, independent attitude and cognitive philosophy. At the same time, in the process of intervention, it can effectively improve students' knowledge understanding level in the learning process and improve the teaching quality.

**Acknowledgement:** The research is supported by: 2021 New Liberal Arts Research and Reform Practice Project of Ministry of Education: Construction of interdisciplinary innovation and entrepreneurship practice teaching system based on design empowerment (No. 2021160043).

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## RESEARCH ON THE REFORM OF PIANO PERFORMANCE TEACHING MODE UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY AND QUALITY EDUCATION

Lujiao Han

*Department of Music, Xianyang Normal College, Xianyang 712000, China*

**Background:** Teaching and learning process has always been the key research content of educational psychology. The traditional teaching method mainly takes students' insight psychology in the learning process as the main guiding point of teaching, and all teaching behaviors in the teaching process are to cause students' insight psychology. Modern educational psychology disassembles the teaching behavior from the perspective of the psychological relationship between students and teachers, making the teaching behavior a series of psychological behavior processes that can be interfered by the outside world. This psychological behavior process is mainly guided by teachers, while students form personalized learning strategies under the guidance, so as to form more effective learning behavior. This psychological guided education excludes the intellectual differences of students in the learning process from the important standards of teaching. On the contrary, educational psychology emphasizes that all students have a certain degree of learning ability and psychological cognitive ability. And can achieve a certain degree of learning effect. For this reason, educational psychology advocates using teachers' situational guidance to mobilize students' learning psychology, so as to stimulate students' psychological enthusiasm and promote learning behavior. This kind of psychological guidance teaching by teachers is more likely to cause the transfer psychological resonance of students, which can help students apply the acquired knowledge to new fields, turn their scattered learning psychological cognition from the specific situation structure into a specific information structure, and constantly expand this information structure in other situations. This psychological cognitive process is the main learning process of students. In piano performance skill teaching, it is mainly divided into action skill teaching and mental skill teaching. Mental skill teaching mainly refers to the formation of students' intangible skills such as music thinking, psychological cognition and music aesthetics in the learning process. The situational teaching of teaching psychology can help students form a more specific learning framework from the perspective of psychological guidance, so as to improve students' learning effect.

**Objective:** By analyzing the influence of educational psychology on the reform of piano performance teaching mode, this study provides a teaching method based on students' psychological guidance for contemporary piano teaching, helps piano performance students form a more structured mental skill system, and improves students' learning effect and performance level.

**Subjects and methods:** This study uses the methods of comparative experiment and Bayesian classification to analyze the learning effect of students' piano performance according to the teaching methods of piano performance in educational psychology.

**Study design:** The whole research takes the comparative experiment as the main research framework, and all the research data are from the comparative experimental data. In the comparative experiment, the students who use the piano performance teaching method of educational psychology and the students who use the traditional piano performance teaching method will be distinguished, taught, tested and compared. At the same time, this study uses Bayesian classification to classify and analyze the students with different psychological characteristics.

**Methods:** This study uses computer algorithms to classify and analyze the characteristics of the research data.

**Results:** The comparison between the teaching method of piano performance in educational psychology and the traditional teaching method of piano performance is shown in Figure 1.

From the comparison between the teaching method of piano performance in educational psychology and the traditional teaching method of piano performance in Figure 1, it can be seen that with the growth of teaching time, the skill test curve formed by students using the teaching method of piano performance in educational psychology is higher than that formed by students using the traditional teaching method of piano performance. It can be seen that the teaching method of piano performance in educational psychology can get better teaching effect in students' skill training.

**Conclusions:** Educational psychology can guide students' learning behavior from the perspective of psychological intervention, so as to form a better learning effect. This study applies the theory of educational psychology to the teaching of piano performance under the background of quality education, compares and analyzes the teaching effect difference between the teaching method of piano performance in educational psychology and the traditional teaching method of piano performance by means of comparative experiment, and uses support vector machine to classify and analyze the types of students with different psychological characteristics. The results show that the skill test curve formed by the students using the piano performance teaching method of educational psychology is higher than that formed by the

students using the traditional piano performance teaching method. It can be seen that the teaching effect of the piano performance teaching method of educational psychology is better and more suitable as the main method of piano performance teaching in the new era.

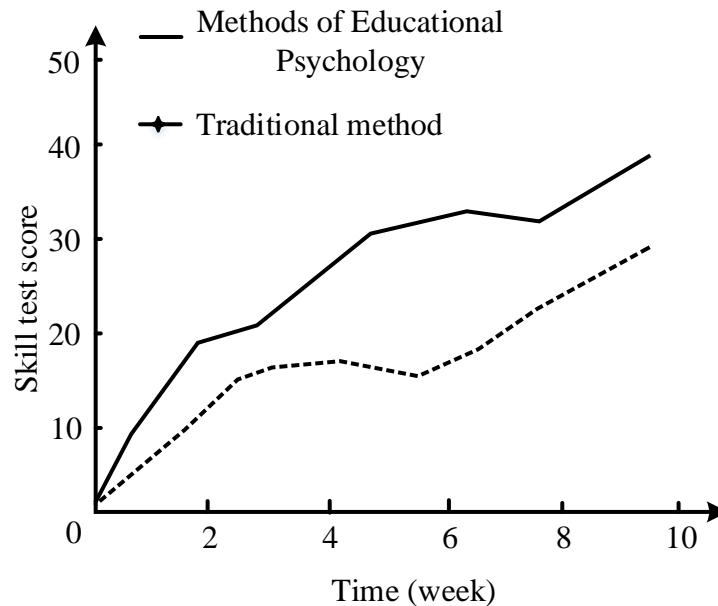


Figure 1. Effect analysis of educational psychology methods

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## THE IMPROVEMENT OF COLLEGE STUDENTS' LEARNING ANXIETY BY THE TEACHING REFORM OF COMMERCIAL LAW COURSE OF LAW MAJOR IN COLLEGES AND UNIVERSITIES

Dapeng Liu

*The Open University of Shaanxi, Xi'an 710000, China*

**Background:** Learning anxiety is a kind of psychology of tension and fear in a specific learning situation. Anxiety psychology has a great impact on students' learning process. The intervention for learning anxiety is largely aimed at students' learning psychology and learning habits. Learning anxiety can be mainly divided into two main types: promoting learning anxiety and retreating learning anxiety. Promoting learning anxiety refers to students' anxiety due to learning difficulties and other problems in the learning process, but this anxiety plays a certain role in promoting students' learning process. Under the influence of promoting learning anxiety, students will focus more on overcoming difficulties and improving learning effect. Withdrawal learning anxiety refers to that under the influence of external anxiety, students will have a certain degree of avoidance behavior due to their fear of external learning environmental factors and withdrawal psychology, so as to weaken the enthusiasm in classroom teaching and learning behavior and face the negative impact of learning effect. In the category of anxiety, learning anxiety belongs to the anxiety emotion generated for specific environment and specific matters. This anxiety emotion is generated for the behavior of learning, but the overall psychological and emotional factors still follow the change law of the category of psychological anxiety, that is, giving anxiety appropriately can promote behavior, and once excessive anxiety is imposed, it will force individuals to have avoidance behavior to a great extent. Therefore, in the teaching of business law course of law major in colleges and universities, the intervention of students' anxiety will not only act on students' withdrawal anxiety, but also on students' promotion anxiety. By minimizing the bad impact caused by withdrawal learning anxiety and increasing the positive impact caused by promotion learning anxiety, we can help students improve their learning effect.

**Objective:** By exploring the improvement of college students' learning anxiety caused by the teaching reform of business law course of law major in colleges and universities, this study tries to help students improve the benign promotion of learning anxiety for the learning of professional business law course,

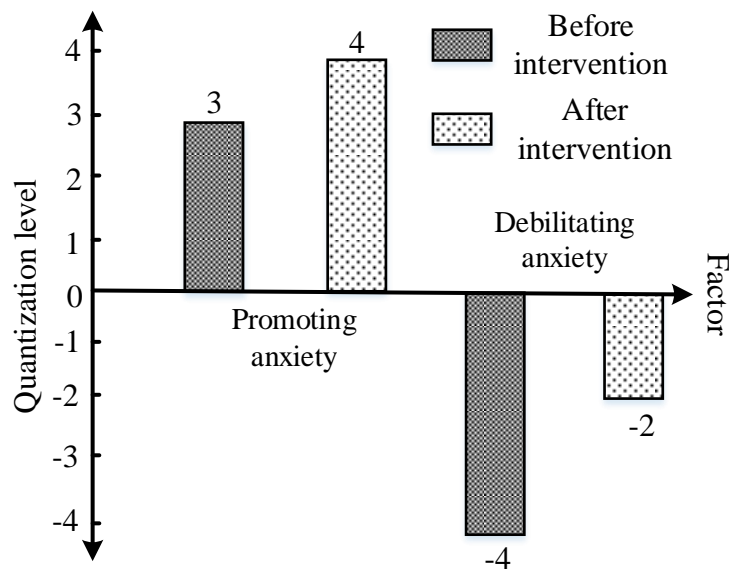
reduce the malignant obstruction of learning anxiety for the learning of professional business law course, and improve the learning effect of students.

**Subjects and methods:** This study combines the intervention experiment with K-means clustering algorithm, in which K-means clustering algorithm is the main classification tool, and the comparative experiment is used to compare and analyze the teaching effect of business law course of law major in colleges and universities.

**Study design:** The intervention experiment of this study mainly selects the research objects through the campus curriculum website, and uses the K-means clustering algorithm to classify the different psychological characteristics of the research objects. Before and after the intervention experiment, the psychological status of students will be calculated once respectively.

**Methods:** This study uses campus curriculum network for data acquisition, and on this basis, SPSS22.0 for data analysis.

**Results:** The comparative analysis of the two types of anxiety is shown in Figure 1.



**Figure 1.** Comparative analysis of anxiety

In Figure 1, the upper half coordinate system represents positive influence, and the lower half coordinate system represents negative influence. The influence level formed by positive influence is listed in positive number, and the influence level formed by negative influence is listed in negative number. It can be seen that under the intervention of psychological college law major business law course teaching methods, the positive impact of promotional learning anxiety on students' learning status has increased from level 3 to level 4. It can be seen that psychological college law major business law course teaching methods can strengthen the positive promotion of promotional learning anxiety, while the negative impact of withdrawal learning anxiety on students' learning status has decreased from level -4 to level -2. It can be seen that the psychological teaching method of business law course for law majors in colleges and universities can reduce the negative hindrance of withdrawal learning anxiety.

**Conclusions:** College students' learning anxiety will seriously affect students' learning effect. In order to solve the problem of learning anxiety caused by students in the learning process, this study combines the intervention experimental method with K-means clustering algorithm, classifies students' psychological characteristics through clustering algorithm, and uses the intervention experiment to analyze the intervention effect of psychological college law business law course teaching method on students' learning anxiety. The results show that under the intervention of psychological teaching methods of business law course for law majors in colleges and universities, the positive impact of promoting learning anxiety on students' learning status increases from level 3 to level 4, and the negative impact of retreating learning anxiety on students' learning status decreases from level -4 to level -2. It can be seen that the psychological teaching method of business law course for law majors in colleges and universities can strengthen the positive effect of anxiety on students and reduce the negative effect of anxiety on students.

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## RESEARCH ON OBSTACLES AND COUNTERMEASURES OF SOCIAL GOVERNANCE SYSTEM UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

Li Liu<sup>1,2</sup>

<sup>1</sup>*Jilin University, Jilin 130012, China*

<sup>2</sup>*Jiangxi Open University, Nanchang 330046, China*

**Background:** Social psychology belongs to psychology, which studies the changes of individuals or groups in psychological behavior under the action of society and the changing laws of these aspects. Social psychology is generally studied from the perspective of individuals and social groups. From the perspective of social groups, social psychology studies the structure of group communication and its norms. The research field of social psychology mainly includes three aspects: individual, interpersonal and group. Individual process is to study individual perception, self-consciousness and other contents, interpersonal process is to study the interaction between people, and group process is to study human psychological behavior in group and other environments, such as group process and organizational behavior. Social psychology obtains relevant data through experimental methods, complements the qualitative analysis of phenomena through data analysis, and turns the description of phenomena to the disclosure and utilization of laws. Social psychology attaches importance to the interaction between society and individuals and the internal psychological factors of individuals, and attaches importance to the discussion of social situations.

At present, social organizations widely exist in society and have many types of social organizations, such as community social organizations, non-governmental organizations, overseas social organizations and so on. The modernization of social governance is the goal of social governance. In this goal, the subjects of social governance are diversified, which provides the subject basis for CO governance. The rule system will be more complete, the governance system will be more perfect, and the governance mechanism will be more flexible and comprehensive. However, there are still some problems in the current social organization governance. The concept of CO governance of social organization governance has not been established. There are some problems, such as lack of credibility, disorderly development of social organization governance and so on. Relevant legal and institutional systems are absent, substantive norms are insufficient, and there are no norms for the protection of the legitimate rights and interests of relevant social organizations. In the cooperation between social organizations and the government, the subject status is unequal, and the government has doubts about its social governance, which makes it difficult for social organizations to act, and the public is used to the government's governance of social affairs, it is difficult to agree with the behavior of social organizations participating in governance, and the lack of corresponding public resource support limits the development of social organizations. In addition, the modern governance capacity of social organizations is insufficient, lack of self-discipline, and there is the phenomenon of non-administrative organization administration. The internal governance mechanism of many social organizations is not perfect, there is no democratic management mechanism, and their work norms and systems lack effectiveness.

**Objective:** To understand the existing problems of social organization governance and analyze the causes. On this basis, this paper studies the governance countermeasures of social organizations under social psychology. Put forward the social concept of cooperation and co governance between the government and social organizations. After recognizing the importance and necessity of social organization governance, the government simplified administration and delegated power. Divide part of the governance of microeconomic and social operation to social organizations, let social organizations assume part of their responsibilities, and reform the administrative system. Among them, the reform of public institutions is the focus of the reform. Social organizations cooperate with the reform of the government administrative system to show the concept of social co governance to the people. Improve the social qualification system, improve the social organization, improve the social qualification system, and eliminate the obstacles that are not conducive to the implementation of the tax exemption system.

**Subjects and methods:** The research objects are the organization personnel of graduate student associations in colleges and universities. 120 graduate student associations in colleges and universities are randomly selected. There are differences in the school support of these associations, and the financial support of the government and schools is different. Understand the current situation of the construction of graduate social organizations and the working ability of the organization personnel in these universities, take measures to improve the governance of social organizations such as increasing policy support and increasing capital investment, study the impact of these measures on the construction of graduate social organizations and the organization personnel through statistical analysis software, quantify the relevant influencing factors, and adopt grade 1-5 score. The higher the score, the greater the impact.

**Results:** At present, the concept of CO governance of social organization governance has not been established, the government does not pay enough attention to social organization governance, lacks the

support of relevant laws and normative systems for social organizations, and the construction of social organization talents is not enough, which limits the development of social organizations and the development of graduate community organizations in colleges and universities. By increasing policy support, increasing capital investment and other countermeasures, the organization of graduate student associations in colleges and universities has become more and more standardized, and the innovation ability of organization personnel has been improved. Among them, the innovation ability score of young social organization personnel is 4, and the results are shown in Table 1.

**Table 1.** Ability scores of students majoring in digital media art in different grades

Age	Innovation ability	Cooperation ability
youth	4	5
Young and middle-aged	5	4
Middle age	4	5

**Conclusions:** Social organization governance has important practical significance. Social organization governance responds to the concept of the combination of CO governance and autonomy. Its governance cost is low and can realize professional governance in various fields. Social organization governance is conducive to promoting the stability of social operation. As a kind of social organization, graduate community organizations in colleges and universities lack normative management and relevant policy support. By increasing policy support, increasing capital investment and other countermeasures, college graduate community organizations have become more and more standardized, and trained many innovative talents.

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## RESEARCH ON THE INFLUENCE OF CHINA'S ADMINISTRATIVE PUNISHMENT LAW REFORM ON AUDIENCE ANXIETY

Jiewei Zhao

*Railway Police College, Zhengzhou 450053, China*

**Background:** When individuals are faced with realistic threats or problems that cannot be solved, individuals will have emotional reactions such as tension, panic and worry, which can be called individual anxiety psychology. Anxiety psychology is divided into realistic anxiety and case anxiety. Realistic anxiety can happen to everyone. When the realistic threat disappears or is solved, people's anxiety will be relieved and eliminated slowly. Pathological anxiety is a manifestation of mental illness, which belongs to abnormal anxiety. In serious cases, it will lead to emotional disorders. Pathological anxiety will not disappear with the solution of objective problems, but is persistent. This kind of anxiety is related to individual personality characteristics. Anxiety Psychology is affected by many factors, such as personal factors, family factors and social factors. In personal factors, if a person is cowardly and has poor psychological tolerance, when encountering difficulties that are difficult to solve, it is easy to have anxiety, be at a loss, think disorderly, don't know how to solve the problem, accompanied by rapid heartbeat, difficulty in concentrating, even emotional collapse and irritable temper. Among the social factors, due to the poor social security in some places, the rights and interests of the masses cannot be guaranteed, the relevant administrative punishment is not strict and the punishment is not strong, which has a certain impact on the lives and work of the masses and threatens the safety of the lives and property of the masses. As a result, the masses have varying degrees of anxiety and make them feel worried and uneasy about their lives and work.

China's administrative punishment law can regulate the setting and implementation of administrative punishment, provide guarantee and supervision for the effective administration of administrative organs through the law, safeguard public interests and social order, and protect the legitimate rights and interests of citizens and legal persons. At present, the administrative punishment law is unfair in the process of law enforcement. The subjects of administrative law enforcement are messy, the number of formal institutions is large, the administrative efficiency is not high, the temporary institutions are messy, and various offices and committees are different, which significantly increases the complexity of administrative coordination, increases the cost of administrative management, and the administrative management is chaotic. In addition to the problems of the subject of administrative law enforcement, there are also some problems in the process of administrative law enforcement, the concept of administrative law enforcement and the

supervision of administrative law enforcement.

**Objective:** To understand the current situation of the implementation of the administrative punishment law and the anxiety of the masses, and to analyze the causes of unfair administrative law enforcement and the formation of the anxiety of the masses. On this basis, this paper puts forward the countermeasures for administrative law enforcement of the administrative punishment law, standardizes and further streamlines the subject of administrative law enforcement, and adopts a comprehensive administrative law enforcement system to improve the efficiency of administrative law enforcement and do practical things for the masses. Cancel all kinds of temporary institutions, establish a strict case handling responsibility assessment system, protect the interests of the masses, increase the satisfaction of the masses with the subject of administrative law enforcement, and alleviate the anxiety of the masses. Ensure the fairness of the administrative law enforcement process, standardize the administrative law enforcement procedures, place the abuse of administrative discretion, stop the phenomenon of administrative non-standard, accept the supervision of social and management counterparts, improve the people's trust in administrative law enforcement, and enhance the people's sense of security and satisfaction.

**Subjects and methods:** 430 people were randomly selected. The selection criteria were gender, age, occupation, income, educational background and political outlook. These people had different family backgrounds. Understand the anxiety psychology of these people and their views on administrative law enforcement, and analyze the causes of unfair administrative law enforcement and the formation causes of people's anxiety psychology. Take the governance countermeasures of administrative law enforcement, use statistical software to analyze the impact of governance countermeasures on people's anxiety psychology, quantify the influencing factors, and adopt grade 1-5 score. The higher the score, the greater the impact.

**Results:** In recent years, there has been the phenomenon of unfair administrative punishment in the process of administrative punishment law enforcement in some areas. The subjects of administrative law enforcement are messy, the number of formal institutions is large, the administrative efficiency is not high, the temporary institutions are messy, and there are various offices and committees, which threaten the legitimate rights and interests of the people, affect their normal life and work, and some people have anxiety. By standardizing the main body of administrative law enforcement, ensuring the fairness of administrative law enforcement process, updating the concept of administrative law enforcement and other governance countermeasures, the work efficiency of administrative law enforcement has been improved, the fairness of law enforcement has been ensured, and the anxiety of people with high school education has been alleviated. The score is 1.85, and the results are shown in Table 1.

**Table 1.** Anxiety scores of people with different educational backgrounds

Education	Uneasy	Fear	Anxious
Junior high school education	2.15	2.46	2.54
High school education	2.03	1.76	1.85
Bachelor degree	1.68	1.45	1.75

**Conclusions:** The administrative punishment law can provide guarantee and supervision for the effective administration of administrative organs, safeguard public interests and social order, and protect the legitimate rights and interests of citizens and legal persons. However, there are some injustices in the administrative execution of the administrative punishment law. Driven by the interests, some administrative personnel have made some illegal acts, which threaten the legitimate rights and interests of the masses. There are defects in the administrative management system, insufficient supervision of administrative law enforcement, and the phenomenon of "taking care of people and things by mistake". By standardizing the subject of administrative law enforcement and strengthening the supervision of administrative law enforcement, we can make administrative law enforcement fair and transparent, make the people have a sense of security, significantly improve their trust in the subject of administrative law enforcement, and significantly improve their anxiety.

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## RESEARCH ON THE IMPACT OF CURRICULUM CONSTRUCTION AND TEACHING PRACTICE ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY UNDER THE BACKGROUND OF BIG DATA

Yicai Shen

*Henan University of Chinese Medicine, Zhengzhou 450046, China*

**Background:** Positive psychology can promote individuals to achieve better success. When individuals face the suffering in life, they can treat it with a positive attitude, which can improve their action ability and happiness index. In colleges and universities, every college student will have some shortcomings more or less. When facing their own shortcomings, college students need great courage. Some college students will even deny themselves because of their own shortcomings, affecting their study and life. Teachers need to carry out positive psychological training for students in the teaching process, so that students can correctly understand themselves, find their bright spots, learn to affirm and encourage themselves, and look at their shortcomings with a peaceful attitude under a good learning environment and through the intentional guidance of teachers. Cultivating college students' positive psychology can enhance students' sense of responsibility and treat and deal with problems with a positive psychology in the face of difficulties. In addition, positive psychology will have an impact on the well-being of college students. When college students actively adapt to college life, the stronger the adaptability of college students, the stronger their well-being will be, and their acceptance of college learning and life will be higher, which will further promote the learning of college students.

With the continuous development of science and technology, a large amount of information data has been generated in many fields such as work and study, and people have entered the era of big data. Data is a new resource with high socio-economic value. Public personal data is a new resource, which can be used in academic research to provide data support for relevant scientific research. Big data analysis and application technology based on big data occupy an important position in various industries. Therefore, it is necessary to cultivate application-oriented talents who meet the market demand in college education and teaching. Database principle and application course is a professional basic course with strong practical ability in engineering disciplines, and its importance in education and teaching is self-evident. At present, the teaching content of the course is not closely combined with the industry background, the theory is divorced from practice, and the course content is not systematically explained in detail. Students cannot design and develop the application of database technology in relevant projects, which does not achieve the teaching purpose of applying what they have learned, resulting in students' low learning enthusiasm. It feels that learning is the same as not learning, and students will not pay attention to the basic courses of the major.

**Objective:** To understand the current teaching situation of database principle and application course, students' attitude towards the course, and analyze the reasons for the poor teaching quality of the course. On this basis, the project-based teaching plan is implemented for the database principle and application course, the module of the course is divided, and three innovative teaching methods are adopted: Micro class teaching method, flipped classroom teaching method and project-based teaching method, so that students can have a systematic and in-depth understanding of knowledge in the diversified teaching process, and improve students' enthusiasm in video learning, group discussion, on-site practical teaching and other activities. Cultivate their positive psychology, let them participate actively, stimulate their enthusiasm for learning, and improve the teaching effect.

**Subjects and methods:** The research objects were electronic majors. Three universities were randomly selected, and 268 electronic majors were randomly selected from these universities. These students came from different majors, grades and family backgrounds. Understand the problems existing in the teaching of database principle and application course and the learning status of students, and carry out the teaching of database principle and application course after innovative design for the selected students. The teaching time is one semester, during which relevant data are recorded. Statistical software is used to analyze the learning psychological changes of electronic majors before and after innovative teaching. The scoring system adopts grade 1-5.

**Results:** With the continuous development of big data technology, its application fields are more and more extensive. In order to meet the market demand, colleges and universities have set up courses related to big data. Taking the database principle and application course as an example, there are some problems in the teaching of this course, such as the disconnection between teaching theory and practice, the loose combination of teaching content and industry background, and students' learning enthusiasm is not high under the "full house" teaching method, feel bored and boring about the classroom content. After innovative teaching, the interest in teaching content is significantly improved, and will actively cooperate with teachers' teaching activities. Among them, the learning enthusiasm score of students majoring in electronic information engineering is 3.86, and the relevant results are shown in Table 1.

**Conclusions:** In the deepening development of big data, the market's requirements for information technology talents are increasing. Although colleges and universities have complied with the development of the times, set up the course of database principle and application, and taught students' relevant basic knowledge such as big data analysis and application technology, there are many problems. The course

content is not closely connected with the industry background, and there is no systematic explanation and practice. Students have no way to start in the practical application of relevant knowledge, and the teaching quality cannot meet the practical requirements. On the basis of mastering the market demand and combining the characteristics of students, innovate the teaching contents and methods, so that students can improve their learning enthusiasm, deepen their understanding of the teaching contents, and practice in a warm learning atmosphere, so as to realize the unity of theory and practice.

**Table 1.** Students of different majors get positive psychological scores

Major	Enthusiasm	Self-confidence
Electronic Information engineering	3.86	4.75
Electronic Science and technology	4.67	4.16
Communication Engineering	4.35	4.65

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## RESEARCH ON THE LIMITATION OF CONFUCIAN TOLERANCE THOUGHT BASED ON PSYCHOLOGICAL PERSPECTIVE

Dianbo Zhang

*Xiamen Institute of Technology, Xiamen 361021, China*

**Background:** Mental health refers to that all aspects of the psychological and activity process are in a good or normal state. The ideal state of mental health is to maintain good personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Influenced by heredity and environment, especially the rearing style of primitive family in childhood, has a great impact on the development of mental health. Mental health problems are very prominent. It can maintain good communication or cooperation with others in society, production and life, and deal with all kinds of situations in life. Individuals can adapt to the development environment and have perfect personality characteristics. Its cognition, emotional response, will and behavior are in a positive state, and can maintain normal regulation ability. In life practice, if we can correctly understand ourselves, consciously control ourselves, correctly deal with external influences, and maintain psychological balance and coordination, we will have the basic characteristics of mental health. The basic meaning of mental health is that all aspects of psychology and activity process are in a good or normal state. The ideal state of mental health is to maintain a sound personality, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptability. Corresponding to mental health are mental sub-health and mental illness. Mental health has different meanings and measurement standards from different angles. However, people’s mental health standards are not as specific and objective as people’s physical health standards. Understanding and mastering the definition of mental health is of great significance to improve and maintain people’s health. When people master the standard of measuring people’s mental health, they can self-diagnose their mental health according to their own situation. If you find that one or several aspects of your mental state are at a certain distance from the mental health standard, you can strengthen mental exercise and reach the level of mental health. If you find that your mental state seriously deviates from the standard of mental health, you should seek medical treatment in time for early diagnosis and treatment. Mental health refers to the psychological state of continuous and positive development. In this state, the subjects can adapt well and give full play to their physical and mental potential.

Confucianism is the treasure of Chinese traditional culture, which contains rich content. This ancient and great Chinese traditional ethical thought contains tolerance, integrity and friendliness. The Confucian traditional thought of “benevolence” and the doctrine of the mean contain the thought of tolerance. Among



them, tolerance is an important moral norm actively advocated by Confucianism. It is the main content of Confucian benevolence thought, including rich spiritual quality and content. Integrating Confucianism into the content of mental health treatment is conducive to cultivate a harmonious doctor-patient relationship and promote the positive development of modern people's psychology. Therefore, it is necessary to create a good environment for learning Confucian tolerance, strive to improve the understanding of Confucian tolerance, and strengthen the practice of combining Confucian tolerance with mental health treatment.

**Objective:** In order to effectively improve the mental health problems of modern people, this paper studies the impact of Confucian tolerance on modern people's psychology, aiming to give modern people good psychological construction through Confucian tolerance, so as to comprehensively ensure the healthy development of modern people's psychology.

**Subjects and methods:** 300 citizens in our city were randomly divided into control group and experimental group, with 150 in each group. Combined with the Symptom Checklist 90 (SCL-90), the mental health status of citizens was measured. The higher the score of the scale, the more serious the psychological problems of residents. The control group did not take intervention measures, and the experimental group was intervened by Confucian tolerance. Then, the mental health changes of the two groups of citizens were compared and analyzed.

**Methods:** Use Excel software and SPSS22.0 software for data statistics and analysis.

**Results:** Table 1 shows the changes of mental health of the two groups of citizens. As shown in Table 1, compared with the control group, the SCL-90 score of the experimental group with Confucian intervention is lower, and the mental health status of the two groups is statistically different ( $P < 0.05$ ).

**Table 1.** Mental health changes of citizens in the two groups

Project	Control group (n=150)	Experience group (n=150)	P
Somatization	3.44	1.01	<0.05
Obsession	2.26	1.10	<0.05
Sensitive	2.18	1.15	<0.05
Depressed	3.63	1.12	<0.05
Anxious	2.59	1.03	<0.05
Hostile	3.39	1.01	<0.05
Fear	3.44	1.10	<0.05
Paranoid	2.26	1.15	<0.05
Psychotic	2.18	1.12	<0.05
Ad-items	3.63	1.03	<0.05

**Conclusions:** In order to effectively improve the mental health of modern people, this paper studies the impact of Confucian tolerance on modern people's psychology. The results showed that compared with the control group, the experimental group with Confucian intervention had a lower SCL-90 score. This shows that Confucian tolerance can give modern people good psychological construction, so as to comprehensively ensure the healthy development of modern people's psychology.

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## RESEARCH ON THE INFLUENCING FACTORS OF SOCIAL MEDIA USERS' ANXIETY ON ONLINE SHOPPING EMOTION

Mengjiao Yin\* & Biao Ma

Taihu University of Wuxi, Wuxi 214100, China

**Background:** According to the abnormal situation of anxiety, it can be divided into realistic anxiety and pathological anxiety. The former can be produced by everyone, and the latter belongs to the clinical manifestation of mental illness. Individual realistic anxiety is a response to real potential threats. It will become more anxious according to the increase of the degree of real threats, and this anxiety will gradually disappear with the disappearance of real potential threats. However, individuals with pathological anxiety have no reason for anxiety. This anxiety state usually lasts for a long time and is not easy to eliminate, and will follow other clinical characteristics, such as autonomic nerve dysfunction, impairment of social function and so on. Some scholars have pointed out that as a negative emotion, anxiety can progress from

light to heavy. Anxiety is a kind of mild anxiety, and extreme fear is a kind of severe anxiety. At present, there are three main types of user anxiety research, computer, information and technology, while social media user anxiety is less involved. The first three anxiety scenarios are the workplace, while social media users' anxiety is mainly generated in their daily life, and its main purpose is to experience happiness and happiness. The causes of social media anxiety are the result of the comprehensive action of many influencing factors, such as user personality traits, information factors and social factors. Users with anxiety of social media users will have negative emotions such as tension and irritability during the use of social media, as well as a sense of physical oppression. Relevant studies have found that when the use time of social media increases, it will increase the possibility of online violence and increase the possibility of user anxiety. When users are not familiar with the operation process of social media, they will also have anxiety. When users have high expectations for social media, but the actual effect is far from expectations, users will also have negative emotions such as anxiety and burnout. Due to the freedom of speech of social media, there will be some bad social communication, which will aggravate users' anxiety and make users feel isolated and excluded. From the perspective of information, social media updates information in real time and spreads it widely, which will bring information compulsion to users, make users feel physical and mental oppression in the process of searching information, and cause anxiety.

The development of the Internet has driven the rapid development of e-commerce. Many people choose to buy their favorite products online. Users' online shopping behavior and online shopping emotion are affected by many aspects, mainly divided into subjective factors and objective factors. Subjective factors are consumers' individual characteristics and psychological characteristics. Individual characteristics such as consumers' age and income will affect users' online shopping behavior and emotion. Individual psychological characteristics such as consumers' online shopping experience and risk preference will affect users' online shopping behavior and emotion. The objective factors affecting online shopping are the characteristics and service factors of online shopping goods. For example, when online shopping, consumers will consider the safety of online shopping goods, and users will prefer goods with security.

**Objective:** To understand the current situation and causes of social media users' anxiety, analyze the performance and influencing factors affecting online shopping emotion, and study the impact of social media users' anxiety on online shopping emotion and behavior, so as to obtain the possibility of different users choosing online shopping behavior to vent their social media anxiety.

**Subjects and methods:** The research objects were social personages. 350 social personages using social media were randomly selected from three large shopping malls. These social personages came from different ages, occupations and educational backgrounds. Understand the use of social media, their views on social media and how they alleviate the anxiety of social media users, analyze the impact of anxiety of different social media users on online shopping emotion and behavior, and adopt fuzzy evaluation method. The scoring method is grade 1-5. The higher the score, the heavier the score. The data processing software is Excel software and SAS software.

**Results:** In recent years, more and more users have registered in social media, and people freely express their ideas on social media. However, due to user personality traits, information factors and social factors, users have varying degrees of anxiety, which will affect users' online shopping emotion and their online shopping behavior. Compared with men with high school education, women with high school education are more likely to vent their anxiety through online shopping. The impact score is 4. The results are shown in Table 1.

**Table 1.** Influence of social media user anxiety on online shopping emotion of people with different educational background

Education	Gender	Online shopping mood
High school education	Male	3
	Female	4
Bachelor degree	Male	2
	Female	3

**Conclusions:** With the rapid development of social media, users have different degrees of anxiety because they don't know how to use social software or suffer from online violence. Some users will avoid behavior, such as deleting social software to eliminate their anxiety. Some users will vent their negative emotions through online shopping to alleviate their anxiety. Among them, compared with men, women's online shopping mood will be more vulnerable to social media anxiety.

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## THE INFLUENCE OF COORDINATED DEVELOPMENT OF RURAL TOURISM MANAGEMENT AND ECOLOGICAL CIVILIZATION CONSTRUCTION ON VILLAGERS' EMOTIONAL DISORDER

Lei Zhang

*Sanya Aviation and Tourism College, Sanya 572000, China*

**Background:** In recent years, China has put forward the concept of targeted poverty alleviation and launched rural tourism to promote rural economic development and stimulate tourism consumption, so as to achieve common prosperity and achieve an all-around well-off society. Therefore, rural tourism has become one of the ways to achieve targeted poverty alleviation. It is also an important measure to promote rural development and improve the income of poor farmers. China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. In this context, the income of some villagers has declined, and they have been in the mood of anxiety and depression for a long time, so they suffer from emotional disorders. Affective disorder, also known as bi-directional disorder, is a common mental disorder with the characteristics of mania and depression. It may occur in any period of time. The clinical manifestations of affective disorder are more complex, and the patients' emotions fluctuate, accompanied by symptoms such as distraction, rashness, exaggeration, running away from thinking, less sleep, more speech and so on. In addition, mental symptoms such as anxiety disorder, obsessive-compulsive disorder, money abuse and victim delusion are also common in patients with affective disorders. Mental disorders not only bring heavy economic burden to the patient's family, but also easily lead to social security problems and affect social harmony and stability. Therefore, we need to find a way to improve the income of villagers and alleviate the anxiety of villagers, so as to avoid villagers suffering from emotional disorders.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the needs of consumers in rural tourism, and then puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

**Objective:** China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. The income of some villagers has declined, and they have been worried and depressed for a long time, so they have suffered from emotional disorders. Based on consumer psychology, the research puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

**Subjects and methods:** Four villages developing rural tourism were selected from province a, and 10 villagers with affective disorder were selected from each village for research. Self rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety level of the subjects. The monthly income of villagers is used to evaluate the effect of the development model.

**Study design:** Four villages were randomly divided into study group and control group, with 20 people in each group. Among them, the research group adopts the coordinated development mode of rural tourism management and ecological civilization construction for rural tourism construction, while the control group adopts the traditional development mode for rural tourism construction. After a period of time, the anxiety and monthly income of the two groups of villagers were compared.

**Methods:** The corresponding data were processed and calculated by software SPSS22.0.

**Results:** Before the experiment, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the villagers in the study group decreased significantly compared with that before the experiment ( $P < 0.05$ ), while the SAS score of the villagers in the control group had no significant change compared with that before the experiment ( $P > 0.05$ ), and was

significantly higher than that of the control group ( $P < 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of subjects

Grouping	SAS score		<i>t</i>	<i>P</i>
	Before experiment	After experiment		
Research group	63.48±4.53	46.35±4.32	8.724	0.000
Control group	65.92±3.88	63.33±6.54	0.141	0.813
<i>t</i>	0.163	8.963	-	-
<i>P</i>	0.824	0.000	-	-

**Conclusions:** Rural tourism is one of the ways to achieve targeted poverty alleviation, and it is also an important measure to promote rural development and improve the income of poor farmers. China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. In this context, the income of some villagers has declined, and they have been in the mood of anxiety and depression for a long time, so they suffer from emotional disorders. Based on consumer psychology, the research analyzes the needs of consumers in rural tourism, and then puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After the experiment, the SAS score of the villagers in the study group decreased significantly compared with that before the experiment ( $P < 0.05$ ), while the SAS score of the villagers in the control group had no significant change compared with that before the experiment ( $P > 0.05$ ), and was significantly higher than that of the control group ( $P < 0.05$ ). It shows that this development model can effectively improve the income of villagers, alleviate villagers' anxiety and treat villagers' emotional disorders.

**Acknowledgement:** The research is supported by Research on Education and Teaching Reform of colleges and Universities in Hainan Province: "Research on sustainable livelihood of land-lost farmers in Hainan under the background of free trade zone (port)-taking Sanya as an example" (No. Hnky2019-99).

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## RESEARCH ON THE INFLUENCE OF MUSIC EDUCATION REFORM IN COLLEGES AND UNIVERSITIES ON STUDENTS' SOCIAL COGNITIVE ROLE AND PSYCHOLOGICAL STATUS

Cuiyun Li

*Qufu Normal University, Rizhao 276800, China*

**Background:** Music education in colleges and universities is a general term for the educational practice activities of music related majors in colleges and universities. The quality of music education in colleges and universities directly affects the cultivation effect of music concepts and literacy of music majors in colleges and universities, and has important practical significance for the development and progress of music art in China. The fundamental purpose of music education in colleges and universities is to cultivate music professional and artistic talents with both morality and art. Music students are required to cultivate good personal cultivation and morality while improving their professional skills, so as to maintain a stable level of mental health. However, under the social situation of rapid development, college students bear psychological pressure from many aspects. Due to academic burden, interpersonal communication, employment development and other reasons, college students are more or less in a state of mental anxiety and depression, which is not conducive to the physical and mental health development and growth of college students. Mental stress at different levels makes college students a high incidence of mental health problems, which is not conducive to the all-around development of college students' comprehensive quality, and seriously affects their daily life and study. Music education in colleges and universities can adjust students' psychological status from the perspective of music therapy, combine the theories of musicology, medicine and psychology, and adjust students' psychological emotion in combination with music theory and

practice, so as to optimize students' psychological state.

In the social environment, every individual needs to follow the most basic social rules, which basically regulate the individual's behavior and activities. The social role refers to the role played by the individual in the social environment and the social identity given to the individual in the social activities. When students' social role cognition has problems or obstacles, students may have mental health problems, which has a serious impact on the development of students' physical and mental health. In study and life, students' cognition of their social role may have certain role expectations and expectations of their role status in social groups. When there is a deviation between their role expectation and the actual situation, students may have psychological problems. College music education induces students' cognitive thinking about themselves through the educational infection of music, helps students solve puzzles and puzzles in the process of communication with students, and corrects students' inappropriate and incorrect self-role cognition.

**Objective:** Through the analysis of the current situation of music education reform in colleges and universities, combined with the analysis of the current situation of students' psychological status, to explore students' self-social role cognition, and to analyze the impact of music education reform in colleges and universities on students' mental health and self-social role cognition. Through the analysis of the relationship between college students' cognition and the implementation of the psychological reform of music, we can provide students with a reasonable reference for the establishment of the relationship between college students' cognition and the implementation of music education.

**Subjects and methods:** Study the current situation of music education in colleges and universities, understand the problems existing in music education in colleges and universities, collect the opinions and suggestions of music majors in colleges and universities on professional education, analyze the implementation of music education reform in colleges and universities, and explore the impact of music education reform in colleges and universities on students' psychological status. The research adopts the method of stratified cluster random sampling, and randomly selects two music professional classes from each of the four grades of a university for comparative experiments to verify the implementation effect of music education reform in colleges and universities, and explore the impact of music education reform in colleges and universities on students' psychology. During the comparative experiment, the students in the experimental group used the new teaching mode under the reform of music education in colleges and universities to optimize the existing teaching concept and teaching curriculum arrangement of music major. The students in the control group were taught according to the traditional teaching mode of music major, maintaining the original teaching arrangement and progress. The experiment lasts for 3 months. The experimental reform course includes all compulsory and elective courses related to music major.

**Results:** The changes of students' social role cognition and psychological status before and after the reform of music education in colleges and universities are shown in Table 1. After the reform of music education, students' self-social role cognition has improved significantly, and students' psychological anxiety and depression scores have decreased significantly.

**Conclusions:** The promotion of music education reform in colleges and universities has further optimized the curriculum concept of traditional music education in colleges and universities, adjusted the education mode of music education in colleges and universities, and effectively promoted the improvement of students' mental health level and helped students establish correct self-social role cognition by using the dual role of educational psychology and music infection.

**Table 1.** Changes of students' social role cognition and psychological status before and after the reform of music education in colleges and universities

Test dimension	Before reform	After reform
Correctness of social role cognition	1	4
Rationality of role expectation	2	4
Role coordination processing	1	4
Psychological anxiety	4	1
Psychological depression	3	1

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## CORRELATION BETWEEN WOMEN'S ENTREPRENEURIAL PSYCHOLOGICAL ANXIETY AND THEIR ENTREPRENEURIAL EFFECTIVENESS

**Xi Zhao<sup>1,2\*</sup>, Sadaf Mahmood<sup>3</sup> & Shuangguo Wang<sup>4</sup>**

<sup>1</sup>*Qingdao University, Qingdao 266071, China*

<sup>2</sup>*Hefei University, Hefei 230601, China*

<sup>3</sup>*Government College University Faisalabad, Faisalabad 38000, Pakistan*

<sup>4</sup>*East China University of Science and Technology, Shanghai 200237, China*

**Background:** The development of social economy not only provides jobs for the employed, but also brings many challenges. As the main employment group, women need to focus on how to choose the employment direction. In a large number of employment guidance, the main content emphasized is to meet the employment needs of women groups first, and then to meet the professional needs of women groups. Although this employment guidance method has improved the overall employment rate of women, it is undeniable that a large number of women will not adapt to employment and choose reemployment. Therefore, on this basis, the development path of women's entrepreneurship is put forward. In women's entrepreneurship, different from male entrepreneurs, women's groups have limited natural conditions, which leads to a certain degree of psychological anxiety in women's entrepreneurship. At the same time, some studies have pointed out that when women participate in entrepreneurship, they pay attention to the limited entrepreneurial content. On the one hand, women are not familiar with the entrepreneurial environment. On the other hand, women's professional knowledge is limited. It is undeniable that in entrepreneurship, we must pay attention to the effectiveness of entrepreneurship. With the development of science and technology and the accelerating speed of social development, social people prefer innovative and effective products. If entrepreneurial products lose their practical effectiveness, social people will immediately abandon products and turn their attention to other products. Some studies have proposed that the effectiveness of entrepreneurship will also have a great impact on women's entrepreneurial groups, and emphasized that the effectiveness of entrepreneurship will have a significant impact on women's psychological anxiety.

Anxiety is a kind of psychological disease, which is caused by the patients' inconsistency between reality and expectations and their worries about their own disadvantages in the future. It is mainly manifested in emotional instability and often falling into negative emotions such as fear, anxiety and chagrin. Too much anxiety or too long anxiety will cause a huge burden on the patient's body, threaten the patient's physical and mental health, and is not conducive to the patient's personal development and social harmony. At the same time, it is pointed out in psychology that psychological anxiety is a common negative psychological emotion. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In the social environment, the social masses will feel the pressure in different directions. Because the development of science and technology continues to drive the social development, the pressure that individuals need to bear in the society is also increasing. The existence of pressure always affects the normal life of students. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. Therefore, finding an appropriate method to reduce the entrepreneurial pressure of women and alleviate the entrepreneurial anxiety of women is of great significance to the future development of women and the progress of society.

**Objective:** As an important group in China's social development, women's employment and entrepreneurship play a significant positive role in social development. In the study, in order to alleviate the psychological anxiety of women in entrepreneurship, analyze the correlation between women's entrepreneurial anxiety and entrepreneurial effectiveness, and put forward the strategies to solve women's psychological anxiety.

**Subjects and methods:** Taking female entrepreneurs in a city as the research object, after a one-month follow-up survey, we collected the basic information of 210 female entrepreneurs, used the self-rating anxiety scale to evaluate the psychological anxiety of all participants, and understood the effectiveness of entrepreneurial products of entrepreneurs through expert interviews. Statistical experts evaluated the effectiveness of innovative products and the psychological anxiety of women entrepreneurs. Spearman correlation analysis was used to evaluate the correlation between the effectiveness of innovative products and the psychological anxiety of women entrepreneurs.

**Results:** The correlation between the effectiveness of innovative products and the psychological anxiety of women entrepreneurs is shown in Table 1.

**Conclusions:** In social development, any group is prone to psychological anxiety, and women are more likely to have psychological anxiety in entrepreneurship. In order to alleviate the entrepreneurial psychological anxiety of women in social development, this paper studies and analyzes the correlation between entrepreneurial effectiveness and entrepreneurial anxiety, and puts forward strategies and means

to alleviate women's entrepreneurial psychological anxiety. In the correlation evaluation, it can be found that the feasibility and purpose of entrepreneurial effectiveness have a negative impact on the psychological anxiety, life anxiety and psychological depression of women entrepreneurs, indicating that the psychological anxiety of entrepreneurs can be alleviated by improving the feasibility and purpose of entrepreneurial products.

**Table 1.** Correlation between effectiveness and psychological anxiety of women entrepreneurs

Project	Psychological anxiety	Life anxiety	Psychological depression
Feasibility of implementation	-0.572	-0.421	-0.399
Purpose of implementation effect	-0.453	-0.461	-0.401

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## RESEARCH ON THE INFLUENCE OF VOCAL MUSIC TEACHING IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY

Xiaoling Feng

*Zhejiang International Studies University, Hangzhou 310023, China*

**Background:** Psychological anxiety problems generally appear in the current young groups, and with the acceleration of the pace of social development, the number shows an upward trend. Patients with psychological anxiety are accompanied by depression, mental tension, insomnia, trance, insomnia, dreaminess and other symptoms. Once they have psychological anxiety problems, they need to adjust their mentality in time and seek medical treatment. At present, there are many treatment methods for psychological anxiety diseases, and different methods have certain effects. Common treatment methods include drug treatment, which can relieve people's nerves and regulate people's body and mind through some spiritual drugs, so as to keep people energetic, so as to alleviate tension and alleviate the symptoms of psychological anxiety. In addition, through the guidance of some experts, the hospital can improve its physical and mental tension, and improve its physical and mental tension through physical training. Finally, there is psychological adjuvant therapy. Through communication and exchange with patients, we can understand the real thoughts of patients, and restore patients' self-confidence through reasonable psychotherapy, so as to alleviate the symptoms of emotional tension, mental anxiety and so on. With the increasing pressure faced by college students, colleges and universities have become a high incidence of psychological anxiety. Students' psychological anxiety problems not only affect students' physical and mental health, but also have an adverse impact on students' learning and employment. Therefore, college education attaches great importance to the education of students' mental health. How to alleviate the psychological anxiety of college students has an important impact on the development of college education.

In college education, mental health education is a link that cannot be ignored in the development of colleges and universities. With the increase of employment pressure, academic pressure and emotional pressure, more and more students' mental health has been affected. Psychological anxiety has affected the normal development of college education. In order to alleviate the psychological anxiety symptoms of college students, some educational researchers believe that the vocal music teaching in colleges and universities can alleviate the symptoms of students' emotional anxiety and tension. The field of vocal music curriculum research in colleges and universities has a positive impact on relieving students' pressure and regulating students' emotions. Especially in sound teaching, students' impatient emotions can be relieved through the understanding of sound theoretical knowledge, the appreciation of sound works and the training of vocal music pronunciation. At the same time, vocal music curriculum has artistic characteristics, appreciate classic vocal music works and immerse in the wonderful emotional rhythm of sound works, it can also alleviate students' nervous tension, and then affect students' psychological activities. Therefore, this paper studies the widespread psychological anxiety of college students and analyzes whether vocal music teaching in colleges and universities has a positive impact on alleviating students' psychological anxiety.

**Objective:** To explore the development status of college students with psychological anxiety disorder, analyze the performance of psychological anxiety and its impact on students, analyze the regulating effect of college vocal music curriculum on students' psychological activities, and then explore whether college

vocal music curriculum can alleviate students' psychological anxiety.

**Subjects and methods:** Take 200 high school students with psychological anxiety as the research object, carry out college vocal music teaching for 200 students, and record the psychological changes of students before and after six months of study. The evaluation indicators are optimistic attitude, stress relief, physical and mental improvement and learning improvement. Compare the number of indicators before and after vocal music teaching to evaluate the improvement of students' psychological anxiety.

**Results:** After six months of vocal music teaching, the changes in the number of evaluation indicators of psychological anxious students are shown in Table 1. It can be seen that after six months of vocal music course learning in colleges and universities, the number of indicators of psychological anxious students has been improved, their learning quality has been improved, and the pressure on students has been relieved. It can be seen that vocal music teaching has a positive impact on students' psychological anxiety.

**Table 1.** Changes in the number of evaluation indexes of students with psychological anxiety after six months of vocal music teaching

Project	Optimistic attitude	Stress relief	Physical and mental improvement	Study better
Before education	40	21	35	40
After education	120	130	112	156
<i>P</i>	< 0.05	< 0.05	< 0.05	< 0.05

**Conclusions:** Psychological anxiety has become a common social phenomenon. In the college environment, more and more students have psychological anxiety symptoms, which not only affect their study, but also affect their body and mind, and have an adverse impact on the current development of college education. Therefore, modern education should pay attention to it. Therefore, this paper analyzes the impact of college students' psychological anxiety on students' development, and puts forward that college vocal music education can alleviate students' mental anxiety symptoms. The marriage certificate shows that through vocal music teaching in colleges and universities, students' psychological anxiety has been effectively alleviated, their learning is more active, and their physical and mental quality has been improved. Therefore, the development of modern education needs to pay attention to the mental health education of students, so as to promote the scientific and healthy development of students.

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## APPLICATION OF SOCIAL PSYCHOLOGY IN THE TREATMENT OF PROFESSIONAL MENTAL ANXIETY OF FINANCIAL PRACTITIONERS

Leiyu Cheng<sup>1,2</sup>

<sup>1</sup>*The University of New South Wales, New South Wales 2052, Australia*

<sup>2</sup>*Shanxi Securities Tech, Taiyuan 030000, China*

**Background:** Social psychology is to explore interpersonal relationships from the level of individuals and social groups. It explores behavioral and psychological changes between individuals and groups. Man is the unity of physiology, psychology and society. People's mental health is affected by family environment and social life factors. Social psychology attaches importance to the analysis of individual psychological factors and emphasizes the interaction between individual and society. The most basic organizational form of social life is the family. The first cradle of personal growth after birth is also the family. Personal mental health problems are closely related to family environment. Parents' socio-economic status, family structure and family relations, family rearing style, childhood life experience and early education are important factors affecting individual mental health. Social life factors include social culture, knowledge, wealth, social competition, interpersonal relationships and so on. When individuals are in mental health, they can actively adapt to social life and natural environment through psychological activities and mental state. Mental health is easy to be affected by social life factors. The influence of social culture on individual mental health mainly has two ways: one is standardized social culture, the other is non standardized social culture. Standardized social culture is the objective compulsion of social culture and the consciousness of individual self-regulation. In the process of social survival, individuals will consciously restrict their behavior according to social norms and make individuals gradually socialized. However, due to the particularity of individuals, in the process of socialization, their social culture will collide with their emotions, resulting in individual



mental health problems. Personality is the sum of people's psychological characteristics. Different time and place have different effects on people's thought, emotion and behavior. Personality tendency and psychological characteristics are two main aspects of personality, which have a great impact on people's mental health. Personality tendency is the driving force of personality. Research shows that personality tendency is the most active factor in personality. Personality tendency determines people's attitude towards reality and the tendency and choice of social cognitive objects. In short, mental health problems, also known as psychological imbalance, are a series of problems different from physiological diseases caused by the central nervous system. In recent years, China has paid more and more attention to mental health problems. Relevant scholars and experts continue to analyze the influencing factors of adult mental health problems from all aspects, and put forward corresponding solutions. Among them, personality and social psychology have a great impact on people's mental health. Through the study of it, we can find many ways to improve people's mental health level, so as to improve the mental health level of our people.

In terms of economic aggregate, China is already the second largest economy in the world. Over the past 20 years, economic construction has been the focus of China's development. Among them, the financial industry, as the top priority, is mainly represented by the banking industry, securities industry and insurance industry. Globalization, WTO and economic crisis have caused various economic problems. Human resources are an important part of industrial development. The health of employees in these financial industries is not only related to the healthy and orderly development of the industry itself, but also related to the prospects of the whole social economy. Since the financial industry has the characteristics of high risk and plays a leading role in the national economy, it is related to economic development and social stability, as well as the future and destiny of employees. Therefore, employees always bear great psychological pressure and mental anxiety, which affects their health and quality of life. Conversely, the physical and mental health of employees has a great impact on the healthy and stable development of the financial industry. Therefore, it is of great theoretical and practical significance to analyze the mental anxiety and its causes of employees in financial institutions, and study and formulate management strategies to alleviate stress and promote employees' health.

**Objective:** In order to improve the professional mental anxiety of financial practitioners, this paper analyzes the causes of mental anxiety of employees in financial institutions, and constructs a management model based on social psychology intervention, in order to help the physical and mental health of financial practitioners, so as to ensure the sustainable and stable development of the financial industry.

**Subjects and methods:** 300 financial practitioners were randomly divided into control group and experimental group, with 150 in each group. The control group implemented the traditional management mode, and the experimental group implemented the management mode of social psychology intervention. The intervention cycle was 3 months. Then, combined with the Self-rating Anxiety Scale (SAS), the mental anxiety status of financial practitioners is measured. The higher the score, the more serious the anxiety psychology is. Finally, the improvement of mental anxiety of the two groups of financial practitioners is compared and analyzed.

**Methods:** All data were statistically processed by SPSS22.0 software.

**Results:** Table 1 shows the improvement of mental anxiety of the two groups of financial practitioners. Compared with the control group with conventional management mode, the experimental group with social psychology intervention management mode improved the mental anxiety of financial practitioners more significantly, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** The improvement of mental anxiety of financial practitioners in the two groups ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Somatization	4.69±0.59	1.39±0.43	0.00
Obsessive compulsive symptoms	4.47±0.43	1.45±0.56	0.00
Interpersonal sensitivity	3.54±0.55	1.25±0.43	0.00
Depressive status	3.36±0.41	1.43±0.57	0.00
Anxiety state	3.44±0.56	1.28±0.43	0.00
Hostile situation	4.29±0.42	1.39±0.43	0.00
Psychological state of terror	4.69±0.59	1.45±0.56	0.00
Paranoid mental state	4.47±0.43	1.25±0.43	0.00
Psychotic	3.54±0.55	1.43±0.57	0.00

**Conclusions:** The management mode based on social psychology intervention has a significant effect on alleviating the mental anxiety of financial practitioners. It can not only help financial practitioners form

correct work values, but also actively dredge the psychological anxiety of financial practitioners.

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## ANALYSIS ON THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

Bin Du

*Sichuan Agricultural University, Chengdu 611130, China*

**Background:** Ideological and political education is an important course to improve students' mental health and alleviate negative emotions. Ideological and political education curriculum is an important part of college students' moral education. At the same time, it is also an important way to improve college students' ideological and moral cultivation, psychological quality and cultivate correct moral concepts, legal concepts and humanistic concepts. Since the reform and opening up, the reform of ideological and political education in colleges and universities has been continuously promoted. After continuous adjustment and standardization, the ideological and political education system in colleges and universities has been continuously developed. It has been adjusted in time with the needs of the development of the times. Although the mode of ideological and political education in colleges and universities continues to improve, colleges and universities always put the correct guidance of ideological and political education to students' consciousness in an important position, adhere to the principle of moral education first, and correctly guide students' moral personality and ideological consciousness through ideological and political education. In the face of the general situation of college students' employment anxiety, colleges and universities should give full play to the intervention role of ideological and political education in students' mental health, help college students' employment anxiety through ideological and political education, dredge their mental health problems, and alleviate their employment anxiety.

College students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very easy to have employment anxiety. There are three main factors for students' employment anxiety, namely social factors, upward comparison and employment competitiveness. The first is social factors. Many college students have poor family conditions. Therefore, these college students bear the expectation of a family and hope to improve the quality of life of their families through study and work. When the employment competition is too large, these students will also bear greater employment pressure. The second is upward comparison. Students often compare with other individuals in the surrounding environment to evaluate their own social characteristics. Students tend to compare upward, that is, pay attention to individuals who are stronger than themselves, so they often feedback negative information, leading to students' frustration. Finally, the employment competitiveness of college students includes professional ability, professional ability, innovation ability, job hunting ability, adaptability and so on. When students feel that their employment competitiveness is not enough, they will have anxiety.

**Objective:** The research analyzes the state of employment anxiety of college students, understands the degree of anxiety of college students about their own employment prospects, grasps the mental health level of contemporary college students, and discusses the causes of employment anxiety of college students. The research analyzes the role of college ideological and political education in college students' psychological intervention, excavates the application effect of college ideological and political education in alleviating college students' employment anxiety, and hopes to put forward a new solution to alleviate college students' employment anxiety.

**Subjects and methods:** Combined with Delphi method and experimental method, this study analyzes the impact of college ideological and political education on students' employment anxiety, uses Delphi method to carry out three rounds of expert consultation and empowerment, and understands the correlation between college political education and college students' employment anxiety. The selected experts are required to have been engaged in scientific research or practical work in the fields related to ideological and political education for more than 5 years, with high professional quality, and are required to ensure the whole process participation during the research consultation, and all experts are willing to participate in the consultation and research. The study used the comparative experimental method to understand the alleviating effect of college ideological and political education on college students' employment anxiety. 50 college students were randomly selected as the experimental objects for three months of ideological and political education. The ideological and political education was taught once a week for 1.5 hours each time. Compare the scores of employment anxiety of the subjects before and after the experiment, and analyze

the application effect of ideological and political education in colleges and universities in alleviating college students' employment anxiety.

**Results:** The statistical results of the subjects' employment anxiety before and after the experiment are shown in Table 1.

**Table 1.** Statistical results of the subjects' employment anxiety before and after the experiment

Survey object	Before experiment	After the experiment
Choice of employment direction	3.44	1.26
Choice of employment mode	3.26	1.31

**Conclusions:** The employment of college students is the key issue of people's livelihood. In order to alleviate the employment anxiety of college students, the ideological and political education in colleges and universities should strengthen the psychological endurance and pressure resistance of college students through ideological intervention, help college students establish a diversified concept of employment and alleviate the employment anxiety of college students. However, there are still many problems in China's ideological and political education in colleges and universities. Teachers of ideological and political education in colleges and universities are required to constantly optimize the curriculum reform, improve and innovate the educational evaluation standards and educational contents, so as to keep the ideological and political education in colleges and universities in line with the development pace of the times.

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## CAUSES AND COUNTERMEASURES OF EMOTIONAL ANXIETY SYMPTOMS OF ARCHIVES MANAGEMENT WORKERS IN COLLEGES AND UNIVERSITIES

Shan Ge

*Wuhan University of Technology, Wuhan 430070, China*

**Background:** Colleges and universities are not only the main place of education and teaching in China, but also an important storage place of knowledge resources in China. Therefore, the resource archives management of colleges and universities is extremely important. In the archives management of colleges and universities, the ability of managers is the key factor to determine the advantages and disadvantages of archives management. Generally speaking, in the work management of colleges and universities, more rigorous scheme formulation will be made for the choice of archives management workers. With the development of social civilization brought by the progress of science and technology, the requirements of college archives management for workers are also gradually improving. At the same time, because the college archives department is an important role in the administrative field, which contains rich and complex resources, the pressure of college archives management workers is also increasing. For the archives management workers in colleges and universities, the first thing they face is the task pressure at work, and the second is the monotony of the working environment, which leads to their fatigue and aversion to work. The comprehensive influence of various factors leads to the psychological anxiety of the archives management workers in colleges and universities. Exploring the psychological anxiety of archives management workers in colleges and universities will help to stimulate the enthusiasm of archives management workers and provide the development direction for scheme management in colleges and universities.

Anxiety is a psychological phenomenon. From the perspective of psychology, the generation of anxiety is the negative emotion produced by individuals under the influence of the environment. The generation of anxiety will also breed individuals to produce depression, anxiety and other emotions, which will seriously hinder individuals' daily life and work. From a large number of psychological studies, we can know that most anxiety in work is affected by many factors, including genetic factors and working environment, in which working environment is the risk factor of anxiety. In the operation of colleges and universities, archives management, as an auxiliary, boring and repetitive work, is facing severe social challenges in the development of the information age. The lack of professional knowledge leads to fear of work, anxiety and poor work. And in the work, due to the limitations of the work content, the archives management workers cannot obtain a sense of pride from the work, and their psychological tolerance decreases, which also leads to their anxiety. In psychological research, a large number of reports have made a more detailed analysis on the causes and effects of anxiety in the general environment, but few psychological studies have conducted

in-depth discussion on the anxiety in logistics management. Therefore, the research will take the archives management workers in colleges and universities as the research object, analyze the current situation and occurrence mechanism of their anxiety, in order to put forward the reference direction for the psychological anxiety relief of logistics management workers in colleges and universities.

**Objective:** To understand the work status of college archives management workers, analyze the influencing factors of emotional anxiety caused by college archives management, and explore the mitigation measures of emotional anxiety of college archives management workers.

**Subjects and methods:** Taking the archives management workers in colleges and universities as the research object, 15 archives management workers in 5 colleges and universities were selected to evaluate the psychological anxiety status of the participants with the self-rating anxiety scale. Using the method of interview to count the work situation of college archives management workers, and analyze the correlation between the work situation and anxiety score, so as to analyze the influencing factors of emotional anxiety disorder of college archives management workers. Based on the influencing factors, formulate anxiety mitigation strategies, and apply the mitigation strategies to the daily work and life of college archives management workers.

**Results:** The anxiety score and workload of archivists were counted by Excel, and SPSS24.0 was used analyze the correlation between the psychological anxiety of college archivists and their work style, work content, personal ability and social communication, as shown in Table 1. Table 1 shows that in the daily work of archives management workers in colleges and universities, the correlation between work style, work content, personal ability and social communication is low, and the anxiety at work is significantly affected by work style, work content, personal ability and social communication.

**Table 1.** Calculation results of correlation between anxiety and work

Project	Emotional anxiety	Operation mode	Job content	Personal ability	Social communication
Emotional anxiety	1	-	-	-	-
Operation mode	0.407	1	-	-	-
Job content	0.454	0.014	1	-	-
Personal ability	0.612	0.032	0.017	1	-
Social communication	0.597	0.009	0.011	0.015	1

**Conclusions:** Logistics work in colleges and universities plays an important role in ensuring the normal operation of colleges and universities, and it is also a key part to ensure the sustainable development of colleges and universities. In order to promote the development of colleges and universities, the mental health problems of archives management workers in colleges and universities have also begun to receive extensive attention. In the research, by analyzing the development status of emotional anxiety disorder of college archives management workers and its influencing factors, this paper puts forward effective strategies to alleviate the psychological anxiety of college scheme management workers. The results show that there are a variety of influencing factors for the anxiety of archives management workers. Therefore, in the development of colleges and universities, it is necessary to formulate a comprehensive, reasonable and appropriate psychological adjustment scheme for archives management workers, so as to enhance the work passion of workers and promote the development of colleges and universities.

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## STUDY ON THE ALLEVIATING EFFECT OF STRENGTHENING THE CONSTRUCTION OF TEACHERS' MORALITY AND STYLE ON COLLEGE STUDENTS' ANXIETY

Yaxiaojuan Ji<sup>1,2</sup>

<sup>1</sup>Xinjiang Normal University, Urumqi 830017, China

<sup>2</sup>Shihezi University, Shihezi 832003, China

**Background:** In psychology, it is believed that college students are just at the boundary between school and society. Many college students can't calmly deal with the pressure of learning, economy, communication and love, passively avoid, and can't actively explore and solve problems, which leads to negative emotions such as complaint, anxiety and fear of difficulties, which seriously affects their physical and mental health. With the acceleration of social development, the social pressure that college students

need to face also begins to increase. Under this social pressure, the mental health status of college students has become the main topic of social concern. It is undeniable that in the psychological changes of college students, more psychological problems are anxiety disorders. The conventional psychological anxiety relief program is to carry out psychological courses, instill relevant psychological knowledge into students, and help students understand the serious impact of negative psychological emotions. However, in the development of psychological curriculum, students' interest in psychological curriculum is not high, which leads to little effect of psychological curriculum on students' psychological counseling. In order to alleviate the psychological anxiety of college students, major colleges and universities gradually began to start with daily curriculum teaching. However, in a large number of teaching practice, it can be found that the psychological intervention on college students can achieve little effect on alleviating college students' anxiety. The reason is that college students are only a part of curriculum teaching in college teaching, and the influence of teachers on students will also affect students' anxiety. Therefore, how to start from the teacher level to formulate a plan to alleviate college students' anxiety is very important.

In the course teaching of colleges and universities, the psychological induction effect of teachers' quality on students is remarkable, and teachers' personal moral code is the key factor affecting teachers' teaching quality. The cultivation of teachers' personal morality is the main content of the construction of teachers' morality and style in colleges and universities. With the development of society, college education is the main source of social talent supply. Therefore, the society pays more and more attention to college education. On this basis, colleges and universities also pay more and more attention to the construction of teachers' morality and style. Previous studies have proposed that the construction of teachers' Ethics in colleges and universities is the key factor for the healthy growth of college students. Good teachers' ethics can not only promote the positive development of college students' values, but also help college students improve their self-awareness and social cognition, reduce their anxiety in the face of problems and enhance their learning self-confidence. And with the development of the new era, the comprehensive benefits that can be achieved by teachers' ethics and style in colleges and universities are more obvious. Therefore, in view of the anxiety of college students, the research will put forward the construction path of teachers' ethics and style in colleges and universities to improve the development speed of teachers' ethics and style, and analyze the impact of teachers' ethics and style on college students' anxiety.

**Objective:** Understand the current situation of the construction of teachers' ethics and style in colleges and universities, analyze the current situation of anxiety of contemporary college students, and evaluate the impact of the construction of teachers' ethics and style on college students' psychological anxiety.

**Subjects and methods:** Taking a university as an example, 500 students of different majors were selected to participate in the experiment, including 268 males and 232 females. The self-rating anxiety scale was used to evaluate the current situation of students' psychological anxiety. Investigate the current situation of the construction of teachers' ethics and style in colleges and universities, and put forward the optimization scheme of the construction of teachers' ethics and style in colleges and universities. The optimization scheme was used to carry out educational intervention for 250 students randomly among 500 students, and the remaining 250 students were intervened with the conventional construction scheme of teachers' ethics and style, so as to evaluate the difference of anxiety scores between the two groups of students.

**Results:** The comparison of students' anxiety is shown in Table 1. Table 1 shows that the change range of anxiety scores in the student group intervened by the optimization scheme of teachers' ethics construction is significantly higher than that of the students intervened by the conventional construction scheme. After testing, the difference of psychological anxiety scores between the two groups after the intervention is statistically significant ( $P < 0.05$ ).

**Table 1.** Changes of middle school students' psychological anxiety in the construction of teachers' morality and style

Project	Anxiety score	Cognitive psychology	<i>P</i>
Before intervention	69.57±2.41	68.31±2.52	>0.05
After intervention	54.02±1.94	43.19±1.69	<0.05
<i>P</i>	<0.05	<0.05	-

**Conclusions:** Higher education is not only to improve students' professional level, but also to guide students' values positively. Among them, teachers have the most obvious influence on students' values. Therefore, it is of great significance to strengthen the construction of teachers' ethics and style in higher education. At the same time, in college education, students are prone to psychological anxiety. Improving students' psychological negative emotions is also a key problem that needs to be broken through in college education. The results show that under the intervention of the optimization scheme, the students' anxiety

score decreases significantly, and the range is much higher than that under the intervention of the traditional construction scheme. Therefore, in college education, in order to improve students' comprehensive level and reduce students' anxiety, we need to strengthen the construction of teachers' ethics and style in colleges and universities and adopt more optimized schemes to promote the cultivation of students' values.

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## EVALUATION AND ANALYSIS ON THE EFFECT OF CHILDREN'S MENTAL HEALTH EDUCATION IN PRESCHOOL EDUCATION

Fenghua Jiang

*Zhoukou Normal University, Zhoukou 466001, China*

**Background:** Children are an important care group in China. In the process of individual growth, in addition to being vulnerable to physical injury, their mental health is also vulnerable to external influence. Children's group is the initial stage of individual cognition. For children, their cognition is still in the initial stage, that is, children's cognition is limited at this time. Therefore, it is necessary to cultivate their mental health in children's stage. Healthy psychology has a far-reaching impact on children's future survival and development, and even has an irreversible impact. Healthy psychology can effectively promote children's growth and improve children's ability to absorb external knowledge. From psychological research, we can know that the content of healthy psychology includes rich connotation of mental health, strong psychological perception ability and strong psychological anti-interference ability. However, for children, healthy psychology only needs to have a certain degree of correct values and independent growth ability.

In China's education, mental health education for children is generally through preschool education to improve children's comprehensive psychological quality. Preschool education is an important stage of education in China. In the stage of preschool education, schools and teachers can cultivate children's correct values and improve children's comprehensive literacy by optimizing the mental health teaching system. However, it is worth noting that with the continuous development of society, multiculturalism coexists in different cities, and the ideological impact will have a certain impact on the cultivation of children's values. Therefore, the role of traditional preschool education in children's mental health education is becoming smaller and smaller. As a very important part of China's education, preschool education must pay attention to the introduction of more effective teaching programs. In order to promote children's healthy growth and cultivate students' healthy value orientation, it is necessary to put forward a new program of preschool education to cultivate students' mental health. Based on the trend of social development, the study puts forward new strategies of preschool education in social development, and analyzes the impact of new strategies of preschool education in children's mental health education, so as to provide theoretical support for the cultivation of children's mental health in China.

**Objective:** Explore the development and evolution of China's preschool education in social development, analyze the current situation of children's mental health, put forward a new program of preschool education, and evaluate the impact of the new program on students' mental health.

**Subjects and methods:** 1000 kindergarten students in a city were randomly divided into research group and control group, with 500 students in each group. The research group first optimized the teaching structure in preschool education, added educational plans such as practice and activities in education, and adopted targeted cognitive education for students to improve students' cognitive ability. Secondly, give full play to the discipline advantages in curriculum education, cultivate students' knowledge cognitive ability and give full play to students' subjective initiative. Then add game activities and other links in preschool education to improve students' strictness and organizational psychology, and strengthen children's psychological perception. Finally, stimulate children's autonomous learning ability in classroom learning and induce students to participate in classroom interaction, so as to improve students' enthusiasm and stimulate students' enthusiasm for learning and life at the same time. The students in the control group used the conventional preschool education model. Finally, the mental health level of the two groups of students was compared. The evaluation indexes included students' anxiety, classroom enthusiasm, sense of responsibility and unity. Anxiety evaluation adopts anxiety score, and enthusiasm, sense of responsibility and solidarity are quantified with 0-10 points, indicating weak to strong.

**Results:** After preschool education and teaching, the anxiety, classroom enthusiasm, sense of responsibility and unity of the two groups of students are evaluated as shown in Table 1. Table 1 shows that the anxiety scores of students in the intervention group decreased more significantly, and the evaluation of

students' classroom enthusiasm, sense of responsibility and solidarity improved more significantly.

**Table 1.** Changes of children's mental health in the two groups

Project		Anxious	Enthusiasm	Conscientiousness	Solidarity
Before teaching	Intervention group	37.33±1.77	3	3	2
	Control group	35.23±1.64	3	2	2
After teaching	Intervention group	25.08±1.45	7	7	6
	Control group	29.37±1.39	4	4	3

**Conclusions:** As a key educational object in China, children's mental health training is the main teaching content of preschool education. How to improve the existing preschool education strategies, so as to more effectively promote children's mental health training. The research analyzes the defects of existing preschool education, puts forward preschool education strategies, and applies them to children's mental health education. The test results show that under the action of the optimized preschool education program, children's mental health has changed significantly, and it can be found that compared with the traditional preschool education program, the optimized preschool education program has a more obvious impact on students. Therefore, in children's preschool education, in order to improve students' mental health level, schools should optimize preschool education programs, so as to improve the training effect of students' mental health and promote children's healthy growth.

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## INTERVENTION STUDY ON ANXIETY AND JOB BURNOUT OF YOUNG TEACHERS IN LOCAL COLLEGES AND UNIVERSITIES

Luobin Jin<sup>1</sup>, Ming Zhong<sup>2</sup> & Lin Jiang<sup>3\*</sup>

<sup>1</sup>*Shaoxing University, Shaoxing 312000, China*

<sup>2</sup>*Zhejiang University, Hangzhou 310000, China*

<sup>3</sup>*Sichuan International Studies University, Chongqing 400031, China*

**Background:** In the education and teaching of local colleges and universities, the ability level of young teachers is an important factor to ensure the teaching quality. Therefore, in order to always pay attention to the teaching status of young teachers, colleges and universities put forward the use of work performance evaluation to test. In the work performance evaluation of young teachers in colleges and universities, the teaching quality evaluation of young teachers is not only affected by the basic ability of young teachers, but also can be known from a large number of studies that the psychological factors of young teachers can also affect their work performance. In many studies, it is pointed out that the professional quality of young teachers has a significant impact on their teaching level. Generally speaking, the more positive the professional identity of young teachers, the more obvious the teaching passion reflected by young teachers in their daily teaching, and it is easier to drive students' classroom learning enthusiasm. The professional quality of young teachers is the degree of hard work of young teachers. The classroom atmosphere brought by more dynamic young teachers is easier for students to feel the charm of the discipline and accept the teaching knowledge of young teachers. Some studies have simply analyzed the classroom impact of young teachers' job burnout. The research found that young teachers' job burnout psychology can directly lead to the reduction of classroom teaching quality, and then affect the job performance evaluation of young teachers. Therefore, in order to improve the teaching quality of young teachers in colleges and universities, improve the work performance of young teachers, and explore the specific role of burnout psychology in young teachers' professional quality, we will be able to establish a perfect teaching system more quickly.

The main cause of job burnout of young teachers in local colleges and universities is the anxiety of teachers. Anxiety is a psychological phenomenon, which generally refers to the fear, worry and tension of individuals in the face of events or objects. There are many factors that lead to individual anxiety. Psychology believes that anxiety is influenced by heredity and environment, and strange environment produces anxiety psychology for individuals. At the same time, in psychology, psychological anxiety is defined as a short-term negative emotion, which is easy to breed under the influence of the outside world. Generally, it will only affect students' psychological activities in a short time. However, when patients with anxiety disorder have long-term anxiety, they often have anxiety. In the face of real life, it is difficult to express their true feelings, and it is never easier to have doubts and uneasiness about the unknown,

resulting in serious mental damage.

**Objective:** This paper discusses the anxiety psychology of young teachers in local colleges and universities in the teaching process, counts the psychological changes of job burnout of local college teachers in the teaching process, and analyzes the impact of anxiety intervention on job burnout psychology of young teachers in local colleges and universities.

**Subjects and methods:** Taking a local university as the research object, 20 young teachers in colleges and universities were randomly selected to participate in the test. The Self-rating Anxiety Scale was used to evaluate and analyze the anxiety psychological status of 20 young teachers. At the same time, the interview method is used to determine the job burnout psychology of 20 young teachers. Finally, the influence of young teachers' anxiety on job burnout is evaluated. Then, with the help of the psychological influencing factors of young teachers' burnout, the psychological intervention strategy is formulated to evaluate the relief effect of teachers' anxiety under the influence of intervention means.

**Results:** The impact of young teachers' anxiety on job burnout is evaluated as shown in Table 1. The impact degree is quantified on a 0-4 scale. 0 means no impact, 1 means slight impact, 2 means general impact, 3 means significant impact and 4 means full impact. In the evaluation of anxiety, anxiety, depression and low self-esteem are used as evaluation indicators, and procrastination, curriculum recognition and sense of belonging in colleges and universities are used as evaluation indicators in job burnout psychology. Table 1 shows that anxiety can significantly affect the job burnout psychology of young teachers in local colleges and universities.

**Table 1.** The influence of anxiety on teachers' job burnout

Project	Procrastination psychology	Course recognition	College sense of belonging
Anxious	4	3	4
Depressed	4	4	3
Inferiority	4	4	3

**Conclusions:** The development of local colleges and universities is an important development strategy in China's cultural popularization. Therefore, how to reduce the job burnout of young teachers in local colleges and universities will be the key to improve the teaching quality of local colleges and universities. By analyzing the anxiety status of young teachers in local colleges and universities, this paper evaluates the correlation between young teachers' anxiety and job burnout. The results show that the anxiety psychology of young teachers can significantly affect teachers' job burnout psychology, and the higher the anxiety score, the more obvious the teachers' job burnout psychology. Therefore, it is necessary to provide reference for the psychological development of teachers in colleges and universities, so as to reduce the psychological burnout of teachers in colleges and universities.

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## A STUDY ON THE COMMONALITY OF IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

Deshu Li

*Chengdu Normal University, Chengdu 611130, China*

**Background:** In the new era of accelerating social development, anxiety has become a common emotional stress response. The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, resulting in damage to the social function of college students and anxiety. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on. There are many factors leading to college students' anxiety, which can be roughly divided into poor adaptability, improper handling of interpersonal relationships, academic pressure, employment



pressure and so on. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, we need to find an effective way to alleviate students' negative emotions, and then treat psychological diseases such as anxiety and depression.

Aiming at students' mental health problems, college education generally uses ideological and political education to cultivate students' positive psychological literacy. In the ideological and political training of college students, with the change of social situation, the ideological and political teaching courses in colleges and universities also need to be innovated and reformed. The reform of ideological and political teaching in colleges and universities is to help students establish correct values after admission. In colleges and universities, students need to cultivate strong self-management ability. For college students, the lack of self-management knowledge will lead to serious cognitive bias, and then lead to serious psychological problems in their learning. Colleges and universities gradually began to apply psychology to ideological and political teaching courses, aiming to use students' learning psychology to formulate a teaching model suitable for students' learning, hoping to use ideological and political education to guide students to establish a crisis intervention mechanism, so as to improve students' psychological quality and promote students' healthy growth. At the same time, the application of psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, and then improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. In view of this, the research will analyze the application of psychology in ideological and political education in higher education, explore the synergistic effect of psychological education and ideological and political education, and evaluate the commonality of the two educational methods.

**Objective:** This paper discusses the application status of ideological and political education in college education, understands the application status of mental health education in colleges and universities, analyzes the synergy between ideological and political education and mental health education in colleges and universities, and discusses the commonality of the two.

**Subjects and methods:** 144 students in a school were selected as the research object to investigate the current situation of students' professional achievements in ideological and political courses, and the self rating anxiety and depression scale was used to evaluate students' mental health. Formulate the strategy of ideological and political education in colleges and universities combined with mental health education, and divide 144 students into experimental group and control group. The students in the experimental group adopt the scheme combined with teaching for teaching intervention, while the students in the control group adopt the conventional teaching scheme for teaching intervention, and count the anxiety and depression scores of students before and after teaching.

**Results:** The score changes of the two groups are shown in Table 1. It can be seen that the anxiety and depression scores of the students in the experimental group show more significant changes compared with the students in the control group after the intervention of teaching strategies combined with education, and the score difference between the two groups after teaching is statistically significant ( $P < 0.05$ ).

**Conclusions:** College students' mental health education is the content that colleges and universities must pay attention to outside the teaching of professional courses. Analyzing the application of college mental health education in colleges and universities plays a positive role in the development of college education. This paper studies and analyzes the application and function of mental health education in ideological and political education in colleges and universities, evaluates the similarity between ideological and political education and mental health education, and formulates an integrated teaching model. The teaching practice shows that the integrated education program can significantly reduce students' anxiety and depression and contribute to the cultivation of students' mental health. Therefore, in college education, colleges and universities need to make comprehensive use of ideological and political education and mental health education to provide a reference path for the positive development of students' values.

**Table 1.** Mental health evaluation of two groups of students

Grouping	Quantity (example)	SAS score		SDS score	
		Before teaching	After teaching	Before teaching	After teaching
Experimental group	72	63.48±4.53	35.95±4.32*	70.49±2.61	36.01±3.45*
Control group	72	65.92±3.88	48.33±6.54*	69.25±2.73	46.69±4.54*
	<i>t</i>	7.563	8.963	8.369	9.030
	<i>P</i>	0.0753	0.030	0.096	0.023

Note: \* indicates the comparison with that before teaching,  $P < 0.05$ .

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## THE INFLUENCE OF MODERN ART DESIGN PRODUCTS ON CONSUMERS' PURCHASING POWER BASED ON CONSUMER PSYCHOLOGY

Xinlong Li<sup>1,2</sup>, Yuanjun Zheng<sup>2\*</sup> & Kang Zou<sup>2</sup>

<sup>1</sup>Hexi University, Zhangye 734000, China

<sup>2</sup>Tongmyong University, Busan 48520, Korea

**Background:** Since the 1990s, China's economic level has developed rapidly, people's disposable income has risen rapidly, and the quality of life is also improving. Nowadays, in addition to the pursuit of living standards, people's spiritual needs are also rising. In this context, modern art design is rising rapidly and has become an important part of art design specialty. At present, in order to cater to consumers, most modern art and design products blindly pursue beauty and novelty, ignoring cultural heritage and practical functions, resulting in lower added value of modern art and design products and a significant decline in consumers' consumption desire. Many designers have anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have pointed out that maintaining moderate anxiety can help individuals concentrate, so that they can focus more on their work and study, and then improve their work and learning efficiency. However, when the degree of anxiety is too high and lasts too long, the individual's physical and mental health will be damaged, affecting the individual's normal life, study and work. Therefore, the innovation of modern art design products and the improvement of consumers' purchasing power and desire are of great significance to alleviate the anxiety of designers.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. By studying the psychological phenomena and psychological laws of consumers in their purchase behavior, we can improve and innovate modern art design products, improve consumers' purchase desire, improve consumers' purchasing power and alleviate designers' anxiety.

**Objective:** At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. Based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results, so as to enhance consumers' purchasing power and alleviate designers' anxiety.

**Subjects and methods:** 20 workers engaged in modern art design were selected as the research objects, and the anxiety degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS). The purchasing power of consumers was evaluated by the number of art and design products sold each month.

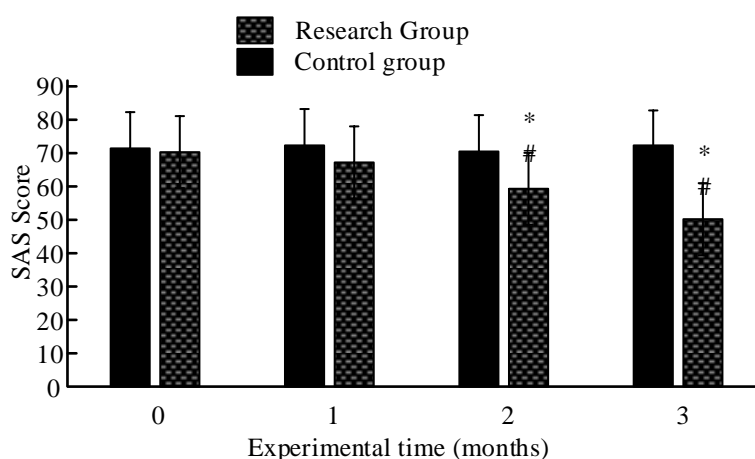
Using random number table method, 20 subjects were randomly divided into study group and control group, with 10 people in each group. The designers of the research group adopt the design mode based on consumer psychology for modern art design. The designers of the control group used the traditional design mode for modern art design. After a period of time, the mental health status of the two groups of designers and the number of products sold were compared.

**Methods:** The corresponding data were processed and calculated by software SPSS22.0.

**Results:** Before the experiment, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ( $P < 0.05$ ), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ( $P > 0.05$ ), and was significantly higher than that of the control group ( $P < 0.05$ ). The SAS scores of the two groups are shown in Figure 1.

**Conclusions:** In recent years, modern art design has sprung up rapidly and become an important part of art design specialty. At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. When the degree of anxiety is too high and lasts too long, the individual's physical and mental

health will be damaged, affecting the individual's normal life, study and work. Therefore, based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ( $P > 0.05$ ). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ( $P < 0.05$ ), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ( $P > 0.05$ ), and was significantly higher than that of the control group ( $P < 0.05$ ). It shows that the improvement and innovation of modern art design based on consumer psychology can effectively enhance the purchasing power of consumers and alleviate the anxiety of designers.



**Figure 1.** SAS scores of two groups of subjects

Note: \* It means  $P < 0.05$  compared with that before the test; # It means that compared with the control group at the same time,  $P < 0.05$ .

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## THE INFLUENCE OF INTERNET INDUSTRY ANTITRUST ON CONSUMERS' CONSUMPTION PSYCHOLOGY

Ruisheng Fan

*Dongfang College, Shandong University of Finance and Economics, Taian 271000, China*

**Background:** Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons of consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. It can be seen that if you want to analyze consumers' consumption behavior, consumer psychology is an indispensable and effective tool. After entering the 21st century, China's Internet capital groups have developed rapidly, but behind this rapid development, there are some problems that will have an obvious negative impact on people's daily life, such as monopoly operation, "big data killing", disorderly expansion of capital and so on. Therefore, recently, the state has paid more attention to the antitrust work of the Internet industry. In this context, it is necessary to study the changes of consumers' consumption psychology.

**Objective:** To understand the current antitrust situation of China's Internet industry and the business strategies of Internet enterprises by analyzing relevant literature, telephone exchanges and offline interviews with experts and practitioners. On this basis, carry out several rounds of expert inquiries to understand the impact of experts on consumers' consumption psychology caused by antitrust in the Internet

industry, so as to provide some practical references for improving consumers' consumption quality and consumption satisfaction in China.

**Subjects and methods:** Collect the literature on monopoly management of Internet enterprises, national antitrust, consumer psychology and consumer psychology published at home and abroad in recent five years, and design some possible consumer psychological factors affected by antitrust of Internet industry after detailed study. Then, an expert group composed of 55 Internet enterprise executives, leaders of the national antitrust department and professors of consumer psychology was established to send the analysis results of the research team on the research topics to the expert group, and the members of the expert group were asked to evaluate the received information, specifically to add, delete and modify the specific impact of antitrust in the Internet industry on consumer psychology. And grade the influence degree caused by each influencing factor. The impact level is divided into five categories: no impact, slight impact, general impact, obvious impact and full impact. In addition, in order to improve the accuracy of the research results, when statistically analyzing the impact level information, give the above impact level with five integers of 1, 2, 3, 4 and 5 respectively. After the members of the expert group return the evaluation opinions, the research team needs to integrate the feedback information, and then send the sorting results to the members of the expert group again and ask them to evaluate again until the members of the expert group reach an agreement on the evaluation content. In order to improve the authenticity of the inquiry results, any form of communication between expert members is not allowed in the inquiry process.

**Results:** After the last round of expert inquiry, the final opinions were counted and the results in Table 1 were obtained.

**Table 1.** Evaluation results of the expert group on the research content

Consumer psychology	No effect	Slight impact	General impact	Obvious influence	Full impact
Pursuit of cost performance psychology	10	16	19	8	2
Greedy for small and cheap psychology	5	7	14	14	15
Fear of being cheated by the store owner	2	7	10	20	16
Group psychology	8	11	22	10	4

The first column in Table 1 shows the main consumer psychology that the expert group believes is affected by the antitrust of the Internet industry. The data in each cell represents the number of experts in the expert group who believe that the degree of impact on a certain consumer psychology is the corresponding level. It can be seen from Table 1 that the expert group believes that the two-consumer psychology of "fear of being cheated by stores" and "greed for small and cheap" are most significantly affected by the antitrust of the Internet industry, and the "pursuit of cost performance" is the least affected. The number of consumers whose psychological impact level is "fully affected" selected by the expert group are 16, 15 and 2 respectively.

**Conclusions:** In order to explore the specific impact of Internet industry antitrust on consumers' psychology, this study designed an experiment based on Delphi method. The experimental results show that the expert group believes that the two-consumer psychology of "fear of being cheated by the store" and "greed for small and cheap" are most significantly affected by the antitrust of the Internet industry, and the "pursuit of cost performance" is the least affected. The number of consumers whose psychological impact level is "fully affected" selected by the expert group are 16, 15 and 2 respectively. The experimental results show that the antitrust work of the Internet industry will have a certain impact on the psychology of ordinary consumers, which is mainly reflected in the price of goods and the decision-making of buying brands.

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## ON THE INFLUENCE OF PROFESSIONAL TEACHING MODE OF SPORTS ON STUDENTS' ANXIETY PSYCHOLOGY

Linfei Liang<sup>1</sup> & Yao Lei<sup>2\*</sup>

Hunan Modern Logistics College, Changsha 410131, China

**Background:** The main clinical manifestations of anxiety psychology include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, and motor restlessness of nerves and muscles. Anxiety is a negative and complex emotional state caused by personal possible dangers, losses and threats in the future. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can adopt drug treatment. With the enrichment of China's national material life, college students' demand for college physical education teaching is becoming more and more diversified and enriched. More and more students are eager to obtain the physical education teaching guidance of professional coach level. However, some students expect to reduce the difficulty and momentum of physical education teaching and force them to cooperate with professional teaching, which may lead to students' anxiety. Therefore, although a small number of colleges and universities have applied the professional teaching mode of sports to school physical education in practice, these schools still fail to clearly understand the impact of this teaching method on students' psychology. The rash promotion of this teaching mode reform on a large scale is not necessarily beneficial to students.

**Objective:** Through face-to-face interviews, consulting experts and carrying out physical education experiments, to master the impact of sports professional teaching mode on students' anxiety psychology, and put forward some suggestions conducive to the development of sports professional teaching in colleges and universities according to the research results.

**Subjects and methods:** Firstly, the research team needs to talk with a number of backbone physical education teachers and pedagogical experts in China to understand their practical application effect of sports professional teaching model and its impact on students' psychology. Then select an ordinary undergraduate school from China, and then select 50 students from each grade of the school, a total of 200 college students willing to participate in the experiment as the research object. Then divide the students into experimental group and control group, with 100 students in each group. Before starting the formal physical education teaching experiment, it is necessary to make statistics and difference significance analysis on the basic information of the two groups of students. If the analysis results show that there is no basic information item with significant difference between the two groups of students, the experiment can be started. Otherwise, the members of the two groups of students need to be adjusted or even regrouped. After the beginning of the teaching experiment, the two groups of students were taught physical education for 50 minutes three times a week for 3 months. The control group only accepted the traditional physical education curriculum teaching, while the members of the experimental group accepted the physical education curriculum teaching based on the professional teaching mode of physical education. The physical education teachers in the experimental group were retired national first-class athletes with relevant certificates. In addition, before and after the experiment, two groups of students need to be surveyed with SAS (Self-rating Anxiety Scale) questionnaire to understand their psychological changes of anxiety. The mean value or standard deviation of *t*-scale is used for the mean test, and the difference is taken as the standard deviation of all types of measurement. The standard deviation of *t*-scale is 0.05.

**Results:** After the physical education teaching experiment and questionnaire survey, the effective questionnaire data were entered into the computer and SPSS22.0 makes statistics on the effective data and obtains Table 1.

**Table 1.** Statistical results of SAS score data of two groups of students before and after physical education teaching experiment

Investigation time	Experience group	Control group	<i>P</i>
Before physical education	43.2±4.5	43.3±4.9	2.582
After physical education	56.8±5.2	41.9±5.0	0.001
<i>P</i>	0.002	0.083	-

According to Table 1, before the physical education teaching experiment, the SAS score data *t*-test *P* value of the two groups of students was 2.582, which was greater than the significance level of 0.05, and the data difference was not significant. After the experiment, there was significant difference in SAS score data between the experimental group and the control group, *P* value was 0.001, the data difference was significant, and the average score of the experimental group was 56.8, which was higher than 41.9 of the control group

**Conclusions:** In order to explore the impact of the reform of professional teaching mode of physical

education on students' anxiety psychology, this study designed a comparative physical education teaching experiment based on questionnaire survey. The experimental results show that the SAS score data *t*-test *P* value of the two groups is 2.582, which is greater than the significance level of 0.05, and the data difference is not significant. After the experiment, there was significant difference in SAS score data between the experimental group and the control group, *P* value was 0.001, the data difference was significant, and the average score of the experimental group was 56.8, which was greater than 41.9 of the control group. Statistics show that physical education curriculum teaching based on sports professional teaching mode will aggravate the psychological anxiety of educated students. After interviewing students, it is found that the main reason for this result is that most students can't keep up with the teaching progress of professional athlete coaches. Therefore, it is suggested that colleges and universities with weak physical education foundation should carefully adopt the professional teaching mode of physical education to carry out physical education curriculum reform.

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## THE INFLUENCE OF COLLEGE STUDENTS' PHYSICAL EDUCATION CURRICULUM INNOVATION ON PSYCHOLOGICAL RESILIENCE AND MENTAL HEALTH LEVEL

Guoli Liu

*Hubei Polytechnic University, Huangshi 435003, China*

**Background:** Psychological resilience refers to the ability of human beings to recover their psychological state in the face of psychological pressure caused by various environmental factors. Psychological resilience consists of three parts: the ability to accept and overcome reality, the ability to find the true meaning of life in times of crisis, and the ability to come up with solutions. Research shows that individual resilience is mainly affected by two factors, namely internal protection factor and external protection factor. Internal protective factors refer to some characteristics of individuals that can adjust or mitigate the impact of the crisis. For example, personality factors such as stability and internal and external tendencies, positive tendencies, positive problem solving, optimistic life, seeking novelty, trusting others and so on. External protection factors refer to the factors that can promote the successful adjustment of individuals and improve the impact of crisis. For students, the external environment includes three systems: family, school and community. Protective factors in the family environment include warm parent-child relationship, emotional and non-critical, support, family cohesion, etc. Compared with family protection factors, schools and communities are also important components of resilience. The protection factors of the school include the support of teachers, positive experience of success or happiness, good relationship with teachers and classmates, etc. Relevant studies have shown that if the human body or spirit is in the limit state for a long time and can recover well, it can improve the psychological resilience. And scientific and reasonable sports can also improve the mental health of athletes. Therefore, this study attempts to integrate the training content of extreme exercise method and some psychological knowledge into the college physical education curriculum, and explore what impact this reform will have on the psychology of college students.

**Objective:** To explore the influence of integrating the training content of extreme exercise method and educational psychology knowledge into college physical education curriculum on college students' psychological resilience and mental health level.

**Subjects and methods:** Select a non-sports university with certain representativeness in teaching scale, students' physical level, students' mental health level, students' learning ability and teachers' team professional level, and then select 216 college students who are willing to participate in the experiment as the research object. The research objects are divided into Reform group and control group on average. First, make statistics and significant difference analysis on the basic information of the two groups of students. If there are items with significant differences in students' basic information, students in each group need to be adjusted or regrouped. The physical education teaching experiment was carried out for the two groups of students. The control group only accepted the traditional physical education curriculum teaching, and the reform group accepted the physical education curriculum teaching integrating the training content of extreme exercise method, and the teaching teachers were required to give students enough rest time and psychological encouragement and support. Physical education courses are carried out twice a week for 45 minutes for 3 months. A scale was designed to investigate the psychological resilience of the subjects. Before and after the experiment, the students were investigated by questionnaires on psychological resilience (using the scale designed by the research team, which is a hundred-point system. The higher the score, the stronger the psychological resilience) and mental health level (using SCL-90 scale). In addition, in

the study, the measurement type features are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for chi-square test. The significance level of difference is taken as 0.05

**Results:** The effective questionnaire data were obtained in Table 1.

**Table 1.** Statistical results of questionnaire survey on psychological resilience and mental health level of subjects after the experiment

Scale type	Reform group	Control group	<i>t</i>	<i>P</i>
Psychological resilience test	85.0 $\pm$ 4.7	71.4 $\pm$ 5.6	0.173	0.002
SCL-90 scale	1.43 $\pm$ 0.18	1.56 $\pm$ 0.12	0.557	0.024

The statistical granularity of the score corresponding to the SCL-90 scale in Table 1 is the disease factor level. It can be seen from Table 1 that the *t*-test *P* value of the psychological resilience score and SCL-90 disease factor score data between the two groups of college students after the experiment is less than the significant level, which is considered to have a significant difference. Moreover, the psychological resilience score of the reform group is higher than that of the control group, and the SCL-90 disease factor score is lower than that of the control group.

**Conclusions:** In order to explore the influence of integrating the training content of extreme exercise method and educational psychology knowledge into college physical education curriculum on college students' psychological resilience and mental health level. This study designed a physical education teaching experiment based on questionnaire survey. The experimental results show that after the experiment, the *t*-test *P* values of psychological resilience score and SCL-90 disease factor score data between the two groups of college students are less than the significant level. It is considered that there is a significant difference, and the psychological resilience score of the reform group is higher than that of the control group, and the SCL-90 disease factor score is lower than that of the control group. The experimental results show that carrying out the reform of college physical education curriculum under the guidance of extreme exercise and psychology is helpful to improve college students' psychological resilience and mental health.

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## INTERVENTION OF COLLECTIVE SPORTS ON COLLEGE STUDENTS' SOCIAL ANXIETY DISORDER

Jian Liu\* & Peixuan Wang

*Nanchang University, Nanchang 330031, China*

**Background:** Anxiety refers to an emotional response produced by social individuals in the process of using the external environment despite the changes of external challenges. This emotional response is a universal emotional response of human beings. For different individuals, the subjective feelings produced by this emotional response may also be different, which may be tension, fear, anxiety or anxiety. Appropriate anxiety helps to produce individual crisis consciousness and vigilance consciousness, and then drive individual psychological motivation, but excessive anxiety experience will cause great damage to individual physical and mental health. As a kind of anxiety experience, social anxiety refers to the strong emotional feedback generated by social individuals in a specific social occasion or various social occasions with wide similarities, such as tension, fear and so on. This anxiety feedback is not only psychological, but also physiological. Social anxiety often leads to a variety of behavioral disorders, such as social withdrawal behavior, such as dizziness, nausea and other adverse physiological reactions. The causes of social anxiety vary from person to person. The psychological trauma of social individuals in their early years is one of the ways to make individuals have social anxiety. For example, the strict social discipline of parents will lead to the formation of fear psychology in the social process of young individuals. This psychology will remain until the individual reach's adulthood, and this fear is often objective and causeless, which is an emotional reaction similar to the individual's psychological conditioned reflex. In addition, the cognitive style of social individuals for the external social environment is also one of the reasons for individual social anxiety. The anxiety of these individuals is often related to their self negative evaluation. The number of individuals with social anxiety in contemporary college students is gradually expanding, so it is necessary to intervene campus activities for college students' social anxiety.

**Objective:** Starting with the characteristics of college students' individual social anxiety disorder, this study explores the impact of campus collective sports on college students' social anxiety disorder, provides a way for colleges and universities to intervene college students' social anxiety disorder, and provides a theoretical basis for ensuring students' healthy campus life.

**Subjects and methods:** This study combines the intervention comparative experiment with the element difference test method, divides the social anxiety student group into different types, and uses the intervention comparative experiment to compare and analyze the impact of campus collective sports on students' social anxiety.

**Study design:** In the intervention comparative experiment, the students who have received the campus collective sports intervention are divided into the intervention group and the students who have not received the campus collective sports intervention are divided into the control group. The experimental time is one month. During the experimental period, the researchers will observe and record the students' social behavior and investigate the students' psychological state. This study aims at and through the students of social anxiety type groups, and uses the method of factor difference test to analyze the influence effect of different factors.

**Methods:** In this study, Excel tables are used to sort out and record students' psychological data, and computer algorithms are used for classification and analysis.

**Results:** The difference test of college students' social anxiety is shown in Table 1.

**Table 1.** Differences in social anxiety among college students

Variable	Grade	SD	M	F	P
Social avoidance	First grade	3.27	5.32	10.323	0.000
	Second grade	3.16	5.08		
	Third grade	4.12	6.71		
	Fourth grade	4.03	6.68		
Social distress	First grade	3.42	6.49	3.008	0.050
	Second grade	3.13	6.42		
	Third grade	3.95	7.26		
	Fourth grade	4.11	7.41		
Social avoidance and distress	First grade	6.46	11.91	5.986	0.002
	Second grade	6.05	11.28		
	Third grade	6.99	13.67		
	Fourth grade	6.43	13.21		

It can be seen that the experimental group has significant differences in social avoidance, social distress and avoidance, and there are statistical differences in social distress. According to the comparison results between different college grades, it can be seen that with the growth of grade, students' social anxiety will also increase to a certain extent.

**Conclusions:** The base number of social anxiety disorder groups among contemporary college students is expanding. In view of this, this study uses the method of intervention comparative test to analyze the impact of campus collective sports on students' anxiety disorder. In the analysis process, it uses the method of factor difference test to analyze the influencing factors of different groups of students with social anxiety, and on this basis, it analyzes the types of social anxiety. Then it analyzes the intervention effect of campus collective sports on different groups of social anxiety. By analyzing the impact of campus collective sports on students' anxiety disorder, this study explores the effect of campus intervention outside teaching on students' psychological disorder, and provides an effective way for colleges and universities to ensure students' physical and mental health in campus life.

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## RESEARCH ON THE CRIMINAL PSYCHOLOGICAL MOTIVATION OF MINORS IN CRIMINAL LAW UNDER COGNITIVE IMPAIRMENT

Tanghui Ruan

*School of Law, South-Central Minzu University, Wuhan 430074, China*



**Background:** Piaget's psychological construction theory is one of the more important psychological theories in individual development psychology. In Piaget's psychological construction theory, the development of individual cognitive psychology emphasizes the important role of biological individuals in the process of cognitive development. The so-called cognitive psychological development is the process in which individuals constantly assimilate with the external environment, adapt to the complex external world, and then achieve internal and external balance. The alternation between balance and imbalance is the growth process of cognitive psychological morality. The extreme imbalance leads to individual cognitive impairment. From the perspective of psychology, minors are in the "formal operation stage". At this stage, the cognitive psychology of minors is experiencing the development from the low-level stage to the high-level stage. In this process, minors lack thinking ability and can only rely on their own movement cognition and body condition cognition to act, and gradually develop a social individual with complete thinking system and independent reasoning ability. This process has realized the qualitative change and leap of cognitive psychology. Therefore, in the stage of minors' cognitive and psychological development, the influence of the external environment is very important. Minors can get the corresponding cognitive experience by interacting with specific things in the external environment. Once there is a deviation in minors' psychological cognition due to external influence, it is easy to form minors' cognitive impairment. In this process, the negative impact of the external environment is likely to lead to the difficult balance of minors' physical and mental maturity, which leads to the relative lag of the perfection of psychological cognition compared with physical maturity. The misplaced physical perception and psychological cognition are easy to further lead to the formation of minors' criminal psychological motivation. When analyzing the psychological motivation of juvenile criminal law crimes, it is inevitable to analyze their cognitive psychology, whether their intellectual growth, personality development environment, their own moral growth state, self-consciousness and external cognitive psychology are balanced. These psychological cognitive elements have an important impact on students' criminal psychological motivation. Through the intervention of these elements, it is likely to achieve the effect of effective prevention and control in the early stage of juvenile delinquency.

**Objective:** This study provides a theoretical basis for the evaluation of juvenile delinquency and the analysis of criminal psychological motivation of specific cases by exploring the criminal psychological motivation of minors in criminal law under cognitive impairment. At the same time, it promotes the improvement of minors' growth environment through motivation analysis, and provides help to reduce juvenile delinquency.

**Subjects and methods:** The experiment takes 20 juvenile offenders as the main research object. This study adopts the combination of support vector machine and factor analysis method, takes support vector machine as the research feature sample classification tool, and takes factor analysis method as the influence analysis tool for specific feature category elements.

**Study design:** From the perspective of minors' psychological cognitive development, this study analyzes psychological disorders from the perspective of minors' psychological cognitive growth. In the analysis process, support vector machine is used to classify the main types of minors' cognitive disorders with the characteristics of excellent classification effect for nonlinear problems, after successful classification, the factor analysis method is used to analyze the relationship between the specific types of juvenile cognitive impairment and juvenile criminal motivation.

**Methods:** The data of this study were collected by Excel and methods.

**Results:** The influence of minors' cognitive psychological maturity on minors' criminal psychological tendency is shown in Figure 1.

As can be seen from Figure 1, with the gradual growth of minors' cognitive psychological maturity, minors' criminal psychological tendency shows a gradual downward trend. Among them, after level 2 cognitive psychological maturity, the downward speed of minors' criminal psychological tendency broken line begins to increase, which proves that when the cognitive psychological maturity is between level 2 and level 3, minors' cognitive psychological growth is the most important stage. At this stage, minors' cognition of the concept of criminal crime began to be gradually complete.

**Conclusions:** The influence of the external environment on the psychology of minors in the period of their psychological cognition growth can easily lead to the formation of psychological obstacles, which makes it easier for minors to form criminal motives. This study combines support vector machine with factor analysis method, uses support vector machine to classify the types of cognitive impairment, and on this basis, analyzes the factors of criminal motivation under cognitive impairment. The results show that with the gradual growth of minors' cognitive psychological maturity, the psychological tendency of minors' criminal crime is gradually decreasing. Through the intervention of minors' psychological cognition in the growth process, we can effectively prevent the generation of early cognitive impairment, and then achieve the intervention effect on the criminal motivation caused by cognitive impairment, which plays an important role in the early prevention and control of minors' criminal cases.

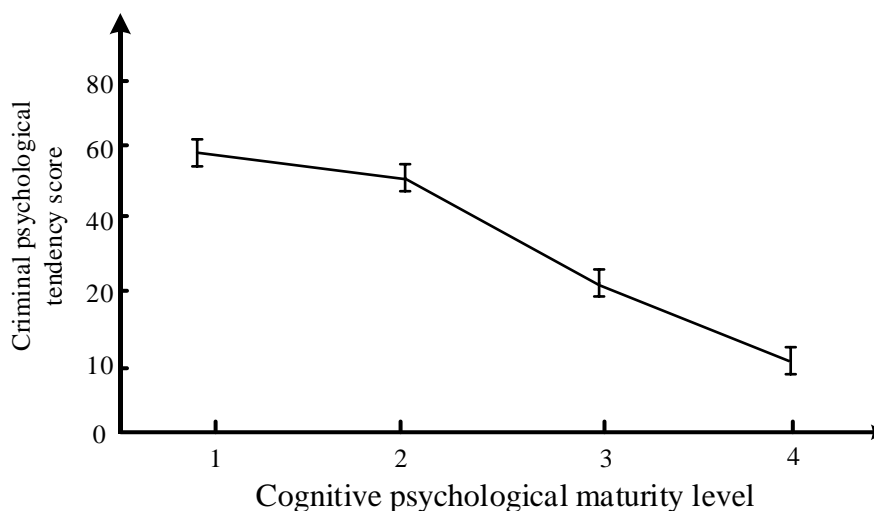


Figure 1. Cognitive psychological maturity analysis

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## RESEARCH ON ON-THE-SPOT PSYCHOLOGICAL ANXIETY AND COPING STRATEGIES IN PIANO PERFORMANCE FROM THE PERSPECTIVE OF PERFORMANCE PSYCHOLOGY

Ximiao Sun<sup>1\*</sup> & Yaping Zhang<sup>2</sup>

<sup>1</sup>Department of Music, Xianyang Normal University, Xianyang 712000, China

<sup>2</sup>Personnel Department, Xianyang Normal University, Xianyang 712000, China

**Background:** The process and essence of performance is to create organically with the help of actors' conscious psychological technology, so that they can perceive the characteristics of roles and psychological change activities in the performance process, strengthen the connection between real life and artistic creation environment, and then show the charm of art to the audience in various performance forms. Performance psychology is the performer's feeling of psychological changes in this process, as well as the emotional changes and psychological laws such as psychological identity and resonance with the role, so as to present an exquisite performance for the audience. However, performers have different psychological feelings and feedback mechanisms due to the differences of psychological quality, performance experience and audience response. In the long run, they will show different psychological hints and action mechanisms. A good performance effect will enhance the confidence of performers, make them produce positive psychological change activities, and then form a positive circulation mechanism between performance effect and psychological activities. On the contrary, it will make the performer doubt his own ability and value, and produce related psychological problems. Piano performance needs long-term hard practice and the guidance of professional teachers to have good professional ability, but most players will have anxiety, anxiety, fear and other negative emotions and psychological problems in on-the-spot performance activities due to stage fright, poor psychological pressure resistance and easy to be affected by external interference factors, so as to play poorly at the critical moment or "escape". From the perspective of psychology, anxiety is a kind of psychological feeling and action tendency in the face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. Artistic performers are more likely to have psychological anxiety in on-the-spot performance activities. Moderate psychological anxiety will promote the performer's psychological quality to be exercised and increase practical experience. However, excessive psychological anxiety will make them have abnormal emotional anxiety about performance activities, weaken their courage and ability to try, lead to abnormal activities such as emotional disorder and out of control behavior, and cause great damage to the improvement of their professional ability and quality. Therefore, the research explores the on-the-spot psychological anxiety of piano players from the perspective of performance psychology, and helps them put forward countermeasures, which can effectively overcome their negative emotional problems and help them adjust their psychological state in time.

**Objective:** To improve the anxiety of piano players, alleviate their anxiety symptoms and help them

improve their mental health level, so that they can overcome their negative emotions and give full play to their best professional level in on-the-spot performance activities. Through the introduction of performance psychology, this study explores its influence mechanism on the psychological anxiety of piano performers, and puts forward effective countermeasures.

**Subjects and methods:** The research takes the students with psychological anxiety in a piano performance major as the research object, and carries out appropriate multi angle psychological intervention according to their anxiety causes and emotional performance in on-the-spot performance activities, in order to achieve the intervention and relief of the research object's psychological anxiety.

**Method design:** First, grade the research object according to the degree of psychological anxiety, then explore the relationship between the causes of anxiety and on-the-spot performance activities, introduce performance psychology into the classroom teaching of professional students, and strengthen the practical exercise and psychological intervention of the research object. The subjects were randomly divided into intervention group and routine group. The intervention group used the improved teaching methods and practical training of performance psychology, and strengthened psychological intervention. The routine group received routine teaching practice and psychological intervention. The experiment lasted for three months. After the experiment, the data of subjects with different levels of psychological anxiety were analyzed with the help of self-rating anxiety scale, in order to improve their mental health level and put forward reasonable suggestions.

**Methods:** Firstly, the causes of on-the-spot psychological anxiety were analyzed by metacognitive method, and the experimental data were sorted and analyzed by statistical analysis system.

**Results:** Piano on-the-spot performance requires players to have excellent professional ability and good psychological quality, be able to deal with emergencies in on-the-spot performance and make remedial measures in time. At the same time, there is a certain feedback mechanism between players' psychological status and performance behavior. Through the introduction of performance psychology to intervene the research objects, help them objectively look at the psychological changes and make emotional intervention, so as to better complete the performance activities. The experimental results show that the improved teaching practice means can effectively alleviate the anxiety of professional students and improve their psychological tolerance. Table 1 shows the statistics of on-the-spot anxiety levels of research subjects of different genders after the experiment. The levels from 1 to 5 indicate the degree of psychological anxiety from light to heavy.

**Table 1.** Statistics of on-the-spot anxiety levels of different gender subjects after the experiment

Gender	Before and after intervention	Pre-field anxiety	Performance anxiety	Emergency response anxiety
Boys	Before intervention	4	4	4
	After intervention	2	2	2
Girls	Before intervention	3	3	4
	After intervention	1	2	1

**Conclusions:** The key of performance psychology is to require performers to have great psychological identity and role resonance with their roles, completely immerse themselves in performance activities and show the charm of art to the audience. The integration of performance psychology into piano teaching classroom and practice is helpful to properly and effectively intervene professional students on the premise of understanding the causes of psychological anxiety and the law of psychological activities, for example, rich piano practical experience can significantly enhance their professional confidence, and then greatly improve their mental health level and comprehensive quality.

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## EFFECT OF FAMILY EDUCATION ON EMOTIONAL EXPRESSION OF LEFT BEHIND CHILDREN

Yi Xiao

*Chongqing Three Gorges University, Chongqing 404120, China*

**Background:** With the acceleration of the urban transfer of rural surplus labor force in China, the number of left behind children, a special group, continues to expand, and the related problems also follow,

which has attracted the attention of people from all walks of life. Left behind children are children who are left behind by registered residence and are unable to live together with their parents because of their parents or single party workers. According to the statistics of China rural education development report, although the number of left behind children in China has decreased, it still accounts for a large part on the whole, and is related to left behind children. Educational problems, mental health problems and behavior oriented problems have also occurred one after another. Left behind children are in a critical period of physical and mental development, but lack of parents' company, care and correct guidance, resulting in psychological problems and behavioral disorders in the state of lack of sense of security, such as anxiety and closure, rebellious skipping classes, personality defects and so on. Family environment is an important factor affecting individual development. Most of the problems in the process of children's socialization are caused by bad family environment, such as family atmosphere, parent-child relationship, educational concept and so on. The way children get along with others and the value of their parents' emotional companionship will directly affect their own educational system. If the family is stricter or beating and scolding education will make the left behind children have low self-esteem or split personality, and they are ashamed to express their own emotional cognition and views. The entertainment and organization of family environment are the positive factors affecting children's behavior problems, and the knowledge and success of family environment are the influencing factors of children's anxiety. Family is the cell of society, and the interpersonal relationship among family members will have a significant impact on their mental health. As one of the important contents of psychology, emotional expression refers to a continuous emotional state among family members, including accusation, hostility, excessive emotional intervention, enthusiasm and praise. Due to the lack of opportunities to live with their parents, left behind children receive less timely attention and emotional feedback from their parents, which makes it difficult for them to express their emotions and psychological needs normally and smoothly. In the long run, they will have communication fear and emotional regulation barriers in interpersonal communication. Communication fear is an individual's psychological activity in the process of interpersonal interaction. It refers to a kind of personal anxiety or fear generated when communicating with real or imagined others. Emotional regulation disorder is that it is difficult for individuals to have a better control over their own emotional ups and downs, resulting in emotional imbalance, which affects their physical and mental health and growth.

**Objective:** To study the intervention mechanism between the concept of family education and the emotional expression of left behind children, and put forward corresponding countermeasures in order to effectively improve the mental health level and emotional expression ability of left behind children.

**Subjects and methods:** The research takes the left behind children in a township primary school as the research object. Firstly, the basic information of their family (such as family members, parents' return frequency, main guardians, family education concept, etc.), children's mental health and daily behavior habits are collected. Then, with the help of psychological theories, this paper analyzes the intervention effect of family education concept differences on the emotional expression of the research objects. The family environment scale and The Emotional Expressivity Scale (TEES) were used to collect the data related to the psychological status of the subjects in the experiment.

**Method design:** After the basic information evaluation of the psychological status of the subjects, the groups were divided according to the different family education ideas received by the left behind children, such as severe type group, laissez faire group, beating and scolding group, hope for success group and so on. The subjects of these groups were given psychological intervention. The experiment lasted for three weeks. After the experiment, the scale statistical results of the subjects' emotional expression and mental health were analyzed. The scale data were assessed by 5-point Likert evaluation method (1=very agree, 5=very disagree), and the statistical results were analyzed by SPSS22.0 and process plug-in for descriptive statistical analysis, independent sample t-test and correlation analysis, and get the experimental results.

**Results:** As one of the important contents of individual mental health, emotional expression is more vulnerable to external things and internal self-evaluation. However, the physical and mental development of left behind children is not mature, and they will obtain more psychological security and emotional value from the family. Therefore, the quality of family education concept will directly affect children's psychological status and behavior mechanism. The experimental results show that the scores of emotional expression, emotional regulation and cheerful personality of left behind children with poor family environment are significantly lower than those with good family environment. Table 1 shows the difference results of the scale scores of left behind children in different family environments.

**Conclusions:** When left behind children lack parental care and company for a long time, they will have less emotional communication with their parents and are more likely to fall into long-term negative emotional experience. The long-term accumulation will seriously affect their emotional regulation ability and mental health level. Parents should pay attention to the emotional status of left behind children and give them more company under the conditions as far as possible.

**Table 1.** Results of scale scores of left behind children in different family environments

Scale dimension	Poor family environment atmosphere	Good family environment atmosphere	<i>t</i>	<i>P</i>
Emotional problems	3.04	2.32	2.084	0.002
Peer communication problems	2.58	2.15	2.135	0.013
Prosocial issues	3.93	3.28	-1.736	0.003
Influence factor	4.55	3.74	2.071	0.038

**Acknowledgement:** The research is supported by: Humanities and Social Sciences Program of the Ministry of Education of the People's Republic of China; Rural left behind children's written narrative capacity and its representation of affective projection (No. 17XJC740010).

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## RESEARCH ON THE ALLEVIATING EFFECT OF THE DISCIPLINE CONSTRUCTION OF SPORTS HUMANITIES AND SOCIOLOGY BASED ON EDUCATIONAL PSYCHOLOGY ON COLLEGE STUDENTS' MENTAL ANXIETY

Yang Liu<sup>1</sup> & Liu Lu<sup>2\*</sup>

<sup>1</sup>*Guangdong University of Science & Technology, Dongguan 523083, China*

<sup>2</sup>*Jiangxi Normal University, Nanchang 330022, China*

**Background:** With the development of society and economy, social competition is becoming more and more intense, people's pace of life is becoming faster and faster, and more and more people begin to have mental anxiety. Some scholars pointed out that anxiety is an emotional reflection that can reflect the serious deterioration of people's value characteristics of future things or the value characteristics of real things. If people have slight anxiety, facing it correctly will effectively improve the efficiency of study and work. However, pathological anxiety will bring continuous anxiety to patients, and even evolve into a sense of threat and disaster, so that the social function of patients with mental anxiety is damaged and their daily life is seriously affected. Educational psychology is a science that studies the basic psychological laws of teaching and learning in education and teaching situations. It mainly studies the psychological process of the interaction between teachers and students and the psychological phenomenon in the process of teaching and learning. Some studies have pointed out that the integration of educational psychology into the discipline construction of sports humanities and sociology will help to alleviate the mental anxiety of college students. Sports humanistic sociology is an interdisciplinary collection of human body movement, humanities and social sciences. Sports humanistic sociology takes the existence value of sports people in society as the main research object, explores and reveals the social essence of sports and the development law of sports in society as the research purpose, and calls physical sports and social science sports humanistic sociology. Therefore, to build a reasonable sports humanities and social sciences education curriculum system based on educational psychology is to give better play to the function of sports humanities and social sciences, cultivate the cultural and psychological quality of college students, and improve the comprehensive quality of college students. Physical education colleges should focus on developing the particularity of humanities and social sciences, such as emphasizing the connotation of sports activities, with the humanistic spirit of returning to nature, harmony with society and so on.

**Objective:** While comprehensively promoting the construction of sports humanities and sociology, it needs to be reasonably integrated into educational psychology, which is also the main task of the current teaching reform in colleges and universities. In the construction of sports humanities and sociology, how to consider the problem of college students' mental anxiety from the perspective of educational psychology is the key research direction of this study.

**Subjects and methods:** 200 college students with mental anxiety in a university were randomly selected as the research object. The construction scheme of sports humanities and sociology based on educational psychology was used to teach students for one month. The mental anxiety status of all students before and after teaching was evaluated.

**Research design:** Students were evaluated by Hospital Anxiety and Depression Scale (HADS-D) before and after teaching, in order to judge the psychological status and anxiety relief of college students before and after the construction scheme of sports humanities and sociology based on educational psychology.

There are 7 items in HADS-D scale, with 0-3 points for each item, and the total score is 21 points. The final score is 15-21 points for severe depression, 11-14 points for moderate depression, 8-10 points for mild depression and 0-7 points for no depression.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The HADS-D score results of college students after teaching are shown in Table 1. After two factor repeated analysis of variance, there was significant difference in HADS-D score between the two groups ( $P < 0.05$ ).

**Table 1.** The HADS-D scores of the two groups were analyzed

	Overall effect	F	P
HADS-D	Intervention effect	3.499	0.068
	Time effect	21.292	0.000
	Interaction effect	3.157	0.016

**Conclusions:** Sports Humanities and sociology takes physical exercise, humanities and social sciences as the main components. In fact, on the premise of human body movement as the noumenon and natural science and technological science as the basis, the four sciences of humanities, social science, technological science and natural science form ever-changing cross, comprehensive, hybrid, derivative and marginal relations. As a main subject that must be developed by all sports colleges in the future, sports humanities and sociology should be carefully analyzed and understood in colleges and universities in order to better carry out the discipline construction work suitable for the development of the new era. Therefore, to develop the discipline construction of sports humanities and sociology, we must do the following four points: first, establish the team construction and discipline construction of sports humanities and sociology. Second, explore reasonable research methods of sports humanities and sociology. Third, build a reasonable curriculum system of sports humanities and social sciences education, and fourth, establish a reasonably structured organization to flexibly meet the functional needs of all aspects.

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## INFLUENCE OF INTERGENERATIONAL FAMILY EDUCATION ON REBELLIOUS PSYCHOLOGICAL PROBLEMS OF RURAL LEFT BEHIND CHILDREN

Lidan Luo

*Qiongtai Normal University, Haikou 571100, China*

**Background:** With the continuous development of China's economic level and the accelerating process of urbanization, rural population began to move into cities in large quantities, including a large number of young adults. These young and middle-aged rural people settled in cities and towns by going to school and working. In this context, there have been a large number of rural lefts behind children, and the intergenerational family education of rural left behind children has also become the focus of people from all walks of life. Psychologists believe that parents have an irreplaceable position in the process of children's growth. Long-term lack of parents will make left behind children have negative emotions and think that parents lack love for themselves, resulting in extreme behaviors and thoughts. In addition, in the intergenerational family education, the educational thought of intergenerational relatives is relatively backward, and their educational level is relatively low. They indulge the left behind children too much, resulting in selfish psychology. Under the general factors, the independence and self-efficacy of rural left behind children are prone to problems, produce anxiety, and then produce rebellious psychology, establish incorrect outlook on life and values, and affect the long-term development of children.

Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Affective psychology is one of the important parts of psychology. Its main research object is human emotion. The main research content is how to eliminate or alleviate individual tension and pressure caused by external stimulation or nature through certain means, so as to help individuals restore

healthy and sound personality. The study combined personality psychology and emotional psychology to analyze the rebellious psychology of rural left behind children, and put forward educational strategies to alleviate children's emptiness and anxiety and reduce children's rebellious psychology.

**Objective:** the long-term absence of parents will make the left behind children have negative emotions and think that their parents lack care for themselves, resulting in extreme behavior and thought. In the long run, the independence and self-efficacy of rural left behind children are prone to problems, produce anxiety, and then produce rebellious psychology, establish incorrect outlook on life and values, and affect the long-term development of children. The study combined personality psychology and emotional psychology to analyze the rebellious psychology of rural left behind children, and put forward educational strategies to alleviate children's emptiness and anxiety and reduce children's rebellious psychology.

**Subjects and methods:** In four rural areas, 40 families with left behind children were selected as the research objects. Symptom Checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (CPSS) were used to evaluate children's anxiety and rebellious psychology.

**Study design:** 40 families were randomly divided into study group and control group by random number table method. The family of the research group adopted the educational strategy of combining emotional psychology and personality psychology to carry out family education. The families in the control group used traditional education strategies for family education. After a period of time, the anxiety levels of the two groups of left behind children were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** After the experiment, the total scores of tensions, loss of control and pressure perception in CPSS of children in the study group were significantly lower than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** CPSS of two groups of subjects

Classification	Group		t	P
	Research	Control		
Thrill	16.11±5.88	19.34±4.21	7.432	0.000
Sense of loss of control	15.76±5.12	26.65±4.84	9.465	0.000
Total score of stress perception	31.87±10.53	45.99±7.42	9.415	0.000

**Conclusions:** With the continuous development of China's economic level and the accelerating process of urbanization, there are a large number of rural lefts behind children. In recent years, the intergenerational family education of rural left behind children has become the focus of people from all walks of life. The long-term absence of parents will make the left behind children have negative emotions, and then produce anxiety and rebellious psychology. The study combined personality psychology and emotional psychology to analyze the rebellious psychology of rural left behind children, and put forward educational strategies. The results showed that after the experiment, the total scores of tensions, loss of control and pressure perception in CPSS of children in the study group were significantly lower than those in the control group ( $P < 0.05$ ). To sum up, the educational strategy combining personality psychology and emotional psychology can effectively alleviate children's sense of emptiness and anxiety, and reduce children's rebellious psychology.

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## RESEARCH ON THE PREDICTION AND ANALYSIS OF CONSUMER PSYCHOLOGY CHANGES IN MACROECONOMIC OPERATION

Fei Jiang<sup>1</sup> & Yang Lou<sup>2</sup>

<sup>1</sup>*Economics & Management School, Nantong University, Nantong 226019, China*

<sup>2</sup>*State-owned Assets Management, Nantong University, Nantong 226019, China*

**Background:** It is the content of national economy and the development stage of national economy, including the content of national economy and the development stage of national economy. Microeconomics refers to the production, exchange and consumption activities based on individuals, families and enterprises. Microeconomics is the foundation of macroeconomics. They are interrelated and affect each other. Therefore, the consumption behavior of consumers can affect the operation of national macro-economy to

some extent. Therefore, the prediction and analysis of consumer psychological changes in macroeconomic operation can provide constructive suggestions for macroeconomic regulation and control. The traditional method of predicting and analyzing the changes of consumers' consumption psychology has a large workload and cumbersome steps. The staff are prone to negative emotions such as irritability and fear in the analysis process. The long-term backlog of negative emotions will lead to anxiety among staff. Serious anxiety will even cause patients to have emotional disorders, emotional disorders and other diseases, which is not conducive to social harmony and stability.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this paper analyzes the psychological change law of consumers in the process of consumption, and puts forward a fractal prediction method of consumer psychology based on the analysis results. Using this method can significantly reduce the workload of prediction and analysis of consumer psychological changes and improve work efficiency, so as to alleviate the anxiety of staff and promote the harmonious and stable development of society.

**Objective:** The traditional method of predicting and analyzing the changes of consumers' consumption psychology has a heavy workload and cumbersome steps. The staff are prone to produce negative emotions such as irritability and fear in the analysis process, and then suffer from anxiety symptoms. Based on consumer psychology, a fractal prediction method of consumer psychology is proposed to reduce the workload of prediction and analysis of consumer psychology changes, improve work efficiency, and alleviate the anxiety of staff.

**Subjects and methods:** 80 workers engaged in related industries were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety level of the subjects.

**Study design:** Using random number table method, 80 subjects were randomly divided into study group and control group, with 40 people in each group. Among them, the staff of the research group used the fractal prediction method based on consumer psychology to analyze and predict. The staff in the control group used traditional methods for analysis and work. After a period of time, the mental health status of the two groups was compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, there was no significant difference in SAS scores between the two groups ( $P > 0.05$ ). After the experiment, the SAS scores of the staff in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). There was no significant change in SAS score in the control group ( $P > 0.05$ ). The SAS scores of the two groups of staff are shown in Table 1.

**Table 1.** SAS scores of two groups of subjects

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before experiment	68.3±9.6	67.9±8.4	0.127	0.854
After experiment	43.4±3.2	68.1±7.5	8.462	0.000
<i>t</i>	8.139	0.131	-	-
<i>P</i>	0.000	0.837	-	-

**Conclusions:** The prediction and analysis of consumer psychological changes in macroeconomic operation can provide constructive suggestions for macroeconomic regulation and control. The traditional method of predicting and analyzing the changes of consumers' consumption psychology has heavy workload and cumbersome steps, and the staff are prone to anxiety in the analysis process. Therefore, a fractal prediction method of consumer psychology is proposed. The results showed that there was no significant difference in SAS scores between the two groups before the beginning of the experiment ( $P > 0.05$ ). After the experiment, the SAS scores of the staff in the study group decreased significantly ( $P < 0.05$ ) and were significantly lower than those in the control group ( $P < 0.05$ ). There was no significant change in SAS score in the control group ( $P > 0.05$ ). The above results show that the fractal prediction method based on consumer psychology can effectively reduce the workload of consumer psychology change prediction and analysis, improve work efficiency, and alleviate the anxiety of staff.



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## THE VALUE OF ART TEACHING IN EDUCATIONAL PSYCHOLOGY FOR ALLEVIATING DEPRESSION PATIENTS

Huazhong Che

*Zaozhuang University, Zaozhuang 277160, China*

**Background:** Educational psychology mainly refers to the exploration of the basic psychological laws between education and learning in the context of education and teaching. In the application category of educational psychology, it includes the internal and external situations of teachers and students, mainly reflected in teaching psychology and teaching behavior, and students' psychology and learning behavior. Under the guidance of scientific teaching theory, the basic laws in the teaching process and the interaction between teachers and students are studied and discussed. Educational psychology is helpful to improve the teaching effect and promote the smooth development of teaching work. Educational psychology is by no means just a simple addition of pedagogy and psychology, but through various ways to make them organically combine and interact with each other to jointly serve the work of education and teaching. Educational psychology is a comprehensive subject that pays attention to the process of teaching and learning at the same time. It not only flexibly uses the relevant theories of psychology, but also has its own unique theoretical methods. In educational psychology, the process of interaction between teaching and learning is a complete system, which mainly includes five elements: students, teachers, teaching content, teaching media and teaching environment. The five elements can be connected through corresponding teaching activities, and finally achieve the purpose of teaching and learning. As the main information part, the structure and content of teaching content will have a certain impact on students' academic and psychological development, so its importance is self-evident. Educational psychology applies the theoretical content of psychology to the actual art education activities, which can promote the development of education, apply the influence of psychological factors to the improvement of curriculum design and teaching methods, and help students deal with the difficulties and challenges faced in the learning process. Art education in colleges and universities is a teaching activity with strong emotional factors, which needs the participation of psychological motivation. If students are in a passive position and the painting object and teaching process do not stimulate their positive emotional power, it is difficult to have a strong interest in learning. Naturally, they lack enthusiasm when learning, and it is inevitable to have a sense of weariness. If teachers cannot effectively stimulate students' psychological motivation in teaching, the efficiency of teaching will be greatly reduced. Depression is a common mental disease in modern society. Its main clinical feature is continuous and long-term depression. It is the most important type of mental disease in modern people. Patients may be depressed, depressed, low self-esteem, painful, pessimistic, world weary for a long time, and even have suicidal tendencies and behaviors. Patients may also suffer from somatization symptoms, such as chest tightness and shortness of breath. Some people with severe depression will even have schizophrenic symptoms such as auditory hallucination, victim delusion and multiple personality.

**Objective:** The physiological motivation of interest in art teaching is due to the existence of a directional reflex mechanism in human brain. When the visual cortex acts as one of the basic stimuli of visual perception and painting, it can continuously transmit the information of interest to the brain through the visual cortex. In the process of art learning, under the guidance of relevant theories of educational psychology, patients with depression can experience the artistic beauty of art through the mechanism of optic perceptual nerve and directional reflex, so as to alleviate depression.

**Subjects and methods:** 96 patients with depression were randomly selected as the research object and divided into control group and experimental group. They were given routine art teaching and art teaching under educational psychology respectively. Before and after the teaching intervention, the relief effects of depressive symptoms of the two groups of patients with depression were compared and analyzed.

**Research design:** In this study, patients with depression were evaluated by Beck Depression Inventory (BDI) before and after teaching. The BDI scale contains 21 categories, each of which is scored at 4 levels, with a full score of 63 points < 13 points are no depression, 14-19 points are mild depression, 20-28 points are moderate depression, and 29-63 points are severe depression. The internal consistency coefficient of the scale is very ideal and has high reliability and validity.

**Method:** For all research data, MATLAB software is used for analysis.

**Results:** Table 1 shows the changes of BDI scores of patients with depression in the two groups before and after teaching. According to Table 1, the BDI scores of patients in the two groups remained at the same level before teaching intervention. After the intervention, the BDI scores of patients in the experimental group

were significantly lower than those in the control group.

**Table 1.** BDI scores of two groups of patients with depression before and after teaching intervention

Time	Control group	Research group
Before intervention	21.52±2.03	22.67±2.41
After intervention	19.87±1.97	9.84±2.15

**Conclusions:** Art education in colleges and universities is a teaching activity with strong emotional factors. From the perspective of educational psychology, it can improve the effect of art teaching in colleges and universities on alleviating patients with depression. Art teaching under educational psychology can effectively reduce the BDI score of patients, alleviate their depressive symptoms and improve their mental health level.

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## RESEARCH ON STRATEGIES TO IMPROVE CHILDREN'S AUTISM IN EARLY CHILDHOOD BASIC EDUCATION

Xirong Cheng & Zheng Dai

*School of Rural Education Revitalization, Shangrao Preschool Education College, Shangrao 333300, China*

**Background:** Childhood autism is a subtype of generalized developmental disorder, which is more common in men. It began in infancy. It is mainly manifested in different degrees of speech development disorder, interpersonal relationship disorder, narrow interest and rigid behavior. About 3/4 of the patients were accompanied by obvious mental retardation. In the context of general mental retardation, some children have better abilities in some aspects. The prevalence of the disease is 3-4/10000. However, it is reported that there has been an increasing trend in recent years. According to the National Institute for Mental Health (NIMH), the prevalence of autism in the United States is 1%-2%. Childhood autism is not clear, which may be related to the following factors: (1) Heredity: the role of genetic factors on autism has become clear, but the specific genetic model is not clear. (2) Perinatal factors: perinatal complications, such as delivery injury and intrauterine asphyxia, were higher than those in the normal control group. (3) Abnormal immune system: it was found that the number of T lymphocytes decreased, the number of helper T cells and B cells decreased, the lack of inhibitory T-cells, the activity of natural killer cells decreased, etc. (4) Neuroendocrine and neurotransmitter: it is related to a variety of neuroendocrine and neurotransmitter dysfunction. The study found that the immature development of monoamine systems in patients with autism, such as serotonin (5-HT) and catecholamine, as well as the abnormality of pineal hypothalamic pituitary adrenal axis, led to the increase of 5-HT and endorphins and the decrease of adrenocorticotrophic hormone (ACTH). Clinical manifestations: (1) Language disorder: language and communication disorder are an important symptom of autism and the main reason for most children to see a doctor. Children have expressive language before the age of 2-3. With the growth of age, expressive language gradually decreases or even completely loses, and remains silent for life, or uses limited language in very few cases. (2) Social disorder: patients are unable to establish normal interpersonal relationships with others. Lack of expression or posture expecting parents and others to embrace and caress, no happy expression when enjoying caress, and even refuse parents and others to embrace and caress. (3) Narrow interest range and rigid behavior pattern: patients are not interested in the games and toys loved by normal children, but like to play some non-toy items, such as bottle caps, or observe the rotating electric fan, which can last for dozens of minutes or even hours without getting tired. They are not interested in the main functions of toys, but pay great attention to non-main functions: Patients stubbornly require that the daily activity procedures remain unchanged, such as sleeping time and quilt cover, and take the same route when going out. If these activities are stopped or behavior patterns are changed, patients will show obvious unhappiness and anxiety, and even resist. Patients may have repetitive stereotyped actions, such as repeatedly clapping their hands, rotating in circles, licking the wall with their tongue, stamping their feet, etc. (4) Mental retardation: the intelligence level of autistic children is very inconsistent. A few patients are in the normal range, and most patients show varying degrees of intellectual impairment. Children with normal intelligence are called highly functional autism.

With the further development of early childhood education, our government, society, schools and families pay more and more attention to early childhood education, as well as children's personalized and

all-round development. Cultivating children's autonomous learning ability has become an important curriculum of children's basic education. The early childhood basic education model guided by the cultivation of children's autonomous ability provides a guarantee for the innovative development of early childhood basic education, and achieve the purpose of good implementation of early childhood basic education. According to the current situation of the cultivation of children's autonomous learning ability in children's basic education, this paper analyzes the value of the cultivation of children's autonomous learning ability in children's basic education, and puts forward the ways and practical paths of cultivating children's autonomous learning ability in children's basic education, so as to promote the good cultivation of children's autonomous learning ability. At the same time, aiming at the problem of children's autism, this paper carries out the research on the strategies to improve children's autism in early childhood basic education, in order to ensure that children with autism can grow up healthily and happily.

**Objective:** In order to improve the psychological problems of children with autism, this paper constructs a basic education strategy for children based on psychological analysis, which aims to ensure that children with autism can grow up healthily and happily.

**Subjects and methods:** 200 autistic children were selected as the research objects, and measured in combination with Autism Behavior Checklist (ABC), including interpersonal relationship, imitation behavior, emotional response, weird behavior, resistance to the environment, anxiety response, oral communication, intellectual function, etc. then the basic education intervention for children based on psychoanalysis was carried out, and the intervention period was 1 month. The improvement of psychological problems of children with autism before and after intervention was compared.

**Methods:** All data were statistically processed by SPSS22.0 software.

**Results:** Table 1 shows the improvement of psychological problems of children with autism before and after the intervention. It can be seen from Table 1 that compared with before the intervention, the autistic psychology of children has been significantly improved after the basic education intervention based on psychological analysis ( $P < 0.05$ ).

**Table 1.** Improvement of psychological problems of children with autism before and after intervention ( $n=200$ )

Dimension	Before intervention	After intervention	<i>P</i>
Interpersonal relationship	4.12±0.77	1.78±0.69	<0.05
Imitation Behavior	4.38±0.77	2.15±0.67	<0.05
Emotional response	4.51±0.84	1.03±0.61	<0.05
Bizarre behavior	4.72±0.71	2.06±0.79	<0.05
Resist the environment	3.38±0.77	1.34±0.76	<0.05
Anxiety response	4.51±0.84	2.65±0.81	<0.05
Oral communication	3.72±0.71	2.78±0.66	<0.05
Intellectual function	4.01±0.62	1.00±0.59	<0.05

**Conclusions:** The basic education strategy of children based on psychoanalysis can effectively improve the autistic psychology of children, and then provide a new perspective and strategy for the treatment of autistic children.

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## CORRELATION BETWEEN VISUAL COMMUNICATION DESIGN PRODUCTS BASED ON AUDIENCE PSYCHOLOGY AND CONSUMERS' PURCHASE INTENTION

Yi Meng

*Zhengzhou University, Zhengzhou 450001, China*

**Background:** Visual communication refers to the transmission of visual information to the audience, so that the audience can meet their own visual needs after receiving this visual information. Therefore, from a certain point of view, the process of visual communication design can also be regarded as the creative process of artistic works. Visual communication design works also have certain artistic attributes, which can reflect society, express culture and emotion. Through visual communication design, designers can realize

emotional interaction with the audience, awaken the audience's cognition and memory of the past or present, stimulate emotional feedback, meet the audience's emotional needs and create more value. In order to achieve the above purpose, we must innovate the thinking mode in the existing visual communication design to meet the aesthetic and psychological needs of the audience. At the same time, in visual communication design products, the design thinking and design direction need to consider the wishes of product consumers in some aspects. Generally speaking, consumers' demand for products is in line with consumers' psychology. Some studies have pointed out that consumers' purchase intention can be analyzed through audience psychology in psychology. By analyzing consumers' purchase desire and product love in product purchase, we can more effectively put forward the product design direction in line with consumers' psychological needs.

Audience psychology is a psychological science that studies social groups in psychological research. In audience psychology, it is proposed that audience psychology has certain psychological effects, including prestige effect, business card effect, self-effect, halo effect, projection effect and conformity effect. There are also significant differences in the psychological performance of different audience psychological effects. For the communication of product design, it is easier to highlight the business card effect and conformity effect. In the process of visual communication product design, consumers' purchase intention will be affected by business card effect and conformity effect. Generally speaking, the product design will convey the needs to consumers and other audience groups, absorb their views and ideas from the consumer groups, and use the business card effect to promote the consumer groups to accept the product. At the same time, consumers' consumption intention will also be affected by the conformity effect in audience psychology to a certain extent. The conformity effect is consumers' consumption conformity. Consumers' conformity psychology will less consider product value and emphasize consumers' participation in public love. From the basic idea of audience psychology, it can be seen that its core connotation can explain the psychological changes of consumers in consumption and affect the direction of product design. However, there is less correlation analysis between visual communication design products and consumers' will in many studies, so it is impossible to accurately understand the correlation between visual communication design products and consumers' will under audience psychology. Therefore, based on audience psychology, this study analyzes the impact of visual communication design products on consumers' purchase intention, and puts forward the correlation between them.

**Objective:** Analyze the thought of audience psychology when consumers participate in consumption, analyze consumers' purchase intention under the influence of audience psychology, explore the application status of audience psychology in visual communication design products, and analyze the correlation between visual communication design products and consumers' purchase intention.

**Subjects and methods:** Randomly select 60 consumers as the research object, count the psychological performance of all consumers in the purchase behavior, and understand the product expectations of all consumers through interviews. Using different consumers' expectations of products, this paper uses visual communication to design products, analyzes the changes of conformity psychology and product recognition psychology in consumers' purchase intention in different product types, and evaluates the correlation between visual communication design products and consumers' consumption intention with the help of correlation analysis.

**Results:** The analysis shows that the visual communication design methods of the product include integrating cultural symbols, combining folk art and adding favorite materials. The correlation analysis between the above methods and the changes of conformity psychology and product recognition psychology in consumers' purchase intention is shown in Table 1. Table 1 shows that there is a positive correlation between the visual communication design of products and consumers' purchase intention.

**Table 1.** Correlation between product visual communication design and consumers' consumption intention

Project	Group psychology	Product recognition psychology
Integrate cultural symbols	0.463	0.448
Combined with folk art	0.379	0.379
Add material	0.421	0.507

**Conclusions:** The growth of national economy promotes consumption in the market. At the same time, with the diversification of product design, consumers' consumption will be also changing. In order to analyze the impact of product design under visual communication design technology on consumers' consumption intention, based on audience psychology, this paper explores the correlation between visual communication technology design products and consumers' consumption intention. The results show that there is a significant positive correlation between the visual communication design mode of formal products

and consumers' consumption intention. The above results show that in order to promote consumer behavior in the market, products can be designed through visual communication to meet the psychological needs of consumers and improve the market economy in the group.

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## EFFECTS OF ANXIETY AND DEPRESSION ON CARDIOVASCULAR SYSTEM FUNCTION

Hairong Ren

*Inner Mongolia People's Hospital, Huhhot 010017, China*

**Background:** At the psychological level, anxiety belongs to a negative emotion. It is an emotional state of tension, anxiety and fear that individuals are frustrated in their self-confidence and self-esteem because they are unable to achieve their goals or overcome obstacles. Long term and excessive anxiety will damage the patient's body function and reduce the patient's mental health level. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Patients with excessive anxiety often have a sense of near death, loss of control and mental breakdown, so patients will lose confidence in life, leading to the idea of suicide. Depression is a psychological disease characterized by depression, slow thinking, reduced language and movement and retardation. With the increasing pace and fierce competition, anxiety and depression have become more common diseases, affecting people's physical and mental health. Many studies have shown that psychological factors can have a significant impact on the occurrence, development and prognosis of cardiovascular diseases. Anxiety, depression and other negative emotions are one of the important risk factors of cardiovascular disease. Therefore, it is necessary to find appropriate intervention methods to alleviate personal anxiety and depression and reduce the risk of cardiovascular disease.

Modern emotional psychology and cognitive psychology believe that cognitive process is not only the main factor affecting individual emotion, but also the main way to cause emotional changes. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. Based on cognitive psychology, this study proposes cognitive psychological intervention and cognitive behavior intervention to alleviate negative emotions and reduce the risk of cardiovascular disease.

**Objective:** Psychological factors will have a significant impact on the occurrence, development and prognosis of cardiovascular diseases. Anxiety, depression and other negative emotions are one of the important risk factors of cardiovascular disease. Using cognitive psychology, this paper puts forward cognitive psychological intervention and cognitive behavior intervention to alleviate negative emotions, improve treatment effect and reduce the risk of cardiovascular disease.

**Subjects and methods:** 40 patients with anxiety or depression were selected as the research objects in a city. The mental health status of patients was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90). Myocardial Ischemia Threshold (MIT) was used to evaluate the cardiovascular function of patients.

**Study design:** Using the random number table method, 40 subjects were randomly divided into study group and control group, with 20 people in each group. The patients in the study group were intervened with cognitive psychological intervention and cognitive behavior intervention based on cognitive psychology, while the patients in the control group did not take intervention measures. After a period of time, the degree of anxiety and depression and the function of cardiovascular system were compared between the two groups.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After the intervention, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The SCL-90 scores of the two groups are shown in Table 1.

**Conclusions:** With the increasing pace and fierce competition, anxiety and depression are common diseases, which affect people's physical and mental health. Many studies have shown that psychological factors can have a significant impact on the occurrence, development and prognosis of cardiovascular diseases. Anxiety, depression and other negative emotions are one of the important risk factors of cardiovascular disease. Therefore, it is necessary to find appropriate intervention methods to alleviate

personal anxiety and depression and reduce the risk of cardiovascular disease. Based on cognitive psychology, this study proposes cognitive psychological intervention and cognitive behavior intervention to alleviate negative emotions and reduce the risk of cardiovascular disease. The results showed that after the intervention, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The above results show that the intervention of patients based on cognitive psychology can effectively reduce the degree of anxiety and depression, improve the function of cardiovascular system and avoid the risk of cardiovascular diseases.

**Table 1.** SCL-90 scores of two groups

Project	Group		t	P
	Research group	Control group		
Somatization	25.7±8.2	34.2±10.7	7.025	<0.001
Obsessive compulsive symptoms	23.1±7.3	27.3±7.6	5.048	<0.001
Interpersonal sensitivity	20.1±3.2	28.4±6.3	7.639	<0.001
Depression	28.5±4.5	38.3±9.7	7.638	<0.001
Anxiety	25.7±6.2	32.6±8.1	8.424	<0.001
Hostile	8.6±1.8	16.6±6.1	7.088	<0.001
Terror	15.2±3.2	21.6±4.7	6.304	<0.001
Paranoid	11.2±6.4	15.4±6.5	7.319	<0.001
Psychotic	19.8±4.8	27.9±5.3	6.309	<0.001

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## STUDY ON THE INFLUENCE OF TRAGIC PICTURES IN THE MEMORY OF THE ANTI JAPANESE WAR ON THE PSYCHOLOGICAL STRESS OF CHILDREN IN SHANDONG BASE AREA

Jinxia Ma

*Linyi University, Linyi 276000, China*

**Background:** The memory of the Anti-Japanese War not only includes people's memory of bravery, humiliation and beating, peace and rejuvenation, but also has a close relationship with international, national, national, social and other levels. China's memory of the war of resistance against Japan reflects the relevant contents of cultural psychology, which refers to remembering hard work and sweet thoughts in the historical memory and cherishing the hard-won peace and development while not forgetting the contributions made by the historical ancestors. Memory is not only collective, diverse, but also individualized. What carries the memory of the war of resistance against Japan is the precious film and television materials left. The memory of the war of resistance against Japan shows the hardships and difficulties of a nation since its development, from the political memory of the war of resistance to the social memory of the war of resistance, and then to the personalized memory of the war of resistance against Japan. To remind people not to forget history and keep peace in mind, many writers and artists have created film and television works related to the memory of the Anti-Japanese war after relying on historical materials and textual research, so that more people can construct their personal memory under the collective memory. Since October 1937, when the Japanese army invaded Shandong, the Shandong provincial Party committee of the Communist Party of China quickly mobilized the masses to carry out guerrilla war and established Shandong Anti-Japanese base area. The establishment of Shandong base area opened up and created North China base area for our party, which is an important historical transformation and important main battlefield of the Anti-Japanese war. The tragic pictures and historical memory review of the Anti-Japanese war film and television works related to Shandong base area all make the audience feel greatly touched after watching. Among them, children's psychological tolerance is poor, and they are more vulnerable to the interference and influence of external things. It is very easy to produce certain psychological pressure and emotional burden on the tragic pictures in the Anti-Japanese war film and television, affecting their mental health.

The standard of mental health refers to that all aspects of psychology and its activity process are in a

continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. When the individual's psychological condition changes or is stimulated by conditional factors, it will produce a certain amount of psychological pressure, and psychological pressure refers to the positive or negative experience of the brain in order to help us focus on coping with challenging situations. Moderate and positive psychological pressure can promote individuals to continuously stimulate their own potential and development motivation, and deal with the changes of environment and individuals with a more upward and fuller psychological attitude. Excessive and negative psychological pressure will make individuals have negative psychological emotions about upcoming things, cause behavioral cognitive conflict, and damage their physical and mental health, life and work. When individuals are under certain psychological pressure, they will show certain external emotions, such as anxiety, progress, impatience, uneasiness and so on.

**Objective:** The pictures of Anti-Japanese war film and television works have a great psychological impact on children because of their intuition, authenticity and tragedy, which aggravates the psychological pressure and burden on the formation of their memory, and then produces negative emotions such as anxiety. Therefore, the research helps to explore the impact of the tragic pictures in the Anti-Japanese war films and television on the psychological pressure of children in Shandong base area with the help of the Anti-Japanese war memory perspective, and help them carry out appropriate psychological intervention to improve their mental health level.

**Subjects and methods:** The study took the students of a primary school in Shandong Province as the research object, adopted the method of stratified cluster sampling and experimental grouping, and collected the data of children's psychological stress and mental health level with Psycho-so-Matic-tension N-R relaxation inventory (PSTRI) and Symptom Checklist 90 (SCL-90).

**Method design:** Both groups organized them to watch film and television works related to the theme of the war of resistance against Japan, and counted the changes of children's psychological pressure before and after the experiment with the help of scale tools, and then alleviated their emotions in the way of psychological guidance and intervention. The experimental time is three weeks. After the experiment, the experimental data are processed and analyzed with the help of statistical analysis tools, and the experimental conclusions are drawn.

**Results:** The severity of psychological stress will affect the level of individual mental health. As an important part of the memory of the Anti-Japanese War, Shandong base area has strong traces of historical memory. Therefore, when children watch the tragic pictures in the film and television works of the memory of the Anti-Japanese War, they will unconsciously bring them in, and then produce psychological pressure and sad psychology. With the help of the memory field of the Anti-Japanese War and the law of children's psychological development, appropriate psychological intervention can effectively reduce their psychological burden and pressure. Table 1 shows some SCL of children in Shandong before and after psychological intervention\_90 score difference statistical results.

**Table 1.** Partial SCL of children in Shandong before and after psychological intervention\_90 score difference statistical results

Scoring dimension	Before intervention	After intervention
Anxious	1.12±0.37	1.74±0.41
Depressed	1.28±0.50	1.95±0.62

**Conclusions:** The perspective of Anti-Japanese war memory reveals the historical development process by analyzing the construction subject and value meaning in the history of Anti-Japanese war. The Anti-Japanese war memory is not only related to the war, but also related to the Chinese society since the war. The construction subjects of Anti-Japanese war memory include state power, political party power, social groups, people individuals, etc., and with the changes of the times, the share and dominant weight of each construction subject will be different. As an important base in the history of China's Anti-Japanese War, Shandong base area has laid the foundation for the establishment of North China base area. Therefore, the memory trace of Shandong children to history is more obvious and prominent, and their psychological status is more easily affected by Anti-Japanese war film and television works. Psychological intervention from the perspective of Anti-Japanese war memory and combined with the psychological characteristics of Shandong children can effectively help them better form their own personal memory in historical collective memory, reduce psychological pressure and improve their physical and mental health.

**Acknowledgement:** The research is supported by: Research on Children's Daily Life in Shandong Base Area from the Perspective of Anti-Japanese War Memory, research achievements of Shandong Social Science planning project (No. 19CDSJ08).

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## RESEARCH ON THE DESIGN OF COMMUNITY PARENT-CHILD INTERACTIVE ENTERTAINMENT FACILITIES BASED ON THE PSYCHOLOGY OF ANXIETY PATIENTS

Xiaoying Li, Qiaohui Chen\* & Le Wan

*School of Industrial Design, Hubei University of Technology, Wuhan 430000, China*

**Background:** Anxiety symptoms are typical psychological diseases. Anxiety patients are prone to mental tension, depression, irritability, fear, physical pain and other symptoms. With the accelerated pace of modern life, unhealthy diet, work and rest habits, work pressure and learning pressure have led to anxiety problems in more and more people. Patients with mild anxiety disorder were nervous, depressed and had poor enthusiasm. Moderate anxiety disorder is often accompanied by insomnia, dreaminess, anorexia and other symptoms, usually mental stress concentration, prone to neurological fatigue. Patients with severe anxiety disorder often have chest tightness, emotional tension, fear, accompanied by physical fatigue, physical discomfort and other symptoms. As soon as patients have anxiety symptoms, they should see a doctor in time. At present, there are several treatment schemes for anxiety disorders, such as drug treatment methods, which can alleviate patients' anxiety symptoms through psychiatric regulating drugs, but taking drugs for a long time is easy to damage their body. At the same time, there are ways to relieve physical tension and mental problems of patients, such as physical massage, eye exercises and so on. The last is psychotherapy. Psychotherapy is a common method to treat patients with anxiety disorder. Through communication with patients, we can understand the causes of patients' anxiety, and regulate patients' symptoms by alleviating patients' emotions through reasonable psychological comfort. At present, more and more people suffer from anxiety symptoms. How to effectively alleviate the anxiety of patients has important research significance for treatment.

For parents of children with anxiety symptoms, by participating in personal activities, accompanying children in parent-child games, or jointly participating in the design of community parent-child interactive entertainment facilities, they can have a positive impact on the anxiety symptoms of patients. Community personal interaction entertainment project is a relatively novel parent-child interaction project. In the design of entertainment facilities, children and parents need to fully participate in the activities, which can not only enhance the emotion between children and parents, but also exercise people's body and mind and regulate people's pressure, which has a positive impact. The focus of the community personal interaction entertainment project is to pay attention to the emotional communication and interaction between themselves. Through personal participation, improve the combination form of fitness and entertainment facilities or entertainment form, so as to enhance the emotion between parents and children and improve the effect of parent-child communication. Therefore, for the parents of children with anxiety disorder, it is proposed to alleviate the anxiety of patients through the research on the design of parent-child interactive entertainment facilities. Therefore, this paper analyzes the main manifestations of anxiety symptoms, analyzes the common treatment methods of anxiety disorders, and then studies the influence of anxiety patients' participation in community personal interactive entertainment implementation design on their condition.

**Objective:** This paper discusses the main manifestations and hazards of current anxiety patients, analyzes several treatment methods of anxiety, studies the impact of the design of community parent-child interactive entertainment facilities on anxiety emotion, and then discusses the impact of the design of community parent-child interactive entertainment facilities on anxiety patients.

**Subjects and methods:** 200 parents of children with anxiety disorder were randomly selected as the research object. Through the design of parent-child interactive entertainment facilities in children's community, the changes of psychological activities of patients were recorded, so as to evaluate whether the parent-child interactive entertainment projects in the community have a positive impact on anxiety patients.

**Results:** The number of psychological activity changes of 200 parents with anxiety symptoms after community parent-child interactive entertainment is shown in Table 1. It can be seen from the table that after the activities of parent-child interactive entertainment in the community, the patients' anxiety symptoms and psychological activities have been improved, with a score of 1-5. The higher the score, the better the mentality. Compared with before and after learning, the scores of stress relief indicators, optimism indicators and parent-child relationship also improved, indicating that community parent-child interactive entertainment projects can improve the condition of anxious patients and alleviate their stress.



**Table 1.** Changes in psychological activities of 200 parents with anxiety symptoms after community parent-child interactive entertainment programs

Positive psychology	Before teaching	After teaching	<i>P</i>
Stress relief	3	4	<0.05
Optimistic index score	1	3	<0.05
Parent child relationship score	3	4	<0.05

**Conclusions:** With the acceleration of social development, more and more people are suffering from anxiety disorders. Anxiety disorders not only affect people’s physical and mental health, but also have an adverse impact on people’s work and life. Therefore, this paper analyzes the performance and influence of the three stages of anxiety symptoms. Through the analysis of the symptoms, it is proposed to alleviate the symptoms by participating in the design of parent-child interactive entertainment facilities. The results show that after participating in parent-child interactive entertainment projects, the patients enhance the communication and communication with children, and maintain the parent-child relationship through joint participation in activities, the anxiety of patients has been significantly improved. Therefore, the research content has important research value for alleviating anxiety symptoms.

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## RESEARCH ON THE INTERVENTION EFFECT OF DRAMA APPRECIATION COURSE ON PSYCHOLOGICAL RELIEF OF LEFT BEHIND CHILDREN

Zhihong Cheng

*HuaiBei Normal University, HuaiBei 235000, China*

**Background:** Psychological stress refers to physiological changes and emotional fluctuations caused by changes in the external environment and internal state of the body. There are many factors leading to psychological stress, and their sources and properties are different. It may come from society or family. It may be pleasant or unpleasant. It can be beneficial or harmful. In any case, people always have to adopt a certain attitude to adapt to pressure. Pleasant and beneficial psychological stress generally does not harm people’s health. Temporary psychological pressure does little harm to people’s physical and mental health, but long-term psychological pressure will lead to excessive physiological response. If you do not actively overcome unpleasant and harmful psychological pressure, it will often lead to various diseases. Stressors include: biological stressors: physical trauma or disease, hunger, sexual deprivation, sleep deprivation, noise and temperature changes. Psychological stressors: wrong cognitive structure, personal bad experience, moral conflict, bad personality and psychological characteristics. Social environmental stressors: pure sociality. Interpersonal adaptation problems caused by their own conditions. The production process can be divided into three stages: stress response stage, gain and loss stage of intermediary system, and clinical stage: timely symptoms and delayed symptoms. The mediating system of stress is composed of three subsystems: cognitive system, social support system and immune system. Among them, the cognitive system is to evaluate the nature and controllability of stress and affect people’s self-control of behavior. The social support system is an effective buffer of stress through the relationship of intimacy and trust. The immune system can alleviate the symptoms and functional consequences of the body’s immune system. With the acceleration of China’s urbanization, a large number of migrant workers pour into cities to work, resulting in the increasing number of rural lefts behind children. At the same time, it also brings a series of social problems. The education and psychological problems of left behind children have become a hot issue, especially the psychological problems of left behind children have become an important factor affecting the healthy growth of children. Therefore, it is necessary to expand the psychological problems of left behind children through social activities, enhance children’s self-confidence and sense of responsibility, strengthen communication with left behind children in school and family, cultivate their sense of happiness and belonging, and broaden communication channels with left behind children, so as to promote the healthy and happy growth of left behind children.

As one of the three ancient drama cultures in the world, opera has a long history, extensive and profound,

and has a distinctive national style. Opera is a combination of poetry, music, dance, art, acrobatics and other performing arts. It has many ways of expression, such as singing, reading, doing and playing. Drama performance system is the role of male roles, female roles, painted roles and clowns-on stage. Traditional opera takes virtual as the basic means to reflect life, flexibly deals with stage time and space, pays attention to the similarity of shape and spirit, and pursues the truth of the essence of life. In short, being close to the people and keeping pace with the times is a fine tradition of opera art. In view of this, this paper studies the intervention effect of opera appreciation course on the psychological relief of left behind children, in order to stimulate the interest of left behind children and obtain psychological relaxation through opera art, so as to ensure the physical and mental health of left behind children.

**Objective:** In order to alleviate the psychological pressure of left behind children, this paper explores the impact of drama appreciation curriculum on the psychological relief intervention of left behind children, in order to obtain psychological relaxation through drama art, so as to ensure the physical and mental health of left behind children.

**Subjects and methods:** 200 left behind children were selected as the research objects, and the psychological stress symptoms of left behind children were measured with the Symptom Checklist (SCL-90), which includes 10 factors such as somatization, interpersonal sensitivity, depression, paranoia and anxiety. Each factor item is evaluated with a five-level scoring standard of 1-5 points. Then 200 left behind children were intervened in drama appreciation course. The intervention period was 3 months. The changes of psychological pressure of left behind children before and after the intervention were compared.

**Methods:** SPSS22.0 statistical was used to analyze the data.

**Results:** Table 1 shows the mental health of left behind children before and after the intervention. As shown in Table 1, compared with before the intervention, after the implementation of drama appreciation course, the mental health status of left behind children has been significantly improved, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Mental health of left behind children before and after intervention ( $n=200$ )

Project	Before intervention	After intervention	<i>P</i>
Somatization	4.03	1.40	0.00
Obsession	3.85	1.45	0.00
Sensitive	3.65	1.32	0.00
Depressed	4.55	1.53	0.00
Anxious	3.51	1.44	0.00
Hostile	4.03	1.40	0.00
Fear	3.85	1.45	0.00
Paranoid	3.65	1.32	0.00
Psychotic	4.55	1.53	0.00
Ad-items	3.51	1.44	0.00

**Conclusions:** In order to dredge the psychological problems of left behind children, this paper explores the impact of drama appreciation course on the psychological relief intervention of left behind children, in order to obtain psychological relaxation through opera art, so as to ensure the physical and mental health of left behind children. The results show that compared with before the intervention, the mental health status of left behind children has been significantly improved after the implementation of drama appreciation course. This shows that drama appreciation course has a positive effect on the psychological relief of left behind children.

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## RESEARCH ON PSYCHOLOGICAL MOTIVATION FACTORS OF JUVENILE CRIMINAL LAW UNDER THE BACKGROUND OF THINKING LOGIC OBSTACLE

Jun Li

*Chongqing Industry Polytechnic College, Chongqing 401120, China*

**Background:** Thinking logic barrier refers to that the formation, application, judgment and reasoning process of thinking concept violates the law of formal logic and is divorced from reality. The clinical

manifestations mainly include logical fallback thinking, that is, patients change concepts secretly in the process of reasoning, and the reasoning process has no premise, no logical basis, no cause and no result, cause and effect inversion, etc. New words are words created by the patients themselves or by putting together some irrelevant concepts and several incomplete words to give them a special meaning, which is only understood by the patients. Sophistication refers to the patient's seemingly reasonable but actually ineffective debate on some issues that have no practical significance, and refuses to accept the opinions of others. Contradictory thinking means that patients have two contradictory and opposite concepts at the same time. These two ideas compete with each other in the patient's brain. When suffering from schizophrenia, all kinds of thinking logic disorders will appear, which characteristic symptoms of schizophrenia are. When suffering from obsessive-compulsive neurosis, there will be contradictory thinking. The clinical manifestation is the concept of obsessive-compulsive opposition, which is, entangled by a concept contrary to his usual understanding. When suffering from personality disorder, sophistry will appear. In order to obtain psychological satisfaction, patients debate for the debate process itself, not to solve any problems.

Minors refer to citizens under the age of 18. The criminal law of minors is a crime, that is, minors commit the criminal acts stipulated in the criminal law. As the cognitive and willpower of minors are not yet fully developed, the criminal law stipulates that minor under the age of 16 are not criminally responsible for all harmful acts. If the perpetrator's behavior is extremely harmful to society and causes great harm to social relations, minors over the age of 16 and under the age of 18 should bear criminal responsibility. The psychological motivation of juvenile delinquency is complex and diverse, mainly family factors, school factors and individual factors. From the analysis of family factors, the first is that at this stage, the concept of family education is old, parents only focus on learning, and pay less attention to children's psychology. Secondly, the way of family discipline is improper, and parents are too strict or doting on their children. In addition, the breakdown and deformity of the family is also an important inducement for juvenile delinquency. From the analysis of school factors, the school lacks legal education and moral education for minors, ignoring the physiological and psychological changes of minors in adolescence. From the analysis of individual factors, minors have strong rebellious psychology, conformity psychology, curiosity psychology and imitation psychology in the growth stage, which have not been effectively relieved. In order to prevent the formation of juvenile delinquency psychology, we can actively guide minors and promote their healthy growth by creating a warm family atmosphere, giving full play to the educational function of schools and improving their self-awareness.

**Objective:** By investigating and analyzing the psychological motivation factors of juvenile criminal law crimes in China, this paper summarizes the general law of motivation for juvenile offenders with thinking logic disorder, and then puts forward effective solutions, hoping to provide new research ideas for the prevention and control of juvenile offenders with thinking logic disorder, and guide the society to pay attention to this part of special juvenile offenders.

**Subjects and methods:** The research use the literature method to analyze the juvenile delinquency cases in China in recent 15 years, focusing on studying the psychological motivation and characteristics of juvenile criminal law crimes, and finding out the main influencing factors of psychological motivation of juvenile offenders with thinking logic obstacles. The 1-5 score system is used to evaluate the influencing factors of criminal psychological motivation of patients with thinking logic disorder, in which 1 indicates no correlation, 2 indicates slight influence, 3 indicates general influence, 4 indicates obvious influence and 5 indicates complete influence.

**Results:** The influencing factors of psychological motivation of 32 juvenile offenders with thinking logic disorder were analyzed, and the weight proportions of family factors, school factors and individual factors were carefully compared. The experimental results are shown in the table below. Research shows that family factor is the most important reason for juvenile delinquency with thinking logic disorder, followed by individual factor and finally school factor.

**Table 1.** Evaluating the influencing factors of juvenile delinquency psychological motivation

Influence factor	School factors	Family factors	Individual factors
Evaluation score	3	5	4

**Conclusions:** Under the background of thinking logic disorder, the psychological motivation of juvenile criminal law crime is mainly caused by family factors. As the first teacher of children, the development of mental health of minors in the process of growth cannot be separated from the correct guidance of parents. At the same time, when minors do not have sound cognitive and willpower, schools should pay full attention to children's mental health problems and timely guide students with temporary mental problems to establish correct core values.

# INFLUENCING FACTOR EXTRACTION OF HEALING ENVIRONMENT IDENTIFIABILITY BASED ON ENVIRONMENTAL PSYCHOANALYSIS

Yi Liu<sup>1</sup>, Lulu Chen<sup>1\*</sup> & Hanzhe Jiang<sup>2</sup>

<sup>1</sup>School of Architecture, Harbin Institute of Technology; Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and Technology, Ministry of Industry and Information Technology, Harbin 150001, China

<sup>2</sup>School office, China University of Geosciences (Beijing), Beijing 100083, China

## SUMMARY

**Background:** In the environmental psychology, “environmental recognition” is considered as the process of people’s cognition, understanding, acceptance and transformation of the structure, characteristics, spatial relationship and other factors of the environment to obtain meaning and illustration. As a type of space environment for treatment and recovery, healing environment can further strengthen users’ environmental psychological suggestion during the environmental identification process, so as to stimulate their self-healing ability physiologically and psychologically. Environmental healing method is an effective psychological suggestion method. The purpose of studying the environmental identifiability of the healing space is to arouse people’s health awareness from the perspective of environmental psychology and improve the efficiency of health recovery mentally and physically.

**Subjects and methods:** From the perspective of doctor-patient psychology and environmental needs, this study analyzes users’ cognitive process of the healing environment. Combined with the structural form and connotation characteristics of the space environment, it also sorts out the identifiable characteristics of healing environment. On the basis of the formation of the above characteristics of the healing environment, the influencing factors of the healing environment identifiability are further extracted, so as to form an index system of the identifiability of healing environment.

**Results:** This research adopts the target hierarchy method, taking the identifiability of healing environment as the goal, classifies the selected identifiability indicators, and establishes the corresponding element layer and factor layer. Finally, 17 indicators were screened out. Among them, there are 3 area indicators, 3 path indicators, 2 boundary indicators, 6 nodes indicators, and 3 markers indicators. The identifiability index system of the healing environment is formed. Establishment of the weight of indicators for the identifiability of healing environment

**Conclusions:** This study takes healing environment as the research object and uses the relevant principles of environmental psychology to study the identifiability characteristics of spatial environment. Through the theoretical analysis of the environmental cognition process and the identifiability of environment, five identification element categories including areas, paths, boundaries, nodes, and markers with the characteristics of healing environment are analyzed. The research results are expected to provide reference for the construction of healing environment in medical institutions or urban spaces.

**Key words:** environmental psychology - healing environment - identifiability - spatial cognition

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## INTRODUCTION

In the environmental psychology, “environmental recognition” is considered as the process of people’s cognition, understanding, acceptance and transformation of the structure, characteristics, spatial relationship and other factors of the environment to obtain meaning and illustration (Joseph & Wood 2010). Healing environment, as a type of space environment for treatment and rehabilitation, can further strengthen the user’s environmental psychological suggestion by means of the user’s environmental identification process, so as to stimulate the physiological and psychological self-healing ability. Environmental healing method is an effective psychological suggestion method (Adam et al. 2021). At the same time, the healing environment, as a space demand carrier of medical technology, can bring clear environmental cognition to doctors and patients. It can also be used as a carrier of treatment and rehabilitation, so that patients can arouse their own health

“consciousness” and “value” in the identification of the environment. It is helpful to realize the effective health recovery of patients from a psychological point of view (Bamberg et al. 2015).

The components of the healing environment, the organizational form of the space and the trend of the form, etc., all have strong environmental identification characteristics. The purpose of studying the environmental identifiability of the healing space is to find a universal vocabulary or symbol, so that people in the medical treatment space can understand and recognize the space, and then generate emotional resonance for the healing environment. It also aims to arouse people’s health awareness from the perspective of environmental psychology and improve the efficiency of health recovery mentally and physically (Simon & Klandermans 2001)

### Human’s cognitive process of space environment

People’s perception of things is mainly divided into

two aspects: feeling and perception. In psychology, from accepting external stimuli to making corresponding responses, individuals need to go through two stages: physiological and psychological (Van der Werff et al. 2013). Physiologically obtained experience is feeling, while psychologically obtained is perception. Feeling is the basis of perception (Berman et al. 2014). For the healing environment, a large amount of information has been collected through the initial five senses of sight, hearing, smell, taste and touch, so that people have an initial judgment on the surrounding living environment (Berto 2005). From the perspective of people's cognition of environment, the cognition of the healing environment will also vary due to the individual's psychological needs and the use of space environment. American psychologist Abraham Maslow proposed the Hierarchy of Needs Theory, which mentioned that people's behavioral motivation is guided by psychological needs. Human needs are divided into seven layers from low-level to high-level needs: the first four basic needs include: physiological needs, safety needs, love and belonging needs, and esteem needs. The last three layers of growth needs include: cognitive needs, aesthetic needs, and self-actualization needs. Only when the low-level needs are satisfied, the high-level needs will appear, and finally the ideal needs will be achieved. In the healing process of the environment for the users, it is first necessary to start from the psychological needs of the users to realize the basic needs, that is, the healing environment needs to meet the needs of the users' physiology, safety, affiliation and love. As a result, a psychologically stable state is formed in the users' mind. The second is to consider the healing and recovery capabilities of the healing environment to meet the users' psychological growth needs (Bratman et al. 2015). From the perspective of the healing environment itself, the patients' behavior will be changed by the environment. From cognition to recognition, it is a process of deepening the recognition of the healing environment. According to the characteristics of the users' cognitive process of the healing environment, a reasonable design mode is adopted to reduce the influence of ineffective factors on the spatial cognition of the healing environment and to improve the recognition of the healing environment. It is the main purpose of this study to explore the identifiability of the healing environment so that users can better recover from psychological and physical trauma in the process of environmental healing.

### **Discussion on the identifiability of healing environment**

In the identification research of the healing environment, through the intervention of environmental psychology and the analysis of environmental behavior, people's cognitive process of the space environment can be identified by the shape and structure of the space, and relying on different behavior subjects' environmental awareness to achieve. Among them, the theory of environment-behavior studies mainly discusses the interaction between people's behavior and their environment. The focus is mainly on people and the

environment. The ultimate purpose is to study the interaction between the key elements that affect the physical environment and their effects on human behavior (Cupchik 2002). In the identification of the healing environment, there is an interaction behavior with the environment and the activities of the crowd, that is, under the stimulation and guidance of the healing environment, the crowd will perform specific restorative-related behaviors in this space. On the contrary, the related activities of the crowd will have a certain effect on the healing space. In previous studies, researchers have drawn research results on the relationship between the environment, human behavior and psychology based on the physiological or psychological effects of environment on people. Among them, "Environmental Emergency Theory" is the most representative.

Environmental emergency theory states that all behaviors and activities of people are constrained by the physical environment in which they live. Some specific behaviors occur in people under the stimulation and guidance of environment (Jiang et al. 2016). According to the individual differences of people in psychology and physiology under the premise of different environments, researchers have obtained many research results on the relationship between environment and behavior, and the most influential one is "Environmental Emergency Theory". That is, the external stimuli that the environment gives people, make people appear psychological or physiological stress response. With the help of this theory, it is possible to stimulate the users' resilience from psychological or physiological perception and improve the healing ability by creating an environmental atmosphere with healing characteristics and using the shape, level, structure and other characteristic elements of the healing space.

### **Feature extraction of the identification elements of healing environment**

The identification of healing environment focuses on identifying the characteristics of the healing environment, and then forming the users' psychological environmental impression, thereby improving the identification (Zmudzinska-Nowak 2003). Kevin Lynch once put forward the concept of "urban image" and summarized five recognizable elements of environmental impression, namely region, path, boundary, sign and node (Wohl 2017). Applying these five types of elements to the identification of healing environment space can help people to form a clear environmental guidance direction, a higher awareness and a clear image of healing environment (Mondschein & Moga 2018). In the targeted application to the regional level application of the healing space, the environmental recognizability of the healing space can be improved (Filomena et al. 2019). At the same time, the discussion on the recognizable characteristics of healing environment is to limit the space environment. While satisfying the users' habit of identifying the environment as a whole, it also considers the impact of specific environments such as treatment and

rehabilitation, and the special space on the users' psychology (Corner 2020).

(1) Area. In Kevin Lynch's Five Elements of Urban Imagery, "areas" are interpreted as spatial extents with certain common characteristics (Ghaleh & Ramezani 2018). In healing environment, the concept of area can be distinguished by different spatial functions, different attributes of users, doctors and patients (Ji & Park 2020). There are clean areas, semi-contaminated areas, and polluted areas that need to be clearly distinguished by clean and polluted areas. There are also areas with no clear boundaries, such as indoor and outdoor rehabilitation and rest spaces. In the identification of such regional spaces, the distinction is mainly based on the function of the space and the categories of users or medical technical requirements (Sun 2018).

(2) Path. It is the channel that connects the destination (Hospersab 2010). Due to the influence of the requirements of clean technology and medical safety in the medical environment, the path in healing environment is relatively fixed and highly limited. This is also an aspect of the clearly recognizable characteristics of healing environment relative to other environments (Grahm & Stigsdotter 2010). For example, the distinction between clean flow lines and dirty flow lines, the distinction between doctor routes and patient routes, etc., need to be considered in the site environment. In terms of the shape of the path, it is also necessary to fully consider the efficiency of medical needs, shorten the route between functional areas as much as possible, and improve the efficiency of treatment (Dijkstra et al. 2010). However, in some leisure rehabilitation spaces, such as the outdoor rehabilitation gardens in the hospital campus, landscape paths can be set up in the paths to relax the body and mind of doctors and patients, but it is necessary to consider setting up emergency rescue passages and passage paths for barrier-free facilities (Aarts et al. 2015).

(3) Boundary. It is the boundary between the two areas. A typical feature of boundary in a healing environment is that it has both virtual and real forms. In healing environment, some borders are forbidden to pass, and even completely closed areas are required for the purpose of preventing and controlling infectious diseases. Others use penetrable space interfaces such as colonnade to form the boundary, which is convenient for users to walk through (Devlin & Arneill 2003). At the same time, in healing environment, in order to respond to public health emergencies, many spaces need to be temporarily converted in the emergency state (Lawson 2010). For example, an infectious ward that is temporarily changed from a general ward will temporarily seal the area. When the emergency state is changed to the normal use state, the boundary will be lifted.

(4) Nodes. It is some typical areas in the healing environment. The nodes are highly recognizable in the environment. The nodes are connected in different ways to form the structural framework of the healing environment (Norton-Westwood et al. 2011). Therefore, nodes are functional and can allow users to quickly recognize the meaning of the existence of the

environment and understand the purpose of the environment (Etikan et al. 2016).

(5) Markers. It is some elements that stand out in the environment. In the form of structures or reference objects, the environment can be quickly recognized by users (Gesler & Curtis 2016). In a healing environment, these structures can be functional, such as some emergency rescue facilities, which can help patients with emergency rescue, or they can be spiritual (Mark et al. 2014). For example, some artistic sculptures with spiritual significance in some environments encourage and awaken people's psychology and generate recovery beliefs.

Through the analysis of the above five elements, the environmental form of the healing space has a high degree of recognition. In addition, Japanese scholars have also proposed the 20 most perceptive image theme elements of the image perception system and perception elements. For example, the highest point that can be viewed, walkable passages, important landmarks, historical relics related to the area, water features, community sketches, characteristic road signs and street scenes, artworks, facades, plazas, fun, street corners, lighting, boulevards and advertisements, etc. These are relatively specific, and can also provide reference and basis for the extraction of identifying factors in the healing environment.

## SUBJECTS AND METHODS

### Study setting

#### *Influencing factor extraction of healing environment identifiability*

On the basis of the formation of the above characteristics of the healing environment, the influencing factors of the healing environment identifiability are further extracted, so as to form an index system of the identifiability of healing environment.

#### *Preliminary extraction of indicators*

The extraction of the influencing factors of the identifiability of the healing environment first needs to clarify the extraction direction. There are many factors that influence the identifiability of healing environment. These factors continue to act on the healing space, making the healing space develop in different directions (Be & Carlsson 2014). Based on the above induction on the identification features of healing environment, in the aspect of factor screening, firstly, the identification features of healing environment are combined into classification and induction, and the closeness of each influencing factor and the identification of the healing environment is considered (Marcus 2007). The extraction method is determined through data research and expert inquiries. Firstly, the identifying factors of healing environment are extracted from the past practice cases of healing environment. The initially extracted identifying factors of healing environment are classified and sorted through the induction of feature types and the method of

layer-by-layer stripping.

Second, focus group discussions and expert interviews were used. First of all, by establishing a focus group, the preliminary extraction of the influencing factors of healing environment identifiability is provided to the group members. The main purpose of the discussion by the host is to carry out the secondary extraction of influencing factors from the level of the identifiability research of healing environment. Members are invited to consider whether to add other necessary factors while discussing these initially listed identifiability factors. The focus group members included architects engaged in hospital architectural design, landscape engineers, scholars in the field of public environmental research, students in urban environment-related disciplines, hospital nurses, and residents who had been hospitalized for more than one week. A total of 16 people were randomly divided into two groups to discuss. The duration of the meeting is 2 hours, during which the recorder will record. Afterwards, the influencing factors discussed in the focus group were sorted out in the form of an Excel table.

### Selection of indicators

This research adopts the target hierarchy method, taking the identifiability of healing environment as the goal, classifies the selected identifiability indicators, and establishes the corresponding element layer and factor layer. Supplemented by the importance-level questionnaire, SPSS software was used for statistical analysis of the data, and the final identifiability index of the healing environment was obtained.

### Design of the questionnaire

The index selection of the identifiability of healing environment adopts the form of an importance-level questionnaire. Combined with the influence of the indicators on the identifiability of healing environment,

the questionnaire is divided into four levels: unimportant, generally important, important, and very important. And assign values to 4 grades, which are 1, 2, 3, and 4 in turn, so as to facilitate the sorting of index data after the questionnaire. At the same time, after the selection of the established indicators, there is also a link that allows respondents to add or modify indicators that affect the identifiability of healing environment according to their own wishes, and further expand and improve the indicators.

## RESULTS

It is estimated that 80 questionnaires will be distributed, and 34 expert questionnaires and 38 social questionnaires are included in the actual recovered valid questionnaires. The results of the questionnaire were counted and sorted, and the data obtained from the questionnaire was analyzed by SPSS24 software. First, import the excel data tables obtained from the expert questionnaire and the social questionnaire into the software, select each indicator data column in turn, click [Analyze]-[Compare Average]-[Average], and add the indicator data to the list of dependent variables. Then the mean and standard deviation of the indicator are shown in the Statistical Results window. Next, the coefficient of variation of the index is calculated through the mean and standard deviation of the index. The higher the average, the higher the adoption of the indicator; the lower the coefficient of variation, the higher the consensus of the indicator.

$$C_v = P_i / Q_i \quad (1)$$

Among them,  $P_i$  is the standard deviation of the indicator scores, and  $Q_i$  is the average value of the indicator scores. The corresponding numerical table of the obtained medical facility spatial balance index is shown in Table 1.

**Table 1.** List of averages, standard deviations and coefficients of variation of the spatial balance indicators of medical facilities

Feature layer	Factor layer	Mean	Standard deviation	Coefficient of variation
Area	Treatment area	5.38	0.7441	0.1383
	Emergency area	2.82	0.4151	0.1472
	Healing site	3.27	0.5566	0.1702
	Research office area	1.42	0.2361	0.1663
	Logistics support area	0.62	0.0915	0.1476
	Clean and dirty partition	1.28	0.1802	0.1408
Path	Path distance	3.24	0.4811	0.1485
	Diversion of people and vehicles	1.29	0.2366	0.1834
	Doctor-patient triage	3.08	0.5036	0.1635
Boundary	Accessible design	3.22	0.5345	0.1660
	Spatial scale	0.87	0.1313	0.1509
	Convenient indoor and outdoor access	1.65	0.3122	0.1892

	Line of sight penetration	2.28	0.3940	0.1728
	Clean and dirty partition	3.43	0.5426	0.1582
	Healing garden	3.85	0.6252	0.1624
	Water system	3.26	0.5604	0.1719
Nodes	Campus entrance	2.23	0.3173	0.1423
	On-site parking space	2.67	0.3781	0.1416
	Hospital street	2.49	0.3944	0.1584
	Nursing Unit	3.27	0.5726	0.1751
	First aid facility	2.53	0.3636	0.1437
Markers	Marker shape	1.13	0.1700	0.1505
	Marker hue	1.38	0.2521	0.1827
	Plants for resilience	3.14	0.4971	0.1583
	Medical-themed sculpture	2.94	0.5016	0.1706

The value range and data screening process of the arithmetic mean  $Q_i$  and the coefficient of variation  $C_v$  are shown in Table 2.

**Table 2.** Index screening principles

Scoring standard	Situation overview
$Q_i \geq 2.8$	A highly recognized indicator. It is believed that this indicator has a great influence on the identifiability of the healing environment, and has a high reference value for the construction of the healing environment.
$1.6 \leq Q_i < 2.8$ and low $C_v$	It has a certain degree of recognition. It is believed that this indicator has a certain influence on the identifiability of the healing environment.
$Q_i < 1.6$	The selected indicators need to be considered. The indicators themselves have little impact on the identifiability of the healing environment, but it cannot be ruled out that the combined consideration of other indicators will have an impact on the healing environment.

**Table 3.** Healing environment identifiability index system

Target layer	Influencing factors	Influencing factors
Identifiability of healing environment G	Area B1	Rescue area b11
		Emergency area b12
		Healing area b13
	Path B2	Path distance b21
		Doctor-patient triage b22
		Accessible design b23
	Boundary B3	Line of sight penetration b31
		Clean and dirty partition b32
		Healing garden b41
	Node B4	Water system b42
		Campus entrance b43
		On-site parking space b44
	Marker B5	Hospital street b45
		Nursing unit b46
		First aid facility b51
		Plants for Resilience b52
		Medical-themed sculpture b53

Finally, 17 indicators were screened out by collecting 72 expert and social questionnaires. Among them, there

are 3 area indicators, 3 path indicators, 2 boundary indicators, 6 nodes indicators, and 3 markers indicators.



After the above-mentioned process of screening, combined with the opinions of experts and social surveys on the increase, decrease and modification of indicators in the questionnaire. Finally, the identifiability index system of the healing environment is formed, as shown in Table 3.

### Establishment of the weight of indicators for the identifiability of healing environment

The study adopts a nine-level scale method to

determine the importance of the factors affecting the identifiability of healing environment. The levels of each degree are described in Table 5-1, and the YAAHP software is used to establish an analytic hierarchy process. In the questionnaire on the index weights of influencing factors of healing environment identifiability, the respondents mainly selected 40 scholars and engineers in the field of medical architecture and environmental landscape design. For more information, use YAAHP software to combine index factors to establish a weight model of the identifiability index of healing environment.

**Table 4.** Nine-level scaling method and scaling explanation

Scale	Scale interpretation (comparison of pairwise elements or factors)
1	Equally important
3	The former is slightly more important than the latter
5	The former is clearly more important than the latter
7	The former is strongly more important than the latter
9	The former is extremely important to the latter
2、4、6、8	The middle value of the above adjacent scales, representing the middle value of the adjacent importance If important, factor a/factor b=gab
Reciprocal	Then the importance, factor b/factor a = $GBA = \frac{1}{g_{ab}}$

The research uses the arithmetic mean method to obtain the expert scores of each factor, and conducts the consistency test through the judgment matrix. Its calculation function is as follows:

$$DI = (\lambda_{max} - n) / (n - 1) \quad (2)$$

The calculation formula of the consistency index DI of matrix judgment:

The formula for calculating the random consistency ratio DR:DR=DI / RI  
See Table 5 for the final weight of the recognizability index of healing environment.

**Table 5.** The weight results of the index factor of the identifiability of healing environment

Target layer	Influencing factor	Weight	Influencing factor	Weight
Identifiability of healing environment G	Area B1	0.2159	Rescue area b11	0.0782
			Emergency area b12	0.0591
			Healing area b13	0.0786
	Path B2	0.1575	Path distance b21	0.0375
			Doctor-patient triage b22	0.0427
			Accessible design b23	0.0773
	Boundary B3	0.1496	Line of sight penetration b31	0.0679
			Clean and dirty partition b32	0.0817
			Healing garden b41	0.0875
			Water system b42	0.0856
	Node B4	0.3519	Campus entrance b43	0.0380
			On-site parking space b44	0.0375
			Hospital street b45	0.0471
			Nursing unit b46	0.0562
	Marker B5	0.1251	First aid facility b51	0.0443
			Plants for Resilience b52	0.0384
Medical-themed sculpture b53			0.0424	

## CONCLUSIONS

As the carrier of treatment and recovery, healing environment utilizes the interaction between users' psychology and the environment, so that patients can arouse their own health "consciousness" and "value" during the environment cognition process. It contributes to the effective recovery of patients from a psychological point of view. This study takes healing environment as the research object and uses the relevant principles of environmental psychology to study the identifiability characteristics of spatial environment. Through the theoretical analysis of the environmental cognition process and the identifiability of environment, five identification element categories including areas, paths, boundaries, nodes, and markers with the characteristics of healing environment are analyzed. The influencing factors of healing environment identifiability under the five categories are extracted by the way of questionnaires and interviews. Further, the weights of the influencing factors are established to explore new ideas for the design of healing environment in the future.

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Yi Liu: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Lulu Chen & Hanzhe Jiang: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

Lulu Chen,

School of Architecture, Harbin Institute of Technology; Key Laboratory of Cold Region Urban and Rural Human Settlement Environment Science and Technology, Ministry of Industry and Information Technology, Harbin 150001, China

E-mail: chenlulu@hit.edu.cn

# RESEARCH ON THE INFLUENCE OF THE NEW GENERATION STAFF'S WORK STRESS ON JOB BURNOUT-THE REGULATING EFFECT OF NERVOUSNESS AND ACCOUNTABILITY

Xiaorong Jiang<sup>1\*</sup>, Xiaotian Wu<sup>1</sup> & Zixuan Yun<sup>2</sup>

<sup>1</sup>School of Economics and Management, Xi'an University of Technology, Xi'an 710054, China

<sup>2</sup>Xi'an Fengdong Xincheng No.1 Junior High School, Xi'an 710086, China

## SUMMARY

**Background:** With the changes of the times, the new generation staff have become the main force in the labor market. Their fast-paced and changeable life and work have led to their unsatisfactory career development. As the fierce social competition becomes increasingly fierce, their job burnout has become more obvious.

**Subjects and methods:** Taking the new generation staff as the research object, this paper constructed a theoretical model of work stress, job burnout, nervousness and accountability, collected 308 valid questionnaires, and made an empirical analysis of the collected data.

**Results:** The research shows that the five dimensions of the new generation staff's work stress have positive influence on the three dimensions of job burnout; accountability, as a positive psychological factor, has a negative influence on job burnout, while nervousness, as a negative psychological factor, has a positive influence on job burnout. Nervousness and accountability can regulate the relationship between work stress and job burnout. However, nervousness cannot regulate the relationship between work stress and dehumanization, and accountability cannot regulate the relationship between work stress and emotional exhaustion.

**Conclusions:** To some extent, this study reveals the mechanism of work stress on job burnout of the new generation staff, and provides certain reference for promoting the personal development of the new generation staff.

**Key words:** work stress - new generation staff - job burnout - nervousness - accountability

\* \* \* \* \*

## INTRODUCTION

Job burnout was first put forward by Freudenberger in the article *Understanding Burnout* published in 1970s. He described "burnout" as all kinds of negative states produced by individuals at work. Later, the academic circles studied job burnout from different perspectives, such as the impact of job burnout, antecedent variables, etc. At present, job burnout is one of the important problems faced by human resource management. Job burnout will have various negative influences on individuals, enterprises, families and society. It refers to a series of negative psychological symptoms such as physical and mental exhaustion caused by an individual's inability to effectively cope with long-term psychological and physiological stress. Job burnout can also lead to physical and mental diseases, such as depression, headache, insomnia, gastrointestinal dysfunction, etc. For enterprises, job burnout will lead to lower work efficiency, loss of enthusiasm for work, indifference to colleagues, slacking off, and even resignation in severe cases. For family and society, people with a high degree of job burnout tend to reduce social interaction, show indifferent attitude towards their relatives and friends, and sometimes even take extreme actions, such as self-harm and attacking others.

Global economic integration has brought opportunities as well as great challenges to Chinese enterprises. With the rapid growth of China's economy and increasingly fierce market competition, the market

environment is constantly changing, and the employment environment is full of uncertainty. Enterprises are often faced with reorganization, reform and merger, and the reorganization and integration of some enterprises have also led to a large number of laid-off and unemployed workers. With the increasingly fierce social competition, the work stress of staff is gradually increased. They have to complete more tasks in a shorter time. Along with this, the difficulty of work increases and their emotional exhaustion also increases. Based on this, studying job burnout and providing effective solutions have become an important task of human resource management in China.

After the reform and opening up, with the rapid development of economy and the rise of the Internet, the new generation staff were born in such a changing background and grew up in a diversified cultural environment. They generally have strong self-awareness, high academic background, strong personality characteristics and open mind, and pursue for freedom. However, their actual ability to withstand stress, communicate and cooperate, tolerance and other aspects are still lacking. Changes in the external environment may lead to increased dissatisfaction, and even resignation. In recent years, the work stress of the new generation staff has increased significantly. Moreover, the increasingly fierce social competition has aggravated their job burnout to a large extent. The new generation staff has become the main force in the labor market and the main creator of modern wealth. However, few

studies pay attention to their feelings about their work, especially the degree of their job burnout.

Therefore, this paper sorted out the relationship between work stress and job burnout of the new generation staff, and studied the following two questions: (1) Is there a correlation between work stress and job burnout of the new generation staff, and can reducing work stress effectively relieve job burnout? (2) How are nervousness and accountability reflected? At the same time, how do they affect the work stress and job burnout of the new generation staff? In view of the above two problems, this paper took the new generation staff in China as the research object, adopted regression analysis method, and established the relationship model among work stress, nervousness, accountability and job burnout. The article strove to reveal the mechanism of the influence of work stress on job burnout, and included nervousness and accountability to make adjustments, with the aim of grasping the job burnout and work stress situation of this group macroscopically, and putting forward stress management suggestions accordingly. Based on this, the paper hopes to improve organizational management system and organizational atmosphere, enhance organizational performance and promote personal development of the new generation staff.

The rest of this paper is arranged as follows: the first part sorts out the related literature on the relationship between work stress and job burnout of the new generation staff and puts forward the research hypothesis. The second part introduces sample selection, variable measurement and sample characteristics. In the third part, the regression equation is used for empirical analysis, and the research hypothesis is tested. The fourth part further discusses the results of empirical analysis; the fifth part is about the research deficiency and future prospect of this paper.

## **LITERATURE REVIEW AND RESEARCH HYPOTHESIS**

### **New generation staff**

The new generation mentioned in this article refers to the group born in the same period after 1980s (Li 2015). By observing the labor market, we can find that great changes have taken place in China's labor market. With a large number of the new generation staff entering the job market, the new generation staff has accounted for a considerable part of the labor force, and has become the main force of the labor force and even the backbone of the job market. However, the new generation staff are at the forefront of the changes of the times. Growing up in a diversified cultural environment, they are generally open-minded, with strong self-awareness and strong personality characteristics. In many ways, they are different from the previous generation of staff. The fast-paced and changeable life and work lead to their unsatisfactory development in the job market, which has an important impact on their work behavior. Sun Jiajing (2016) believes that the new generation staff who have grown up under the national one-child policy have weak

psychological endurance because they grew up in a warm and comfortable environment. When the new generation staff who have just entered the job face work stress, they cannot cope with it and relieve it well, so they will be tired and lose their energy. Some even choose to resign in order to escape the work stress (Sun 2016). Therefore, this paper mainly took the new generation staff as the research object, discussing the relationship among work stress, personality traits (nervousness, accountability) and job burnout of the new generation staff.

### **Work stress and job burnout**

In recent years, a large number of foreign studies have shown that there is a significant positive correlation between work stress and job burnout. Leiter (1993) analyzed the longitudinal data of job burnout and found that job burnout is a continuous process. In other words, long-term work stress will lead to excessive consumption of individual emotional resources, dehumanization and reduction of personal sense of accomplishment, resulting in low productivity (Leiter 1993). Cray (2010) found through empirical research that work stress has a significant positive influence on job burnout, and the two dimensions of work stress, namely lack of control and job overload, are significantly related to job burnout (Cray Stanley et al, 2013). Work-family conflict is an important dimension of job burnout. Scholars such as Demerouti, Bulters, etc. (2004; 2013) found that work-family conflict and job burnout influence each other. When staff cannot reach a good balance between work and family, there will be conflicts. Besides, they cannot devote themselves to their work well, which will have a negative influence on their work. At the same time, staff will have a series of burnout, such as impatience and emotional exhaustion, which in turn will have a negative influence on their family life and lead to family conflicts (Demerouti, E., Bakker 2004).

Domestic studies have also confirmed that work stress has a significant positive effect on job burnout. Zhou et al. (2009) conducted a questionnaire survey on 967 civil servants. The research shows that: the overall work stress of civil servants has a positive influence on job burnout, and different dimensions of work stress respectively affect all dimensions of job burnout of civil servants. Specifically, work stress has the strongest correlation with emotional exhaustion and dehumanization (Zhou 2005). Tang (2010) took clinicians as the research object. His research shows that clinicians have a high job burnout level, and work-family conflict can significantly predict job burnout (Tang et al. 2010). Wu et al. (2018) investigated 345 special post teachers in eight regions in Yunnan province, Henan province and Guizhou province to explore the correlation between job burnout and work stress and personality characteristics, and their influence. According to their research: the work stress and personality characteristics of special post teachers are significantly correlated to their job burnout, and work

stress and different factors of personality characteristics can predict dimensions of their job burnout (Wu et al. 2018).

According to the above analysis, work stress has a positive influence on job burnout for different industries and groups. When the stress appears and cannot be relieved for a long time, it will make staff in a tense and depressed mood. If there is no proper relief and guidance, staff will easily have negative emotions and excessive consumption of emotional resources in such a state, which will lead to a series of negative reaction behaviors such as reduced self-efficacy, boredom with work and indifference to colleagues (Zhou et al. 2020). That is, when the stress acts on individuals for a long time and has not been effectively relieved, these excessive work stress will prompt staffs to have job burnout and affect their job performance (Sari Deasy et al. 2021). Therefore, for the new generation staff, we put forward the following assumptions:

H1: work stress of the new generation staff has a positive influence on job burnout;

In this paper, the work stress stimulation-response interaction theory was adopted. That is, the work stress of the new generation staff is caused by external stimulation. When staff are stimulated from outside and they cannot adapt to the current environment, there will be continuous physiological and psychological adverse reactions, which can be divided into the following five dimensions: career development, work-family conflict, interpersonal relationship, job and role stress. In this paper, Maslach's research (1996) was used to define and divide the dimensions of job burnout. That is, job burnout (JB) refers to the state of mental exhaustion and physical and mental exhaustion related to work caused by the long-term emotional, physical and psychological stress from work. It can be divided into the following three dimensions: emotional exhaustion (QGHJ), dehumanization (QRXH) and low personal sense of accomplishment (GRCJGD). Accordingly, on the basis of hypothesis H1, the following sub-hypotheses were put forward:

The five dimensions of the new generation staff's work stress (job, career development stress, role stress, interpersonal stress, work-family conflict stress) have a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, low personal sense of accomplishment).

### **Nervousness and accountability and job burnout**

In the psychological field of personality research, big five personality is generally recognized by scholars. Reviewing previous studies, it is found that some studies have explored the mechanism of influence of Big Five Model on job burnout. The results show that personality traits is the antecedent variable of job burnout and one of the influencing factors of job burnout. Big Five Model has a direct impact on job burnout, and its main effect is remarkable. Among it, different dimensions of Big Five Model have certain direct impact on different dimensions of job burnout (Guo 2010). Among the Big

Five Model traits, nervousness is regarded as the most stable personality dimension to predict job burnout, and it is also the best personality index.

Guo (2015) took 487 junior high school teachers as subjects to explore the influence of work stress on job burnout and the regulating effect of Big Five Model on the relationship between them. The results showed that the five dimensions of Big Five Model (agreeableness, nervousness, accountability, openness and extraversion) were positively correlated with personal sense of accomplishment and dehumanization, among which nervousness, openness and agreeableness were also positively correlated with emotional exhaustion, and nervousness could positively predict emotional exhaustion and dehumanization, and negatively predict low personal sense of accomplishment (Guo 2010). Swider (2010) made a path analysis of the relationship among personality traits, job effect and job burnout by using AMOS statistical analysis software. The research found that Big Five Model can effectively predict personality traits. Among it, the higher the nervousness level, the higher the job burnout level. On the contrary, the higher the accountability and easygoing, the lower the job burnout level (Swider & Zimmerman 2010). Liang and Chen et al. (2018) discussed the relationship between job burnout and personality traits of psychiatrists, and selected 225 psychiatrists as the research objects. The research found that: easygoing negatively affects job burnout. The higher the level of easygoing, the humbler and easier to accept others in the face of work. The higher the enthusiasm for work, the lower the job burnout level; accountability can positively predict the sense of accomplishment. The higher the level of accountability, the higher the psychiatrist's requirements for self-management. The more orderly the work, the lower the job burnout level (Liang et al. 2018).

Based on the above analysis, it can be found that most studies think that personality traits are one of the main factors that affect job burnout. Among the five dimensions of Big Five Model, nervousness and accountability have the most significant effects on job burnout. When faced with difficulties in work, highly neurotic staff often adopt negative ways to deal with them, which easily leads to anxiety, emotional exhaustion, loss of confidence in work, reduced personal sense of accomplishment, low motivation and interpersonal skills, and higher dehumanization. Staff with high accountability scores have a high sense of accountability, self-efficacy and sense of organization. They are also organized with implementation. In the face of the stress in work and life, they can take positive measures to deal with it, which is conducive to the alleviation of job burnout.

Accordingly, this paper puts forward the following assumptions:

H2: nervousness has a positive influence on job burnout of the new generation staff;

H3: accountability has a negative influence on job burnout of the new generation staff;

On this basis, the subdivided hypotheses are put

forward: nervousness has a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff, and accountability has a negative influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff.

### The regulating role of nervousness and accountability

Dong (2011), in his research on the impact of abusive management on staff performance, found through empirical analysis that: nervousness has a positive regulating effect between abusive management and job performance and among various dimensions (task performance, relationship performance). That is, nervousness will increase the negative influence of abusive management on staff job performance and play a promoting role; accountability has a negative regulating

effect between abusive management and job performance and among various dimensions (task performance, relationship performance). That is, accountability can reduce the negative influence of abusive management on staff job performance, and play a restraining role (Dong 2011). Guo (2015) research found that Big Five Model can regulate the relationship between work stress and job burnout, and different dimensions of Big Five Model have different regulating effects. Work-family conflict is an important dimension of work stress. Zhang (2014) discussed the mechanism of influence of work-family conflict on job burnout from the perspective of personality traits, and conducted the research by using the method of hierarchical regression analysis. The research found that: accountability has a negative regulating effect between work-family conflict and dehumanization, while nervousness has a positive regulating effect between work-family conflict and dehumanization (Zhang 2014).

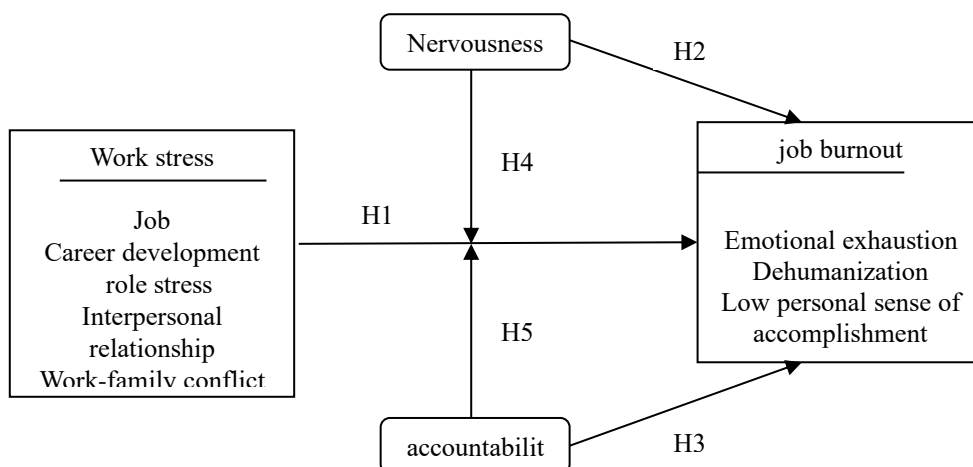


Figure 1. Conceptual model diagram of this study

Personality traits are internal psychological factors for individuals to actively guide their behavioral responses when faced with different stimulation, inducing individuals to produce the same behavioral characteristics in different situations. Studies have confirmed that the staff's social self-efficacy has a significant negative predictive effect on job burnout (Zheng et al. 2019). Perceived social support and job satisfaction can regulate the relationship between work stress and job burnout (Wu et al. 2021). With psychological capital as the intermediary, EQ has an influence on job burnout and job performance (Gong et al. 2019). Through previous studies, it has been found that there is not much research on the influence of nervousness and accountability on work stress and job burnout. nervousness and accountability are two typical personality traits. Highly neurotic staff are often anxious, impulsive, neurotic and excitable. These characteristics will make the staff unable to cope with stress well and prone to job burnout. Staff with high accountability are organized with implementation. They are diligent,

serious, punctual, prudent and persistent, which will help them get better work experience and reduce their job burnout. For different groups such as nurses (Wang et al. 2018), nervousness and responsibility have a certain regulating effect on the relationship between work stress and job burnout. In addition, in recent years, the new generation staff's work stress has increased significantly. With the increasingly intense social competition, their job burnout has become more obvious. Therefore, for the new generation staff, the mechanism of action of nervousness and responsibility on them deserves further exploration and research. Accordingly, this paper put forward the following hypotheses:

H4: nervousness has a positive regulating effect between work stress and job burnout of the new generation staff;

H5: accountability has a negative regulating effect between work stress and job burnout of the new generation staff.

On this basis, the subdivided hypothesis was put forward: nervousness has a positive regulating effect

among the three dimensions of the new generation staff's work stress and job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment), and accountability has a negative regulating effect among the three dimensions of the new generation staff's work stress and job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment).

To sum up, we use Figure 1 to show the hypothetical relationship between the main concepts in this paper.

## SUBJECTS AND METHODS

### Sample selection and data collection

The research objects of this study were the new generation groups. To ensure the representativeness of the collected data and the authenticity of the results, in the process of distributing the formal questionnaire, the new generation staff nationwide were taken as the research objects, and the survey data came from various industries, including medical and health care, real estate, sales services and other industries. The formal questionnaire research data were collected mainly through online electronic questionnaires (Wenjuanxing, QQ Mailbox) and offline paper questionnaires. Among them, the online questionnaires were collected by mail and Wenjuanxing. As the research objects of this study were the new generation staff, to ensure the reliability of the collected data samples, the questionnaires were only distributed to the new generation staff within the company through consultation with the human resources departments of enterprises. The paper questionnaires were only answered by the incumbent new generation staff, and were collected and sorted out in time. A total of 454 pretest questionnaires were distributed, and 373 questionnaires were collected, with a questionnaire recovery rate of 82.16%. After preliminary examination and screening, 65 invalid questionnaires were eliminated, and 308 valid questionnaires were collected, with an

effective recovery rate of 82.57%.

### Variable measurement

In this study, the domestic and foreign mature scales were used to measure variables, and the English scales adopted two-way translation to ensure the accuracy of each item. Except for control variables, Likert5-point scoring method was used in all scales.

(1) Measurement of work stress used the work stress questionnaire prepared by Bai et al (2019) and Ma (2014), and appropriate adjustments were made to the scale. The questionnaire includes five dimensions: job (GZBS), career development stress (ZYFZ), role stress (JSCT), interpersonal stress (RJGX) and work-family conflict stress (ZZYJTCT). There are 17 items in total, and Cronbach's  $\alpha$  value is 0.966.

(2) Measurement of job burnout used the job burnout scale designed by Li (2003) and Maslach (1996). Appropriate adjustments were made to the scale to obtain the job burnout measurement questionnaire needed for this study. The questionnaire includes three dimensions: emotional exhaustion (QGHJ), dehumanization (QRXH) and low personal sense of accomplishment (GRCJGD). There are 12 items, and Cronbach's  $\alpha$  value is 0.953.

(3) Measurement of nervousness and accountability used the NEO-FFI scale prepared by Mc Crae and Costa (2004), from which two dimensions, accountability (12 items) and nervousness (12 items) were extracted, with a total of 24 items. Nervousness scale and accountability scale were obtained, with Cronbach's  $\alpha$  values of 0.945 and 0.927 respectively.

### Sample characteristics

There was a total of 308 formal questionnaire samples. The basic information of the samples in terms of gender, age, educational background, length of service and nature of enterprises is shown in Table 1:

**Table 1.** Demographic characteristics of sample

Item	Classification	Number of persons	Percentage (%)
Gender	Male	161	52.27
	Female	147	47.73
Age	Under 25 years old	59	19.16
	26-30 years old	110	35.71
	31-35 years old	86	27.92
	36-39 years old	53	17.21
Educational background	Senior high school/technical secondary school and below	19	6.17
	Vocational/junior college	63	20.45
	Undergraduate	175	56.82
Length of service	Graduate student or above	51	16.56
	Less than 2 years	94	30.52
	2-5 years	103	33.44
	6-10 years	59	19.16



Nature of enterprise	More than 10 years	52	16.88
	State-owned enterprises	78	25.32
	Joint venture/foreign capital enterprise	78	25.32
	Private enterprises	101	32.79
	Other	51	16.56

## DATA ANALYSIS AND RESULTS

### Reliability and validity analysis of the scale

In this study, Cronbach's  $\alpha$  reliability coefficient method was used to test the internal consistency of the scale. The Cronbach's  $\alpha$  coefficient values of the scale were all greater than 0.7, indicating that the scale had passed the internal consistency test and had good reliability.

According to the research of Kaiser (1974), the sampling suitability value (KMO) was calculated to analyze whether the items were suitable for factor analysis. As shown in Table 2, each scale is suitable for factor analysis. Then, using the method of variance maximization orthogonal rotation, the questionnaire data were analyzed by exploratory factor analysis. In terms of variance explanation contribution rate, the questionnaire could explain most of the structure of variables, showing high validity.

**Table 2.** validity test results

Measurement item	KMO value	SIG value	Cumulative variance contribution rate (%)
Work stress	0.974	0.000	64.817
Job burnout	0.964	0.000	78.244
Nervousness	0.957	0.000	76.244
Accountability	0.942	0.000	68.565

### Correlation analysis

This study tested the correlation between nervousness and accountability and job burnout and its three dimensions (emotional exhaustion, dehumanization, low personal sense of accomplishment) and work stress

and its five dimensions (job itself, career development, role stress, interpersonal relationship, work-family conflict), with the aim of making a preliminary judgment on the hypothetical relationship proposed in this study. The test results are shown in Table 3.

**Table 3.** Correlation coefficient of each variable

	Job	career development	Role stress	Interpersonal relationship	Work-family conflict	Nervousness	Accountability	Emotional exhaustion	Dehumanization	Low personal sense of accomplishment
Job	1									
Career development	0.322**	1								
Role stress	0.260**	0.334**	1							
Interpersonal relationship	0.259**	0.352**	0.244**	1						
Work-family conflict	0.213**	0.204**	0.316**	0.257**	1					
Nervousness	0.287**	0.183**	0.367**	0.326**	0.324**	1				
Accountability	0.226**	-0.315**	0.323**	-0.146**	0.326**	0.427**	1			
Emotional exhaustion	0.265**	0.245**	0.269**	0.314**	0.491**	0.433**	-0.226**	1		
Dehumanization	0.304**	0.326**	0.279**	0.204**	0.391**	0.223**	-0.281**	0.469**	1	
Low personal sense of accomplishment	0.204**	0.391**	0.271**	0.243**	0.255**	0.249**	-0.321**	0.264**	0.250**	1

Note: \*\* Significantly correlated at .01 level (bilateral).

As can be seen from the correlation analysis, there is a positive correlation between work stress and job

burnout. The three dimensions of work stress and job burnout, namely emotional exhaustion, dehumanization and low personal sense of accomplishment, are significantly related at the level of 0.01. The correlation between work-family conflict and job burnout is 0.491 (emotional exhaustion), 0.391 (dehumanization) and 0.255 (low personal sense of accomplishment), respectively. The correlation between work-family conflict and emotional exhaustion is higher than the other two dimensions of job burnout. The correlation coefficients of the three dimensions of job itself and job burnout are 0.265 (emotional exhaustion), 0.304 (dehumanization) and 0.204 (low personal sense of accomplishment), respectively, all of which show positive correlation; the correlation coefficients of career development and job burnout are 0.245 (emotional exhaustion), 0.326 (dehumanization) and 0.391 (low personal sense of accomplishment), respectively. Among them, the correlation between career development and personal sense of accomplishment is the highest, followed by that between career development and dehumanization. The correlation between career development and emotional exhaustion is the weakest. The correlation coefficients between interpersonal relationship and job burnout are 0.314 (emotional exhaustion), 0.204 (dehumanization) and 0.243 (low personal sense of accomplishment), among which the correlation between interpersonal relationship and emotional exhaustion is slightly higher. The correlation coefficients between role stress and emotional exhaustion, dehumanization and low personal sense of accomplishment are 0.269 (emotional exhaustion), 0.279 (dehumanization) and 0.271 (low personal sense of accomplishment) respectively, and the overall correlation coefficient is stable. The correlation coefficient between accountability and job burnout is -0.226 (emotional exhaustion), -0.281 (dehumanization) and -0.321 (low personal sense of accomplishment), respectively, all of which show negative correlation. The correlation coefficient between nervousness and job burnout is 0.433 (emotional exhaustion), 0.223 (dehumanization) and 0.249 (low personal sense of accomplishment), respectively, all of which indicate positive correlation. Nervousness is positively correlated with job burnout, while accountability is negatively correlated with job burnout. Highly neurotic staff tend to be anxious, impulsive, and neurotic and excitable. These characteristics will lead to staff's inability to cope with stress well and easily causes job burnout. Staff with high accountability are organized with implementation. They are diligent, serious and punctual, and are careful and persistent in their work. High accountability can help staff get a better work experience, thus reducing job burnout.

## Hypothesis test

### Main effect analysis

In this paper, the stepwise multiple regression method was used to study the related variables, and the

relationship among work stress, nervousness, accountability and job burnout of the new generation staff was further analyzed. After controlling demographic variables such as gender, the new generation staff's work stress had a significant positive influence on job burnout, with a regression coefficient of 0.439 ( $P < 0.001$ ). Nervousness of the new generation staff had a significant positive influence on job burnout, with a regression coefficient of 0.415 ( $P < 0.001$ ). The new generation staff's accountability had a significant negative influence on job burnout, with a regression coefficient of -0.543 ( $P < 0.001$ ).

### Analysis of regulating effect

Firstly, the product of work stress and nervousness was introduced into the regression equation. The results showed that the explanatory power of the model to emotional exhaustion was significantly increased. The  $R^2$  value was significantly increased by 0.081, and the standard regression coefficient of the interaction of work stress and nervousness to emotional exhaustion was 0.297 ( $P < 0.01$ ). The standard regression coefficient of the interaction between work stress and nervousness to dehumanization was 0.263, and the interaction between nervousness and work stress had no significant effect on dehumanization. The interaction items of work stress and nervousness had significantly increased the explanatory power of low personal sense of accomplishment, and the  $R^2$  value had been significantly increased by 0.062. The standard regression coefficient of the interaction items of work stress and nervousness to low personal sense of accomplishment is 0.319 ( $P < 0.01$ ). The results showed that nervousness played a positive role in regulating the relationship between work stress and emotional exhaustion and low personal sense of accomplishment, but it cannot play a regulating role in the influence of work stress on dehumanization.

Secondly, the product term of work stress and accountability was introduced into the regression equation. The results showed that the standard regression coefficient of the interaction item of work stress and accountability to emotional exhaustion is -0.370, and the interaction between accountability and work stress had no significant effect on emotional exhaustion. The explanatory power of the model to dehumanization increased significantly, and the  $R^2$  value increased significantly by 0.091. The standard regression coefficient of the interaction between work stress and accountability to dehumanization was -0.275 ( $P < 0.01$ ). The explanatory power of the model to the low personal sense of accomplishment increased significantly, and the  $R^2$  value increased significantly by 0.080. The standard regression coefficient of the interaction between work stress and accountability to the low personal sense of accomplishment was -0.346 ( $P < 0.01$ ). The results showed that accountability could not play a regulating role in the influence of work stress on emotional exhaustion, but it played a negative regulating role between work stress and dehumanization and low personal sense of accomplishment.

## **DISCUSSION OF RESULTS**

### **The influence of the new generation staff's work stress on job burnout**

The five dimensions of the new generation staff's work stress (job, career development stress, role stress, interpersonal stress, work-family conflict stress) had positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, low personal sense of accomplishment). The greater the work stress of staff, the higher the job burnout of staff. The higher the work stress of the new generation staff, the more they will lose their enthusiasm and enthusiasm for work. Besides, they will feel extremely tired physically and psychologically, and their emotional exhaustion will also increase; with the increasing work stress of the new generation staff, they will also show indifference to their colleagues around them and become more indifferent to their work. At this time, the degree of dehumanization will be improved. When the new generation staff cannot be effectively relieved under the work stress for a long time, they will begin to doubt themselves, treat their work with a negative attitude, feel that they are incompetent and lose confidence in themselves, which leads to a decrease in their sense of accomplishment.

Different from the older generation staff, most of the new generation staff have professional knowledge and skills, strong learning ability, and they pay more attention to the realization of their abilities. They have higher requirements and goals for themselves. In addition to completing their own jobs, they will also spend more energy on their studies, so as to realize their own value. However, the new generation staff are not only a member of the job market, but also an important family member. With the increasingly fierce market competition, the new generation staff spend less and less time in their families, and are unable to take care of family life and work. When there is no good balance between work and family, there will be conflicts. As a result, the staff cannot devote themselves to their work well, and will gradually show a series of symptoms such as impatience and reduced enthusiasm. The core influence is emotional exhaustion caused by excessive consumption of emotional resources. With the passage of time, the job burnout of staff will in turn bring negative influence on family life, leading to the emergence of family conflicts, and the interaction between work-family conflicts and job burnout.

### **The influence of nervousness and accountability on the new generation staff's job burnout**

Nervousness has a positive influence on the three dimensions of job burnout (emotional exhaustion, dehumanization, and low personal sense of accomplishment) of the new generation staff. The more anxious, impulsive and insecure the staff are, the higher degree of job burnout they will feel. Highly neurotic staff have higher emotional exhaustion and dehumanization and lower personal sense of

accomplishment. Nervousness reflects the individual's emotional stability and ability to withstand stress. Highly neurotic staff lack self-confidence, and are impulsive and fragile. Their emotions change violently and quickly, and they are not easy to regain their calm. They are nervous, sensitive and irritable. They do not care about others, and are lonely and indifferent. They also perceive and report negative emotions more frequently. All these are not conducive to the relief of job burnout. Therefore, highly neurotic staff, when faced with difficulties in their work, often adopt negative ways to deal with them, which easily leads to anxiety, emotional exhaustion, loss of confidence in their work, weaker personal sense of achievement, low work motivation and interpersonal skills, and easily enhances dehumanization.

Accountability has a negative influence on the three dimensions of job burnout (emotional exhaustion, dehumanization and low personal sense of accomplishment) of the new generation staff. The more the staff are self-managed, self-motivated, tenacious, careful and persistent in their work, the lower the degree of job burnout they feel. Staff with high accountability have lower emotional exhaustion, dehumanization and personal sense of accomplishment. Accountability represents an individual's responsible attitude towards work or tasks and strictness. Staff with high accountability scores have a high sense of accountability, and self-efficacy. They are organized with implementation. In the face of the stress in work and life, they take a positive way to cope with it. These characteristics are conducive to the alleviation of job burnout. Therefore, for staff with high accountability, it is their duty to work hard to complete their work well. Even if the external environment is not conducive to their own work, they will do their best to complete it. They are passionate about their work, with a high personal sense of accomplishment. They can actively cope with stress to reduce emotional exhaustion.

### **The regulating effect of nervousness and accountability**

Nervousness has a positive regulating effect between work stress and emotional exhaustion of the new generation staff. When faced with work stress, the highly neurotic staff tend to work with negative emotions, which leads to excessive consumption of emotional resources, energy decline, and even emotional exhaustion. Nervousness has a positive regulating effect between work stress and low personal sense of accomplishment of the new generation staff. Highly neurotic staff often lack self-confidence and are fragile. When faced with work stress, they cannot respond positively, and are prone to self-denial, resulting in depression. This leads to loss of confidence in their work, and ultimately leads to a decrease in their personal sense of achievement. The positive regulating effect of nervousness between the new generation staff' work stress and dehumanization has not been verified. Because highly neurotic staff themselves are often

withdrawn and difficult to get along with others, when they are faced with work stress, they do not easily express their emotions and sorrows. In the eyes of outsiders, their dehumanization is not so serious, but the overall level of their job burnout has not changed.

Accountability has a negative regulating effect between work stress and dehumanization of the new generation staff. The staff with high accountability have strong self-management ability. When faced with stress from life and work, they tend to choose a rational and constructive way, and will not vent to other colleagues, teams or organizations, which alleviates the negative influence of work stress on dehumanization. Accountability has a negative regulating effect between work stress and low personal sense of accomplishment of the new generation staff. The staff with high accountability are often achievement-oriented. They work hard and pursue achievements. Even under high work stress, they implement self-motivation and try their best to obtain resources to ensure the quality of work and complete tasks, which reduces the negative influence of work stress on low personal sense of accomplishment. The negative regulating effect of accountability between work stress and emotional exhaustion of the new generation staff has not been verified. The staff with high accountability are punctual, cautious and conscientious in their work. They are more conscientious than low-accountability staff, and are often entrusted with important tasks. As a result, when faced with work stress, the staff with high accountability excessively pursue excellence and spend too much energy, causing excessive consumption of their emotional resources and accelerating their emotional exhaustion.

## SHORTCOMINGS AND PROSPECTS

First of all, questionnaire was used to collect data. Based on the staff's perspective, the self-rating scale was used for measurement. Since the questionnaire may be subjective to some extent, the reliability and repeatability of the research results will be tested. This paper tries to ensure that every link and step is reasonable, but errors are inevitable. Therefore, in the future research, variables can be measured in a more accurate manner from multiple sources and angles, so as to enhance the robustness and rigor of the research. Secondly, the study took work stress as the independent variable, nervousness and accountability as the regulating variables, and job burnout as the dependent variable, exploring the influence among them. However, the influence of mediating variables was not involved. Therefore, we may change our thinking in the following research and consider nervousness and accountability as mediating variables to explore the relationship between work stress and job burnout of the new generation staff under the influence of mediating variables.

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## Contribution of individual authors:

Xiaorong Jiang: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Xiaotian Wu & Zixuan Yun: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

Xiaorong Jiang,

School of Economics and Management, Xi'an University of Technology,

Xi'an 710054, China,

E-mail: jiangxiaorong99@163.com

# THE INFLUENCE OF SOCIAL MEDIA ON BODY IMAGE DISTURBANCE INDUCED BY APPEARANCE ANXIETY IN FEMALE COLLEGE STUDENTS

Yi Zhong

Department of Communication & Media, Sookmyung Women's University, Seoul 04310, Korea

## SUMMARY

**Background:** Currently, appearance anxiety has become a hot issue on the Internet. In reality, the interpretation and presentation of beauty standards for women's bodies, such as "palm-sized face", "chopstick legs", and "effective makeup and ineffective makeup" have become a topical phenomenon on social media platforms. Xiaohongshu is a popular UGC social media platform with nearly 400 million users, many young women will look for related topics of their preferences on the platform and are more easily influenced by these aesthetic concepts. Under the social media environment that emphasizes the role of appearance, many young women feel less confident about their appearance, and often feel anxious, troubled, and nervous. These are psychologically interpreted as body image disturbance.

**Subjects and methods:** In this paper, based on the social comparison theory, the effects of the degree of internalization of "ideal beauty" and the degree of social comparison of "ideal beauty" on women's body image were discussed respectively. Based on the revision of the classical scale, a questionnaire survey was used to measure the young women's exposure to Xiaohongshu, the internalization of "ideal beauty", appearance comparison and body image.

**Results:** The results show that: 1. The degree of use of Xiaohongshu will affect the appearance anxiety of female college students; 2. The internalization of "ideal beauty" will create body image disturbance; 3. Social comparison tendency will affect the degree to which female college students compare their "ideal beauty" with Xiaohongshu.

**Conclusions:** Combined with sociocultural theory, the following research conclusions are drawn: social media such as Xiaohongshu are shaping social aesthetic concepts and the concept of "ideal beauty" promoted by Xiaohongshu internet celebrity is influencing young women's cognition and feelings about appearance.

**Key words:** appearance anxiety - body image disturbance - sociocultural theory - female college students - Xiaohongshu

\* \* \* \* \*

## INTRODUCTION

Nowadays, appearance anxiety has become one of the sub-health mental problems common among young women in China. Appearance anxiety refers to that individuals worry that they cannot reach the aesthetic standards of the society and that they will be negatively evaluated by others on their appearance, thus producing anxiety emotions such as annoyed, worried, nervous and other anxiety emotions (Harper & Tiggemann, 2008). The slogan "Appearance is power" has been greatly recognized in the current social media environment, and it has also brought more troubles about appearance anxiety to young women. Take the current Chinese social media UGC (User Generated Content) platform Xiaohongshu as an example, content about women's appearance, trend interpretation, beauty makeup, weight loss experience sharing and other content has attracted a lot of attention once it has spread (Qian 2021).

According to the "2019 Chinese Women's Confidence Report", one in six Chinese women feel anxious when looking in the mirror or taking pictures, and "makeup" has become the first way to improve self-confidence. In Xiaohongshu, such as "palm-sized face", "A4 waist", "chopstick legs" and other standard aesthetic trends of female body "ideal beauty", It often becomes a hot topic and a group carnival as soon as it is released, which leads to the imitation and follow-up of

young women in reality. Xiaohongshu is a popular UGC social media platform with nearly 400 million users which not only unleashes the potential of user information dissemination but also becomes a stage for young people to express themselves, express themselves and shape themselves. Then, in the new communication environment, how the social media's "ideal beauty" body image presentation has on young women's appearance anxiety and body intention is a question worth exploring.

Meanwhile, new technologies may exacerbate the appearance anxiety of female groups. Just as in the UGC content published by most of the Internet celebrities in Xiaohongshu, women who are highly praised by the technical blessing of retouching software often show the image of "beautiful face, slender body, and exquisite makeup". Coupled with the personalized algorithm recommendation mechanism of Xiaohongshu, it is easier to wrap women who pay attention to "face value/fashion" into the "information cocoons", attracting women's immersive attention to the content, and has long cultivated women's awareness of beauty standards. If the image of women in traditional media is the image of female stars out of reach, then the Internet celebrities in Xiaohongshu are the objects that ordinary women can easily contact, imitate and compare.

Therefore, whether women's use of Xiaohongshu will affect their cognition of beauty standards, and then

through the comparison with the exquisite images presented in the UGC released by Internet celebrities, they will generate a sense of anxiety in appearance and body. Psychology will this state of appearance anxiety is attributed to body image disturbance. Combined with previous research, it was found that women are more likely to have negative body image than men (Thompson et al. 2003), and when it comes to college students, the proportion of college women's appearance anxiety is higher than that of men (Chen 2003). As we all know that the college period is important for a person to develop values, to know oneself and the society, and also an important transition period for the development and maturity of self-body image. The mass media is an important and core factor affecting the body image of college students. Tiggemann (2005) believe that it is precise because the mass media is a powerful communicator of ideal body characteristics, and this ideal body is a physical state that is difficult for the public to achieve, such as the body of models and actors, so the gap between the ideal body image of college students and the actual body is so huge. Thus, this paper took female college students as the research object to explore the relationship between the use of Xiaohongshu and body image in young women.

## LITERATURE REVIEW AND RESEARCH HYPOTHESES

### Social media and appearance anxiety

At present, research on the use of social media and appearance anxiety has attracted the attention of many scholars. Marengo et al. (2018) believe that people who frequently use social media will be significantly more worried about their appearance and body image than people who do not use social media. Especially for some people who usually pay special attention to appearance issues, social media is a perfect platform to help them build a "virtual self-image" (Tras et al. 2019). Hawes et al. (2020) found that excessive dissemination and attention to appearance-related content on social media may bring risks to personal emotions, such as depression and appearance anxiety. But Bell (2016) believes that whether social media can lead to users' dissatisfaction with their appearance and image mainly comes from whether users' attention to information and images will lead to other negative thoughts. The more time and energy a woman invest in social media, the more she will examine herself with a strict set of aesthetic standards promoted on social media, and thus the more likely she is to have negative emotions such as dissatisfaction with her appearance (Tiggemann, 2010).

Some scholars have pointed out that people with sensitive psychological characteristics are more inclined to pay attention to content related to appearance through platforms. They use this to seek comfort and recognition to enhance their sense of self-satisfaction. After obtaining short-term satisfaction, they spend more time on social media, which forms a cycle and generates

anxiety over time (Bue 2020). Fardouly et al. (2015) found that the duration and frequency of using the social networking site Facebook were significantly positively correlated with the level of appearance anxiety in women. In the process of using social media, people may internalize the external evaluation of "beauty" and generate more appearance anxiety.

Accordingly, the hypothesis can be H1: The degree of use Xiaohongshu has a positive correlation on the appearance anxiety of female college students.

### Ideal beauty and body image disturbance

Thompson et al. (1999) further proposed the sociocultural theory of body image, also known as the tripartite influence model, based on the sociocultural theory, in an attempt to reveal the development of female body dissatisfaction and eating disorders. The tripartite influence model assumes that there are three sociocultural factors - family, peers, and media - that influence body image through appearance comparisons and the internalization of "body ideals". This model comprehensively expounds on the influence mechanism of social and cultural factors on body image. It illustrates the ways of social and cultural factors lead to body dissatisfaction, which has been confirmed by numerous studies (Jasmine et al. 2016; Schaefer et al 2020; Wu et al. 2021).

Among these three main sources, many studies have confirmed that the media is considered to be the largest source of influence (Groesz et al. 2002; Rodgers et al. 2015; Danthinne et al. 2021). Therefore, this study takes media as the main factor of sociocultural influence to research on the influence of the social media platform of Xiaohongshu on the body image of female college students.

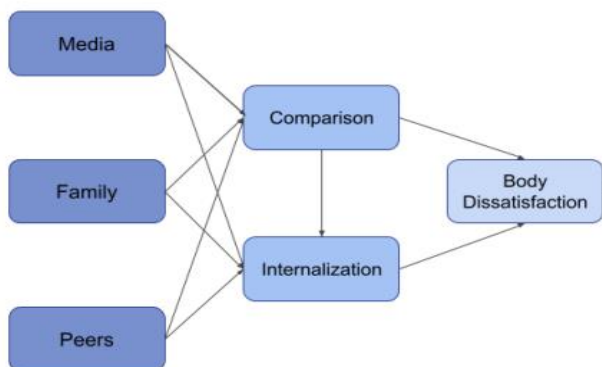
According to sociocultural theory, the standard of "ideal beauty" has been widely disseminated under the propaganda of the mass media. The standard of "ideal beauty" repeatedly prompted by the media is gradually internalized as her standard by women (Oe et al. 2021). When women make social comparisons with others, they will be based on the "ideal beauty" standard of the media. During the comparison process, the "ideal beauty" will be activated. When the gap between the "ideal beauty" and reality is too large, women will have a negative body imagery, and body satisfaction decreases. This means the internalization of "ideal beauty" affects women's body satisfaction through appearance comparison. Without comparison, there will be no sense of disparity or even anxiety (Slater et al. 2019).

Engeln (2005) found that the "ideal beauty" promoted by social media can further internalize women's cognition of appearance, and the higher the degree of internalization, the lower the satisfaction with their appearance. Internalization is a long-term and subtle process, which is the long-term cultivation of people's thoughts by the information transmitted by media. Therefore, in the process of exploring the influence of media "ideal beauty" on female body image, this paper will further combine social comparison theory

to explore the nature of appearance anxiety and the impact of social comparison on female college students' body image.

Accordingly, the hypothesis can be:

H2: The more "ideal beauty" is internalized, the more likely it is to produce body image disturbance.



**Figure 1.** Tripartite Influence Model. Thompson et al. (1999)

### Social comparison and body image disturbance

Social comparison theory believes that human beings have a driving force to evaluate their views and abilities. When individuals lack objectiveness, they use others as the scale of comparison and subjectively take others as the object of comparison to conduct self-evaluation. This process of comparing one's views and abilities with others is called social comparison (Friedkin & Johnsen 2011). Manago et al. (2008) believe that the content presented by the media is often idealized. Similarly, in the process of self-disclosure on social media, people tend to choose the idealized part and beautify their own image to a certain extent.

Secondly, according to social comparison theory, people tend to choose individuals with similar conditions to compare themselves, such as the same social class, similar family and educational background. On social media platforms, people are most exposed to those people who are prone to social comparisons. Combining these two theories, while using social media platforms, people often browse other people's beautified body information, which will unconsciously generate social comparisons, and then generate negative emotions such as dissatisfaction with their appearance (Holland & Tiggemann 2008).

In reality, ideal images in the media are often compared to women, and women are often unaware that this process is taking place. However, the images of women presented in the media are more perfect than those in reality. Therefore, comparing women with the images of women in the media is upward comparison. An upward comparison refers to comparing with people who are better than themselves in a certain aspect. This upward comparison is more likely to produce body image disturbance, resulting in feelings of inferiority, anxiety, etc. (Betz et al. 2019).

Multiple studies have shown that whether the media

effects on an individual's body image depends on whether the individual makes a social comparison with the image presented in the media, because in the comparison, the internalized body image of "ideal beauty" is activated, and in the gap between "ideal beauty" and oneself deepens body image disturbance (Lewallen et al. 2016; Afana et al. 2021). According to the above related-theories, it can be seen that women appearing in the mass media generally have the characteristics of "ideal beauty", and these characteristics form women's understanding of the standard and definition of "beauty". The longer women have been exposed to the mass media, the higher the degree of recognition of the "ideal beauty" displayed by the media which is a prerequisite for the emergence of body image disturbance.

Accordingly, the hypothesis can be

H3: The social comparison of female college students with the "ideal beauty" in Xiaohongshu will produce body image disturbance.

## RESEARCH DESIGN

### Research tools

#### *Self-made questionnaires*

In the first part of the self-made questionnaire, the frequency and duration of the use of Xiaohongshu by female college students were measured, and the users of Xiaohongshu and non-users of Xiaohongshu could be distinguished through the questions. Secondly, the questionnaire investigated the categories of information that female college students pay attention to in Xiaohongshu and the degree of attention to appearance information such as makeup, skincare, and outfits.

#### *Appearance Anxiety Scale*

Referring to the Appearance Anxiety Scale-Brief Version compiled by Dion et al. (1990), replace the words indicating the research background. The revised scale contains 6 items in total, such as "I am very concerned about what people say about my looks on social media", "Weighing makes me feel depressed and anxious", "I want to change my appearance" etc., using Likert-5 point scale (1=completely disagree, 5=completely agree), the higher score means the higher degree of coincidence.

In this part, the Cronbach's  $\alpha$  coefficient was 0.805, and the confirmatory factor analysis of the scale was good ( $\chi^2/df = 3.634$ , CFI = 0.958, TLI = 0.923, RMSEA = 0.091, IFI = 0.959, GFI = 0.96), the scales meet the requirements of reliability test.

#### *Ideal beauty internalization scale*

Using the "Sociocultural Attitudes Towards Appearance Questionnaire-3 (SATAQ-3)" scale compiled by Thompson et al (2004) and revised by Liu Daqing (2009), the scale is divided into two dimensions:



media internalization and media attention. The test items are in line with the needs of this research, and the words “magazine” and “television” in the original scale items that indicate the background are replaced by “Xiaohongshu”. The revised scale contains a total of 5 items, which mainly evaluates female college students’ cognition and acceptance of the evaluation standard of female appearance (for example: “I will focus on the information about fashion and makeup in Xiaohongshu” “After comparing with those in Xiaohongshu who have perfect looks, I will feel insecure”). Using the Likert-5 point scale (1 = completely disagree, 5 = completely agree), the higher score means a higher degree of coincidence.

In this part, the Cronbach’s  $\alpha$  coefficient was 0.803, and the confirmatory factor analysis of the scale was good ( $X^2/df = 2.012$ , CFI = 0.982, TLI = 0.969, RMSEA = 0.058, IFI = 0.982, GFI = 0.99), the scales meet the requirements of reliability and reliability test.

### Physical Appearance Comparison Scale (PACS)

PACS is used to measure the level of social comparison of appearance (Thompson et al, 1999). The scale consists of 5 self-reported items designed to assess the extent to which individuals participate in physical comparisons. The items are centered on an overall assessment of appearance. For each item participants had to use Likert-5-point scale to choose a level of agreement with them. The total score ranges from 5 to 25, with high scores indicating a person’s tendency to compare their appearance to others.

However, this scale has some limitations. Firstly, there is no information about who is the target of the comparison (with whom it is being compared) or the context in which it is being compared. This paper will clarify the scale comparison target of the scale is the female image of the Internet celebrity category presented by Xiaohongshu. Due to the clear comparison target and comparison background, many aspects of comparison in the PACS are difficult to measure, such as the upper arm, back, thigh, muscle, etc. so this study will focus on the comparison of the body and face. This study mainly focuses on the female college students of Xiaohongshu in terms of “eyes, nose, face shape, skin condition, figure, make-up, hair style”. The higher the score in this part, the higher the degree of the research subjects compare themselves with the women in Xiaohongshu.

In this part, the Cronbach’s  $\alpha$  coefficient was 0.778,

and the confirmatory factor analysis of the scale was good ( $X^2/df = 3.624$ , CFI = 0.942, TLI = 0.888, RMSEA = 0.093, IFI = 0.943, GFI = 0.969), the scales meet the requirements of reliability and reliability test.

## RESULTS

This study takes female college students as the object of investigation. First, 30 subjects are pre-tested, and the statements of some questions are revised based on the analysis results and feedback. Formal research was powered by www.wjx.cn and a total of 400 questionnaires were distributed. Invalid questionnaires that did not meet the conditions were deleted, and 367 valid questionnaires were obtained, with a valid questionnaire rate of 91.75%. This study uses IBM SPSS Statistics 26 to define and input variables, and performs reliability and validity analysis, descriptive statistics, correlation analysis, and regression analysis on the survey results.

### The degree of use Xiaohongshu of female college students

As shown in Table 1, among female college students’ use frequency of Xiaohongshu, the proportions of “almost every day” and “4-5 times a week” samples are larger, 38.5% and 30.9% respectively, while “3-4 times a week” and “1-2 times a week” accounted for only 14.9% and 7.5% respectively.

In terms of the time spent by female college students on Xiaohongshu, the total daily usage time of “20-30 minutes” and “31-60 minutes” accounted for the majority, accounting for 25.3% and 31.8% respectively, and the users who used “within 20 minutes” every day accounted for 8.5%, “1-2 hours” accounted for 22.9%, and “more than two hours” accounted for the least, accounting for 3.2%.

In terms of concerns about UGC on Xiaohongshu, fashion/beauty are highly concerned among female college students Xiaohongshu users, accounting for 52.34% and 68.93% respectively.

In terms of concerns about internet celebrity in Xiaohongshu, three types of internet celebrities, including skincare/makeup/outfits is highly concerned among female college students of Xiaohongshu, accounting for 32.67%, 62.14%, and 41.79% respectively.

**Table 1.** The degree of use Xiaohongshu of female college students

Xiaohongshu	Use frequency	Time length	Concerns UGC	Concerns internet celebrity
Highest proportion	Almost every day (38.5%)	20-30 minutes (31.8%)	Beauty (68.93%)	Makeup (62.14%)

### The use of Xiaohongshu causes female college students’ appearance anxiety

As shown in Table 2, the analysis results showed that the degree of use Xiaohongshu was significantly

correlated with appearance anxiety ( $P < 0.001$ ). It shows that the higher the degree of use Xiaohongshu, the more likely to produce appearance anxiety.

Research hypothesis 1 is to explore the degree of use

Xiaohongshu on female college students.

The regression analysis results, as shown in Table 3, showed that the degree of use Xiaohongshu ( $\beta = 0.326$ ,  $P < 0.01$ ) had a statistically significant positive effect on appearance anxiety. In other words, female college students who have been immersed in Xiaohongshu for a

long time will be subtly affected by the image of Internet celebrities in Xiaohongshu, and they will treat themselves to the appearance standards of internet celebrities, which will lead to a lack of confidence in their appearance and produce appearance anxiety.

**Table 2.** Correlation analysis between the degree of use Xiaohongshu and appearance anxiety

	The degree of use Xiaohongshu	Appearance anxiety
The degree of use xiaohongshu	1	0.428**
Appearance anxiety	0.428**	1

Note: \*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 3.** Regression analysis between the degree of use Xiaohongshu and variables

	$\beta$	SE	P
(Constant)	15.023	1.333	0.000
The degree of use Xiaohongshu	0.326	0.253	0.000

Note:  $F = 42.936$ ,  $P = 0.000$ ,  $R^2 = 0.179$ , Adjusted  $R^2 = 0.175$ .

### The degree of internalization of “ideal beauty” creates body image disturbance

As shown in Table 4, the analysis results showed that the degree of “ideal beauty” internalization correlated with body image disturbance ( $P < 0.001$ ). It shows that the higher the degree of “ideal beauty” internalization, the more likely to produce body image disturbance.

Research hypothesis 2 is to explore to what extent “ideal beauty” internalization effect body image disturbance. The regression analysis results, as shown in

Table 5, showed that the degree of use Xiaohongshu ( $\beta = 0.323$ ,  $P < 0.01$ ) had a statistically significant positive effect on body image disturbance. In other words, the degree of internalization of “ideal beauty” indicates the degree to which female college students take the “ideal beauty” standard promoted by Xiaohongshu as a goal of self-transformation and pursuit. Individuals with a high degree of internalization will regard the image of “ideal beauty” in Xiaohongshu if they do not meet such image standards as their own goals, they will have body image disturbance.

**Table 4.** Correlation Analysis between the degree of “ideal beauty” internalization and body image disturbance

	The degree of “ideal beauty” internalization	Body image disturbance
The degree of “ideal beauty” internalization	1	0.503**
Body image disturbance	0.503**	1

Note: \*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 5.** Regression Analysis between the degree of “ideal beauty” internalization and variables

	$\beta$	SE	P
(Constant)	14.055	1.660	0.000
The degree of “ideal beauty” internalization	0.323	0.039	0.000

Note:  $F = 65.836$ ,  $P = 0.000$ ,  $R^2 = 0.250$ , Adjusted  $R^2 = 0.247$ .

### Social comparison creates body image disturbance

As shown in Table 6, the analysis results showed that social comparison correlated with body image disturbance ( $P < 0.001$ ). It shows that the higher social comparison, the more likely to produce body image disturbance.

Research hypothesis 3 is to explore to what extent the social comparison effect body image disturbance. The regression analysis results, as shown in Table 7,

showed that the social comparison ( $\beta = 0.299$ ,  $P < 0.01$ ) had a statistically significant positive effect on body image disturbance. In other words, the aesthetic trend of “ideal beauty” publicized by Xiaohongshu internet celebrities does not completely match the actual appearance of most women. When female college students compare with the “ideal beauty” publicized by Xiaohongshu, they will have a negative relationship with society. The sense of gap and self-blame that does not conform to the general aesthetic concept leads to body image disturbance.

**Table 6.** Correlation analysis between social comparison and body image disturbance

	Social comparison	Body image disturbance
Social comparison	1	0.336**
Body image disturbance	0.336**	1

Note: \*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 7.** Regression analysis between social comparison and variables

	$\beta$	SE	P
(Constant)	18.059	1.986	0.000
Social Comparison	0.229	0.048	0.000

Note:  $F = 22.055$ ,  $P = 0.000$ ,  $R^2 = 0.101$ , Adjusted  $R^2 = 0.097$ .

## SUMMARY

### Implications of the findings

The results show that the more intense the use of social media such as Xiaohongshu, the more likely it is to produce appearance anxiety, which is consistent with previous research. Furthermore, we find that using social media such as Xiaohongshu can lead to body image disturbance through both the internalization of ideal beauty and social comparison.

The research on the use frequency of Xiaohongshu by female college students shows that the proportion of “used almost every day” and “4-5 times a week” is higher, while the concerns of UGC “fashion/beauty” is higher. Getting fashion news from red books has become a pastime for female college students. In this process, the aesthetic concept presented by the “ideal beauty” in Xiaohongshu has been widely spread.

Previous studies have pointed out that the core of the sociocultural theory is the internalization of women’s “thin ideal” body culture standards, and internalization will accelerate the generation of body image disturbance for women (Yamamiya et al 2005). This study found that female college students also internalized and recognized the aesthetic standards about appearance conveyed by Xiaohongshu. The more experienced xiaohongshu users are, the higher their acceptance and recognition of the “ideal beauty” standard, the more likely they will have body image disturbance. It shows that female college students are also affected by the aesthetic concept of appearance conveyed hectic concept.

In the age of traditional media, there is a lot of information about appearance, body and other external aspects of the body on TV, magazines and newspapers. In today’s new media era, social media platforms such as Xiaohongshu use internet celebrities to subtly promote an unreasonable standard of beauty in more intuitively. Laws and regulations in this field should be further regulated and improved by relevant state departments to limit the excessive promotion of women’s health status in social media and commercial advertisements, and jointly create a healthy and harmonious social media environment.

Meanwhile, the internalization of ideal beauty and

social comparison are also important factors affecting body image disturbance. In this regard, women should be helped to cultivate rational thinking, improve the ability to distinguish and interpret all kinds of information on social media, and not take appearance as the only standard to measure oneself. Establish a good psychological quality, a positive view of self and then improve self-recognition, avoid unreasonable internalized behavior and negative comparative psychology.

### Limited

Firstly, the subjects selected in this study are only female college students in China. The span of demographic factors such as age and education background of this group is not large. In future research, we can try to expand the research object to office ladies, housewives, etc., to verify whether the conclusions obtained in this study are consistent with applicable to other groups, the conclusions of the study are more widely applicable.

Secondly, the research method used in this paper is the questionnaire survey method, and the subjects make choices after self-evaluation, which will lead to potential academic risks that are not real and rigorous. Therefore, in future research, it is recommended to consider combining qualitative research methods such as in-depth interviews to ensure the scientific and rigor of the research.

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Correspondence:

Yi Zhong,

Department of Communication & Media, Sookmyung Women's

University, Seoul 04310, Korea

E-mail: 576720305@qq.com

# ENVIRONMENTAL COMPENSATION MECHANISM OF NIMBY FACILITIES CONSIDERING EMOTIONAL INFLUENCE

Ying Sun<sup>1,2</sup>, Zhiqiang Ma<sup>1</sup> & Fan Yang<sup>2\*</sup>

<sup>1</sup>School of Management, Jiangsu University, Zhenjiang 212013, China

<sup>2</sup>Faculty of Civil Engineering and Mechanics, Jiangsu University, Zhenjiang 212013, China

## SUMMARY

**Background:** Considering the influence of emotion on participants' behavior decision-making, an evolutionary game model of environmental compensation for adjacent avoidance facilities is constructed based on the hierarchical dependence expected utility theory.

**Subjects and methods:** By discussing the Nash equilibrium solution under different emotional states, the influence of emotional factors on the strategic choice of surrounding people and local government is analyzed.

**Results:** the results show that: environmental compensation is an effective method to resolve the adjacent avoidance conflict, and emotional factors have a significant impact on the game equilibrium strategy of environmental compensation. With the increase of emotion index, the probability of local government choosing compensation strategy is higher and higher. However, when the surrounding people are too pessimistic or too optimistic, the outline of choosing cooperation strategy will be reduced.

**Conclusions:** This paper puts forward countermeasures and suggestions on environmental compensation of adjacent avoidance facilities from the aspects of emotion monitoring and counseling, in order to promote the effective resolution of adjacent avoidance conflict.

**Key words:** NIMBY facilities - environmental compensation - emotion function - REDU evolutionary game

\* \* \* \* \*

## INTRODUCTION

As a kind of public facilities necessary for the promotion of urbanization, NIMBY facilities usually have significant negative externalities. Their social benefits are shared by the public, but the negative externalities are borne by the people around the facilities (O'Hare 1997). The asymmetry between social benefits and environmental costs borne by the region can easily lead to non-cooperation or even boycott of the surrounding people, which will eventually evolve into highly emotional group conflict events (Zhang & Liu 2017), bringing serious risks to social stability.

The contradiction between the increasing demand for NIMBY facilities brought by the expansion of urban scale and the proposition of ecological environment fair rights of people around the facilities is becoming more and more prominent. The incident of Wuxi Xidong waste incineration plant, the "Changfu Street substation incident" in Nanjing and the PX crisis in Ningbo and Dalian all show that the NIMBY conflict has become a common phenomenon (Gao et al. 2016). How to reduce the negative externalities of NIMBY facilities through economic, political, ecological and other measures, promote the cost-benefit equal development of surrounding people, and finally realize the "welcoming effect" of people around NIMBY facilities, so as to fundamentally resolve NIMBY conflicts is an important issue to realize social sustainable development.

Most scholars believe that environmental compensation can effectively alleviate the NIMBY conflict (Liu 2013), and the effective implementation of environmental compensation policies in Taiwan, China,

Guangzhou and other places (Hsu 2006) also provides a typical example of solving NIMBY conflict in practice. Groothuis et al. (Groothuis & Miller 1994) explained the NIMBY phenomenon from endurance belief and avoidance belief, and proposed that economic compensation can significantly affect endurance belief. Kikuchi (Kikuchi & Gerardo 2009) and others proposed that the environmental compensation of NIMBY facilities includes health and safety protection, economic subsidies and necessary transportation and education services. Ferreira et al. (Ferreira & Gallagher 2012) investigated the public's preference for environmental compensation of NIMBY facilities by using the conditional valuation method, and found that the environmental compensation willingness of surrounding people increased with the phased promotion of NIMBY projects. Tang et al. (2011) pointed out that the appropriate compensation of the government is the key to solve NIMBY conflict, but the difficulty of measuring environmental loss and the lack of trust of the people often lead to a large deviation between the compensation amount and the expectations of surrounding people. Although environmental compensation is a potential method to solve NIMBY conflict, the complexity of NIMBY conflict determines the complexity of its environmental compensation mechanism. The public decision-making mode of NIMBY facilities, the government credibility, the way and amount of environmental compensation, the risk perception and value system of surrounding people all have an impact on the production and evolution of NIMBY conflict. The evolution process can be regarded as the decision-making and correction process of stakeholders based on bounded rationality under the condition of incomplete information.

Therefore, many studies use game theory to study the evolution law of subject behavior and environmental compensation mechanism in NIMBY conflict. Qian et al. (2017) pointed out that the key to resolving the NIMBY conflict is to change the uncooperative behavior of the surrounding people by building an evolutionary game model of environmental compensation. Kang & Du (2018) used the evolutionary game model to analyze the interest relationship between the government, NIMBY facility enterprises and the surrounding people, and put forward the evolutionary stability strategy of non-supervision by the government, cooperation between NIMBY facility enterprises and nonresistance by the surrounding people. Most game models explain the evolution process and compensation mechanism of NIMBY conflict, but the model assumptions ignore the important influence of emotion, which deviates from the logical evolution path of "cognition-emotion- behavior" (Fei & Wang 2014) in NIMBY conflict.

At present, the frequent NIMBY conflicts not only come from the NIMBY thinking centered on public risk perception, but also the result of the comprehensive action of a variety of psychological factors in the specific situation (Qin & Ju 2018). The collective action of the surrounding people is accompanied by the participation of many people and the disorder and chaos caused by participation. It is a social interaction full of uncertainty and unpredictable, in which emotion plays a key role (Wu et al. 2016). In the process of the occurrence and evolution of NIMBY conflict, emotion plays an important role (Feng 2007) from risk perception to action of the surrounding people, especially the emotional amplification effect brought by network public opinion (Yang & Wang 2020), so that the whole evolution process is shrouded in the subjective irrationality of the group. Individuals often show no objection, emotional and low IQ herd behavior under the infection of group emotion (Gao & Huang 2021). Based on this, exploring the evolution law of main behaviors of NIMBY conflict from the emotional level, so as to grasp the environmental compensation mechanism of NIMBY facilities, is an important prerequisite for properly solving NIMBY conflict. Therefore, based on the perspective of limited rationality and incomplete information of participants, this paper introduces the emotional state and degree of surrounding people and government under uncertain conditions into the evolutionary game model by using rank dependent expected utility theory, and explores the environmental compensation mechanism of NIMBY facilities by seeking the evolutionary stability strategy under the combination of random emotional states, so as to provide corresponding countermeasures and suggestions for the environmental compensation policy of NIMBY facilities.

## SUBJECTS AND METHODS

### Study setting

#### *Basic game model*

Focusing on the construction activities of NIMBY facilities, taking the local government where the NIMBY facilities are located and the surrounding people as the main body of the game, the basic model of environmental compensation of NIMBY facilities is constructed with the help of evolutionary game. The relevant assumptions are as follows:

Assumption 1 the leading party in the investment and construction of NIMBY facilities is the local government, and the NIMBY facilities have a negative effect on the ecological environment of the surrounding people. The local government and the surrounding people constitute a complete system without other constraints. Due to the incomplete decision-making information and the limitation of decision-making ability, both sides are limited rational individuals with learning ability.

Assumption 2 in the game system of environmental compensation for NIMBY facilities, both sides have the rights and schemes of their own behavior. The local government's strategy set is (compensation, non-compensation) and the surrounding people's strategy set is (cooperation, non-cooperation). In the process of learning and imitation, both sides adjust their strategy choices through continuous trial and error, in order to seek the best strategy combination until reaching equilibrium.

Assumption 3 The total economic and social benefits brought by the construction of NIMBY facilities to the local government is  $R$ , and its risk loss to the surrounding people (such as environmental pollution, house price decline, land depreciation and psychological unhappiness) is  $C$  due to the negative externality. The non-cooperation strategy by the surrounding people will urge the local government to pay attention to the negative environmental effects brought by the NIMBY facilities, and then find ways to reduce the negative environment impact. The actions taken can be technological transformation, increasing protective measures or reducing the construction scale. It is assumed that the change coefficient of the negative environmental effects is  $\alpha$ ,  $\alpha \in (0, 1)$ , which means that the negative ecological and environmental effects of NIMBY facilities can be technically reduced but cannot be completely eliminated, otherwise the local government will not choose the environmental compensation strategy (Qian et al. 2017).

Assumption 4 the constraint mechanism is introduced to encourage cooperation. When the local government chooses the environmental compensation strategy and the surrounding people choose non-cooperation, the compensation  $A2$  received by the surrounding people will be lower than the compensation  $A1$  when they choose cooperation with the government. When the surrounding people choose non-cooperation strategy, the resistance cost is  $D$  and the social risk cost to the local government is  $B$ . When the surrounding people choose cooperation and the local government does not give corresponding environmental compensation, the reputation punishment for local government is  $E$ .

Assumption 5 when the surrounding people choose non-cooperation strategy, the local government will face the dual choice of continuing projects or suspending

projects. When the cost of appeasing resistance behavior is higher than the benefits brought by the project continuation, the local government will choose to suspend the construction. If the project is suspended, the game is declared to end, which is not the scope of this study. This paper only aims at the continuation of the project.

Based on the above assumptions, assuming that the

probability of surrounding people taking cooperation strategy is  $p$ , and the probability of local government taking compensation strategy is  $q$  ( $p, q \in [0, 1]$ ), the basic game model of environmental compensation for NIMBY facilities can be constructed, and the income matrix is shown in Table 1.

**Table 1.** The income matrix of the local government and surrounding people

Surrounding people	Local governments	
	Compensation ( $q$ )	Non-compensation ( $1-q$ )
Cooperation ( $p$ )	$-C+AI; R-AI$	$-C; R-E$
Non-cooperation ( $1-p$ )	$-C+\alpha C+A2-D; R-A2-B$	$-C-D; R-B$

**Rank-dependent expected utility**

The Expected Utility Theory (EU) constructed by NEUMANN and MORGENSTERN describes the decision-making behavior of “rational person” under risk conditions. The limitation of the “rational person” hypothesis leads to the doubt of the descriptive validity of its risk decision-making, and the Allais paradox and Ellsberg paradox appear. Then Quiggin (1991) proposed the Rank-Dependent Expected Utility (RDEU) theory, which includes the psychological preference and emotion of decision makers. Based on the incomplete rationality of decision makers, this theory constructs the nonlinear decision weight of emotional attitude and degree under uncertain condition, so as to introduce the emotional factors of game players into the game process.

If the random variable  $X = \{x_i; i = 1, 2, \dots, n\}$  ( $x_1 > x_2 > \dots > x_n$ ) follows probability distribution  $P\{X = x_i\} = p_i$ ,  $i = 1, 2, \dots, n$ , and  $p_i \geq 0, p_1 + p_2 + \dots + p_n = 1$ , then ranking position ( $RP_i$ ) of  $x_i$  is:

$$RP_i = P\{X \leq x_i\} = p_i + p_{i+1} + \dots + p_n, \quad i = 1, 2, \dots, n \quad (1)$$

In uncertain decision-making process, the RDEU decision model of decision makers are:

$$V(X, u, \pi) = \sum_{i=1}^n \pi(x_i)u(x_i) \quad (2)$$

**Table 2.** Probability distribution, rank position and decision weights of income values for surrounding people

$x_i$	$P_i$	$RP_i$	$\pi(x_i)$
$-C+\alpha C+A2-D$	$(1-p)q$	1	$w1(q-pq)$
$-C+AI$	$pq$	$1-q+pq$	$w1(q) - w1(q-pq)$
$-C$	$p(1-q)$	$1-q$	$w1(p+q-pq) - w1(q)$
$-C-D$	$(1-p)(1-q)$	$(1-p)(1-q)$	$1 - w1(p+q-pq)$

For the local government, compensation strategy mainly pays for economic cost. When the surrounding people take cooperation strategy and the government does not compensate, the government’s reputation punishment will cause credibility loss. Meanwhile, the non-

$\pi(x_i)$  is the decision weight of  $x_i$ , and  $\pi(x_i) = w(p_i + 1 - RP_i) - w(1 - RP_i)$ ,  $i = 1, 2, \dots, n$ .

$w(x)$  is the emotion function of decision makers, which is a monotonically increasing function satisfying  $w(0) = 0, w(1) = 1$ . Learning from other studies in RDEU theory and group events, assuming  $w_i(x) = x^{r_i}, r_i > 0, i = 1, 2$  ( $r_i$  is the emotional index). When  $0 < r_i < 1$ ,  $w(x)$  is a concave function describing the optimism of decision makers; When  $r_i > 1$ ,  $w(x)$  is a convex function, describing the pessimism of decision makers; when  $r_i = 1$ , it means that decision makers are neither pessimistic nor optimistic (Gong 2012; Xiong et al. 2015).

**REDU model of local government and surrounding people**

Since the surrounding people strive for the living environment rights and interests through non-cooperation strategy during the construction of NIMBY facilities, the non-cooperation benefit of surrounding people is greater than the cooperation benefit if the government strategy is compensation, namely  $-C+\alpha C+A2-D > -C+AI > -C > -C-D$ . Based on this, the probability distribution ( $P_i$ ) ranking position ( $RP_i$ ) and decision weight ( $\pi(x_i)$ ) of income values ( $x_i$ ) for surrounding people are calculated in Table 2.

cooperation strategy of the surrounding people will lead to mass incidents, social risk costs and adverse effects on social stability. Therefore, in the government’s income matrix, there is  $R-A1 > R-E > R-B > R-A2$ . Based on this, the probability distribution, rank and decision weight for

local government are calculated in Table 3.

**Table 3.** Probability distribution, rank position and decision weights of income values for local government

$x_i$	$P_i$	$RP_i$	$\pi(x_i)$
$R-A1$	$pq$	1	$w^2(pq)$
$R-E$	$p(1-q)$	$1-pq$	$w^2(p) - w^2(pq)$
$R-B$	$(1-p)(1-q)$	$1-p$	$w^2(1-q+pq) - w^2(p)$
$R-A2-B$	$(1-p)q$	$(1-p)q$	$1 - w^2(1-q+pq)$

The REDU function of the surrounding people is:

$$V_{1(p,q)} = (\alpha C + A_2 - D - A_1)(q - pq)^{\eta_1} + D(p + q - pq)^{\eta_1} + A_1(q)^{\eta_1} - (C + D) \quad (3)$$

The REDU function of the local government is:

$$V_{2(p,q)} = (E - A_1)(pq)^{\eta_2} + (B - E)(p)^{\eta_2} + A_2(1 - q + pq)^{\eta_2} + (R - A_2 - B) \quad (4)$$

## Design

### Equilibrium solution analysis of RDEU game model for environmental compensation of NIMBY facilities

According to the Nash equilibrium method, in the RDEU functions of the surrounding people and the local government, the partial derivatives of  $p$  and  $q$  are calculated respectively, and the following formulas are obtained:

$$\frac{\partial V_1(p,q)}{\partial(p)} = -qr_1(\alpha C + A_2 - A_1 - D)(q - pq)^{\eta_1 - 1} + (1 - q)r_1D(p + q - pq)^{\eta_1 - 1} \quad (5)$$

$$\frac{\partial V_2(p,q)}{\partial(q)} = p^{\eta_2}r_2(E - A_1)q^{\eta_2 - 1} - (1 - p)r_2A_2(1 - q + pq)^{\eta_2 - 1} \quad (6)$$

Make the partial derivatives 0 to get the equilibrium solution of RDEU evolutionary game model, namely:

$$\frac{\partial V_1(p,q)}{\partial(p)} = -qr_1(\alpha C + A_2 - A_1 - D)(q - pq)^{\eta_1 - 1} + (1 - q)r_1D(p + q - pq)^{\eta_1 - 1} = 0 \quad (7)$$

$$\frac{\partial V_2(p,q)}{\partial(q)} = p^{\eta_2}r_2(E - A_1)q^{\eta_2 - 1} - (1 - p)r_2A_2(1 - q + pq)^{\eta_2 - 1} = 0 \quad (8)$$

It can be seen that the equations constituted by Equation (7) and (8) are transcendental equations, and it is difficult to obtain the analytical solution. Therefore, it is discussed from several typical cases.

**When both sides show rational emotions, namely  $r_1 = r_2 = 1$**

When the surrounding people and local government show rational emotions, decision-making is not affected by emotions, the simultaneous equations are:

$$-q(\alpha C + A_2 - A_1 - D) + (1 - q)D = 0 \quad (9)$$

$$p(E - A_1) - (1 - p)A_2 = 0 \quad (10)$$

The solution is  $p_1^* = \frac{A_2}{E + A_2 - A_1}$ ,

$q_1^* = \frac{D}{\alpha C + A_2 - A_1}$ . When both sides are rational, there is

a mixed Nash equilibrium  $(p_1^*, q_1^*)$ . That is, the surrounding people choose cooperation strategy with probability  $\frac{A_2}{E + A_2 - A_1}$ , while the local government

chooses compensation strategy with probability  $\frac{D}{\alpha C + A_2 - A_1}$ . In terms of reality, the government and the

public are decision makers under bounded rationality, which is difficult to make completely rational decisions. However, the rational solution can be used as a reference point for the Nash equilibrium solution when the emotions of both sides evolve.

**When both sides show pessimism, namely  $r_1 > 1, r_2 > 1$**

Assuming that both sides are in excessive pessimism, then  $r_i \rightarrow +\infty$ ,  $r_i - 1 \rightarrow +\infty$ ,  $i = 1, 2$ , the simultaneous equations are transformed into:

$$-q(\alpha C + A_2 - A_1 - D)\left(\frac{q - pq}{p + q - pq}\right)^{\eta_1 - 1} + (1 - q)D = 0 \quad (11)$$

$$p^{\eta_2}(E - A_1)q^{\eta_2 - 1} - (1 - p)A_2(1 - q + pq)^{\eta_2 - 1} = 0 \quad (12)$$

In formula (11), as  $q - pq < p + q + pq$ , then  $\left(\frac{q - pq}{p + q - pq}\right)^{\eta_1 - 1} \rightarrow 0$ , so  $(1 - q)D = 0$ , and  $q_2^* = 1$ . Put

them  $q_2^* = 1$  into formula (12),  $p_2^* = \frac{A_2}{E - A_1 + A_2}$  is



obtained. Therefore, when both sides show excessive pessimism, there is a mixed Nash equilibrium, that is, the surrounding people adopt cooperation strategy with probability  $\frac{A_2}{E - A_1 + A_2}$ , and the local government adopts compensation strategy.

**When both sides show optimism, namely  $r_1 > 1, r_2 > 1$**

Assuming both sides are overly optimistic, then  $r_i \rightarrow 0, r_i - 1 \rightarrow -1, i = 1, 2$ . The simultaneous equations are:

$$(\alpha C + A_2 - A_1)(p + q - pq) - D = 0 \quad (13)$$

$$(E - A_1 + A_2)(q - pq) - E + A_1 = 0 \quad (14)$$

According to the simultaneous equations,  $p_3^* = \frac{D(E - A_1 + A_2) - (E - A_1)(\alpha C + A_2 - A_1)}{(\alpha C + A_2 - A_1)(E - A_1 + A_2)}$ , and  $q_3^* = \frac{(E - A_1)(\alpha C + A_2 - A_1)}{A_2(\alpha C + A_2 - A_1) - D(E - A_1 + A_2)}$ . If  $p_3^*, q_3^* \in [0, 1]$ , the equations have solutions. The mixed Nash equilibrium is  $(p_3^*, q_3^*)$ , that is, the surrounding people take cooperation strategy with probability  $\frac{D(E - A_1 + A_2) - (E - A_1)(\alpha C + A_2 - A_1)}{(\alpha C + A_2 - A_1)(E - A_1 + A_2)}$ , and the local government takes compensation strategy with probability of  $\frac{(E - A_1)(\alpha C + A_2 - A_1)}{A_2(\alpha C + A_2 - A_1) - D(E - A_1 + A_2)}$ .

**When the surrounding people show optimism and the local government shows pessimism, namely  $r_1 > 1, r_2 > 1$**

Assuming that the surrounding people show excessive optimism and the local government shows excessive pessimism, then  $r_1 \rightarrow 0, r_2 \rightarrow +\infty, r_1 - 1 \rightarrow -1, r_2 - 1 \rightarrow +\infty$ , the simultaneous equations are:

$$-q(\alpha C + A_2 - A_1 - D)(q - pq)^{n-1} + (1 - q)D(p + q - pq)^{n-1} = 0 \quad (15)$$

$$p(E - A_1)\left(\frac{pq}{1 - q + pq}\right)^{n-1} - (1 - p)A_2 = 0 \quad (16)$$

When  $p, q \in [0, 1]$ , equations have no solution. Therefore, there is no equilibrium strategy when the surrounding people show excessive optimism and the local government shows excessive pessimism.

Assuming that the surrounding people show excessive pessimism and the local government shows excessive optimism, then  $r_1 \rightarrow +\infty, r_1 - 1 \rightarrow +\infty, r_2 \rightarrow 0, r_2 - 1 \rightarrow -1$ , the simultaneous equations are:

$$-q(\alpha C + A_2 - A_1 - D)\left(\frac{q - pq}{p + q - pq}\right)^{n-1} + (1 - q)D = 0 \quad (17)$$

$$p(E - A_1)(pq)^{n-1} - (1 - p)A_2(1 - q + pq)^{n-1} = 0 \quad (18)$$

In formula (17), as  $q - pq < p + q + pq$ , then  $\left(\frac{q - pq}{p + q - pq}\right)^{n-1} \rightarrow 0$ , so  $(1 - q)D = 0$ , and  $q_5^* = 1$ . Put them  $q_5^* = 1$  into formula (18),  $p_5^* = \frac{A_2}{E - A_1 + A_2}$  is obtained. As  $E > A_1$ , then  $E - A_1 + A_2 > A_2$ , so  $0 < \frac{A_2}{E - A_1 + A_2} < 1$  and  $p_5^* = \frac{A_2}{E - A_1 + A_2}$  is the valid solution.

Therefore, when the surrounding people show excessive pessimism and local government shows excessive optimism, there is a mixed Nash equilibrium  $\left(\frac{A_2}{E - A_1 + A_2}, 1\right)$ . The local government chooses compensation strategy, and the surrounding people choose cooperation strategy with probability  $\frac{A_2}{E - A_1 + A_2}$ .

## RESULTS

### Numerical analysis

In order to reflect the influence of different emotional states on the decision-making behaviors of the surrounding people and local government, MATLAB software is used for numerical simulation to verify the nature and practicability of the model. Under the setting conditions of assumption 3, 4 and the income ranking of both sides, the variables in the RDEU game model of environmental compensation for NIMBY facilities are given real values. the specific parameters are set in Table 4.

**Table 4.** Parameter settings in RDEU game model

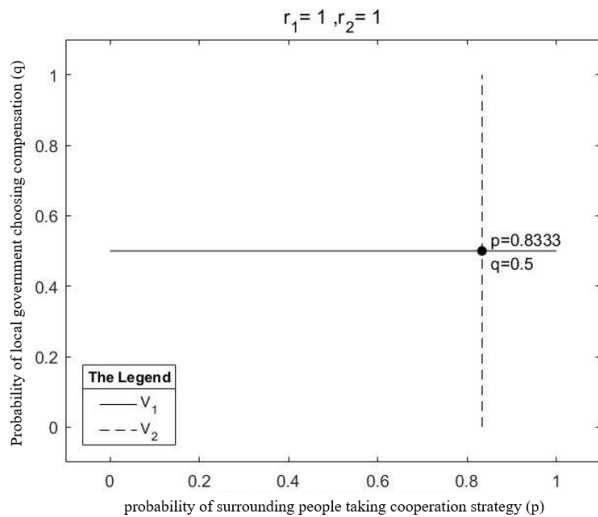
R	C	A1	A2	D	E	B	$\alpha$
1000	100	60	50	10	70	90	0.3

According to the parameters, equations are shown as follows:

$$-q(q - pq)^{n-1} + (1 - q)(p + q - pq)^{n-1} = 0 \quad (19)$$

$$p^5 q^{5-1} - 5(1-p)(1-q+pq)^{5-1} = 0 \quad (20)$$

When  $r_1 = r_2 = 1$ ,  $p_1 = 0.8333$ ,  $q_1 = 0.5000$ , the Nash equilibrium is (0.8333, 0.5000). That is, when the surrounding people and the local government are in a state of no emotion, the surrounding people take cooperation strategy with the probability of 0.8333, and the local government takes compensation strategy with the probability of 0.5000.

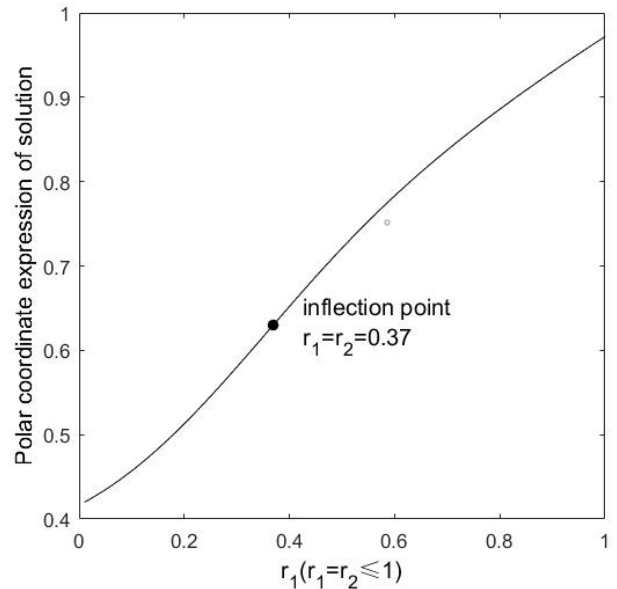


**Figure 1.** Nash equilibrium of rational state for both sides ( $r_1 = r_2 = 1$ )

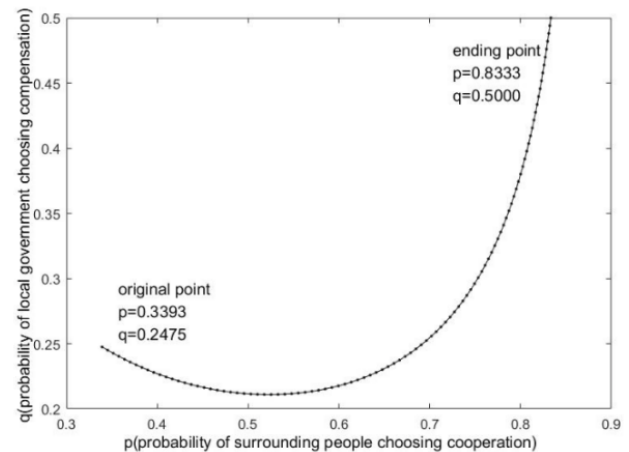
When  $r_1, r_2 \neq 1$ , the polar coordinate  $\sqrt{p^2 + q^2}$  of Nash equilibrium solution in RDEU game is used to determine the convergence trend of the trajectory curve, so as to obtain the trajectory curve of the solution by the preset accuracy calculating. When  $r_1 < 1, r_2 > 1$ , the numerical analysis equations have no solution, which is consistent with the analysis results in Section 3.4.

**When both sides show optimism,**  $r_1 = r_2 \leq 1$

It can be seen from Figure 2 and Figure 3 that the solution trajectory curve does not converge when  $r_1 = r_2 \leq 1$ . It will always tend to the solution (0.8333, 0.5000) which is the solution when  $r_1 = r_2 = 1$ . At the same time, the inflection point appears when  $r_1 = r_2 = 0.37$ . With the changes of  $r_1, r_2$  in the interval (0, 1],  $p$  increases from 0.3393 to 0.8333.  $q$  decreases firstly and then increases from 0.24747, and finally reaches 0.5000. Therefore, in the evolution process from over-optimism to emotional rationality, the probability of surrounding people choosing cooperation strategy gradually increases, while the probability of local government choosing compensation strategy decreases firstly and then increases, but eventually it will not exceed 0.5000.



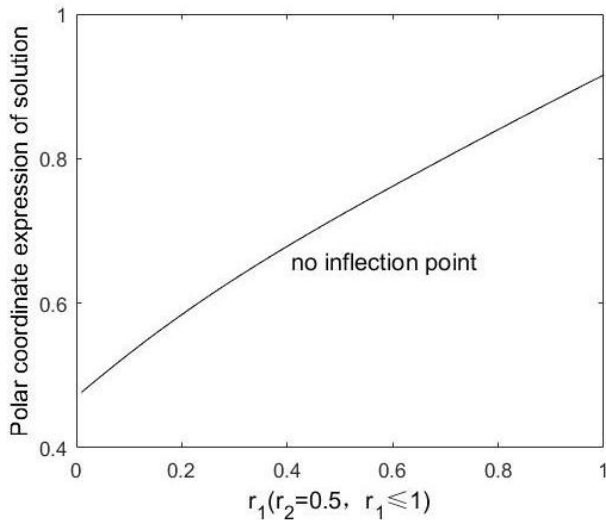
**Figure 2.** Polar coordinate expression of Nash equilibrium solution ( $r_1 = r_2 \leq 1$ )



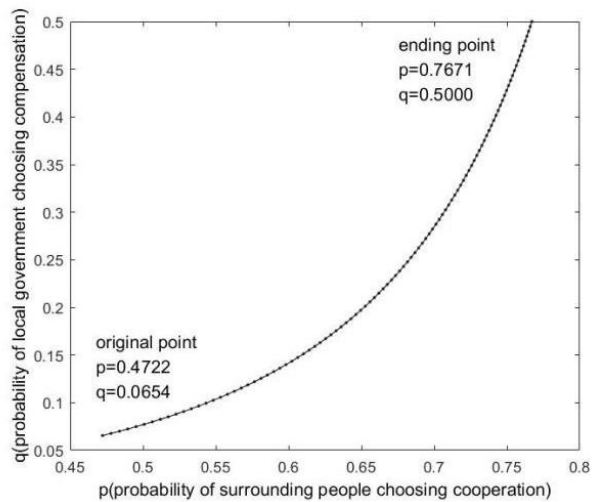
**Figure 3.** Trajectory of Nash equilibrium solution ( $r_1 = r_2 \leq 1$ )

**When both sides show optimism but  $r_1 \neq r_2$ , take  $r_1 \leq 1, r_2 = 0.5$**

It can be seen from Figure 4 and Figure 5 that when  $r_1 \leq 1, r_2 = 0.5$ , the trajectory curve of the solution does not converge and has no inflection point, showing a stable growth trend. With the change of  $r_1$  in (0, 1],  $p$  increases from 0.4722 to 0.7671,  $q$  increases from 0.0654 to 0.5000. Therefore, when the local government's sentiment index is 0.5 and the surrounding people's mood changes from over optimism to rationality, the probability of the surrounding people choosing cooperation strategy increases gradually, while the probability of the local government choosing compensation strategy shows a steady growth trend, but no more than 0.5.

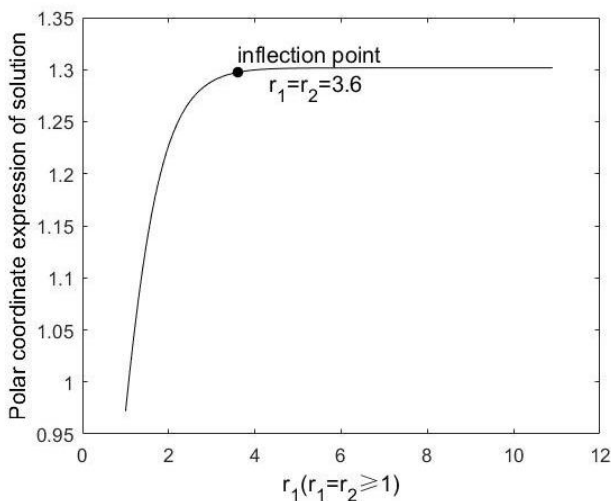


**Figure 4.** Polar coordinate expression of Nash equilibrium solution ( $r_1 \leq 1, r_2 = 0.5$ )



**Figure 5.** Trajectory of Nash equilibrium solution ( $r_1 \leq 1, r_2 = 0.5$ )

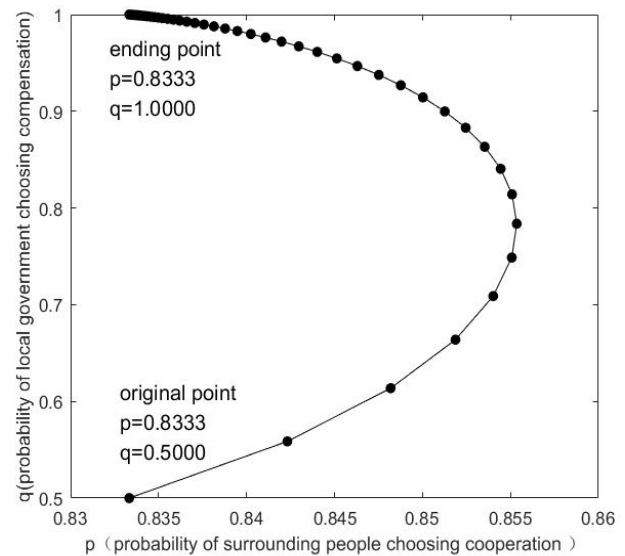
**When both sides show pessimism,  $r_1 = r_2 \geq 1$**



**Figure 6.** Polar coordinate expression of Nash

equilibrium solution ( $r_1 = r_2 \geq 1$ )

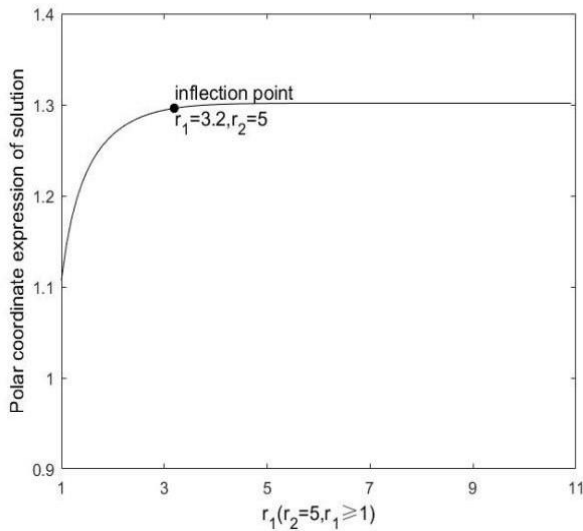
It can be seen from Figure 6 and Figure 7 that when  $r_1 = r_2 \geq 1$ , the trajectory curve of the solution converges to  $r_1 = r_2 = 3.6$ . With the change of  $r_1, r_2$  in  $[1, +\infty)$ ,  $p$  increases from 0.8333 firstly and then decreases, and finally reaches 0.8333.  $q$  increases from 0.5000 to 1. Therefore, in the evolution process from emotional rationality to excessive pessimism, the probability of surrounding people choosing cooperation strategy increases first and then decreases, but the probability of choosing cooperation strategy in emotional rationality and excessive pessimism are both 0.8333. The probability of local government choosing compensation strategy gradually increases to 1, that is, the local government chooses compensation strategy in excessive pessimistic situation.



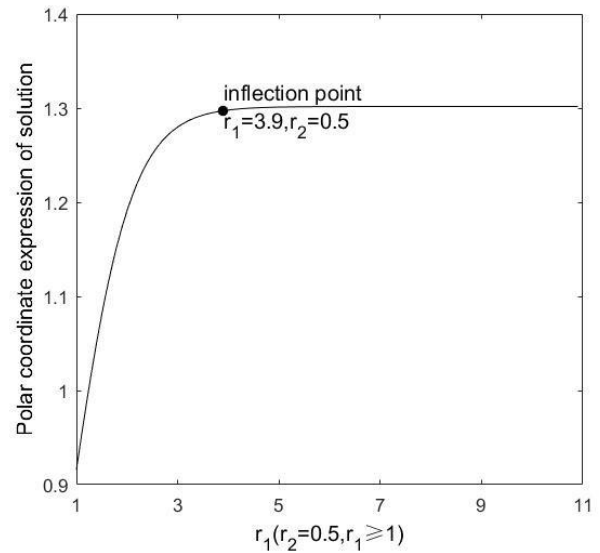
**Figure 7.** Trajectory of Nash equilibrium solution ( $r_1 = r_2 \geq 1$ )

**When both sides show pessimism, but  $r_1 \neq r_2$ , take  $r_2 = 5, r_1 \geq 1$**

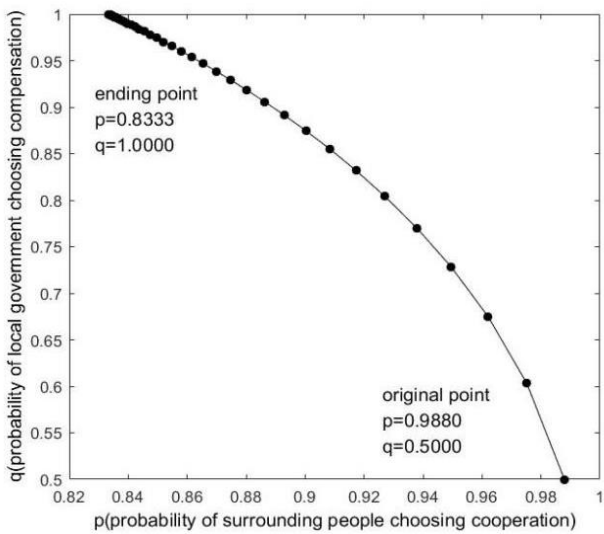
It can be seen from Figure 8 and Figure 9 that when  $r_2 = 5, r_1 \geq 1$ , the trajectory curve of the solution converges to  $r_1 = 3.2, r_2 = 5$ . With the change of  $r_1$  in  $[1, +\infty)$ ,  $p$  decreases from 0.9880 to 0.8333;  $q$  increases from 0.5000 to 1. Therefore, when both sides show pessimism, if the local government's emotion index is 5, the probability of the surrounding people choosing cooperation strategy gradually decreases in the evolution process from emotional rationality to excessive pessimism, while the probability of the local government choosing compensation strategy gradually increases to 1.



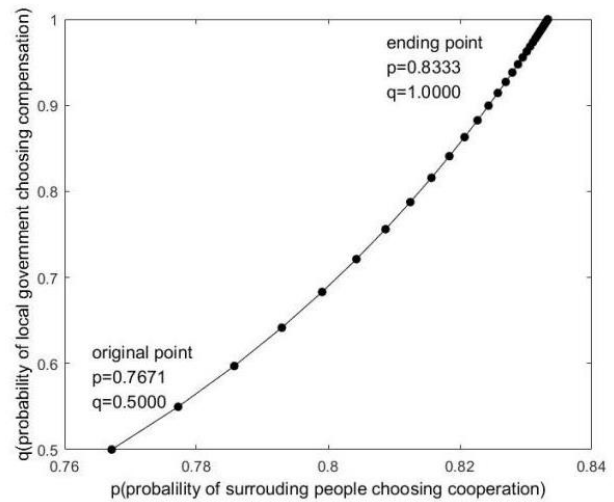
**Figure 8.** Polar coordinate expression of Nash equilibrium solution ( $r_2 = 5, r_1 \geq 1$ )



**Figure 10.** Polar coordinate expression of Nash equilibrium solution ( $r_2 = 0.5, r_1 \geq 1$ )



**Figure 9.** Trajectory of Nash equilibrium solution ( $r_2 = 5, r_1 \geq 1$ )



**Figure 11.** Trajectory of Nash equilibrium solution ( $r_2 = 0.5, r_1 \geq 1$ )

**When the surrounding people show pessimism, the local government shows optimism, take  $r_2 = 0.5, r_1 \geq 1$**

It can be seen from Figure 10 and Figure 11 that when  $r_2 = 0.5, r_1 \geq 1$ , the trajectory curve of the solution converges to  $r_1 = 3.9, r_2 = 0.5$ . With the change of  $r_1$  in  $[1, +\infty)$ ,  $p$  increases from 0.7671 to 0.8333;  $q$  increases from 0.5000 to 1. Therefore, when the local government is optimistic (emotion index is 0.5) and the surrounding people are in the evolution process from emotional rationality to excessive pessimism, the probability of choosing cooperation strategy gradually increases to 0.8333, and the probability of choosing compensation strategy gradually increases to 1.

## CONCLUSIONS

Based on the REDU theory, the influence of emotion on the game behavior between the surrounding people and local government in the environmental compensation of NIMBY facilities are studied. Through the analysis and numerical simulation of the game equilibrium strategy under the combination of rational, pessimistic, optimistic and pessimistic emotions of the surrounding people and the local government, the main conclusions are as follows:

(1) Whether for the surrounding people or the local government, emotions have a profound impact on their strategic choices in environmental compensation. With the emotion evolution of optimism-rationality-pessimism, the probability of the local government choosing compensation strategy gradually increases, that is, the higher the probability of the government expecting the non-cooperation of the surrounding people is, the

higher the probability of the government choosing compensation strategy is. the government hopes to resolve the NIMBY conflict through compensation strategy and promote the smooth implementation NIMBY facilities. With the emotion evolution of optimism–rationality–pessimism, the probability of surrounding people choosing cooperative strategy first increases. But when the emotion index is greater than a certain value, the probability of cooperation begins to decrease, that is, when the surrounding people are too pessimistic, they tend to choose non-cooperation strategy.

(2) Increasing the compensation  $A1$  can significantly improve the probability of the surrounding people choosing cooperation strategy. on this basis, increasing the difference between  $A1$  and  $A2$  can also improve the probability of surrounding people choosing cooperation strategy. Therefore, environmental compensation plays an important role in resolving NIMBY conflicts. Local governments need to determine effective environmental compensation through scientific and reasonable assessments to increase the willingness of surrounding people to cooperate and resolve NIMBY conflicts before construction. This is also consistent with the practice of resolving NIMBY conflicts in Taiwan and Guangzhou.

(3) When the surrounding people is too pessimistic or optimistic, the probability of choosing cooperation strategy will decrease. In the compensation of NIMBY facilities, the emotions of the surrounding people include not only the panic of the risk from facilities, the distrust of the local government, but also the expectation and measurement of the compensation strategy from the government, which is more complex than the emotions in the local government decision-making process. Therefore, too high or too low emotion index will lead the surrounding people to adopt a more risky and irrational non-cooperation strategy. Actively guiding the rational development of the surrounding people's emotions is of great significance to resolve the NIMBY conflict.

Based on the above conclusions, the following countermeasures and suggestions for the environmental compensation of NIMBY facilities are obtained.

(1) Promoting the construction of environmental compensation system for NIMBY facilities. Reasonable environmental compensation for people around NIMBY facilities is not only in line with the principle of fairness and risk-benefit, but also an important way to resolve NIMBY conflicts. Effective environmental compensation system should include scientific and reasonable compensation evaluation system, timely and transparent information disclosure mechanism, efficient and clear coordination guarantee mechanism.

(2) Emotion monitoring and counseling mechanism should be established. Emotion has an important impact on the decision-making of the surrounding people, and promoting the development of emotion rationality is conducive to resolving NIMBY conflicts. Effective emotional monitoring and counseling mechanism should be based on the new challenges of network public opinion, including scientific and effective emotional guidance mechanism, comprehensive emotional monitoring

mechanism and efficient emotion counseling mechanism to promote the rational development of surrounding people's emotions.

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**Contribution of individual authors:**

Ying Sun & Zhiqiang Ma: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Fan Yang: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

Fan Yang,

Faculty of Civil Engineering and Mechanics, Jiangsu University, Zhenjiang  
212013, China

E-mail: Fanyang202205@163.com

# RESEARCH ON THE EFFECT OF ART THERAPY ON RELIEVING MENTAL STRESS OF COLLEGE STUDENTS

Liyuan Liu

Orchestra Department, Zhejiang Conservatory of Music, Hangzhou 310024, China

## SUMMARY

**Background:** As a new type of psychotherapy, art therapy is not only the product of interdisciplinary integration but also a manifestation of the interaction between art disciplines and psychology disciplines. To cope with the increasing demand for psychological counseling of college students, colleges and universities need to explore and enrich the forms of mental health education. While art therapy with its unique advantages has generated positive effects on the mental health education of college students. This paper analyzes the characteristics of some popular art therapies and discusses their effect on relieving the mental stress of college students.

**Subjects and methods:** In this study, 84 student volunteers from a university in Zhejiang Province, China are selected as the research subjects. They are divided into four groups with 21 people in each group. The three experimental groups are treated with music therapy, painting therapy, and dance therapy respectively for two months, while the control group is not given any therapy. The PSS scores of each group are recorded every other week. The test data are uploaded and sorted out in Excel, and correlation analysis is conducted using SPSS24.0.

**Results:** The PSS score of the control group has no significant change during the experiment ( $t = -0.498, P > 0.05$ ). The PSS score of the music therapy group decreases significantly during the experiment ( $t = -3.587, P < 0.01$ ), the PSS score of the painting therapy group decreases significantly during the experiment ( $t = -3.711, P < 0.01$ ), and the PSS score of the dance therapy group decreases significantly during the experiment ( $t = -3.428, P < 0.01$ ).

**Conclusions:** Music therapy, painting therapy, and dance therapy can all greatly relieve the mental stress of college students. Relatively speaking, dance therapy has the most significant effect. Music therapy and painting therapy show a slightly weaker but more stable relieving effect.

**Key words:** art therapy - mental stress - college students - music therapy - painting therapy - dance therapy

\* \* \* \* \*

## INTRODUCTION

Art therapy, also known as art psychotherapy, is an interventional method of psychotherapy, which mainly spans the two fields of art and psychology. The founder of art therapy was American psychiatrist Margaret Naumburg, who founded the Walden School in 1915 and began to incorporate art into psychotherapy, providing a way to recognize the subconscious (Samaritter 2018). Art therapy officially emerged in the 1940s with the overall goal that patients can apply art in a safe and relaxing environment to achieve change and progress on a personal level. Then it has evolved into an important psychotherapy method (Cheng et al. 2021).

In the 1980s, the American Art Therapy Association defined that art therapy provides non-verbal opportunities for expression and communication. There are two mainstream cognitions in the field of art therapy. One is that art creation is therapy, the process of which can ease emotional conflicts and help self-knowledge and self-growth. The other one is that if art learning is applied to psychotherapy, the works, and the thinking process during art creation are of great significance to maintaining a balanced and consistent relationship between the personal inner heart and the external world (Teoli 2020). Therefore, it can be seen that art therapy has two orientations. One is a psychoanalysis-oriented art therapy mode. In this mode, art becomes a non-verbal

communication medium and helps people express negative emotions and open hearts through the ideas and interpretations related to art creation. The other orientation is towards the essence of art (Kaimal & Arslanbek 2020). Through artistic creation, emotional conflicts can be alleviated, perception ability enhanced, and emotions purified. Both two orientations regard art as a bridge between the personal inner heart and the outer world so that people can release their uneasiness through art creation. During the process of transforming ideas into specific images, individual needs and emotions are conveyed, personality can be adjusted, and art therapy can be improved through sharing and discussion (Gerlitz et al. 2020).

Most college students are in their youth stage, with gradually mature self-awareness, distinct personality characteristics, and rich emotional experience. When faced with multiple pressures from college campuses, families, and society, they have common psychological problems, including difficulty adapting to a new environment, academic problems, employment pressure, interpersonal communication, family relationships, romantic relationships, etc. Therefore, some college students fall into a mental sub-health state dominated by bad emotions under the influence of various stressors (Dugue et al. 2018). Especially since 2020, under the impact of COVID-19, the mental health of college students has been greatly affected, further leading to great psychological pressure and emotional manifestations

such as panic, anxiety, tension, worry, and helplessness. In a survey based on nearly 100,000 college students from 129 colleges and universities across the country, it was found that 23.6% of college students had poor self-emotional evaluations, and 56.2% believed that the epidemic had led to greater psychological pressure (Xu et al. 2021).

This study selected three mainstream forms of art therapy, music, painting, and dance, to explore their effects on relieving mental stress among college students, and to provide a reference for the development of art therapy.

## **SUBJECTS AND METHODS**

### **Research subjects**

In this study, 84 student volunteers from a university in Zhejiang Province, China are selected as the research subjects. All subjects are informed and consented to the research purpose, research method, and use of the scale.

### **Psychological scale**

This study employs the Perceived Stress Scale (PSS) as a reference scale for psychological stress. Generally speaking, psychological stress is defined as the degree to which people believe that their demands exceed their abilities to deal with problems. The perceived stress scale can better measure the stress that people felt in life (Rezaei & Jeddi 2020). Today, PSS has been widely used to measure perceived stress, assess situational stress and the effectiveness of stress reduction interventions, and research psychological stress and mental and physical disorders (Baik et al. 2019). The scale consists of 14 items, including 6 positive items and 8 reverse items. The scale has two dimensions, namely tension and loss of control. A 5-point scoring method is used. The higher the final total score, the more obvious the psychological stress of the subjects. The scoring method is that 1 point stands for “never”, 2 points for “occasionally”, 3 points for “sometimes”, 4 points for “often”, and 5 points for “always”. The range of the final total score is from 14 to 70 points. This scale has demonstrated good reliability and validity, with an alpha coefficient of 0.78. The correlation coefficient between the total score and each item of the scale is ranged from 0.37 to 0.53, manifesting that surface homogeneity and internal consistency is relatively high. If the final score is from 14 to 28, it indicates that the perceived stress is low. A score from 29 to 42 means moderate stress. A score from 43 to 56 means that the perceived stress is high and some measures need to be taken. A score from 57 to 70 indicates that the stress is so high that the body may present some symptoms, meanwhile, it is necessary to adopt urgent measures for decompression and ask for professional help (Cohen et al. 1983).

### **Art therapy program**

#### ***Music therapy***

Music therapy is an emerging borderline interdisciplinary subject with the integration of music, medicine, and psychology. Bruscia, a famous American music therapist, regards music therapy as a systematic intervention process. In the process, to promote the psychological rehabilitation of patients, therapists employ various musical forms and the therapeutic relationship which is the driver for treatment and develops during the treatment process (de Witte et al. 2022). At present, various music therapy methods widely used in countries worldwide can be divided into three categories, namely reception (or listening) music therapy, participation (or entertainment) music therapy, and improvisational music therapy

This study adopts reception music therapy and the specific methods are as follows. The first step is song discussion. Subjects are guided to choose songs and discuss the meaning of the lyrics after listening. Then subjects are triggered to express emotions and communicate with others, which helps identify their abnormal thinking and behavior (Silverman & Bibb 2018). The second step is music memory. The therapist asks the subjects to choose one or several songs or musical compositions to play in the group. These songs or compositions have special meaning in their own life experiences. The purpose of this step is to evoke the emotions and memories behind the music. The third step is music imagination. Under the guidance of the therapist, the subjects enter a state of relaxation and spontaneously begin free imagination in the background of specially prepared music. After the music, the subjects report the imaginary content to the therapist. Then they discussed the meaning of the imaginary content together, which is conducive to helping subjects understand themselves and experience their inner emotional world (Gebhardt et al. 2018).

#### ***Painting therapy***

Painting therapy is one of the psychological art therapies. It allows the painter to use non-verbal tools to present the suppressed feelings and conflicts in the subconscious through the art creation process. In the process of painting, the painter could get help in terms of mind, emotion, and thought. For example, they can release negative emotions and pressure, adjust their mentality, repair spiritual wounds, fill gaps in the inner world, and gain a sense of satisfaction, achievement, and self-confidence, so as to achieve good treatment effects (Babaei et al. 2021). In addition, painting therapy is not limited by age, adults or children can both receive positive feedback from it. In the process of painting therapy, the thoughts, emotions and stories of subjects are transferred to the painting works, which are the reflection of the subject's inner heart and require the subject and the therapist to explore the mysteries in it (Mehl et al. 2021).

#### ***Dance therapy***

Dance therapy, also known as movement therapy, is psychotherapy using the moving process as a medium.



Using dance activities or improvisations to promote the integration of individual sentiments, emotions, body, mind, cognition, and interpersonal relationships, can not only treat physical and mental disorders but also enhance personal awareness and improve people's mentality (Marion 2020). Dance therapy is undoubtedly a good choice when traditional psychotherapy approaches are difficult to approach and treat patients in a verbal way. It has unique characteristics, emphasizes the interconnectedness of emotion and body and creativity, and promotes psychological health. Meanwhile, it helps people fully explore their potential and avoid the side effects caused by drug treatment. In this study, a school gymnasium is chosen as the experimental place, and moderate-intensity dance therapy is performed twice a week, with subjects managed and guided by dance therapists (Fisher 2019).

### Research process

The 84 subjects are divided into four groups, including three experimental groups, and one control group, with 21 subjects in each group. Experimental

group one is given music therapy, experimental group two painting therapy, and Experimental group three dance therapy, and the control group receives no therapy. The PSS scores of each group are tested every other week, and the experiment lasts for two months, with nine times of tests in total. The test data are imported into an Excel table for sorting, and SPSS 24.0 is used for correlation analysis.

## RESULTS

The experimental data are sorted out. The experimental data greater than  $\mu+3\sigma$  or less than  $\mu-3\sigma$  are excluded according to the Laida criterion. The One-Sample *t*-test is performed on the arithmetic mean of the initial data with the PSS scores of each group.

The test value of the control group is 52.44, and the results are shown in Table 1. The test value of experimental group one is 51.86, shown in Table 2. The test value of experimental group two is 57.44, shown in Table 3. The test value of experimental group three is 57.44. 61.89, shown in Table 4.

**Table 1.** *t*-test of control group

	<i>t</i>	Sig. (2-tailed)	Mean difference	95% CI	
				Lower	Upper
Control group	-0.498	0.632	-0.15444	-0.8693	0.5604

**Table 2.** *t*-test of music therapy group

	<i>t</i>	Sig. (2-tailed)	Mean difference	95% CI	
				Lower	Upper
Music therapy	-3.587	0.007	-7.84000	-12.8806	-2.7994

**Table 3.** *t*-test of painting therapy group

	<i>t</i>	Sig. (2-tailed)	Mean difference	95% CI	
				Lower	Upper
Painting therapy	-3.711	0.006	-6.51111	-10.5571	-2.4651

**Table 4.** *t*-test of dance therapy group

	<i>t</i>	Sig. (2-tailed)	Mean difference	95% CI	
				Lower	Upper
Dance therapy	-3.428	0.009	-8.37222	-14.0046	-2.7398

It can be seen from the above data that during the experiment, the PSS score of the control group did not change significantly ( $t = -0.498, P > 0.05$ ). The PSS score of the music therapy group changed significantly, ( $t = -3.587, P = 0.007 < 0.01$ ), and the data in this group are statistically different. The PSS score of the painting treatment group changed significantly, ( $t = -3.711, P = 0.006 < 0.01$ ), and the data in this group are statistically different. The PSS scores of the dance group changed significantly, ( $t = -3.428, P = 0.009 < 0.01$ ), and the data of this group are statistically different.

SPSS24.0 is used to perform descriptive statistics on each group of data, the results are shown in Table 5, and the line graph of data changes is shown in Figure 1.

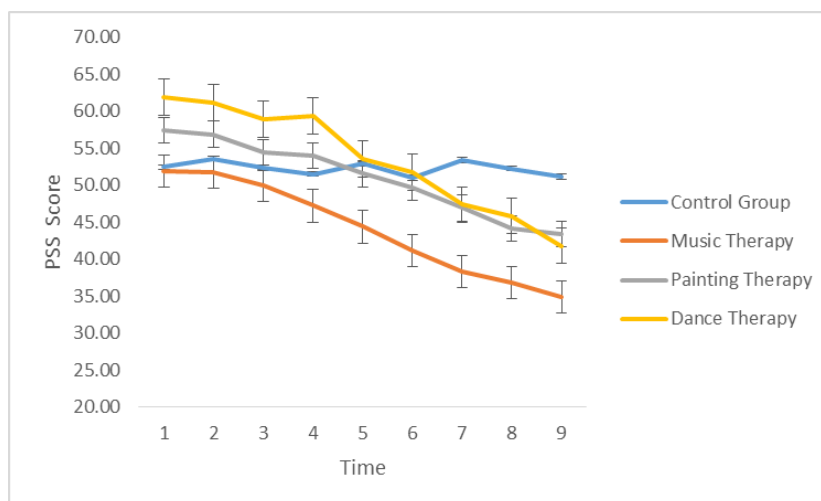
It can be seen from Table 5 and Figure 1 that the RSS scores of the subjects in the Control Group changed very little before and after the experiment, and the stress status basically maintained the original standard. The RSS scores of the three experimental groups all decreased significantly with  $r_3 > r_1 > r_2$  and  $\sigma_3 > \sigma_1 > \sigma_2$ , which manifests that among the three art therapies, dance therapy has the greatest relief effect. The reason may be that the physical training of subjects is increased in the treatment process. Meanwhile, physical exercise has been

proved to be effective to improve the psychological problems of patients, so it has a synergistic effect with art therapy dance (Johnston et al. 2021). The effect of

painting therapy on relieving mental stress is slightly weaker but most stable. Comparatively, music therapy is more balanced in terms of efficacy and stability.

**Table 5.** Descriptive statistics of each group of data

	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Control group	2.62	50.97	53.59	52.2856	0.93000	0.865
Experimental group one	16.96	34.90	51.86	44.0200	6.55757	43.002
Experimental group two	14.09	43.35	57.44	50.9289	5.26369	27.706
Experimental group three	20.08	41.81	61.89	53.5178	7.32744	53.691



**Figure 1.** Line graph of data changes

## CONCLUSIONS

This study analyzes the effects of such three kinds of art therapy as music, painting, and dance on relieving the mental stress of college students. The study shows that all three schedules can greatly relieve students' mental stress, among which music therapy has the most significant effect, and the effect of music and painting therapy is a bit weaker but more stable.

With its continuous development, art therapy is widely used and plays an increasingly important and unique role in mental health education, enriching the forms of classroom teaching and psychological knowledge promotion. However, some activities overemphasize interestingness yet ignore professionalism, which results in little effect after students' participation (Salz 2021). Therefore, the top priority to ensure the effectiveness of education is to improve the professionalism and scientificity of art therapy. In the future, it is necessary to strengthen the scientific design for teaching and publicity activities, to make art therapy truly meet the needs of students and educational goals. Since the 21st century, art therapy has continuously adapted to the changes in culture, technology, and other aspects of the development of society. For example, there have been technological breakthroughs in art therapy such as virtual reality and mixed reality technology (Haeyen et al. 2021). It is significant to actively carry out relevant research and education about art therapy.

Colleges and universities should strengthen the follow-up of the latest developments in related fields, keep abreast of the research trends, learn about successful cases of art therapy from other countries, and share experiences. Meanwhile, it is necessary to promote the integration of art and scientific practice and to advance the research and practice of China's art therapy in higher education. (Zubala et al. 2021).

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Correspondence:

Liyuan Liu,  
Orchestra Department, Zhejiang Conservatory of Music,  
Hangzhou 310024, China  
E-mail: ll3\_viola@163.com

# STUDY ON THE EFFECT OF DANCE MOVEMENT THERAPY ON PSYCHIATRIC REHABILITATION OF PATIENTS WITH ANXIETY DISORDERS

Aiyu Zhang<sup>1</sup> & Ningning He<sup>2\*</sup>

<sup>1</sup>School of Sport and Health Sciences, Yangtze Normal University, Chongqing 408100, China

<sup>2</sup>Faculty for Physical Education, Shanghai International Studies University, Shanghai 201620, China

## SUMMARY

**Introduction:** Dance movement therapy is one of the most effective treatments for mental illnesses so far, which is also the easiest one to be promoted. Accompanied by the sound of music, patients use body language to express their feelings and inner conflicts in an almost subconscious state, to achieve the purpose of relieving anxiety. This study selects students from a university in Chongqing Province, China as the research subjects to explore the effect of dance movement therapy on improving anxiety for patients with anxiety disorders.

**Subjects and methods:** Students who claimed to be troubled by anxiety were invited to participate in the HAMA questionnaire test. 23 volunteers, with a test score greater than 14 points, were selected to participate in the dance movement therapy. The HAMA test was conducted three times at the time of one week, one month, and three months after dance movement therapies, and the test results were recorded. The results were analyzed by the statistical tool SPSS27.0.

**Results:** There was no significant difference in the total HAMA score of the participants after one week of dance training ( $t = 0.581$ ,  $P = 0.567$ ). The total HAMA score of the participants was statistically significant compared with that before participation after one month of dance training ( $t = 7.867$ ,  $P < 0.001$ ). The total HAMA score of the participants decreased significantly after one month of dance training ( $t = 18.346$ ,  $P < 0.001$ ).

**Conclusions:** Short-term dance cannot ease anxiety, but the dance movement therapy lasting over one month can effectively improve anxiety.

**Key words:** dance movement therapy -anxiety disorders - sports - therapeutic effect

\* \* \* \* \*

## INTRODUCTION

Dance movement therapy, also known as DMT or dance therapy, was proposed by Marian Chace in the 1940s. The therapy is a psychotherapeutic approach that helps treat individuals through movement and non-verbal expressions. It is based on the theory that movement can reflect personal thoughts and emotions, as well as the knowledge of Jungian analytical psychology, Gestalt psychology, and self-psychology (Kiepe et al. 2012). Dance therapy is different from common exercises including martial arts, fitness qigong, aerobics, yoga, and Taijiquan. The American dance therapy association defines it as a method to unify the physical and mental emotions of patients through dance movements (Li et al. 2021). Today's dance therapists believe that dance can enliven a senseless life through the liberation of the limbs, and release the emotions lurking in the heart such as anxiety, anger, sadness, and depression in a safe way, to experience self-existence. This experience of self-existence can effectively relieve depression and strengthen self-cognitive management, thereby effectively regulating anxiety disorders (Engelhard & Vulcan, 2021). Specifically, using the body as the carrier and the dance movement as the form, dance therapy stimulates the psychological problems hidden in the depths through the observation and exploration of the body, to achieve the purpose of catharsis and epiphany

(Kleinlooh et al. 2022).

Anxiety disorders are recognized as a public health problem across the world. According to the estimates by the World Health Organization (WHO), 264 million people worldwide are suffering from anxiety disorders (Vanderlind et al. 2022). Anxiety disorder is different from normal anxiety emotional responses. First, anxiety disorder is a kind of anxiety, tension, and fear without a clear object, content, or reason. Second, it has potential dangers. For example, the patient usually feels that some threat is coming, but he couldn't describe it concretely. Third, anxiety disorder will last for long periods, which may beyond several weeks, months, or even years (Albery et al. 2021). In addition, evidence shows that anxiety disorders often accompany other major chronic conditions. If left untreated, anxiety disorders can lead to physical dysfunction and negatively impact overall health. Not only do simple anxiety disorders have these symptoms, but some psychiatric disorders may also produce anxiety symptoms, such as schizophrenia, obsessive-compulsive disorder, and other mental illnesses. The anxiety symptom is only one of the symptoms of the above psychiatric disorder. The corresponding treatments may be more complicated than those of simple anxiety disorders as other symptoms of such patients should also be considered at the same time. Therefore, these psychiatric disorders should be distinguished from sheer anxiety disorders (Megreya et al. 2021). The current studies prove that physical exercise therapy can

effectively accelerate blood circulation, thereby improving the body's metabolism and physical fitness, and can constantly adjust emotions, thereby promoting mental health. Dance movement therapy is a typical representative of physical exercise therapy and has become an effective way to prevent, treat and relieve anxiety disorders.

At present, the dance therapy industry in China is in the initial stage of vigorous development, but there are few related research contents. This paper selects adult college students, troubled by anxiety disorders, as the research subjects, who are given the dance movement therapy intervention. The experimental results are scientifically analyzed and sorted out to provide a reference for improving anxiety in patients with anxiety disorders through dance movement therapy (Ko 2020).

## SUBJECTS AND METHODS

### Research subjects

This study selects college students from a university in Chongqing as the research subjects and invites students who claim to be troubled by anxiety to take the HAMA questionnaire test. 23 volunteers with a test score greater than 14 were selected for participating in the dance therapy experiment. All research subjects are informed and they agree to the purpose and principle of the experiment.

### Dance therapy schedule

The treatment place is in the school gymnasium.

Duration and experimental times should be determined according to the anxiety level of subjects and their willingness to treat, theoretically at least once a week for about 30 minutes each time.

#### *Specific measures*

1. Preparation Phase. When starting a therapeutic activity, the dance therapist must try to feel the atmosphere and choose matched music for the scene. The same music or the same movements cannot appear every time. There will be many different changes in the mental state of participants over time, which will help the therapist change the treatment schedule (Jung-Mok et al. 2019).

2. Intermediate Phase. Participants are guided to enliven all parts of the body, increase physical awareness, and lead expressive movements as much as possible. The therapist needs to select adaptive and healthy parts from the voluntary movements of patients, to promote this type of expressive movement and enhance the emotional expression and experience in one group (Kleinlooh et al. 2021).

3. Ending Phase. Participants should be guided to relieve the heightened emotions and terminate the therapeutic activity in a calm atmosphere.

4. Meeting discussion. Therapists hold meetings before and after therapy activities. To make the treatment

be carried out in a meaningful and safe manner, after the treatment activities, the therapists need to summarize patients' psychological changes that occurred during the activities and try to allow the treatment team to share all the beneficial treatment information.

### Application of psychological scale

The Hamilton Anxiety Scale (HAMA) compiled by Hamilton in 1959 is used in this study, which has 14 items, including anxiety mood, tension, fears, insomnia, cognitive, depressed mood, muscular system, sensory system, cardiovascular symptoms, respiratory symptoms, gastrointestinal symptoms, genitourinary symptoms, autonomic symptoms, and behavior at interview. This scale is one of the most widely used scales in psychiatry and is assessed by doctors. It can well measure the treatment effect and compare the symptoms changes before and after treatment. When using factor analysis for efficacy analysis, it can also accurately reflect the changes of each target symptom group (Rodriguez-Seijas et al. 2020).

The assessment method of this scale is simple and easy to implement and can be used for anxiety disorders, but it is not suitable for estimating anxiety states in various mental illnesses. The Shanghai Mental Health Center has conducted a joint examination of 19 patients with anxiety disorders. The consistency between the two evaluators is quite good. The reliability coefficient of the total score evaluation is 0.93, the reliability coefficient of each symptom score is from 0.83 to 1.00, and the scale validity coefficient is 0.36 ( $P < 0.05$ ).

The HAMA score ranges from 0 to 4 on a 5-point scale: (0) asymptomatic, (1) mild, (2) moderate, (3) severe, (4) extremely severe. According to the data provided by the National Psychiatric Scale Collaborative Group, if the total score exceeds 29, it may be severe anxiety. If it exceeds 21, it must be obvious anxiety. If it exceeds 14, it must be anxious. If it exceeds 7, it may be anxiety. If it is less than 7, there is no anxiety symptom. Generally, the cut-off point value of the HAMA 14-item version is 14. (Riskind et al. 1987).

### Mathematical statistics

The collected relevant data will be input and organized in Excel. The experimental data will be analyzed through systematic analysis in SPSS27.0 software to obtain relevant statistical data.

## RESULTS

All 23 subjects were tested for HAMA before dance therapy and the data were recorded. The HAMA test was repeated three times at the time of one week, one month, and three months after each dance therapy. SPSS27.0 was used to analyze the experimental data, and the statistical results of the data description are shown in Table 1. The initial HAMA scores were paired with the HAMA scores at the time of one week, one month, and three months after dance therapy respectively, then the paired samples *t*-test

was performed, and the results are shown in Table 2.

**Table 1.** Data description statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Initial HAMA Score	23	15.00	29.00	23.000	4.44154	19.727
After one week	23	14.00	30.00	22.826	4.29219	18.423
After one month	23	10.00	27.00	20.173	4.94196	24.423
After three months	23	5.00	23.00	13.956	4.78139	22.862

**Table 2.** Paired sample *t*-test

	M	S	95% CI	<i>t</i>	<i>df</i>	<i>P</i>
After one week	0.174	1.435	-0.447-0.794	0.581	22	0.567
After one month	2.826	1.723	2.081-3.571	7.867	22	0.000
After three months	9.043	2.364	8.021-10.066	18.346	22	0.000

## DISCUSSION

### Dance therapy principles

Appropriate music can facilitate the emotional expression process while regulating movements. To achieve a good therapeutic effect, it is necessary to adjust the repertoire according to the treatment progress. The music includes classical, jazz, pop, folk music, etc. In principle, the tunes that patients can understand the lyrics or the tunes with some special meaning should be avoided, which is to prevent the appearance of thoughts that are not related to the treatment and the unnecessary emotions (Gimenez-Llort & Castillo-Mariqueo 2020).

In addition, dance therapists need to verbally explain the symbolic meaning of the dance movements performed by the group, which is conducive to promoting the participants' understanding of the movements and helping them ultimately achieve emotional expression through the movements. Non-verbal expressions such as movements can be interpreted, and such verbal expressions themselves can deepen participants' awareness of their experiences (Christensen et al. 2021).

### Results analysis before the experiment and after one week of the experiment

Overall, before the dance therapy experiment, the HAMA scores of the 23 subjects ranged from 15 to 29, with a mean of 23. After one week of the experiment, the HAMA scores of the 23 subjects ranged from 14 to 30, with a mean of 22.826. The results of this experiment proved that after one week of dance training, there was no significant difference in the total HAMA score of the participants compared with that before participation ( $t = 0.581$ ,  $P = 0.567$ ). The  $P$ -value was greater than 0.05, and there was no significant statistical significance between the before and after data. From an individual level, the anxiety of some subjects has not been relieved but has also shown a slight increase.

The reasons for the above problems are as follows. First, the patients differ in their ability to master dance skills. Since many patients have not been exposed to

dance sports before, they cannot master this exercise in depth and quickly, nor can they appreciate the benefits brought by mastering dance skills. Therefore, dance exercises at this stage have no effects on improving their depression. Second, in the process of learning dance skills, some subjects showed fear of difficulty and low enthusiasm. In addition, a small number of subjects were not accustomed to dancing in public, which may be due to their traits, and the cause of mild avoidant personality disorder is not excluded. In this case, dance therapy itself has become a psychological burden on these subjects (Koch et al. 2019).

The above reasons can explain that after one week of dance training, the overall anxiety of the subjects did not change, and some individuals experienced the aggravation of anxiety. In the follow-up experiment, we tried to use the active guidance of psychologists to eliminate abnormal factors, and the results is good.

### Results analysis after one month of the experiment

After one month of the dance therapy experiment, the HAMA scores of the 23 subjects ranged from 10 to 27, with a mean of 20.173, a decrease of 2.827 compared to that before the experiment. The results show that after one month of dance training, the total HAMA score of the participants was statistically significant compared with that before participation ( $t = 7.867$ ,  $P < 0.001$ ). We can see the initial effect of dance therapy. Although the HAMA score decreased by 12.29%, it is not ideal data. This result only proves that one-month dance therapy can improve anxiety, but the effect is relatively weak.

At this stage, some subjects only have a rough grasp of the basic steps and dance hand positions. They need to spend much time and energy reviewing some basic movements they have learned before during the class. Only when mastering the sequence of the entire dance, can they gradually enter the consolidation and performance stage. The individual data of these patients are almost unchanged compared with those before the experiment. Dance therapy has yielded significant results for individuals who have mastered basic dance skills

(Laird et al. 2021).

### Results analysis before the experiment and after three months of the experiment

After three months of the experiment, the anxiety of these subjects changed significantly. The HAMA scores of all subjects ranged from 5 to 23, with an average value of 13.956, which was 9.044 lower than that before the experiment, a decrease of 39.3%. The results proved that after one month of dance training, the total HAMA score of the participants decreased significantly compared with that before participation ( $t = 18.346$ ,  $P < 0.001$ ), and the average HAMA score was already lower than the cut-off value in HAMA ( $HAMA = 13.956 < 14$ ).

Analysis of the reasons may lie in the particularity of dance therapy. Different from other sports, dance therapy can be integrated with dance music to achieve the dual effect of physical exercise and spiritual enjoyment. In the process of the whole exercise, patients cultivate their minds, and effectively vent their negative emotions in the collaborative role of music and partners, thereby improving the existing anxiety tendency (Buschert et al. 2019).

### CONCLUSIONS

This paper investigates whether dance movement therapy has a positive effect on the improvement of anxiety. Specifically, after one week of dance movement therapy, no effect was observed. After one month, an improvement effect in anxiety was observed, but the effect was weak. After three months, the anxiety of the subjects was greatly improved. It is confirmed through these experiments that continuous dance movement therapy can effectively improve anxiety.

Limited by objective conditions, this study also has many shortcomings. First, the research scope is narrow. This study only selects college students as the research subjects, which lacks comprehensive and systematic research on a broader group of patients with anxiety disorder. Second, the three-month duration of the study is too short. A more in-depth and detailed analysis should be carried out over a long period in the future. Third, such a therapy in the form of dance is destined to have a close relationship with physical therapy and music therapy, however in this experiment there is no conduct of composite analysis of the two therapies.

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**Contribution of individual authors:**

Aiyu Zhang: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Ningning He: made substantial contributions to conception

and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

*Ningning He,*

*Faculty for Physical Education, Shanghai International Studies University,  
Shanghai 201620, China,*

*E-mail: 13916335527@qq.com*



# COMPREHENSIVE ANALYSIS OF ENGLISH LEARNING ANXIETY AND THE ACADEMIC SELF-EFFICACY AMONG COLLEGE STUDENTS

Qiongjing Zheng & Mei Zhou\*

School of Liberal Education, Nanning University, Nanning 530200, China

## SUMMARY

**Introduction:** With the development of the social economy, the success of reform and opening up, and the acceleration of global integration, foreign languages and computer technology have become necessary skills for high-quality talents in the 21st century. While college students are learning and using English, it is more likely to cause anxiety than other subjects because of its particularity.

**Subjects and methods:** In this study, 38 college students from a university in Guangxi Province, China were selected as the research objects. SPSS27.0 was used for frequency analysis, correlation analysis, and independent sample t-test. We aim to study the relationship between academic self-efficacy and English learning anxiety and thus explore related influencing factors.

**Results:** Spearman's correlation coefficient between academic self-efficacy and English learning anxiety is -0.847, and there is a significant difference between students of different genders in academic self-efficacy ( $t = -2.182, P < 0.05$ ). Male students have higher academic self-efficacy than female students. There was no statistical difference in English learning anxiety among different genders ( $t = -2.009, P > 0.05$ ).

**Conclusions:** There is a negative correlation between academic self-efficacy and English learning anxiety. Individuals with higher academic self-efficacy would experience less English learning anxiety. And, there is a gender difference in academic self-efficacy among college students. Male students had higher academic self-efficacy than female students, and the difference is statistically significant. Also, there is a gender difference in English learning anxiety among college students. The anxiety index of females is lower than that of males, and the difference is not statistically significant.

**Key words:** English learning anxiety - college students - academic self-efficacy - education

\* \* \* \* \*

## INTRODUCTION

Anxiety belongs to the category of psychology and is a special representation of inner psychology. It is specifically manifested as that when an individual is unable to achieve the established goal and overcome the obstacles and threats encountered, the self-esteem or confidence would be damaged and this may lead to tension and fear (Schaefer et al. 2007). Proper anxiety can correct students' learning attitude to a certain extent, and make their thinking more active which plays an auxiliary role in English learning. However, with excessive anxiety, students may experience physiological phenomena such as sweaty palms, accelerated heartbeat, pulse, nervousness, etc. in the process of English learning. Further, they cannot accurately express the pronunciation and rhythm of the English language and even forget vocabularies, which severely inhibits the learning effect (Nunez-Pena & Bono 2019). The survey shows that 61% of students have no confidence in their spoken English, and they often feel anxious when they don't know how to express their ideas clearly in English. 43% of the students fear that they may make mistakes while speaking English in public and their self-esteem might get hurt. They dislike the oral English communication organized by teachers in class. The lack of self-confidence and the pressure caused by frustration in the learning process may lead to different degrees of learning anxiety (Wang & Liao 2012). In addition, an oppressive classroom atmosphere also harms students' English learning results.

If the learning environment is tedious and the class is monotonous, students may experience great pressure. Under such pressure, their learning potential cannot be stimulated, and their interest in learning may be hit to a certain extent, leading to serious anxiety, thus reducing learning efficiency (Shangraw et al. 2021).

The concept of self-efficacy was proposed by Bandura, a famous American psychologist, in his book *Social Foundations of Thought and Action: A Social Cognitive Theory* in the 1970s. Bandura argues that in addition to the outcome expectation, there is also the efficacy expectation. Outcome expectation refers to the prediction that a certain behavior would lead to a certain result. If an individual predicts that a certain behavior would lead to a certain result, then this behavior may be activated and selected (Kim et al. 2019). Efficacy expectation refers to the prediction or judgment of an individual ability to carry out a certain behavior. This is a prediction of behavioral competencies. It indicates whether an individual is confident that he or she can successfully perform an action that leads to a certain outcome. When a man is confident that he or she is capable of performing an activity, he or she would have a high sense of self-efficacy to carry out that activity (Grenner et al. 2021). Developed from Bandura's self-efficacy theory, academic self-efficacy refers to the confidence and attitude of students towards their ability to achieve academic success, as well as their belief in completing academic tasks and successfully learning knowledge (Talsma et al. 2019).

Studies have shown that individual academic self-

efficacy has varying degrees of influence on learning motivation, learning behavior, learning status, and academic achievement. It is an important condition for achieving good results (Downing et al. 2020). However, there are few studies on the relationship between academic self-efficacy and English learning anxiety. Thus, based on the current situation, this study explores the correlation between the two, and also tries to provide a reference for alleviating the English learning anxiety of college students.

## SUBJECTS AND METHODS

In this study, 38 college students from a university in Guangxi Province, China were selected as the research objects, including 19 males and 19 females. All participants were informed and consented to the research background, research protocol, questionnaire content, and other information.

This study uses SPSS27.0 to conduct frequency analysis, correlation analysis, and independent sample T-test, to analyze the relationship between academic self-efficacy and English learning anxiety and explore the relevant influencing factors.

### Academic self-efficacy scale

This study adopts the academic self-efficacy scale developed by Liang Yusong. The scale includes two dimensions, self-efficacy of learning ability and self-efficacy of learning behavior, with 22 items in total. Each item is evaluated by a 5-point scale, with 5 points for strongly agree, 4 points for agree, 3 points for general, 2 points for disagree, and 1 point for strongly disagree. The total score was 110, and a higher score indicates better academic self-efficacy. The overall Cronbach's  $\alpha$  coefficient of the scale is 0.76, with reasonable internal consistency (Kong et al. 2021).

### English language learning anxiety scale

In the field of psychology, Horwitz et al. defined foreign language anxiety for the first time from a situational perspective as the unique psychology of self-perception, belief, feeling, and behavior related to classroom language learning generated by the uniqueness of foreign language learning. Horwitz et al. developed the Foreign Language Class Anxiety Scale (FLCAS), which is specifically designed to measure the breadth and depth of anxiety in foreign language learning situations (Kutuk et al. 2020). The English Learning Anxiety Scale (ELLAS) used in this study was self-made and compiled from the FLCAS scale. The ELLAS scale contains 27 questions, and each question is divided into 4 dimensions: fear of negative evaluation, exam anxiety, lack of learning confidence, and English classroom anxiety. The Likert five-level scale is used for scoring statistics, which is consistent with the scoring model of the above-mentioned academic self-efficacy scale. Higher scores indicate higher anxiety levels of students in English classroom learning (Some questions are reversely designed and have

been reversed in data statistics).

### Reliability and validity test

The reliability of the scale refers to the consistency or stability of the survey results of the scale. The more consistent the results of two or more scale surveys are, the more reliable the scale is. In this paper, Cronbach's  $\alpha$  coefficient is used to test the reliability of the ELLAS scale by SPSS27.0. With a sample size of 512, the  $\alpha$  value is 0.831, which is between 0.8-0.9, indicating that the reliability analysis results could pass the consistency test and the scale is of great reliability.

The validity of the scale reflects the accuracy and effectiveness of the design, which means the scale can reflect the purpose of the survey to a greater extent. The validity of the ELLAS scale should be tested, and the KMO value and the significance of Bartlett's sphericity test should be comprehensively analyzed. If the KMO value is higher than 0.8, it indicates high validity. If the value is between 0.7-0.8, it indicates that the validity is good. If the value is between 0.6-0.7, it indicates acceptable validity. If the value is less than 0.6, it indicates poor validity. With a sample size of 512, the measured KMO value of the scale is 0.718, which is greater than 0.5. The significance of Bartlett's sphericity test is 0.000, and the result of the sphericity test is significant, indicating good validity of the scale and strong correlation among items (Oosterwijk et al. 2019).

## RESULTS

The ASES scores and ELLAS scores of 38 subjects were input into statistical software SPSS27.0, and the bivariate correlation test was conducted on the data on academic self-efficacy and English learning anxiety. The Spearman correlation coefficient obtained between the two is -0.847 ( $P < 0.001$ ). It indicates that there is a significant negative correlation between academic self-efficacy and English learning anxiety. Individuals with higher academic self-efficacy have lower levels of English learning anxiety.

With gender factor as the grouping variable and ASES score and ELLAS score as test variables, SPSS27.0 is used to conduct an independent sample *t*-test. Statistical results of data are shown in Table 1, and data distribution is shown in Figure 1 and Figure 2. The *t*-test results of academic self-efficacy and English learning anxiety are shown in Table 2.

As can be seen from the above chart, the academic self-efficacy of students of different genders is significantly different ( $t = -2.182$ ,  $P < 0.05$ ). The academic self-efficacy of males is higher than that of females, and the mean difference between the two is 10.52. One of the reasons for the above results may be the personality differences between male and female students. Generally speaking, male students are more confident, optimistic, and independent. While females are more dependent and tend to ask for help when they encounter problems. They relatively lack self-confidence. Also, it may be related to the difference in their ways of thinking

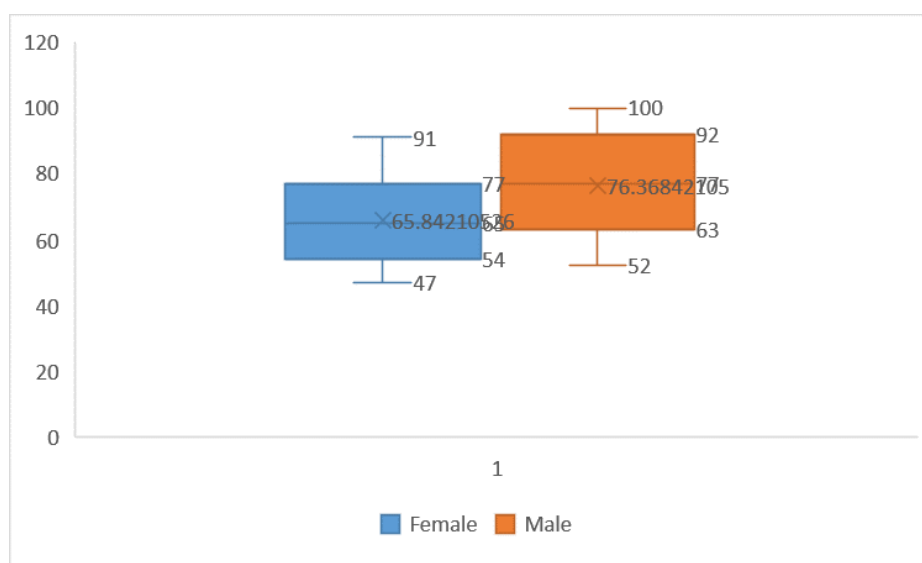
and the expected goal of learning results between male and female students. Male students pay more attention to knowledge extension and the learning process. While female students pay more attention to academic performance, so they are more susceptible to the opinions of others, resulting in lower academic self-efficacy than male students (Saeed & Ahmad 2020).

From the above data, it also can be seen that the English learning anxiety index of females is lower than

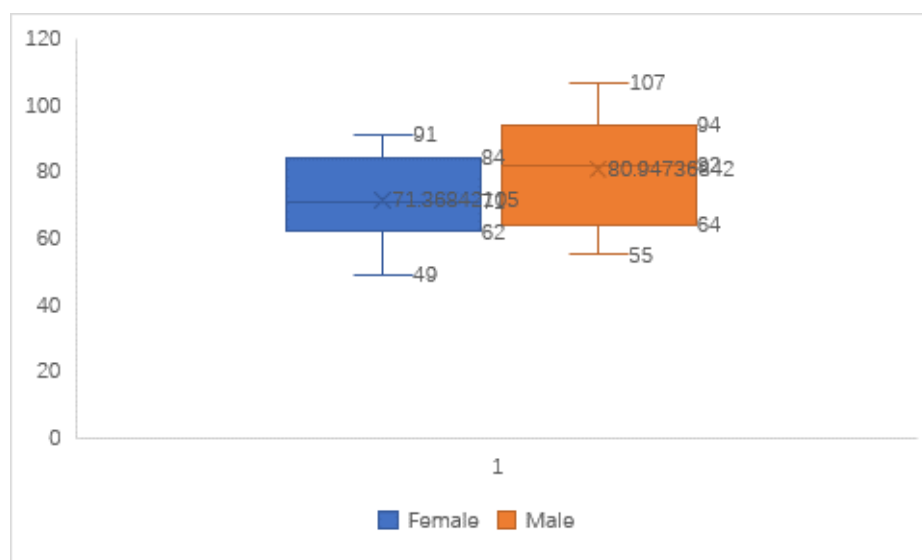
that of males with an average difference of 9.58, but there is no statistical difference in English learning anxiety between the two ( $t = -2.009, P > 0.05$ ). Traditionally, female students are considered superior to male students in language learning. Once their ability is confirmed, female students would be calmer to deal with their predicament in English learning. This may be the reason for the difference in English learning anxiety between male and female students.

**Table 1.** Data statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
ASES	Female	19	65.8421	13.12446	3.01096
	Male	19	76.3684	16.43239	3.76985
ELLAS	Female	19	71.3684	12.37475	2.83896
	Male	19	80.9474	16.70154	3.8316



**Figure 1.** Box diagram of academic self-efficacy



**Figure 2.** Box diagram of English learning anxiety

**Table 2.** Independent sample *t*-test

		<i>F</i>	<i>t</i>	<i>df</i>	<i>P</i>	<i>M</i>	95% CI	
							Lower	Upper
ASES	Equal variances assumed	1.276	-2.182	36	0.036	-10.52632	-20.3112	-0.74139
	Equal variances not assumed		-2.182	34.323	0.036	-10.52632	-20.3279	-0.72476
ELLAS	Equal variances assumed	2.321	-2.009	36	0.052	-9.57895	-19.2504	0.0925
	Equal variances not assumed		-2.009	33.186	0.053	-9.57895	-19.2789	0.12105

## DISCUSSION

In the process of English learning, the anxiety of learners has a negative impact on the final effect of learning to a certain extent, and the improvement of academic self-efficacy has a positive impact on the learning effect. Reducing English anxiety and improving academic self-efficacy require the joint efforts of teachers and students (Popa-Velea et al. 2021).

Teachers need to create a relaxed classroom atmosphere. In the course introduction, teachers should try to choose interesting topics close to students. This may lead them naturally into the classroom learning situation. In class, more interactive communication would be helpful for students to relax. It is also of benefit to change teachers' way of asking questions and encourage students to speak instead of answering passively. Also, teachers should innovate teaching modes to increase the opportunities of students for listening, speaking, and communication. Moreover, teachers need to guide students to cultivate correct English learning motivation and establish a proper learning outlook and test-oriented thinking (Cayir & Ulupinar 2021). In this way, the motivation for English learning of students would become correct and strong, and their anxiety would be greatly reduced. Therefore, their academic self-efficacy shall be improved, and they can also cultivate and improve their practical skills of English (Soland 2019). Besides, regarding the design of teaching content and the organization of classroom teaching, teachers should be objective and fully consider the needs of students. According to the difficulty of the course content, teachers should adopt different teaching methods. Students can discuss the difficult content in groups, and teachers then summarize and sublimate based on the discussion. Such an active and positive learning atmosphere is beneficial for students to study in a relaxed state, and can also effectively reduce their anxiety (DaLomba et al. 2021).

While students should improve their courage to participate in classroom teaching by clarifying the basic goal of learning. Some students may have a poor English foundation, so it is difficult to participate in the early stage. But with further learning, this situation would gradually change, and students' English learning performance would be improved accordingly (Sandilos et al. 2020). Also, students need to improve their learning strategies

under the guidance of teachers, adjust and set their own learning goals and test goals, develop practical learning plans, and learn to use listening, reading, vocabulary, and writing strategies. When students adopt the above learning strategies, there would be no worries about their studies and exams, and their anxiety level shall be reduced. With academic progress, their self-efficiency shall also be improved (Karbakhsh & Safa 2020).

## CONCLUSIONS

This study explores the relationship between academic self-efficacy and English learning anxiety and also some related influencing factors. It is found that there is a significant negative correlation between academic self-efficacy and English learning anxiety. Individuals with higher academic self-efficacy experience less English learning anxiety. Further, there is a gender difference in academic self-efficacy among college students. The academic self-efficacy of males is higher than that of females. The mean difference between the two is 10.52, and the difference is statistically significant. There was also a gender difference in English learning anxiety among college students. The anxiety index of females was lower than that of males, with an average difference of 9.58, but the difference was not statistically significant.

Meanwhile, the shortcomings of this study cannot be ignored. On the one hand, due to the limited conditions, there was a quite small number of subjects and data collection. We can see the *P*-value of the gender test on the anxiety index is 0.052. Although it is greater than 0.05, the difference is extremely small. This is the disadvantage of small samples. If there are more subjects and data collected, clearer and more representative experimental results may be obtained. On the other hand, according to the current situation of education in China and based on some field interviews, it is found that students of liberal arts generally have a better English foundation than students of science as they spend more time reading books in foreign languages. Students of liberal arts experience less anxiety caused by unfamiliar English vocabularies and articles, as most of them think that they can overcome this difficulty through repeated and thorough reading. Among the experiment subjects of this study, the ratio of liberal arts students to science students is about 3:1, which is not balanced. New research results may be obtained by

controlling the variables respectively.

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**Contribution of individual authors:**

Qiongjing Zheng: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Mei Zhou: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:

Mei Zhou,

School of Liberal Education, Nanning University, Nanning 530200, China

E-mail: zhoumei1109@163.com

# REVIEW ON THE MECHANISM OF PHYSICAL EXERCISE IMPROVING SENILE DEPRESSION

Yanzhang Wang & Xiao Ren\*

Department of Sport and Leisure, Hoseo University, Asan 31499, South Korea

## SUMMARY

**Introduction:** Senile depression may lead to the decline of quality of life and increase the risk of cardiovascular disease. At the same time, relevant studies have shown that physical exercise can improve the severity of psychological diseases, so this attempt to analyze the effect and mechanism of physical exercise on improving senile depression.

**Subjects and methods:** 100 elderly people over 50 years old and suffering from depression were selected from China as the research objects, and they were evenly divided into experimental group and control group, with 50 people in each group. In the experiment, the personnel in the experimental group are required to choose one of their favorite sports from running, Taijiquan, basketball, aerobics and other sports, and then carry out the selected sports at least three times a week, each time for no less than 30 minutes. The control group did not receive physical exercise intervention, and the experiment lasted for 6 months. SDS (Self-rating Depression Scale) test should be carried out before and after the sports intervention experiment.

**Results:** There was no significant difference in SDS scores between the two groups before the experiment, but after the experiment, there was significant difference in SDS scores between the experimental group and the control group, and the average score of the experimental group was 52.5, which was 13.2% lower than that of the control group.

**Conclusions:** Physical exercise can indeed play a role in the treatment of senile depression. After consulting the members of the expert group, it is found that the mechanism of this result is that in the process of physical exercise, the patient's body can produce hormones that make the mood and spirit in long-term excitement and satisfaction, and the exercise will divert the patient's attention and give the spirit consumed by the disease a short rest.

**Key words:** physical exercise - senile depression - expert inquiry method - SDS

\* \* \* \* \*

## INTRODUCTION

In short, senile depression is the depression of the elderly, which has many characteristics of aging (Papakostas et al. 2020). Senile depression is often manifested as mild depression clinically, but the harm of the disease cannot be ignored. If it is not diagnosed and treated in time, it will lead to the decline of quality of life and increase the risk of psychosomatic diseases (such as cardio cerebrovascular diseases) and death (Lee 2019). There are many types of clinical symptoms of senile depression, and there are some differences with patients with depression of other ages. The former has more cognitive impairment and physical discomfort. The common clinical symptoms of senile depression are described in detail below. Depression is the main symptom of depression patients of all ages. It is characterized by long-term and lasting depression. Patients are often depressed, depressed and live like years, and lose a good impression of their previous personal interests and hobbies. They think that life is boring, boring, boring, unable to lift up their spirit and unhappy. Some patients will also feel desperate, helpless and useless. A considerable number of elderly patients with depression also suffer from anxiety and agitation, tension, worry and restlessness. These somatic anxieties sometimes even mask the symptoms of depression (Duan et al. 2021). The second major clinical manifestation of senile depression is slow thinking, slow thinking Association and slow response. Conscious

brain function is significantly degraded than that when young. In addition, most patients with senile depression have a certain degree of impairment of cognitive function (such as memory, logical analysis, calculation, understanding ability, etc.), showing a relatively obvious decline in memory, which needs to be distinguished from senile dementia, but most of the dementia cannot be recovered clinically, while depression can be improved or even cured with the improvement of emotional symptoms. Decreased will activity is also a clinical manifestation of major senile depression. Patients move slowly, live lazily, don't want to speak (less speech, low intonation, slow speed), don't want to take any action, and even don't want to communicate with people around them. Always feel lack of energy or serious dispersion, general fatigue, and even unable to take good care of themselves in daily life. Some patients have decreased or lost their enthusiasm for life, are more and more reluctant to participate in social activities, and even completely eliminate all social activities and alienate relatives and friends. Suicidal concept and behavior, patients with severe depression are often accompanied by negative suicidal concept and behavior. The risk of suicide in elderly patients with depression is much higher than that in other age groups, especially in patients with depression and physical diseases. Physical symptoms, which are more common in elderly patients with depression, are mainly manifested as: pain syndrome, such as low back pain, headache, neck pain, abdominal pain and chronic pain of the whole body.

Digestive system symptoms, such as abdominal distension, abdominal pain, nausea, belching, diarrhea or constipation. Symptoms of cardiovascular diseases, such as chest tightness and palpitation. Autonomic nervous system dysfunction, such as blushing, hot flashes, sweating, hand shaking, etc. In addition, most people will also show sleep disorders, difficulty in falling asleep, shallow sleep and easy to wake up, early awakening and so on. Obvious changes in libido, weight, etc. Hypochondriac symptoms, patients often pay too much attention to their own health, with physical discomfort symptoms as the main complaint (the digestive system is the most common, constipation and gastrointestinal discomfort are the main symptoms), take the initiative to ask for treatment, but often deny or ignore emotional symptoms, and only think that they are in a bad mood caused by physical discomfort. Patients pay more attention to and feel physical symptoms than the actual severity of the disease, so they show obvious nervousness and excessive worry.

With the promotion of urbanization and economic development in China, the problem of population aging is becoming more and more prominent. In order to find a better treatment for senile depression, experts and scholars at home and abroad have conducted a lot of academic research, as shown below.

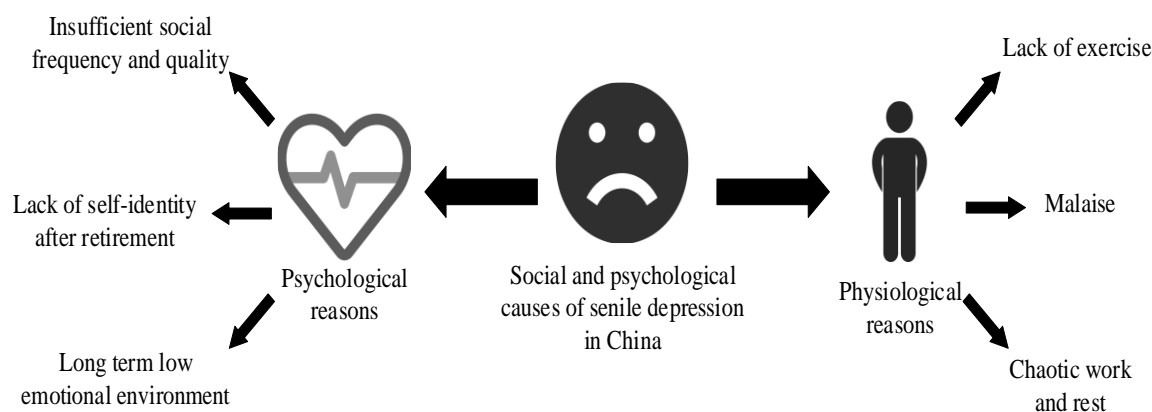
Giulia et al. designed and carried out a social experiment of integrated music therapy aiming at the problem that the effect of drug treatment on Alzheimer's disease and senile depression is not ideal. The experimental results show that on the basis of conventional treatment, integrated music therapy is

helpful to improve the efficacy of treatment scheme on Alzheimer's disease and senile depression (Giulia et al. 2018). Bentham et al. designed and carried out a group social experiment to explore the impact of cognitive behavior intervention on the symptoms of elderly patients with depression and anxiety. The results show that targeted cognitive behavior intervention involving life common sense can alleviate their symptoms, but the effect is small (Bentham et al. 2021). It can be seen that the direction of most studies is to use drugs or psychological counseling to alleviate or cure diseases (Hajduk et al. 2019). There are few literatures on the treatment of senile depression with low-cost methods, and most of them lack the data support conclusion of social experiments (Aoki 2019). This study is to make up for the research gap in this area, try to explore some effective and low-cost treatment methods of senile depression, and understand the mechanism of the new methods, so as to provide some useful references for improving the mental health level of the elderly in China (Goldstein-Piekarski et al. 2018).

## SUBJECTS AND METHODS

### Study setting

After consulting a number of psychology professors, consulting relevant medical literature and sorting, it is found that the physiological and psychological causes of senile depression in China are shown in Figure 1.



**Figure 1.** Social and psychological causes of senile depression in China

As shown in Figure 1, the main psychological reasons are insufficient social frequency and quality, lack of self-identity after retirement, and long-term low emotional environment (Lajambe et al. 2020). Because people are social animals, too little or shallow social level will make people unable to obtain enough happiness and satisfaction from the communication with other individuals in society, leading to depression (Findley et al. 2019). Moreover, some elderly people have been used to their work and working environment. After retirement, they will have some sense of loss and emptiness, resulting in depression (Pinheiro et al. 2019).

Finally, the elderly who have been in a low emotional energy environment for a long time are also more likely to suffer from depression (Yena et al. 2020). Physiological factors are another major reason for the elderly suffering from senile depression, including lack of exercise, physical discomfort and work and rest disorder (Yu et al. 2019). Insufficient exercise will slow the metabolism of the human body, and also make some hormones that can make the body more flexible and emotional more comfortable unable to be secreted normally, leading to depression (Luo et al. 2021). Physical discomfort, especially long-term physical pain,

will keep the brain in a continuous state of tension for a long time, and endocrine disorder will lead to negative emotion, anxiety and depression. Chaotic work and rest will also lead to abnormal metabolism and hormones of the human body, resulting in insufficient rest of various organs and systems, so as to accumulate downward pressure, produce depression, and suffer from depression over time (Wang et al. 2022).

To sum up, from the analysis of psychological and physiological aspects, reasonable exercise, maintaining a good work and rest and being active may play a role in alleviating senile depression. This time, we will focus on the impact of exercise on the latter.

## Design

In order to verify the assumption, put forward in this study, that is, whether sports intervention can help alleviate senile depression, a group treatment experiment is designed. The subjects were 100 elderly people aged no less than 50 and suffering from different degrees of senile depression. The subjects were obtained by responding to the collection of online and offline social experiment volunteers by the research team. Specifically, the volunteers need to be gathered to conduct a centralized SDS (Self-rating Depression Scale) test, and the number of people with a total score of no less than 50 (it is generally believed in the industry that the subjects in this score range can be labeled as suffering from depression) will be selected. Finally, 100 volunteers were selected as the research objects, and the research objects were evenly divided into experimental group and control group, with 50 people in each group. Before the experiment, the two groups of patients were asked to fill in some of their basic information as required, and the difference significance of the basic information was tested. The experiment can be started only after confirming that there is no significant difference in the basic information of the two groups of patients, otherwise the personnel of the two groups need to be adjusted or regrouped. Note that all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05. Then start the sports intervention social experiment. The personnel in the experimental group are required to choose one of their favorite sports from running, Taijiquan, Baduanjin, badminton, basketball, aerobics and other sports, and then carry out the selected sports at least three times a week. In order to control irrelevant variables and improve the accuracy of the experimental results, the members of the experimental group are required to carry out sports in the designated place, and to further improve the patients' interest in sports. And reduce the physical injury caused by improper operation in sports. The research team provides guidance for the use of each kind of leisure sports, and the coach provides professional sports guidance for patients. In addition, the exercise time of members in the

experimental group shall not be less than 30 minutes each time. The control group did not receive physical exercise intervention, and the experiment lasted for 6 months. Before and after the sports intervention experiment, SDS test should be carried out for the two groups to understand the changes of their depressive symptoms before and after the experiment. Note that in order to ensure the accuracy of the test data, any form of communication between the subjects is not allowed during each SDS test. Therefore, the subjects need to be gathered together and tested separately. The subjects who have completed the test are required to leave the test site immediately, and the treatment filled in should also be collected in time. Then select several psychological experts from China to form an expert group, share the experimental results with the members of the expert group, consult them about the mechanism, and ask the experts to rate the impact degree of each cause on the mitigation effect, and the impact degree is solidified into five categories: no impact, slight impact, general impact, obvious impact and full impact, which are given five integers of 1, 2, 3, 4 and 5 respectively for quantification. After returning the evaluation results of the expert group, the research team needs to sort out and adjust the results, and then send them to the expert group again for comments and evaluation. Repeat these steps until the feedback of the members of the expert group reaches an agreement, and then stop the inquiry cycle. At this time, the output evaluation results have statistical significance. In addition, before the start of expert consultation, the authority of the members of the expert group needs to be tested. If the authority is insufficient, the members of the expert group must be adjusted or even reestablished. In order to improve the efficiency of the experiment, the communication between the research team and the members of the expert group in the process of the experiment is carried out by means of online consultation and telephone consultation. Moreover, the members of the expert group must have at least 5 years of industry experience. It is best to be the current university psychology related course professor, and it is best to have a long-term understanding and exposure to senile depression, rather than having sufficient advantages and authority only in theory and academic qualifications. However, those who do not know enough about the application of psychology or senile depression, or even do not know at all, are included in the expert members.

## RESULTS

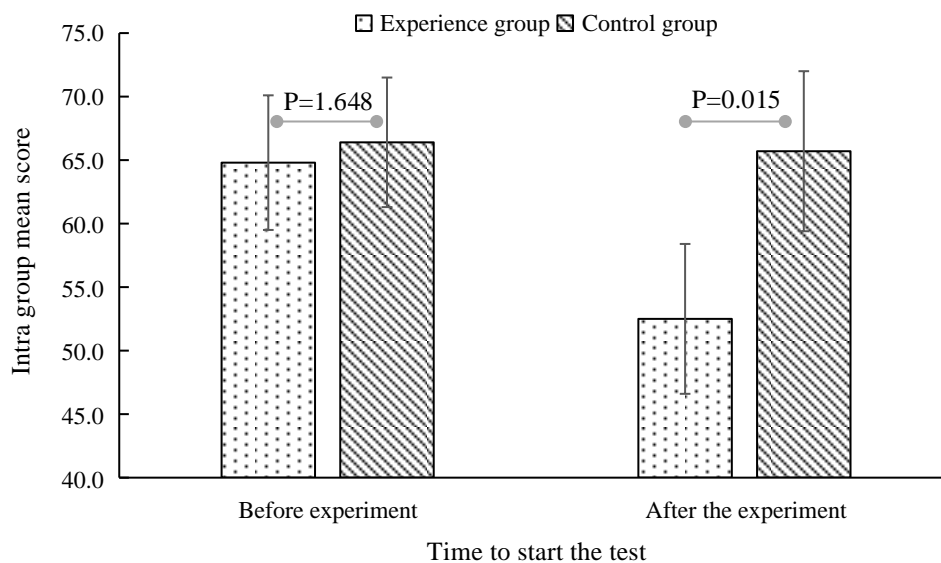
After the experiment, collect and sort out the effective samples, and then input them into the computer, using Amos23.0 software for statistical analysis to obtain the SDS score data of the two groups before and after the experiment, as shown in Figure 2 note that the calculation method of relative change ratio between different data of two same series is shown in equation (1),



$$P_{a \rightarrow b} = \frac{(x_a - x_b) \times 100\%}{x_b} \quad (1)$$

sample  $b$  in sample set  $X$ , and  $x_a$  and  $x_b$  are the sample values of samples  $a$  and  $b$  respectively.

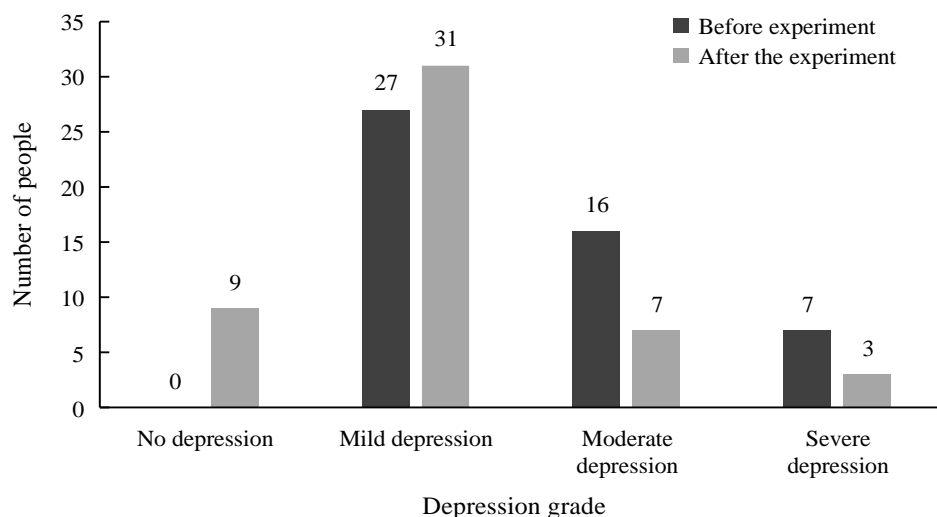
Where  $P_{a \rightarrow b}$  is the change ratio of sample  $a$  to



**Figure 2.** SDS score statistics of the two groups before and after the experiment

In Figure 2, the horizontal axis is used to show the start time of the test, the vertical axis represents the quantitative score of each test, different filling colors represent different groups, and the “I” geometry is used to represent the standard deviation of the data set. According to Figure 2, before the experiment, the  $t$ -test output  $P$  value of SDS score data of elderly patients with depression in the experimental group and the control group was 1.648, which was greater than the significance level. It was considered that the data difference was not significant, which once again proved that the grouping of research objects was reasonable and the data after the experiment was sufficiently comparable. After the sports intervention experiment,

the output  $P$  value of SDS score data  $t$  test of the experimental group and the control group is 0.015, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the average scores of the experimental group and the control group are 52.5 and 65.7 respectively, which is 20.09% less than that of the latter. It shows that appropriate physical exercise can alleviate the symptoms of elderly patients with depression. Then analyze the changes of the number of people in each category of severe senile depression in the experimental group before and after the sports intervention experiment. The statistical results are shown in Figure 3.



**Figure 3.** Changes in the number of people with senile depression at each severe level in the experimental group

The horizontal axis in Figure 3 is used to describe the depression level. The depression level is judged by the total score interval of SDS test. The vertical axis represents the number of subjects belonging to each depression level type, and the columns with different colors represent different test times. Note that in this study, referring to the relevant conventional treatment methods in the industry, the subjects with SDS scores below 50, 50-59, 60-69 and no less than 70 were classified into four categories: no depression, mild depression, moderate depression and severe depression. It can be seen from Figure 3 that after the experiment, compared with before the experiment, the number of people with moderate or above depression decreased significantly, and the number of people without depression and mild depression increased significantly.

Specifically, the number of people in the experimental group with depression level of no depression, mild depression, moderate depression and severe depression were 9, 31, 7 and 3 respectively, which were +9, +4, -9 and -4 respectively compared with the corresponding group before the experiment. Finally, after the consultation of the expert group, the mechanism analysis results of the experts on the above conclusions, that is, the members of the expert group list the main internal causes of physical exercise to alleviate the studied diseases, rate the impact of each cause on the mitigation effect, evaluate it according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and give five integers of 1, 2, 3, 4 and 5 respectively to quantify, so as to obtain Table 1.

**Table 1.** Consultation results of the expert group

Statistical items	Divert attention	Promote the secretion of dopamine and other hormones	Increase social	Occupy free time
Average degree of influence	2.59±0.20	4.27±0.15	4.55±0.17	3.82±0.24
Impact level	Slight impact	Obvious influence	Obvious influence	General impact

It can be seen from Table 1 that the expert group believes that the mechanisms and reasons for physical exercise to improve senile depression are mainly “diverting attention”, “promoting the secretion of dopamine and other hormones”, “increasing social interaction” and “occupying free time”. The average scores of the influence degree of the above factors are 2.59, 4.27, 4.55 and 3.82 respectively, which are divided according to the corresponding grades. The influence levels of these four mechanisms and causes on alleviating the symptoms of elderly patients with depression are slight influence, obvious influence, obvious influence and general influence respectively. This is because exercise can promote the secretion of a large number of hormones that can make people feel happy and lasting happiness, and reduce or even offset the negative effects of depression. Socializing with individuals with different living conditions and different living backgrounds can enable patients to obtain some satisfaction, social identity and social value, so that patients no longer feel alone, increase the fun of life and change the psychology of losing interest in life. It should be noted that social activities are not directly set in the intervention measures of this study, but this factor appears in the expert consultation. This is because most patients in the experimental group will inevitably obtain more social needs when carrying out their own leisure sports, because sports such as badminton, basketball, football and aerobics generally require more than one person. It is equivalent to indirectly adding social interventions to the experimental group.

Based on the above research results, leisure sports, as a hobby, can alleviate the symptoms of elderly patients with depression to a certain extent, and from the

perspective of mechanism, this effect is mainly to release hormones that can produce positive emotions through the process of sports. Sports will significantly increase the social frequency and depth of patients, and strengthen the connection between patients and society.

## CONCLUSIONS

In view of the increasing trend of the number of patients with senile depression in China, this study designed and carried out a grouping experiment integrating sports intervention. The experimental results show that after the experiment, the number of people with moderate and above depression is significantly reduced, and the number of people without depression and mild depression is significantly increased. Specifically, the number of people in the experimental group with depression level of no depression, mild depression, moderate depression and severe depression were 9, 31, 7 and 3 respectively, which were +9, +4, -9 and -4 respectively compared with the corresponding group before the experiment. Experimental data show that physical exercise can improve the symptoms of senile depression. The expert consultation results show that the main mechanism of physical exercise in the treatment of senile depression is that physical exercise can produce the effects of “diverting attention”, “promoting the secretion of dopamine and other hormones”, “increasing social interaction” and “occupying free time”.

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**Contribution of individual authors:**

Yanzhang Wang: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Xiao Ren: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:

Xiao Ren,

Department of Sport and Leisure, Hoseo University, Asan  
31499, South Korea

E-mail: renxiao317@163.com

# RESEARCH ON INTERVENTION MEANS OF PSYCHOLOGICAL IMBALANCE AND CONSCIOUSNESS DISORDER OF UNIVERSITY ADMINISTRATORS UNDER BIG DATA

Hang Zuo

School of Mathematics, Chengdu Normal University, Chengdu 611130, China

## SUMMARY

**Introduction:** The mental health of university administrators is not only directly related to their physical and mental health development but also affects the administrative efficiency. But part of the staff due to the lack of work enthusiasm, weak sense of responsibility, received a major blow, abnormal family education and other reasons, suffering from psychological imbalance or consciousness disorders, thus affecting the psychological state and behavior of students.

**Subjects and methods:** Select a number of domestic related industry experts to form an expert group. The research team put forward some countermeasures to alleviate the psychological imbalance and consciousness disorder of the research object, and sent them to the expert group, and asked the expert group to evaluate the effect of the countermeasures. In addition, in order to verify the effectiveness of the selection strategies, 60 university administrators suffering from psychological imbalance or consciousness disorder were selected and divided into experimental group and control group. The experimental group underwent intervention based on the strategies summarized by the expert consultation method, while the control group only received conventional psychological treatment. Before and after the experiment, two sets of questionnaires about psychological imbalance and consciousness disorder were conducted.

**Results:** According to the expert inquiry method, "training in social psychology", "training in cognition of social environment", "confide problems to relatives and friends", and "deliberate empathy" had the most significant influence, with the mean scores of influence grade being 4.17, 3.55, 3.82, 4.37 respectively. After the grouping experiment, the scores of psychological imbalance and disturbance of consciousness in the experimental group and the control group were 63.5 and 57.0 respectively, and 77.4 and 73.9 respectively, 13.9 and 16.9 less than the latter.

**Conclusions:** The use of big data technology can play a role in alleviating the psychological imbalance and consciousness barrier of university administrators.

**Key words:** big data - administrative personnel - psychological imbalance - disturbance of consciousness

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## INTRODUCTION

The administrative personnel of colleges and universities have frequent contact with college students, so the words and behaviors of students will be influenced by the thoughts and behaviors of administrative personnel of colleges and universities to a great extent (Irshad et al. 2021). However, at present, some domestic university administrators suffer from psychological imbalance or consciousness disorder due to weak sense of responsibility, careless work, disordered professional ethics and values, lack of work enthusiasm, major blow, abnormal family education and other reasons, which will have a negative effect on the immature students' values (Graupensperger et al. 2020). Consciousness disorder refers to a state in which people's perception of themselves and the environment is impaired, or the mental activities that people rely on to perceive the environment are impaired (Kane et al. 2019). The causes of consciousness disorders can be divided into intracranial diseases and extracranial diseases (Gutland 2021). The former mainly includes localized diseases, diffuse brain diseases, epilepsy, etc., while the latter mainly includes acute infectious diseases, endocrine diseases, exogenous poisoning, physical damage, etc. (Corallo et al. 2019). On the one hand, the

current mainstream treatment methods of consciousness disorders are drug treatment and surgical treatment, and the specific treatment scheme needs to be comprehensively judged according to the cause of disease and the severity of symptoms (Onodera et al. 2019). On the other hand, psychological intervention and other treatment methods have attracted more and more attention in recent years. Psychological imbalance is the manifestation of excessive or insufficient psychological activities and abnormal psychological activities. Psychological disorder includes psychological deviation and psychological disorder (Wang et al. 2020). With the development of economy and the increase of social pressure, more and more teenagers have psychological disorders. Psychological deviation belongs to mild psychological disorder that normal people may have more or less. Psychological disorder is a serious psychological disorder only possessed by mental patients. For example, if someone has a serious mental illness, his psychological disorder is also obvious. Psychological deviation and psychological disorder are different in nature and degree. Under certain conditions, the two can be transformed into each other. Psychological deviation can develop into psychological disorder. After treatment, psychological disorder can also be transformed into psychological

deviation. Psychological imbalance syndrome is not a real disease, but just a bad psychological state brought by the change of people's living environment. With regard to the non-drug treatment of psychological imbalance symptoms, some psychological experts suggest that patients can take a deep breath at night, sort out their thinking and plan their upcoming work in their mind. This method can well alleviate the symptoms of psychological imbalance. Secondly, qualified individuals can do some aerobic exercise, such as jogging, rope skipping, etc. at the same time, in terms of diet, it is suggested to eat some light meals, which can stabilize their physiological and emotional state. Finally, if the symptoms are serious, you should find a psychologist as soon as possible to obtain professional guidance services.

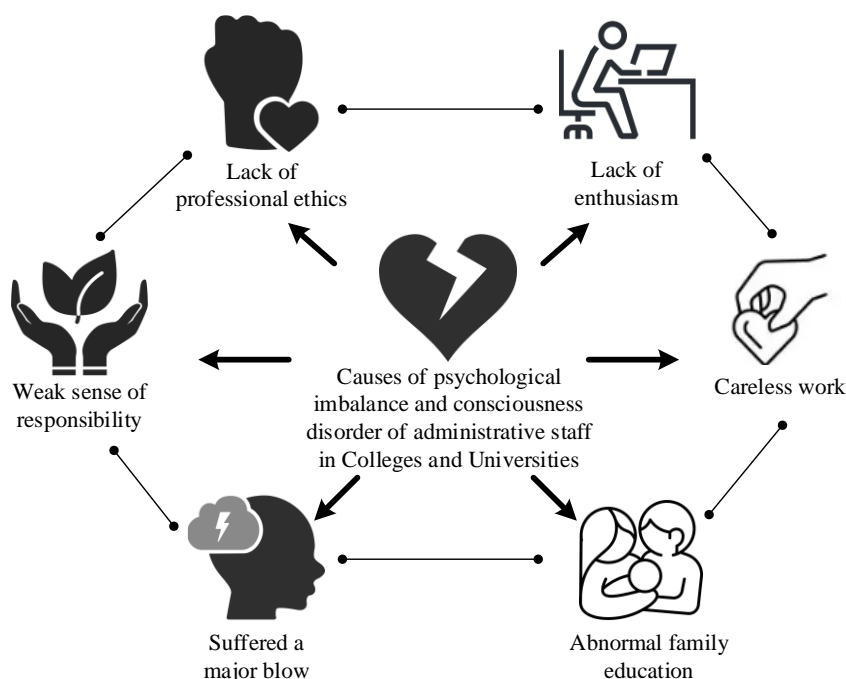
In view of the research issues, experts and scholars in the industry have carried out a large number of studies. Wells et al. investigated 234 female administrators in colleges and universities for the phenomenon that the psychological status of female administrators is more susceptible to uncivilized behavior, and the results showed that female administrators with stronger stigma awareness are more psychologically affected by uncivilized behavior (Wells et al. 2020). The research team of Helminiak designed a social experiment aiming at the phenomenon that the psychological and behavioral patterns of university administrators would be affected by their family

economy, and the experimental results showed that the psychological imbalance of university administrators whose family economy level was lower than well-off was significantly more serious (Helminiak et al. 2020). Zhen et al. analyzed the impact of different university management systems on the psychological imbalance and consciousness disorder symptoms of university administrators, and the results of social experiments showed that the severity of psychological illness of administrators in colleges and universities with more relaxed management systems was significantly lower (Zhen 2018). However, most of them only focus on theoretical analysis, and the reliability of the conclusions is not enough. Therefore, this study attempts to design and carry out social experiments on the basis of theoretical analysis to verify the effectiveness of theoretical strategies.

## SUBJECTS AND METHODS

### Study setting

After using big data crawler technology to collect and study a large number of literatures on psychological imbalance and consciousness disorder, researchers found the main causes of these diseases for university administrators, as shown in Figure 1.



**Figure 1.** Causes of psychological imbalance and consciousness disorder of administrative staff in colleges and universities

It can be seen from Table 1 that there are four main reasons for the psychological imbalance of university administrators, namely, the disorder of professional ethics value, lack of work enthusiasm, weak sense of responsibility and careless work. The main reasons for

suffering from consciousness disorders are major blows and abnormal family education. The reasons are analyzed in turn below (Shibata et al. 2019). The market economy is impacting people's value rationality, and some administrative personnel have no time to make

in-depth rational thinking and judgment. As a result, there are all kinds of emotional contradictions and conflicts of thought and even personality. The individual's ability of rational analysis and moral judgment decreased (Rha et al. 2020). Some college administrators are perfunctory, lack of pioneering spirit, because they cannot correctly understand and grasp the modernization reform of colleges and universities, there are obvious misunderstandings in work ideas and behaviors, which are mainly reflected in the lack of overall concept and advanced consciousness (Zeng et al. 2021). Some university administrators have a weak sense of responsibility. Lack of dedication (Ryan et al. 2018). Under the market economy, the reform of personnel system in colleges and universities is still in the stage of gradual exploration. Gradual deepening stage. Many problems do not have mature treatment methods. Some executives are often angry about the unfair distribution around them. Then the psychology loses balance, and there is an obstacle in consciousness (Shibata et al. 2019). Some staff lack rigorous and meticulous work style. Some university administrators do not recognize their work. Coupled with the lack of effective institutional constraints. Often cannot stand at the height of the overall situation. Achieve overall consideration. In terms of consciousness disorders, patients with these diseases are mainly because they have suffered major mental blows before, or they have not suffered normal family anxiety in childhood, resulting in distorted or incomplete construction of personal consciousness and cognitive system.

## Design

In order to obtain the countermeasures with certain application value to alleviate the psychological imbalance and consciousness disorder of university administrators, this study first collects a large number of documents in the field of different types of psychological imbalance and consciousness disorder through big data technology, and makes an in-depth study of them. On this basis, 57 experts in psychology, mental illness and key personnel of university administration were selected from China to form an expert group. The research team puts forward some countermeasures that may help to alleviate and treat the psychological imbalance and consciousness disorder of university administrators, and sends them to the members of the expert group, asking them to modify and adjust the countermeasures according to the effectiveness of the countermeasures, and evaluate the impact of the modified countermeasures on alleviating the psychological imbalance and consciousness disorder of university administrators. The impact effect evaluation is fixed as no impact, slight impact general influence, obvious influence and full influence, and give five integers of 1, 2, 3, 4 and 5 to quantify respectively. After completing the feedback, the members of the expert group will return the information to the research team, sort them out, and send them to the expert group again to obtain the next round of evaluation information.

The inquiry cycle will not stop until the opinions returned by the members of the expert group have reached an agreement. Then, in order to verify the effectiveness of the selected countermeasures, group experiments are designed and carried out. 60 university administrators who suffered from different degrees of psychological imbalance or consciousness disorder and were willing to participate in the experiment were selected from China as the research objects. They were evenly divided into experimental group and control group. First, the basic information statistics and difference significance test related to the experiment were carried out. The test results showed that there was no significant difference between the two groups. According to the forms of expression, psychological imbalance is mainly manifested in post marital psychological disorder, emotional disorder and mental depression. Psychological disorder after marriage means that the psychological condition of both husband and wife is abnormal. Both parties should understand each other in their daily life and have more equal exchanges in order to fundamentally solve the problem of psychological disorder after marriage. Emotional disorder is a psychological problem with abnormal duration and emotional intensity of individual bad emotional state. Serious emotional disorder can hinder a person from correctly understanding the reality and put himself or others in danger. The main way to deal with emotional disorders is to master the skills of emotional management, so as to improve the level and ability of individual understanding, coordination, guidance, interaction and control of their own emotions and others' emotions. The fundamental feature of depression is the imbalance of chemicals in the brain, so there are no obvious external signs and reasons for its occurrence. In some people, it seems that physical vulnerability is more likely to lead to depression, while in others, environmental and psychological factors have a greater impact. Although everyone may have depression at any age, the following are the main reasons to increase the incidence rate of depression: family history, major stimuli, physical diseases, alcohol and drug abuse, and gender roles. In order to alleviate the impact of mental depression, we must deal with the above causes. At present, the main treatment of mental depression is non drug treatment. Under this treatment mode, the recovery cycle is generally long, and the possibility of symptom recurrence is high. Therefore, patients with psychological imbalance need to pay special attention to prevent mental depression. Then the experiment began. Based on the countermeasures summarized by the expert consultation method, the experimental group trained the members in social psychology and social environment cognitive ability, and forced the personnel to frequently use transposition thinking to analyze problems in the process of work, and communicate with their relatives at least twice a week outside of work. The control group only received routine psychotherapy, and the intervention lasted for 1 month. Before and after the experiment, two sets of questionnaires on psychological

imbalance and consciousness disorder need to be conducted for the two groups. The two sets of questionnaires are designed by the research team. The

score range is 0-100. The higher the score, the more serious the symptoms are some contents of the questionnaire are shown in Table 1.

**Table 1.** Some contents of the questionnaire on the score of psychological imbalance and consciousness disorder of the subjects

Questionnaire type	Question number	Investigation content	Option
Investigation of psychological imbalance	#1	Do you think your income is reasonable compared with that of your colleagues?	Unreasonable; relatively unreasonable; ordinary; relatively reasonable; reasonable
Investigation of psychological imbalance	#2	Do you think your boss is fair to yourself at work?	Unfair; relatively unfair; ordinary; relatively fair; fair
Investigation of psychological imbalance	#3	Do you think your working ability has been underestimated?	Not at all; probably not; uncertain; possible; absolutely
Investigation of psychological imbalance	#4	Do you think your working hours are significantly longer than those of your colleagues?	Not at all; probably not; uncertain; possible; absolutely
Investigation of psychological imbalance	#5	Do you think your promotion opportunities are significantly lower than those of comparable colleagues?	Full compliance; relatively consistent; uncertain; relative nonconformity; not at all
Investigation of psychological imbalance	#6	Do you think your boss often gives you negative comments?	Full compliance; relatively consistent; uncertain; relative nonconformity; not at all
Investigation of psychological imbalance	#7	Do you think that listing often treats you with negative behaviors, and the frequency is significantly higher than that of colleagues?	Full compliance; relatively consistent; uncertain; relative nonconformity; not at all
Investigation of consciousness disorder	*1	How often have you been in a state of confusion in the last three months?	High; relatively high; medium; relatively low; low
Investigation of consciousness disorder	*2	How often have you fallen asleep in the last three months?	High; relatively high; medium; relatively low; low
Investigation of consciousness disorder	*3	How often have you been numb in the last three months?	High; relatively high; medium; relatively low; low
Investigation of consciousness disorder	*4	How often have you had sleep paralysis in the last three months?	High; relatively high; medium; relatively low; low
Investigation of consciousness disorder	*5	How often have you had hallucinations in the last three months?	High; relatively high; medium; relatively low; low
Investigation of consciousness disorder	*6	How often have you felt your skin pricked in the last three months?	High; relatively high; medium; relatively low; low

In order to further improve the accuracy of the results of the questionnaire survey, the above questionnaire options are digitized as follows. Arrange the options of each question in descending order of negative effects, and then assign values to each option with the numbers 1, 2, 3, 4 and 5 in turn. After verification, the reliability and validity of the two questionnaires meet the requirements. It is allowed to be used in this study. Finally, in the study, the measurement type features are displayed in the form of mean ± standard deviation for *t*-test, and the counting type

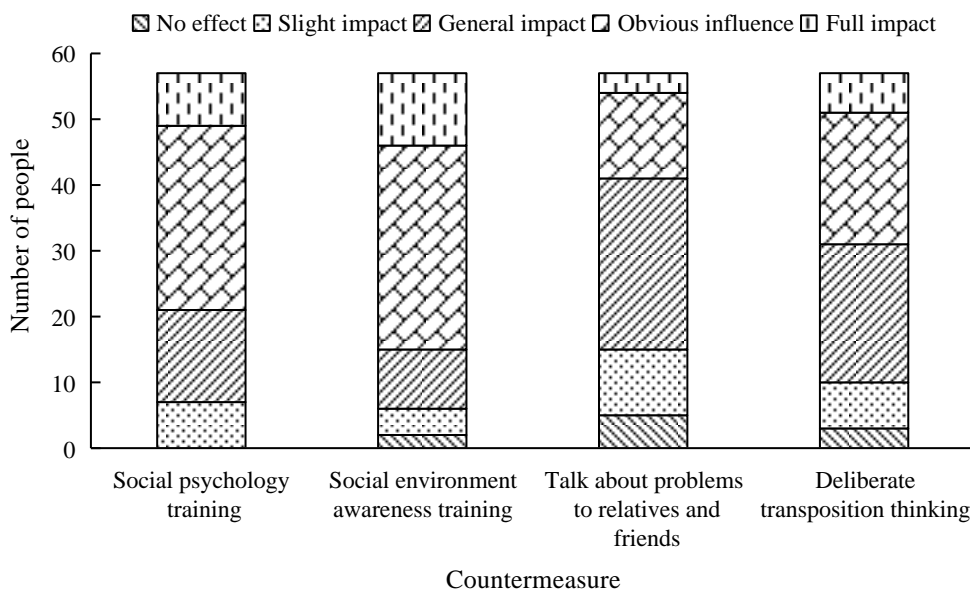
features are displayed in the form of number or proportion of number for Chi square test. The significance level of difference is taken as 0.05.

## RESULTS

After the study, sort out all effective data and information, first analyze the final results of expert consultation, and count the distribution of different comments of the expert group on the research topic, as shown in Figure 2. Note that all measurement type

features in the study are displayed in the form of mean ± standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of

number for Chi-square test. The significance level of difference is taken as 0.05.



**Figure 2.** Statistics of the final consultation results of the expert group

The horizontal axis in Figure 2 represents the psychological intervention methods finally agreed by the expert group that can help the research object alleviate the disease. Each filling color represents different levels of influence, and the height of each rectangle represents the number of expert groups whose selection of a method can bring a certain level of influence. It can be seen from the observation of Figure 2 that the expert group agreed that there are four psychological intervention methods that can alleviate the psychological imbalance and consciousness disorders of university administrators, namely, “social psychology training”, “social environment cognition training”, and “telling problems to relatives and friends” and “deliberate transposition thinking”. The number of people in the expert group who choose each countermeasure to have a “full impact” on the alleviation of diseases is 8 respectively there are 11, 3 and 6 people in the expert group. The number of people who choose each countermeasure to have a “significant impact” on the remission of the disease is 28, 31, 13 and 20 respectively. The number of people who choose each countermeasure to have a “general impact” on the remission of the disease is 14, 9, 26 and 21 respectively. The number of people who choose each countermeasure to have a “slight impact” or “no impact” on the remission of the disease is 7, 6 15 and 10, indicating that “social environment cognitive training” plays the most significant role in alleviating the psychological imbalance and consciousness disorder of the research object, “social psychology training” plays the second role in alleviating the psychological imbalance and consciousness disorder of the research object, and “telling problems to relatives and friends” plays a

smaller role. After the experiment was carried out according to the consultation results, the score data of psychological imbalance and consciousness disorder of the research object are shown in Figure 3. Note that the calculation method of the mean value of intra group scores in Figure 3 is shown in equation (1).

$$y_j = \frac{\sum_{i=1}^{i=N_j} x_{ij}}{N_j} \quad (1)$$

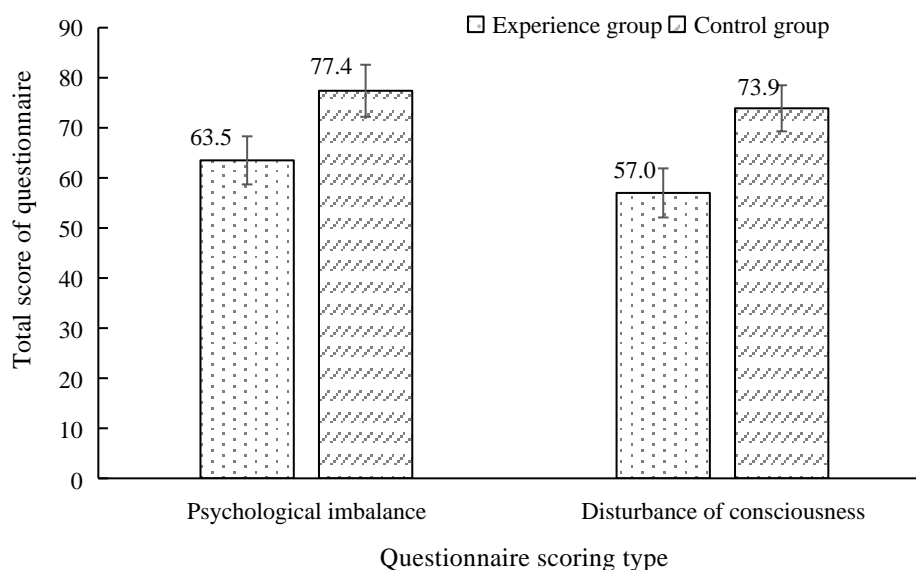
In formula (1),  $y_j$  is the mean value of the characteristics to be tested of  $i$  groups of samples,  $x_{ij}$  is the sample value of  $j$  of  $i$  groups of samples, and  $N_j$  is the number of  $i$  groups of samples.

Note that in Figure 3, the horizontal axis represents the evaluation items, namely “psychological imbalance” and “consciousness disorder”, the vertical axis represents the scores of each index questionnaire of each group, and different filling colors represent different groups. According to Figure 3, on the premise that there is no significant difference in the total score of each questionnaire between the two groups before the experiment, there are significant differences in the score data of psychological imbalance and consciousness disorder questionnaire between the experimental group and the control group after the experiment. Specifically, after the intervention, the average scores of psychological imbalance and disturbance of consciousness in the experimental group were 63.5 and 57.0 respectively, which were 13.9 and 16.9 lower than



those in the control group. This shows that a variety of intervention measures accepted by the experimental group, that is, training members in social psychology and social environment cognitive ability, forcing personnel to frequently use transposition thinking to

analyze problems in the process of work, and requiring members to communicate frequently with their relatives, are indeed helpful to alleviate the symptoms of psychological imbalance and consciousness disorder of university administrators.



**Figure 3.** Statistics of psychological imbalance and consciousness disorder scores of subjects after the experiment

## CONCLUSIONS

In view of the psychological imbalance and consciousness disorder of some university administrators, this study found some effective countermeasures by means of expert consultation and data collection using big data technology, and then designed and carried out group social experiments to verify the effectiveness of these strategies. The results show that the expert group agreed that there are four psychological intervention methods that can alleviate the psychological imbalance and consciousness disorders of university administrators, namely, “social psychology training”, “social environment cognitive training”, “talking to relatives and friends”, “deliberate transposition thinking”, and the psychological imbalance between the experimental group and the control group after the experiment. The average scores of consciousness disorder questionnaire were 63.5 and 57.0 respectively, which were 13.9 and 16.9 lower than those of the control group. The experimental results show that the countermeasures proposed in this study are indeed helpful to alleviate the symptoms of psychological imbalance and consciousness disorder of university administrators.

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Correspondence:

Hang Zuo,  
School of Mathematics, Chengdu Normal University, Chengdu  
611130, China  
E-mail: zuo15630169756@126.com

# RESEARCH ON THE INFLUENCE OF ANXIETY DISORDER ON COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

Na Zhao

School of Information Science and Technology, Nantong University, Nantong 226000, China

## SUMMARY

**Background:** With the advent of the Internet age and the continuous development of information technology, music, dance, education and other methods have been gradually proved to improve anxiety. Under the guidance of the national strategy of entrepreneurship and innovation, college students' innovation and entrepreneurship has been supported by the society. Most college students have begun to devote themselves to innovation and entrepreneurship activities, and have made corresponding achievements at this stage.

**Subjects and methods:** 200 students with anxiety disorder with different degrees of psychological anxiety were selected as the research object. According to the digital random grouping method, they were divided into control group and experimental group. The students in the control group adopted the conventional innovation and entrepreneurship teaching scheme, and the students in the experimental group adopted the innovation and entrepreneurship teaching scheme combined with psychology. After 6 months of teaching, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of college students was analyzed and evaluated by ID3 decision tree algorithm. The HAMA scale is divided into two factors: mental and physical, with a total of 14 items. Each item is quantified by 5-level score, and the total score is 60 points.

**Results:** Compared with the control group, the improvement rate of anxiety students in the experimental group was higher in the seven mental factor dimensions. This is because the increase of innovative entrepreneurship teaching programs for college students combined with psychology can help students dredge psychological problems in time.

**Conclusions:** The psychological intervention program of college students with entrepreneurial anxiety can greatly improve the psychological health of college students.

**Key words:** anxiety disorder - college student - entrepreneurship - influence

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## INTRODUCTION

With the increase of academic pressure, interpersonal pressure, employment pressure, social adaptation pressure and other pressures, students are prone to anxiety, fear, anxiety, irritability and other bad emotions (Karayagiz 2020). This phenomenon has attracted the keen attention of many experts and educators at home and abroad (Yoo et al. 2019). Student anxiety disorder is one of the common psychological diseases of college students, which will not only affect the mental health of students, but also have a negative impact on their study and life (Rankin et al. 2018).

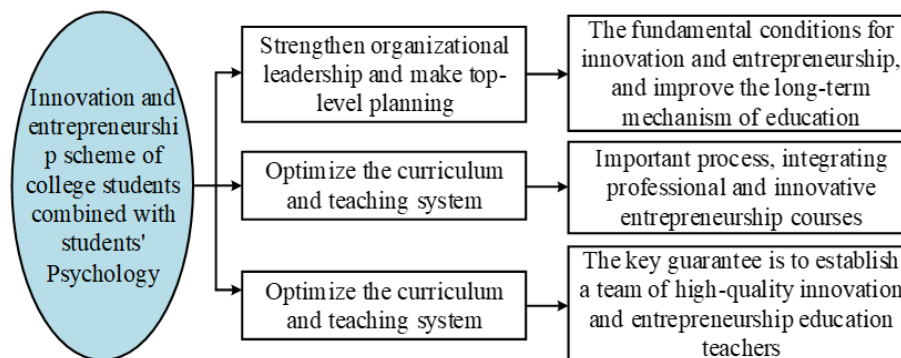
Mennin and other scholars proposed to apply emotion regulation therapy to patients with generalized anxiety disorder for intervention. The experimental setting shows that emotion regulation therapy is effective and practical (Mennin et al. 2018). Researchers such as Newby have proposed a scheme combining cognitive behavioral therapy and mental health based on the Internet. The research results verify that the scheme can alleviate anxiety caused by disease (Newby et al. 2018). Pepper and other researchers analyzed the relationship among autism, early psychosis and social anxiety disorder, and expounded the role of social cognition and its relationship with young adult disability characterized by social disorder (Pepper et al. 2018).

A large number of studies at home and abroad show that there is a great correlation among college students'

emotional intelligence, psychological anxiety and learning adaptability, and the proportion of college students with anxiety disorder is gradually increasing. Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, innate heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety and fear (Da et al. 2020). Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety (Siew et al. 2019). Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. At present, the most common intervention measures for anxiety disorders are personalized psychological intervention, lectures on professional knowledge of mental health and so on. Although these intervention methods can reduce the psychological anxiety of patients to a certain extent, the application scope of these intervention methods is greatly constrained, and the implementation is difficult, the effect is poor, and the real-time performance is low (Katie 2018). Therefore, they have little value in clinical promotion. After entering the university, college students are facing great

changes in learning styles (Fort et al. 2021). At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent. According to different performance types, the anxiety psychological problems of college students can be expressed in three types: academic anxiety, social anxiety and employment anxiety. With the increasingly

serious phenomenon of students' anxiety, colleges and universities must take corresponding measures to intervene students' anxiety (Van et al. 2018). At present, college teachers do not pay attention to students' psychological needs in the teaching process, which leads to a serious phenomenon of students' anxiety (Ashar et al. 2021).



**Figure 1.** Innovation and entrepreneurship scheme of college students combined with students' psychology

In recent years, innovation and entrepreneurship is an entrepreneurial activity carried out on the basis of innovation. It is neither pure innovation nor pure entrepreneurship. Entrepreneurship attaches importance to the behavior of obtaining legitimate interests through practical action. Innovation pays attention to originality and pioneering. In the theory of innovation and entrepreneurship, innovation is a premise and foundation, and entrepreneurship is the extension and embodiment of innovation. The research takes anxiety students as the research object, and analyzes the effect of college students' entrepreneurship and innovation program on anxiety, in order to provide new ideas for the alleviation of college students' anxiety.

## SUBJECTS AND METHODS

### Study setting

Under the background of socialism with Chinese characteristics entering a new era, innovation and entrepreneurship education has a new connotation and higher requirements for innovation and entrepreneurship. College students' acceptance of innovation and entrepreneurship education is not only the demand of the national innovation driven development strategy, but also the path to improve the quality of innovation and entrepreneurship. Carrying out innovation and entrepreneurship education for college students in the context of the new era refers to the implementation of all college students, taking morality and cultivating people as the basic goal, taking the socialist core values as the policy, according to the strategic policy of "mass entrepreneurship and innovation", taking quality education as the main theme, updating educational concepts and changing educational ideas as the guide, and improving students' sense of social responsibility, innovative spirit. It is an educational practice that

focuses on entrepreneurial awareness and entrepreneurial ability, takes the reform of talent training mode and curriculum system as the core, strengthens the indoctrination and teaching of college students' ability, spirit, value, innovative and entrepreneurial concept, improves college students' innovative and entrepreneurial ability and comprehensive quality, and finally realizes full employment and serves the construction of socialist modernization. In view of the increasingly serious phenomenon of anxiety disorder of college students, this paper studies and puts forward an innovation and entrepreneurship scheme of college students combined with students' psychology, as shown in Figure 1.

Most college students have begun to devote themselves to innovation and entrepreneurship activities, and have made corresponding achievements at this stage. First, adhere to the innovation and entrepreneurship education as an important agenda of the school. Colleges and universities shall establish a working mechanism of innovation and entrepreneurship education in which relevant departments cooperate with each other. The President shall serve as the team leader, the leader in charge of the school shall serve as the deputy team leader, and the innovation and entrepreneurship department of college students shall take the lead. Second, adhere to the basic training program of cultivating morality and establishing talents. Clarify the objectives and requirements of innovation and entrepreneurship education and establish a curriculum system of innovation and entrepreneurship education. Third, adhere to and strengthen the practice of innovation and entrepreneurship. Strengthen the co construction and sharing of resources between universities and local governments, widely build "maker space" and other internship and training platforms, and actively run China's "Internet +" college students' innovation and entrepreneurship competition and other

innovation and entrepreneurship competitions at all levels, which has played a positive role in deepening the reform of innovation and entrepreneurship education in universities, improving the quality of higher education, promoting the all-round development of students, and promoting the full entrepreneurship and employment of graduates. However, limited by age, experience and other problems, we are faced with problems such as inadequate service, little experience and difficult financing.

The path of college students' innovation and entrepreneurship education program is as follows: strengthen organizational leadership and actively make top-level planning. Optimize the curriculum and teaching system. Strengthen team building and build a team of professional teachers. University leaders need to pay special attention to top-level planning, which is the fundamental condition for the implementation of innovation and entrepreneurship. The Party committee of colleges and universities should attribute innovation and entrepreneurship education to the cause of school reform. The Party committee of colleges and universities should adhere to the political position, put innovation and entrepreneurship education on the important agenda of the Party committee of colleges and universities as soon as possible, actively do a good job in the overall planning and top-level design of innovation and entrepreneurship education in colleges and universities, strive to coordinate the work of innovation and entrepreneurship education in colleges and universities, determine the division of responsibilities of responsible departments and relevant departments, and improve the long-term mechanism of innovation and entrepreneurship education. The establishment of the Party committee and the scientific guarantee system for the participation of teachers and students include one aspect. The important process of education and teaching is a perfect teaching system and reasonable curriculum. The curriculum should highlight the professional characteristics, organically integrate the professional curriculum system and innovative entrepreneurship curriculum, realize the combination of professional practice teaching and innovative entrepreneurship practice activities, and actively promote the reform of curriculum system, training mode and teaching content. We should make innovation and entrepreneurship education run through the whole process of talent training, effectively integrate innovation and entrepreneurship education into the whole process of professional education and cultural quality education teaching plan and credit system, improve the innovation and entrepreneurship education system of colleges and universities integrating classroom teaching, autonomous learning, combining practice, guidance and assistance and cultural guidance, and enhance college students' innovative spirit, entrepreneurial awareness and innovation and entrepreneurship ability. Excellent and strong teaching staff is the key guarantee to realize innovation and entrepreneurship. Colleges and universities need to strengthen the teaching ability and

literacy training of innovation and entrepreneurship education for college teachers, reform teaching methods and assessment methods, and promote teachers to integrate international cutting-edge academic development, the latest research results and practical experience into classroom teaching. We should vigorously support our teachers to take temporary training in enterprises, encourage teachers to participate in the practice of innovation and entrepreneurship in social industries, and constantly improve the educational ability and comprehensive quality of innovation and entrepreneurship. Colleges and universities need to establish a team of full-time and part-time high-quality innovation and entrepreneurship education teachers, and build a university innovation and entrepreneurship education system integrating cultural guidance, guidance and assistance, combined with practice, autonomous learning and classroom teaching.

## **Design**

In order to analyze the impact of college innovation and entrepreneurship teaching program on patients with anxiety disorder, ID3 decision tree algorithm is used to analyze the anxiety of college students and grade evaluation. 200 students with anxiety disorder with different degrees of psychological anxiety were selected as the research object. According to the digital random grouping method, they were divided into control group and experimental group. The students in the control group adopted the conventional innovation and entrepreneurship teaching scheme, and the students in the experimental group adopted the innovation and entrepreneurship teaching scheme combined with psychology. The cycle lasted for 4 months, and the number of people in each group was 100. After 6 months of teaching, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA). Using HAMA, the scale was divided into mental and physical factors, with a total of 14 items. Each item was quantified by 5-level score, and the total score was 60 points. Somatic anxiety factors include autonomic nervous system symptoms, reproductive and urinary system symptoms, gastrointestinal symptoms, respiratory system symptoms, cardiovascular system symptoms, sensory system and muscle system symptoms. Mental anxiety factors include behavioral performance, depressive mood, cognitive function, insomnia, fear, tension and anxiety. Anxiety refers to worry, worry, feeling that the worst is about to happen and easy to provoke. Tension refers to tension, fatigue, inability to relax, emotional reaction, easy to cry, tremble and feel uneasy. Fear refers to the fear of darkness, strangers, being alone, animals, car or travel and crowded occasions. Insomnia refers to difficulty falling asleep, easy to wake up, not sleeping deeply, dreaminess, night terrors, and feeling tired after waking up. Cognitive function can also be called memory and attention disorder. Attention cannot be focused and memory is poor. Depressive mood refers to loss of interest, lack of pleasure in previous hobbies, depression, waking up

early, heavy day and light night. Somatic anxiety refers to muscle system muscle soreness, inflexibility, muscle twitch, limb twitch, tooth tremor and voice trembling. Somatic anxiety refers to blurred vision, chills and fever, weakness and tingling all over. Cardiovascular system disease refers to tachycardia, palpitation, chest pain, pulsation of blood vessels, faint feeling and cardiac leakage. Respiratory symptoms refer to chest tightness, suffocation, sigh and dyspnea. Gastrointestinal symptoms refer to dysphagia, heating, dyspepsia (abdominal pain, abdominal distension, nausea, stomach fullness after eating), intestinal motility, bowel ringing, diarrhea, weight loss and constipation. Reproductive and urinary system symptoms refer to frequent urination, urgency, menopause, sexual apathy, premature ejaculation and impotence. Autonomic nervous system symptoms refer to dry mouth, flushing, pallor, easy to sweat, goose bumps, tension headache and bristling hair. During the meeting, the behavior performance can be mainly divided into two kinds. On the one hand, it is the general performance, including tension, inability to relax, uneasiness, biting fingers, clenching fists, touching handkerchiefs, facial twitch, restless feet, shaking hands, frowning, stiff expression, high muscle tension, sighing hand breathing and pale face. On the other hand, it is physiological performance, specifically swallowing and

burping. When quiet, the heart rate is fast, the breathing is more than 20min, hyperreflexia, nitrogen shock, pupil dilation, eyelid beating, easy to sweat and exophthalmos. HAMA is a doctor's anxiety scale and the most classic anxiety scale. Among all similar scales, it has the most time and frequency of use and is the most familiar with clinical and research work. HAMA can stabilize the treatment effect and compare the changes of symptoms before and after treatment. If the factor analysis method is used to analyze the curative effect, it can also accurately reflect the changes of each target symptom group. The evaluation method is simple and feasible, and can be used for anxiety disorders, but it is not suitable to estimate the anxiety state of various mental diseases. The degree of anxiety of patients is directly proportional to the score of the scale, that is, the higher the degree of anxiety of patients, the higher the score of the scale. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety. The improvement rate is the proportion of the number of people without anxiety and possible anxiety and the total number of people. In order to ensure the reliability of the research results, the average value of all personnel of each group of research objects is taken as the final result. The basic information of the research object is shown in Table 1.

**Table 1.** Basic information of research objects

Attribute	Control group	Experience group
Male	45	46
Female	55	54
Age/year	36.02±11.56	37.58±10.38
Course of disease/days	54.41±13.21	50.23±12.62

The questionnaires used in the study were calculated by reliability and validity formula. When the test of odd and even items is equivalent, it is corrected by Spearman Brown formula, and the calculation formula is formula (1).

$$r_{sb} = 2r_{hh} / (1 + r_{hh}) \quad (1)$$

In formula (1),  $r_{sb}$  refers to the reliability index corrected by Spearman Brown formula, and  $r_{hh}$  refers to the split half reliability. When the tests of odd and even items are not equivalent, it shall be corrected by Flanagan formula, and the calculation formula is formula (2).

$$r = 2 \left( 1 - \frac{S_a^2 + S_b^2}{S_x^2} \right) \quad (2)$$

The influence of college innovation and entrepreneurship teaching program on patients with anxiety disorder was analyzed by SAS data statistical analysis software. The comparison between count data groups was analyzed by independent sample *t*-test,

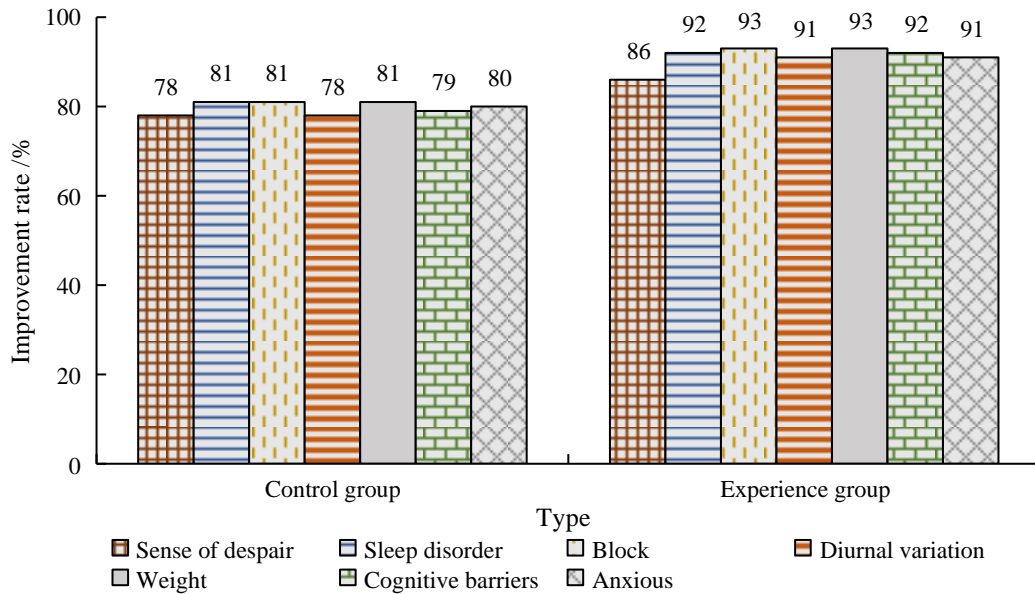
paired *t*-test before and after treatment, and the data comparison at different time points was analyzed by repeated measurement variance test.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

## RESULTS

The reliability and validity of the questionnaire used in the study are 0.74 and 0.76 respectively. Therefore, the survey results have high reliability and effectiveness. Figure 2 shows the improvement of two groups of students with anxiety disorder after the experiment. In the seven dimensions of mental factors, the anxiety symptoms of anxiety students in the experimental group were significantly improved, while the anxiety symptoms of the control group were only improved to a certain extent. The improvement rates of behavioral performance, depression, cognitive function, insomnia, fear, tension and anxiety in the experimental group were 86.0%, 92.0%, 93.0%, 91.0%, 93.0%, 92.0% and 91.0% respectively. The improvement rates of corresponding mental dimensions in the control group were 78.0%, 81.0%, 81.0%, 78.0%, 81.0%, 79.0% and 80.0%

respectively. Therefore, the introduction of innovative entrepreneurship teaching program in colleges and universities with mental health has an obvious effect on

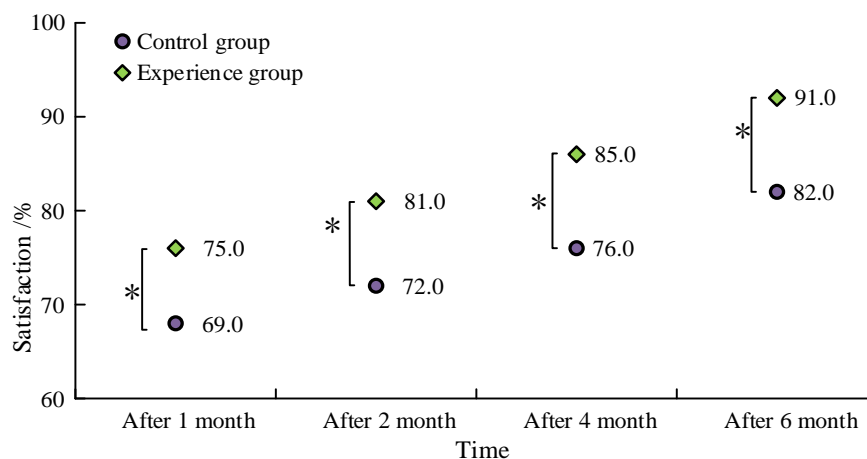
the intervention of bad emotions of patients with anxiety disorder.



**Figure 2.** Remission of students with anxiety disorder in experimental group and control group

Figure 3 shows the improvement of anxiety of two groups of anxiety students in this experimental cycle. One month after the implementation of the innovation and entrepreneurship education path for college students, the improvement rates of the experimental group and the control group were 69.0% and 75.0% respectively. After 2 months of implementation, the improvement rates of the experimental group and the control group were 72.0% and 81.0% respectively. After 3 months of implementation, the improvement rates of the experimental group and the control group were 76.0% and 85.0% respectively. After 6 months of

implementation, the improvement rates of the experimental group and the control group were 82.0% and 91.0% respectively. With the increase of experimental time, the improvement rate of anxiety emotion of anxiety students in the two groups increased. However, the improvement rate of anxiety symptoms of anxiety students in the experimental group was more significant, which was statistically significant compared with the control group. This further shows that the innovation and entrepreneurship education path of college students combined with psychology can improve the anxiety symptoms of patients with anxiety disorder.



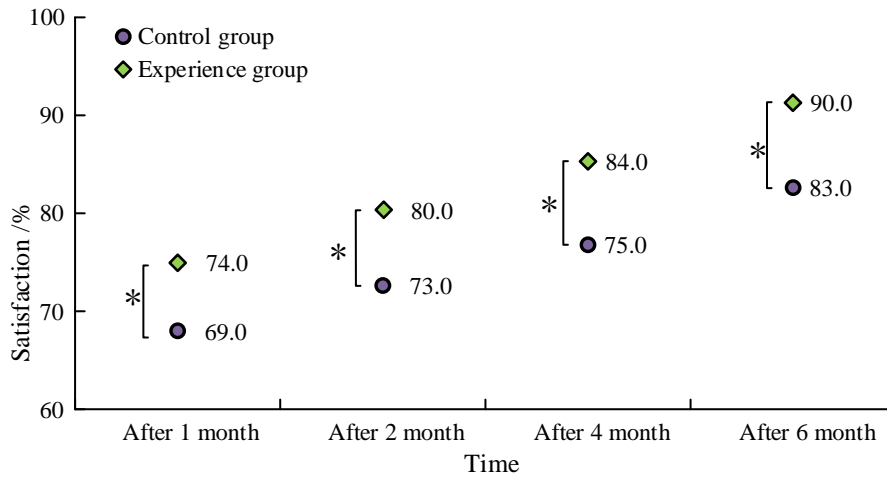
**Figure 3.** The improvement of anxiety in four groups of anxiety patients in this experimental cycle  
 Note: \* means statistically significant compared with the control group.

Figure 4 shows the improvement of depression of two groups of anxiety students in this experimental cycle. One month after the implementation of the innovation

and entrepreneurship education path for college students, the improvement rates of the experimental group and the control group were 69.0% and 75.0% respectively. After

2 months of implementation, the improvement rates of the experimental group and the control group were 72.0% and 81.0% respectively. After 3 months of implementation, the improvement rates of the experimental group and the control group were 76.0% and 85.0% respectively. After 6 months of implementation, the improvement rates of the experimental group and the control group were 82.0% and 91.0% respectively. With the increase of

experimental time, the improvement rate of depression of anxiety students in both groups increased. However, the improvement rate of depressive symptoms of anxiety students in the experimental group was more significant, which was statistically significant compared with the control group. This further shows that the innovation and entrepreneurship education path of college students combined with psychology can improve the depressive symptoms of patients with anxiety disorder.



**Figure 4.** The improvement of depression of two groups of anxiety students in this experimental cycle  
 Note: \* means statistically significant compared with the control group.

## CONCLUSIONS

The value of innovation and entrepreneurship education in colleges and universities lies in promoting the all-round development of college students and realizing the high-quality employment of college graduates. The mental health problems of college students with anxiety disorder have been widely concerned by experts and educators at home and abroad. Based on the analysis of college students' anxiety disorder, this paper puts forward a path of innovation and entrepreneurship education for college students combined with mental health. The results showed that the improvement rates of behavioral performance, depression, cognitive function, insomnia, fear, tension and anxiety in the experimental group were 86.0%, 92.0%, 93.0%, 91.0%, 93.0%, 92.0% and 91.0% respectively. The improvement rates of corresponding mental dimensions in the control group were 78.0%, 81.0%, 81.0%, 78.0%, 81.0%, 79.0% and 80.0% respectively. The innovation and entrepreneurship teaching scheme of college students combined with psychology can greatly improve the mental health level of anxiety students. The innovation and entrepreneurship teaching scheme of college students needs to be formulated in combination with the unique psychology of students, which can not only improve the mental health level of entrepreneurs, but also improve the success rate of entrepreneurship. The follow-up study can apply it to the intervention of patients with other types of anxiety disorders to enhance the universality of

the proposed method.

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**Conflict of interest:** None to declare.

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Correspondence:

Na Zhao,  
School of Information Science and Technology, Nantong University,  
Nantong 226000, China  
E-mail: nantongzhaona@163.com

# A STUDY ON THE IMPACT OF ENGLISH EDUCATION AND TEACHING ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF MULTICULTURALISM

Qiyang Yan & Li Yin\*

Foreign Language Teaching Department, Changchun University of Chinese Medicine, Changchun 130117, China

## SUMMARY

**Background:** In the process of English teaching, due to various reasons, some students' English performance is not ideal, and students are prone to anxiety, which is not conducive to students' personal development. Positive psychology advocates the positive orientation of psychology, mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society, and advocates an open and encouraging attitude to treat individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. The research is based on positive psychology to innovate and improve college English teaching mode, so as to improve students' enthusiasm, alleviate students' mania, loneliness and other negative emotions, and then alleviate students' anxiety symptoms, so as to provide guarantee for students' long-term development.

**Subjects and methods:** To innovate and improve college English teaching model based on positive psychology, so as to improve students' enthusiasm and alleviate students' anxiety symptoms. 120 students were randomly selected from a university as the research object. Self-rating Anxiety Scale (SAS) was used to evaluate students' mental health. Students were randomly divided into study group and control group. The students in the research group adopted an innovative English teaching model. The students in the control group adopted the traditional teaching mode.

**Methods:** the relevant data were processed and statistically analyzed by SPSS21.0 software.

**Results:** After teaching, the SAS score of the students in the research group was significantly lower than that in the control group ( $P > 0.05$ ).

**Conclusions:** The innovation of college English teaching model based on positive psychology can significantly improve students' positive psychology of English learning, improve students' English performance, alleviate negative emotions and anxiety symptoms, which is of positive significance to students' personal development.

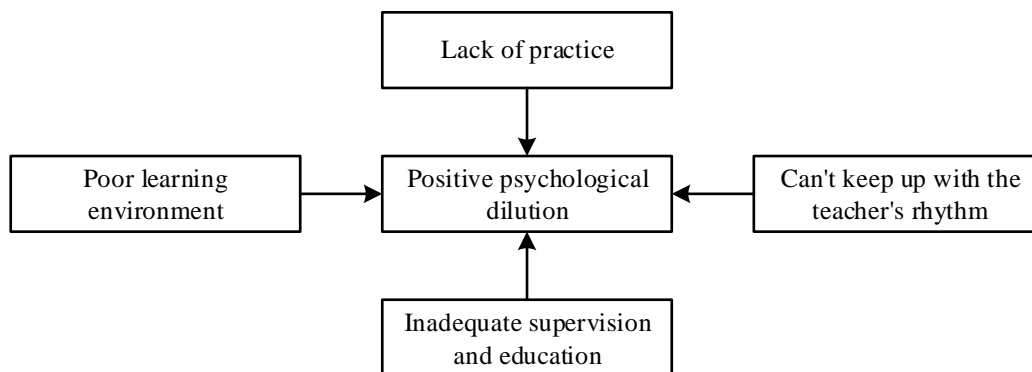
**Key words:** positive psychology - English teaching - mental health - anxious

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## INTRODUCTION

In the process of China's social and economic development, economic and cultural exchanges between China and other countries are becoming more and more frequent. In this context, China's culture and the culture of other countries continue to collide and integrate, and on this basis, it has been innovated and developed, and the renewal and development of culture are also faster and faster. The cultures of various countries, nationalities, industries and regions are facing different bases and challenges. Emerging cultures are also emerging and developing, which has also created cultural diversity (Sriken et al. 2021). In the context of multiculturalism, the importance of international talents who can master and skillfully use English is becoming more and more prominent. Therefore, in recent years, college English teaching has become more and more important in the college education system, and has been paid attention by local governments, parents and people from all walks of life. There are various reasons for the low efficiency of English Teaching in colleges and universities. Under the dual pressure of academic pressure and employment pressure, students will have irritable and lonely emotions, which will lead to students suffering from psychological diseases such as anxiety

and depression (Prabowo 2021). When the degree of anxiety is too high and lasts too long, students may have learning weariness, which greatly affects students' normal study and life (Tabet et al. 2021). Therefore, many scholars have conducted in-depth research on anxiety. Berryhill explored the relationship between college Students' disorderly separation from family function, depression and anxiety (Berryhill & Smith. 2020). Al jumaili used the hospital anxiety and depression scale to measure the prevalence of depression and anxiety among Iraqi health care college students (Al-Jumaili et al. 2021). Sriken studied the factor validity and measurement invariance of college students' generalized anxiety disorder (GAD-7) scale scores across gender and race (Sriken et al. 2021). Under the multicultural background, the importance of international talents who can master and skillfully use English is becoming more and more prominent. Therefore, in recent years, college English teaching has become more and more important in the college education system. However, in the process of English teaching, due to various reasons, students' positive psychology is not enough. After analyzing the students' psychology, the research summarizes the reasons for the low enthusiasm of students, as shown in Figure 1.



**Figure 1.** Reasons for students' low enthusiasm

First of all, college teachers use English in the whole process of teaching. Some students can't keep up with the rhythm of teachers and have a little knowledge of knowledge. In the long run, they lose their interest in English and their positive psychology gradually fades. Secondly, due to the poor learning environment and the insufficient level of supervision and education, students' English learning time after class is very short, or even not, and the learning quality is relatively low, resulting in students' inability to consolidate the knowledge learned in class (Smith & Brinkman. 2021). Finally, most of the time, students lack the usability and practicality of English, have a lot of theoretical knowledge, but rarely use it, and lack practical practice (Zamora et al. 2021). The above reasons lead to students' low enthusiasm and low learning efficiency, resulting in some students' unsatisfactory English performance. Under academic pressure and employment pressure, students are prone to mania, loneliness and other emotions, which lead to anxiety and depression (Nash 2021). When the individual's negative emotions cannot be released and relieved, anxiety will make the individual feel at a loss and lose interest in the changes of the surrounding environment, study, work and life (Bourdon et al. 2020). Therefore, improving students' positive psychology of English learning, reducing students' academic pressure and employment pressure, and then alleviating students' anxiety plays an important role in students' development (Ding et al. 2020).

At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about. Anxiety is an emotional symptom syndrome (Lim & Yu 2020). According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. In colleges and universities, with the promotion of grades, students face more and more things, greater and greater pressure, and more and more serious psychological anxiety. The anxiety psychology of college students is mainly divided into five kinds: learning anxiety, social anxiety, physical anxiety, postgraduate entrance examination, textual research anxiety and employment anxiety. Based on psychology,

this paper analyzes the causes of college students' anxiety. Internal factors include students' personality factors, students' lack of self-confidence and so on. Personality factor refers to the relatively stable and unique psychological behavior mode formed by students in the acquired environment on the basis of congenital biological genetic quality. In the process of teaching, many teachers found that students with outgoing and cheerful personality are better at social activities and less likely to suffer from mental diseases. The timid and nervous students generally lack self-confidence and are more likely to have psychological problems. Self-confidence is the identification of self-worth. In China's traditional education model, students are often in a passive position and have few opportunities for autonomous learning and free expression. Over time, most students are afraid or unwilling to interact with teachers in class and lack confidence in their own learning, which is the expression of lack of self-confidence. External factors include school reasons and family reasons. There are two main reasons for school. The first is that students can't adapt well to the new learning environment, and students are always in a state of tension and anxiety, resulting in anxiety. The second is that the learning burden is too heavy and the learning time is too long, which leads to excessive learning pressure and anxiety. Family reasons are mainly parents' too rough interference with students, high family expectations for students' learning, students' family disharmony and so on. These reasons will lead to students' low mood, lack of self-confidence, and then lead to students' anxiety. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. Positive psychology is a new psychological discipline called psychological revolution. Positive psychology advocates the positive orientation of psychology, which mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from

negative psychological mode to positive psychological mode. There are three main viewpoints in the theory of positive psychology: positive emotional experience, positive personality characteristics and positive social environment. Based on positive psychology, the research analyzes students' psychology in order to put forward strategies to improve students' subjective initiative and enthusiasm. The main contents of the strategy are as follows: teachers treat students with a positive attitude to improve the positive emotional experience in college English teaching. Face students with a developmental vision and a positive attitude, and pay attention to students' positive personality in English teaching. Actively communicate with students and their families to create a positive English teaching environment, including classroom, campus and students' families. Therefore, based on positive psychology, the research innovates the college English teaching model, so as to improve students' enthusiasm, alleviate students' mania, loneliness and other negative emotions, and then alleviate students' anxiety symptoms, so as to provide guarantee for students' long-term development.

## SUBJECTS AND METHODS

### Study setting

In the context of multiculturalism, college English education is becoming more and more important and has attracted more and more attention. Under various pressures, students are prone to anxiety. Anxiety is an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. In colleges and universities, with the promotion of grades, students face more and more things, greater and greater pressure, and more and more serious psychological anxiety. The anxiety psychology of college students is mainly divided into five kinds: learning anxiety, social anxiety, physical anxiety, postgraduate entrance examination, textual research anxiety and employment anxiety. Learning anxiety mainly focuses on make-up examination, failing courses, excellence and awards, etc. Social anxiety focuses on the treatment of roommate relationship and classmate relationship. Physical anxiety is mainly caused by the fact that contemporary college students stay up late for a long time, resulting in poor physical quality. Employment anxiety refers to students' anxiety about job selection and employment. Excessive anxiety will damage students' physical and mental health, lead to the decline of students' interest in learning, and even lead to learning weariness. Therefore, alleviating students' anxiety is of great significance to students' future development. Therefore, the research puts forward strategies based on positive psychology to improve the English teaching model.

### Design

In order to explore the application effect of positive

psychology in college English education and the mitigation effect of innovative English teaching model based on positive psychology on students' anxiety, an experiment was designed and carried out. In a university, 120 students were randomly selected by systematic sampling method as the research object. The students were randomly divided into study group and control group with 60 people in each group. There was no significant difference in grade, age, major, gender ratio, test scores and mental health between the two groups. Among them, the students in the research group adopt the innovative English teaching model based on positive psychology. The students in the control group used the traditional English teaching model. After teaching for a period of time, the English scores and mental health of the two groups were compared. The Self-rating Anxiety Scale (SAS) was used to evaluate the anxiety level of students in the study group and the control group, and then to evaluate the relationship between the innovative English teaching model based on positive psychology and students' anxiety level; Self rating Depression Scale (SDS) was used to evaluate the degree of depression of students in the study group and the control group, and then to evaluate the relationship between the innovative English teaching model based on positive psychology and the degree of depression of students. The Beck Rafaelsen Mania Rating Scale (BRMS) was used to evaluate the anxiety of students in the study group and the control group, and then to evaluate the innovative English teaching model based on positive psychology and the mitigation effect of students' anxiety. The Symptom Checklist 90 (SCL-90) was used to evaluate the overall mental health of the students in the study group and the control group, and then to evaluate the shaping effect of the innovative English teaching model based on positive psychology on students' mental health.

## RESULTS

### The degree of anxiety and depression of students in the study group and control group

120 students were randomly selected from a university as the research object. The students were randomly divided into study group and control group with 60 people in each group. The students in the research group adopted the innovative English teaching model based on positive psychology. The students in the control group used the traditional English teaching model. After teaching for a period of time, the English scores and mental health of the two groups were compared. The Self-rating Anxiety Scale (SAS) was used to evaluate the anxiety level of students in the study group and the control group, and then to evaluate the relationship between the innovative English teaching model based on positive psychology and students' anxiety level. Self rating Depression Scale (SDS) was used to evaluate the degree of depression of students in the study group and the control group, and then to evaluate the relationship between the innovative English

teaching models based on positive psychology and the degree of depression of students. The SAS and SDS scores of the two groups are shown in Table 1.

**Table 1.** SAS and SDS scores of the two groups of students

Grouping	SAS score		SDS score	
	Before teaching	After teaching	Before teaching	After teaching
Research group	63.4±4.5	45.5±4.2*	70.4±2.6	46.0±3.4*
Control group	65.2±3.8	63.3±6.4	69.2±2.3	66.6±4.4
<i>t</i>	7.563	8.963	0.369	9.030
<i>P</i>	0.875	0.005	0.796	0.001

Note: \**P* < 0.05 compared with that before teaching.

It can be seen in Table 1 that there was no significant difference between the scores of SAS scale and SDS scale between the two groups before the start of the study (*P* > 0.05). After teaching, the scores of SAS and SDS of the students in the study group decreased significantly (*P* < 0.05), but there was no significant change in the scores of SAS and SDS of the students in the control group (*P* > 0.05). The SAS score of the students in the research group who used the innovative English teaching model based on positive psychology before teaching was 63.4±4.5. The SAS score of the students in the control group who adopted the traditional college English teaching mode before teaching was 65.2±3.8. After teaching, the SAS score of the students in the research group who used the innovative English teaching model based on positive psychology decreased significantly, which was 45.5±4.2, while the SAS score of the students in the control group who used the traditional English teaching model had no significant change compared with that before teaching, which was 63.3±6.4, which was significantly higher than that of the students in the research group who used the innovative English teaching model based on positive psychology.

Before teaching, the students in the research group who used the innovative English teaching model based on positive psychology had an SDS score of 70.4±2.6. The SDS score of the students in the control group who adopted the traditional college English teaching mode before teaching was 69.2±2.3. After teaching, the SDS score of the students in the research group who used the innovative English teaching model based on positive psychology decreased significantly, which was 46.0±3.4, while the SDS score of the students in the control group who used the traditional English teaching model had no significant change compared with that before teaching, which was 66.6±4.4, which was significantly higher than that of the students in the research group who used the innovative English teaching model based on positive psychology. The Beck lavanson mania scale was used to evaluate the anxiety psychology of the students in the study group and the control group, and then to evaluate the innovative English teaching model based on positive psychology and the mitigation effect of students' anxiety psychology. Before and after the experiment, the BRMS scores of the two groups of students are shown in Table 2.

**Table 2.** BRMS scores of two groups of students

Grouping	BRMS score	
	Before teaching	After teaching
Experimental group	18.11±1.88	6.93±2.35*
Control group	18.85±2.54	13.24±4.01*
<i>t</i>	0.903	4.439
<i>P</i>	0.075	0.010

Note: \**P* < 0.05 compared with that before teaching.

It is easy to see from Table 3 that there is no significant difference in BRMS between the two groups before teaching (*P* > 0.05). After teaching, the BRMS score of students in the study group was significantly lower than that in the control group (*P* < 0.05). Before teaching, the BRMS score of the students in the research group who used the innovative English teaching model based on positive psychology was 18.11±1.88. The BRMS score of the students in the control group who adopted the traditional college English teaching mode before teaching was 18.85±2.54. After teaching, the BRMS score of the research group students who used

the innovative English teaching model based on positive psychology decreased significantly, which was 6.93±2.35. The BRMS score of the control group students who used the traditional English teaching model also decreased significantly compared with that before teaching, which was 13.24±4.01, but significantly higher than that of the research group students who used the innovative English teaching model based on positive psychology. The SCL-90 was used to evaluate the overall mental health of the students in the study group and the control group, and then to evaluate the shaping effect of the innovative English teaching model based on

positive psychology on students' mental health. The SCL-90 scores of the two groups are shown in Table 3.

**Table 3.** SCL-90 scores of two groups of students

Project	Group		t	P
	Research group	Control group		
Somatization	24.6±8.2	33.2±10.6	6.532	<0.05
Obsessive compulsive symptoms	23.2±7.3	27.4±7.6	6.454	<0.05
Interpersonal sensitivity	20.5±3.2	28.7±6.3	7.625	<0.05
Depression	29.3±4.5	39.7±9.7	6.531	<0.05
Anxiety	25.2±6.2	31.8±7.9	6.104	<0.05
Hostile	8.2±1.8	16.8±6.1	6.772	<0.05
Terror	14.3±3.2	21.3±4.7	7.605	<0.05
Paranoid	10.3±6.4	15.2±6.5	6.703	<0.05
Psychotic	19.2±4.8	27.6±5.3	5.797	<0.05

It can be seen from table 3 that after teaching, the scores of students in the research group on SCL-90 scale are significantly lower than those in the control group. To sum up, the innovation of college English teaching model based on positive psychology can significantly improve students' positive psychology of English learning, improve students' English performance, alleviate negative emotions, and alleviate anxiety symptoms, which is of positive significance to students' personal development. It can be seen from table 4 that after teaching, the scores of students in the research group on SCL-90 scale are significantly lower than those in the control group. To sum up, the innovation of college English teaching model based on positive psychology can significantly improve students' positive psychology of English learning, improve students' English performance, alleviate negative emotions, and alleviate anxiety symptoms, which is of positive significance to students' personal development. After teaching, the somatization score of the students in the research group who used the innovative English teaching model based on positive psychology was 24.6±8.2, and the somatization score of the students in the traditional college English teaching model was 33.2±10.6, which was significantly higher than that of the students in the research group who used the innovative English teaching model based on positive psychology. The students in the research group who used the innovative English teaching model based on positive psychology scored 23.2±7.3, and the somatization score of the traditional college English teaching model was 27.4±7.6, which was significantly higher than that of the students in the research group who used the innovative English teaching model based on positive psychology. The interpersonal sensitivity score of the students in the research group using the innovative English teaching model based on positive psychology is 20.5±3.2, and the somatization score of the students using the traditional college English teaching model is 28.7±6.3, which is significantly higher than that of the students in the research group using the innovative English teaching model based on positive psychology. In addition, the expression, anxiety, hostile, terror, paranoid and psychotic of the students in the

research group were significantly lower than those in the control group after teaching. The above results show that the innovation of college English teaching model based on positive psychology can significantly improve students' positive psychology of English learning, improve students' English performance, alleviate negative emotions, and alleviate anxiety symptoms, which is of positive significance to students' personal development.

## CONCLUSIONS

The general reason is that students' enthusiasm is not high, learning efficiency is low, and some students' English performance is not ideal. Under the pressure of study and employment, students are prone to mania, loneliness and other emotions, which lead to anxiety and depression. Based on positive psychology, the research analyzes students' psychology in order to put forward strategies to improve students' subjective initiative and enthusiasm. The experimental results showed that after teaching, the SAS scores, SDS scores, BRMS scores and SCL-90 scores of the students in the research group were significantly lower than those in the control group ( $P < 0.05$ ). The above results show that the innovation of college English teaching model based on positive psychology can significantly improve students' positive psychology of English learning, improve students' English performance, alleviate negative emotions, and alleviate anxiety symptoms, which is of positive significance to students' personal development.

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Qiyang Yan: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Li Yin: made substantial contributions to conception and

design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:

Li Yin,

Foreign Language Teaching Department, Changchun University of Chinese Medicine, Changchun 130117, China

E-mail: lily86172321@163.com

# AN ANALYSIS OF THE IMPACT OF COLLEGE ENGLISH EDUCATION ON STUDENTS' LEARNING ANXIETY

Yushan Ye

School of Foreign Languages, Guangzhou City University of Technology, Guangzhou 510800, China

## SUMMARY

**Background:** At present, the college English teaching mode is relatively backward, which leads to the low quality of teaching and the low interest of students in college English courses. Under various reasons, the proportion of make-up examination and re study of contemporary college students is very high, which leads to excessive psychological pressure of some students, suffering from psychological diseases such as anxiety and depression, affecting students' physical and mental health and social stability. Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. Based on the theory of educational psychology, this study applies the flipped classroom teaching model to college English teaching, so as to improve students' English performance and alleviate students' learning anxiety.

**Subjects and methods:** To innovate the college English teaching model based on the theory of educational psychology, improve students' English performance and alleviate students' learning anxiety. 60 students with anxiety disorder were selected as the research objects. Symptom Checklist 90 (SCL-90) was used to evaluate students' anxiety.

**Study design:** students were randomly divided into study group and control group. The students in the research group used the improved teaching mode to teach. The students in the control group used the traditional teaching mode. The relevant data were processed and statistically analyzed by SPSS21.0 software.

**Results:** After teaching, the anxiety relief of students in the study group was significantly better than that in the control group ( $P < 0.05$ ).

**Conclusions:** Based on educational psychology, integrating flipped classroom into college English and improving college English teaching mode can effectively improve teaching quality, improve students' English performance, and then alleviate students' learning pressure and learning anxiety.

**Key words:** English teaching - flipped classroom - learning anxiety - educational psychology

\* \* \* \* \*

## INTRODUCTION

College students are a special group, full of contradictions is the typical psychological characteristics of this group. They are prone to psychological problems such as poor environmental adaptation, self-cognitive deviation, interpersonal communication disorder, emotional distress, psychological crisis and so on. They are also more likely to fall into a state of anxiety. In today's economic globalization, the importance of English is becoming more and more prominent, and people from all walks of life pay more and more attention to English. At present, there are many problems in college English education, which cannot adapt to the development of the times, and the teaching mode is relatively backward. The problems of college English education are as follows: the teaching mode is relatively traditional and single, which cannot mobilize students' learning enthusiasm and initiative, resulting in low teaching quality and low students' interest in college English courses. In addition, the traditional college English teaching concept is relatively backward. In teaching, students are only allowed to recite words, short sentences and other contents rigidly, rather than practical application. Therefore, the current college English teaching model is relatively backward, resulting in low teaching quality and low students' interest in college English courses. For various reasons, the proportion of

make-up and re study of contemporary college students in English courses is very high, resulting in excessive psychological pressure on some students and suffering from psychological diseases such as anxiety and depression (Tabet et al. 2021). At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about (Tor-Kadolu & Nce 2021). Anxiety is an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety (Berryhill & Smith 2020). In Colleges and universities, with the promotion of grades, students face more and more things, greater and greater pressure, and more and more serious psychological anxiety. The anxiety psychology of college students is mainly divided into five kinds: learning anxiety, social anxiety, physical anxiety, postgraduate entrance examination, textual research anxiety and Employment anxiety. Anxiety is a negative emotion limited to human beings. Psychologists believe that anxiety is a state caused by excessive psychological tension and depression (Al-Jumaili et al. 2021). In a state of anxiety, individuals will have a strong desire and idea to release themselves. When the individual's negative emotions cannot be released and alleviated, anxiety will make the individual feel at a loss, lose interest in the



changes of the surrounding environment, study, work and life, and think that the existence of life is meaningless and nihilistic. Therefore, for anxiety patients, we need to give spiritual help. Educational psychology believes that students' cognition and students' emotion are a relationship of mutual connection, mutual restriction and mutual penetration. Based on psychological theory, we can know that in the process of knowledge learning and experience accumulation, students' emotion and cognitive ability play an equally important role, both of which are indispensable. When the degree of anxiety is too high and lasts too long, it will greatly affect students' normal study and life (Sriken et al. 2021). Therefore, some scholars have studied and discussed anxiety disorder. For example, Smith and others explored the information seeking anxiety and preference information sources of the first generation of college students (Smith et al. 2021). Zamora et al. Explored the effects of daily social media exposure on anxiety and depression in cargo seafarers (Zamora et al. 2021). Carolnash discussed the effect of improving guidance and supervision during the period of COVID-19 to reduce anxiety and depression of graduate students (Carolnash 2021).

This paper analyzes the law of students' psychological change through psychology, and then summarizes the causes of students' learning anxiety. There are three main factors for students' anxiety, namely social factors, upward comparison and employment competitiveness. The first is social factors: most college students hope to improve the quality of life of their families through study and work. When English academic performance is not ideal, students will worry about affecting their studies, which will affect their future work, and finally reduce their economic income level. The second is upward comparison: students often compare with other individuals in the surrounding environment to evaluate their own social characteristics. Students tend to compare upward, that is, pay attention to individuals who are stronger than themselves, so they often feedback negative information, leading to students' frustration. The last is the employment competitiveness: at present, the competition in society is becoming more and more fierce (Tabet et al.2021). Only with sufficient competitiveness can we get a satisfactory job. When students feel that their employment competitiveness is not enough, they will have anxiety. At the psychological level, anxiety belongs to a negative emotion, which is an emotional state of tension, uneasiness and fear caused by individuals in a dangerous state of being unable to achieve goals or overcome obstacles (Bourdon et al. 2020). When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even learning weariness will appear, which will greatly affect students' normal learning and life (Ding et al. 2020).

College English teaching mode and content need to be reformed and innovated in order to improve teaching quality and alleviate students' learning anxiety. The

research is based on educational psychology, which is innovated and improved (Lim & Yu 2020). It is of great significance to promote the reform of educational theory and practice under the background of psychology. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. It is also of great significance to the improvement of educators' psychological quality and teaching methods. In psychological theory, the change of teaching environment and teaching mode can affect students' psychology and learning behavior. Flipped classroom is a new teaching mode rising in the era of big data, which can improve students' autonomy and learning interest. Therefore, based on the theory of educational psychology, the research applies the flipped classroom teaching mode to college English curriculum teaching, so as to change the teaching mode and teaching environment, and then innovate and improve the college English teaching mode, so as to improve the quality of education and students' interest in learning, improve students' English performance, alleviate students' learning anxiety and enable students to develop in an all-round way. Based on the theory of educational psychology, the research applies the flipped classroom teaching model to the teaching of college English courses, and innovates and improves the college English teaching model, so as to improve the quality of education and students' interest in learning, so as to improve students' English performance and alleviate students' learning anxiety. Therefore, the reform and innovation of college English teaching from the perspective of educational psychology is an important way to improve students' enthusiasm for college English learning and improve the practicality of college English. Therefore, the research puts forward the following strategies: first, teachers need to get along well with students. The relationship between teachers and students should be a relatively equal relationship, so that students will not have fear of teachers, which will affect English learning. Secondly, teachers need to let students understand that teachers' usual supervision is to improve students' English level. Students should not be bored,

but should accept teachers' criticism with an open mind. Finally, teachers should let students pay attention to the understanding and application of knowledge, understand that language learning is a long process, keep an ordinary mind and avoid falling into anxiety.

## **SUBJECTS AND METHODS**

### **Study setting**

English is the second most widely used language in the world and the most widely used language. As the official language of 73 countries, its number of users exceeds 1 billion, second only to 1.5 billion Chinese users. Therefore, in today's economic globalization, students' English level is largely related to their future development. English is the most widely studied second language in the world. It is also one of the three main courses in China. Students' English level is deeply valued by the educational circles. With the advent of the era of economic globalization, China's demand for international talents is increasing. An important index for evaluating international talents is English level. Therefore, improving students' English level is of great significance to the development of China's economy. Language anxiety refers to the emotional state in which individuals feel melancholy, fear and worry about a certain time or a certain problem in the process of second language learning. Appropriate anxiety can help students concentrate and pay attention, improve brain activity, and then improve students' efficiency. However, excessive anxiety will damage students' physical and mental health, which is not conducive to students' healthy growth and development. Therefore, finding language anxiety coping strategies in the process of English learning can not only alleviate students' negative emotions and improve students' mental health, but also improve students' English level, and promote students' healthy growth and development. In recent years, flipped classroom teaching model has been widely used in foreign language education. And a large number of relevant studies have confirmed the applicability of flipped classroom in foreign language teaching. Therefore, based on the theory of educational psychology, the research applies the flipped classroom teaching mode to college English curriculum teaching, so as to change the teaching mode and teaching environment, and then innovate and improve the college English teaching mode, so as to improve the quality of education and students' interest in learning, improve students' English performance, alleviate students' learning anxiety and enable students to develop in an all-round way.

### **Design**

In order to verify the teaching effect of the innovative teaching mode of college English curriculum based on pedagogical theory and integrated into the flipped classroom, as well as the alleviating effect of the innovative teaching mode of college English curriculum

integrated into the flipped classroom on college Students' anxiety, the research has carried out practice in a university and designed a comparative experiment. In this university, 60 students were randomly selected by systematic sampling method as the research object. The students were randomly divided into study group and control group with 30 people in each group. There was no significant difference in the basic data between the two groups, which was comparable. Among them, the students in the research group adopt the improved college English teaching model based on educational psychology. The students in the control group used the traditional college English teaching model. After a period of time, the anxiety and test scores of the two groups were compared. The symptom checklist 90 (SCL-90) is used to evaluate the overall mental health of the students in the research group and the control group, and then to evaluate the shaping effect of the innovative English teaching model based on educational psychology and flipped classroom on students' mental health. The Beck rafaelsen Mania Rating Scale (BRMS) was used to evaluate the anxiety psychology of the students in the research group and the control group, and then to evaluate the effect of the innovative English teaching model based on educational psychology and flipped classroom on the relief of students' anxiety psychology. The stress perception scale (Chinese version) (CPSS) was used to evaluate the psychological stress of the two groups of students, and then to evaluate the alleviating effect of the innovative English teaching model based on educational psychology and flipped classroom on students' psychological stress. The number of students without anxiety, the number of mild anxieties, the number of moderate anxiety and the number of severe anxieties in the two groups before teaching were recorded. After teaching, the anxiety degree of the two groups of students was evaluated again by using SCL-90 and other scales. The number of students without anxiety, the number of mild anxieties, the number of moderate anxiety and the number of severe anxieties in the two groups after teaching were recorded, and the anxiety degree of the two groups of students before and after teaching was compared.

## **RESULTS**

### **Effect analysis of improving college English teaching mode**

In order to verify the effect of improving college English teaching model, 60 students were selected from a university as the research object. The students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group adopt the improved college English teaching model based on educational psychology. The students in the control group used the traditional college English teaching model. After a period of time, the anxiety and test scores of the two groups were compared. The experimental results show that after teaching, the

SCL-90 scores of the students in the research group are significantly lower than those in the control group, as shown in Table 1.

**Table 1.** SCL-90 scores of two groups

Project	Group		<i>t</i>	<i>P</i>
	Research group	Control group		
Somatization	24.1±8.3	35.4±10.6	6.534	0.000
Obsessive compulsive symptoms	22.7±7.2	28.0±7.1	7.452	0.000
Interpersonal sensitivity	19.5±3.4	29.53±6.2	8.128	0.000
Depression	28.4±4.3	40.9±9.6	6.178	0.000
Anxiety	24.7±6.6	33.3±8.0	7.529	0.000
Hostile	8.4±1.7	17.6±6.8	6.415	0.000
Terror	14.2±3.6	22.7±4.1	8.054	0.000
Paranoid	10.4±6.2	16.5±6.4	8.731	0.000
Psychotic	19.1±4.2	28.0±5.4	6.011	0.000

As can be seen from Table 1, after teaching, the somatization score, objective and comprehensive symptoms score, interpersonal sensitivity score, depression score, anxiety score, hostile score, terror score, paranoid score and psychological score of the students in the research group who adopt the improved college English teaching mode based on educational psychology are significantly lower than those in the control group who adopt the traditional college English teaching mode. The above results show that, based on the theory of educational psychology, integrating flipped

classroom into college English teaching in order to improve the college English teaching model can effectively improve the teaching efficiency, improve students' performance and improve students' overall mental health. The results showed that there was no significant difference in BRMS between the two groups before teaching ( $P > 0.05$ ). After teaching, the BRMS score of students in the study group was significantly lower than that in the control group ( $P < 0.05$ ). The BRMS scores of the two groups are shown in Table 2.

**Table 2.** BRMS scores of two groups of students

Grouping	BRMS score	
	Before teaching	After teaching
Research group	18.11±1.88	6.93±2.35*
Control group	18.85±2.54	13.24±4.01*
<i>t</i>	0.903	4.439
<i>P</i>	0.075	0.010

Note: \*  $P < 0.05$  compared with that before teaching.

It is easy to see in Table 2 that the BRMS score of the students in the research group who used the innovative English teaching mode based on educational psychology and integrated into the flipped classroom before teaching is 18.11±1.88; The BRMS score of the students in the control group who adopted the traditional college English teaching mode before teaching was 18.85±2.54. After teaching, the BRMS score of the study group students who used the innovative English teaching mode based on educational psychology and integrated into the flipped classroom decreased significantly, which was 6.93±2.35. The BRMS score of the control group students who used the traditional English teaching mode also decreased significantly, which was 13.24±4.01. However, the BRMS scores of students in the control group who use the traditional English teaching mode are significantly higher than those in the research group who use the innovative English teaching mode based on educational psychology and integrated into the flipped

classroom. Count the number of students in the two groups with mild, moderate and severe anxiety before and after teaching. The experimental results showed that after teaching, the anxiety relief of students in the study group was significantly better than that in the control group ( $P < 0.05$ ). The CPSS scale was used to evaluate the psychological stress of middle school students in English learning. The experimental results showed that the total scores of tensions, out of control and stress perception of the students in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The CPSS scores of the two groups of students are shown in Table 3.

It is easy to see from Table 4 that after teaching, the students in the research group who adopt the innovative English teaching mode based on educational psychology and integrated into the flipped classroom have a thrill score of 16.11±5.88. The thrill score of the control group using the traditional college English teaching mode is

19.34±4.21, which is significantly higher than that of the research group using the innovative English teaching mode based on educational psychology and integrated into the flipped classroom. The students in the control of 12.5-based teaching mode were integrated into the teaching of English, and the students in the control of 15.5-based teaching mode were integrated into the teaching of English. The sense of loss of control score of the control group using the traditional college English teaching mode is 26.65±4.84, which is significantly higher than that of the research group using the innovative English teaching mode based on educational psychology and integrated into the flipped classroom. The total score of stress perception of the students in the research group who used the innovative English teaching mode based on educational psychology and integrated

into the flipped classroom was 31.87±10.53. The total score of stress perception of the control group using the traditional college English teaching mode is 45.99±7.42, which is significantly higher than that of the research group using the innovative English teaching mode based on educational psychology and integrated into the flipped classroom. The number of students in the two groups with mild, moderate and severe anxiety before and after teaching was counted respectively. The experimental results showed that after teaching, the anxiety relief of students in the study group was significantly better than that in the control group ( $P < 0.05$ ). The number of students in the two groups with different anxiety levels before and after teaching is shown in Table 4.

**Table 3.** CPSS scores of two groups of students

Classification	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Thrill	16.11±5.88	19.34±4.21	7.432	0.000
Sense of loss of control	15.76±5.12	26.65±4.84	9.465	0.000
Total score of stress perception	31.87±10.53	45.99±7.42	9.415	0.000

**Table 4.** The number of students in the two groups with different anxiety levels before and after teaching

Group	Timing	Degree of anxiety			
		No	Mild	Moderate	Severe
Research group	Before teaching	0	12	10	8
	After teaching	15	10	5	0
Control group	Before teaching	0	13	11	6
	After teaching	2	11	10	7

To sum up, based on educational psychology, integrating flipped classroom into college English and improving college English teaching mode can effectively improve teaching quality, improve students' English performance, and then alleviate students' learning pressure and learning anxiety.

## CONCLUSIONS

At present, the college English teaching mode is relatively backward, which leads to the low quality of teaching and the low interest of students in college English courses. For various reasons, the proportion of make-up and re study of contemporary college students in English courses is very high, which leads to excessive psychological pressure and psychological diseases such as anxiety and depression. Based on the theory of educational psychology, this paper applies the flipped classroom teaching model to the teaching of college English courses, and innovates and improves the college English teaching model in order to improve the quality of education and students' interest in learning. The experimental results showed that after teaching, the scores of SCL-90, BRMS and CPSS of the students in

the research group were significantly lower than those in the control group ( $P < 0.05$ ). The above results show that based on educational psychology, integrating flipped classroom into college English and improving college English teaching mode can effectively improve teaching quality, improve students' English performance, and then alleviate students' learning pressure and learning anxiety.

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*Correspondence:*

Yushan Ye,  
School of Foreign Languages, Guangzhou City University of Technology,  
Guangzhou 510800, China  
E-mail: yys\_gcu2022@163.com

# STUDY ON TEST ANXIETY SYMPTOMS AND MITIGATION COUNTERMEASURES OF DANCE CANDIDATES

Lina An

Art Academy, Northeast Agricultural University, Harbin 150030, China

## SUMMARY

**Background:** With the change and development of society, the pressure generated by social activities began to gradually spread to university education, and the phenomenon of learning anxiety of college students also showed more and more phenomena. As an incidental intervention in the process of education, sports activities can alleviate students' learning pressure and improve students' comprehensive quality at the same time.

**Subjects and methods:** 200 Dance Majors in a university were assessed with the self-rating anxiety scale. Using principal component analysis, this paper analyzes the influencing factors of psychological anxiety of dance students, and evaluates the importance of different influencing factors. 200 students participating in the experiment were randomly divided into control group and intervention group. The control group adopted the conventional dance psychological anxiety relief strategy, and the intervention group adopted the improvement strategy formulated in this study.

**Results:** The intervention comparison results showed that the score of the intervention group decreased from  $66.72 \pm 2.16$  before teaching to  $37.81 \pm 1.63$  after teaching, while the score of the control group decreased from  $66.38 \pm 2.37$  before teaching to  $49.79 \pm 1.71$  after teaching. The intervention effect of the intervention group was better, and the data difference between the two groups had statistical significance ( $P < 0.05$ ).

**Conclusions:** After analyzing the factors of students' test anxiety and the application effect of corresponding countermeasures, the results show that the intervention methods proposed in the study can help students continuously reduce anxiety, and the intervention effect is remarkable. In view of college students' psychological anxiety at the beginning, it is necessary to formulate targeted measures to alleviate students' anxiety, so as to improve students' comprehensive ability.

**Key words:** dance education - examination - psychological anxiety - mental disorder

\* \* \* \* \*

## INTRODUCTION

With the development of society, colleges and universities pay more and more attention to students' comprehensive quality and ability, that is, the teaching quality management of colleges and universities in the new era is not only the evaluation of students' professional achievements, but also the evaluation of students' comprehensive quality (Yu et al. 2020). In the cultivation of students' comprehensive quality, dance major, as a discipline to improve students' physical coordination ability, can promote students' positive psychological development such as self-confidence while helping students improve their physical function (Hoyt et al. 2020). However, in college teaching, most students are prone to test anxiety, which is also reflected in Dance Majors. The test anxiety of dance majors will also hinder the normal growth of students (Kwan & Joyce 2020). In order to deal with the test psychological anxiety of students in dance teaching, it is also proposed to use dance teaching optimization to promote students' growth (Li et al. 2020). Some studies have also applied educational psychology to teaching planning. However, from a large number of teaching practices, it can be found that in dance teaching, the mechanism of test anxiety of dance majors is still unknown (Mousavi et al. 2021). Therefore, in order to alleviate the test anxiety of dance majors in colleges and universities, this paper puts forward the anxiety relief countermeasures by

analyzing the causes of students' test anxiety, in order to provide a reference path for the cultivation of students' comprehensive quality (David et al. 2020).

Taking nursing students as the research object, Janine and others compared the differences of learning and examination anxiety among different students from the aspects of student anxiety and mental illness, and put forward the importance of early recognition and customization of students' learning (Janine et al. 2020). Khan a team studied the mediating effect of positive psychological advantage of Nigerian college students on daily skill learning and test anxiety. The results showed that there was a direct relationship between daily skill learning and test anxiety. The mediating effect of positive psychological intensity is very significant (Khan 2020). Paulus team assessed the correlation between anxiety sensitivity and students' drinking behavior and suicide risk. The results showed that excessive drinking was a significant predictor of suicide risk, and the correlation between students' psychological anxiety sensitivity was significant (Jin et al. 2021). Used the machine learning prediction algorithm to determine the best weight combination, and analyzed the effect of different trait factors on patients' anxiety and depression symptoms. The results showed that the age of onset, income, physical diseases and other factors had a significant impact on patients' anxiety and depression symptoms (Paulus et al. 2020).

In college study, students will have different degrees

of anxiety during their study, including learning anxiety, life anxiety and examination anxiety. Students' learning anxiety affects students' learning mood in normal learning. Students' life anxiety is an important factor affecting students' college life (Wardenaar et al. 2021). The generation of test anxiety can significantly affect students' recognition of their own ability. Therefore, compared with learning anxiety and life anxiety, students' test anxiety has the most obvious impact on students' comprehensive performance. It is also of great significance to study students' test anxiety psychology (Feng et al. 2020). In psychology, test anxiety generally exists in school teaching. At the same time, it is considered that the generation of test anxiety is a psychological disorder caused by the joint action of multiple factors, which is not only affected by academic performance and parents' expectations, but also affected by personal psychological personality and cognitive style. When patients have test anxiety, they often show emotional excitement and panic, and excessive emotional changes will lead to individual dizziness and other symptoms (Chugani 2020).

In psychological research, it is considered that individual anxiety is the change of psychological emotion caused by the change of environment. In the known research, the anxiety of college students is carefully classified. As the main anxiety problem affecting students' self-confidence, test anxiety has been studied and analyzed by a large amount of psychology. Test anxiety disorder is the fear and anxiety of students when they evaluate the effect after receiving subject education (Jmr & Ref 2021). When students have test anxiety, students have low recognition of the current teaching content and doubt their own ability. At the same time, some studies have directly pointed out that after the generation of test anxiety, students will have mental disorders such as attention disorder and memory disorder, and the generation of mental diseases will further lead to the deterioration of students' anxiety (Chang et al. 2021). In attention disorder, students show perceptual difficulty in examination. The generation of memory impairment will lead to students' slow thinking and confusion. In many studies, it is also pointed out that students' test anxiety is similar to conventional anxiety, and will also be affected by genetic factors to a certain extent (Mars et al. 2021). Generally speaking, after students have test anxiety, they will have a sense of strangeness to the test content in the test process, resulting in students' inability to concentrate on the interpretation of the test content, and finally lead to students' poor test results under test anxiety. Moreover, under the influence of grades, students' psychological quality will be more seriously affected, which will seriously hinder students' further education and learning (Slka et al. 2021). The test anxiety of students in dance teaching is mainly produced by students in dance teaching. Often, the effect of students' dance learning is not ideal, which will produce anxiety for the final exam. In dance courses, first of all, students will have dance anxiety. From the perspective of psychiatry, students'

dance anxiety is a mental symptom of students, that is, dance phobia. In psychiatric research, it is considered that dance phobia is a compulsive idea (Mars et al. 2021). When students have dance phobia, it is difficult to produce emotions other than fear in dance courses, which leads to students' untrue feeling, unable to control posture changes in dance learning, and then the result of physical loss of control and injury. On this basis, students will also have dance test anxiety in the dance test. Test anxiety is a more serious anxiety symptom extended from learning anxiety, which includes students' fear of dance courses and the fear of students' uncertainty about the test results (Katz et al. 2022). Therefore, alleviating the test anxiety of college students in the test can not only help students have better self-confidence in college learning, but also cultivate students' comprehensive ability for future development.

## **SUBJECTS AND METHODS**

### **Study setting**

Social development brings about the all-round development of college students' comprehensive quality in the new era. In college teaching, dance teaching has gradually become an important teaching content in the development of students' comprehensive quality. After a long-term follow-up survey, it is found that in dance teaching, students will not only have serious learning anxiety due to physical disharmony, but also have obvious test anxiety in dance examination due to teaching requirements. At the same time, during the visit to many colleges and universities in the initial stage of the study, it is found that most colleges and universities have taken limited measures for students' dance test anxiety, and from the existing measures, it can be found that the mitigation effect of students' dance test anxiety is still not obvious. In order to help students, realize the development of comprehensive quality, the research makes an in-depth analysis of the collected students' dance test anxiety, understands the causes of students' dance test anxiety, and hopes to put forward solutions on this basis. Therefore, the research puts forward the improvement strategies of dance teaching to improve students' views on dance teaching from students' dance learning, so as to obtain the solution of students' dance examination anxiety and cultivate students' comprehensive quality.

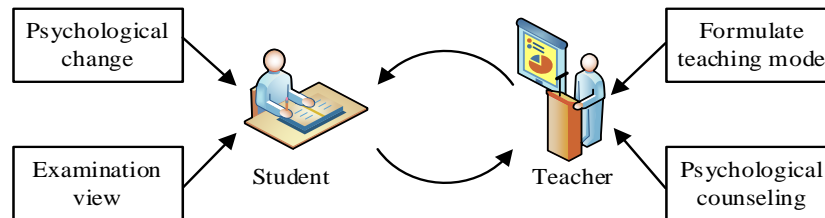
### **Design**

The Self-rating Anxiety Scale was used to evaluate the psychological anxiety of 200 dance majors in a university. Using principal component analysis, this paper analyzes the influencing factors of psychological anxiety of dance students, and evaluates the importance of different influencing factors. According to the grading of the influencing factors causing students' test psychological anxiety, the countermeasures to alleviate students' test anxiety are formulated. 200 students participating in the experiment were randomly divided

into control group and intervention group. The control group adopts the conventional dance psychological anxiety mitigation strategy, and the intervention group adopts the improvement strategy formulated in this study.

In order to alleviate the learning and examination anxiety caused by students' backward teaching, this paper studies the formulation of dance teaching mode in the analysis of the basic influencing factors of students' dance examination anxiety. In dance, the dancer's behavior will have muscle memory in the day after tomorrow's exercise. Under different music, the dance

action presented by the dancer will also directly affect the students' psychology under the influence of the environment. On this basis, it is learned that the factors affecting students' test anxiety include students' personal basic professional ability and psychological literacy, and the environmental factors affecting students' test anxiety include teachers' professional education and students' psychological intervention. Therefore, in order to alleviate the test anxiety of dance majors, a dance teaching plan to alleviate the test anxiety of students is formulated, as shown in Figure 1.



**Figure 1.** Dance test mitigation plan

As can be seen from Figure 1, the dance teaching scheme based on the premise of alleviating students' test anxiety starts from two aspects: students and teachers. At the student level, analyze the changes of students' psychological activities in dance teaching, and understand the students' views on the test content in the dance final exam, so as to put forward intervention measures for the psychological problems in students' test anxiety. And from the student level, we can not only understand the students' anxiety in the dance examination through the investigation, but also understand the teachers' conventional teaching plan from the students, and obtain the optimization path of teachers' teaching plan with the help of students' psychological activities, which is also of great practical significance to the improvement of teaching quality. At the teacher level, teachers need to always pay attention to the psychological changes of students in the learning process. At the same time, teachers need to formulate an appropriate dance teaching mode according to the psychological changes of students, and conduct psychological counseling for students in the dance examination to alleviate students' psychological anxiety. In addition, as a guide in students' dance learning, teachers have a heavy teaching task. In the teaching process, teachers not only need to pay attention to the changes of students' psychological activities, but also need to formulate certain measures to alleviate students' anxiety. In the dance examination, students' test anxiety is caused by students' lack of understanding of dance and incomplete dance learning. Therefore, teachers need to formulate targeted plans in dance teaching, design teaching modes according to the psychological needs of different students, and set the teaching time to meet the learning needs of different students for dance courses. In the study, the impact of mitigation strategies on students' test anxiety is evaluated by analyzing the correlation between the application effect of dance test

mitigation strategies and students' test anxiety scores, as shown in formula (1).

$$r = \frac{1}{n} \sum \left( \frac{x}{V_x} \right) \cdot \left( \frac{y}{V_y} \right) \quad (1)$$

In formula (1),  $n$  represents the number of evaluation indicators;  $x$  represents the application effect of mitigation strategy in dance examination, and  $V_x$  represents the standard deviation of application effect;  $y$  indicates the evaluation of students' test anxiety, and  $V_y$  indicates the standard deviation of test anxiety score.

## RESULTS

The differences of psychological anxiety and performance changes between the two groups before and after teaching are shown in Table 1.

It can be seen from Table 1 that the psychological scores of the control group students under the routine dance teaching psychological anxiety intervention measures have been significantly reduced, but from the decline range of scores, it can be seen that the anxiety scores of the intervention group students have decreased more significantly. From the changes of anxiety scores of the two groups of students, it can be seen that under the psychological intervention of routine dance teaching, the average score of students' anxiety only decreased to less than 50, indicating that some students are still in a mild anxiety state at this time. Under the influence of improvement strategies, the average anxiety score of students in the intervention group decreased to less than 40, indicating that the psychological anxiety of most students in this group was gradually relieved. Comparing the anxiety psychological changes between the two groups, it can be found that the psychological activities of the students in the intervention group tend



to be more positive in dance teaching, while the psychological activities of the students in the control group are only conventional learning psychology and do not show strong enthusiasm. In addition, from the changes of students' scores, it can be found that the intervention group of students with optimized dance teaching test anxiety mitigation strategies show more significant differences in the changes of professional scores before and after teaching. From the changes of students' scores, it can be clearly found that the average

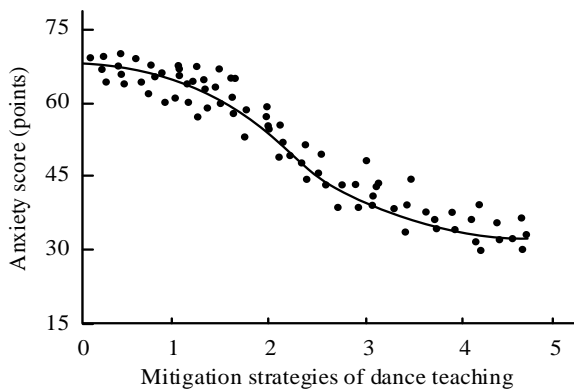
score of students in the intervention group increased from 64.12 to 73.72 after the intervention of improvement strategies, while the score of students in the control group only increased to 67.26 after the intervention of conventional teaching programs. By comparing and analyzing the scores of the two groups of students after the intervention, it can be found that the rising range of students' scores in the intervention group is 9.60, while that in the control group is only 3.09. The data difference is statistically significant.

**Table 1.** Changes of students' anxiety and achievement before and after intervention

	Project	Anxiety score	Professional achievement
Control group	Before teaching	66.38±2.37	64.17±5.62
	After teaching	49.79±1.71	67.26±5.71
Intervention group	Before teaching	66.72±2.16	64.12±5.59
	After teaching	37.81±1.63*	73.72±7.37*

Note: \* indicates that compared with the control group,  $P < 0.05$ .

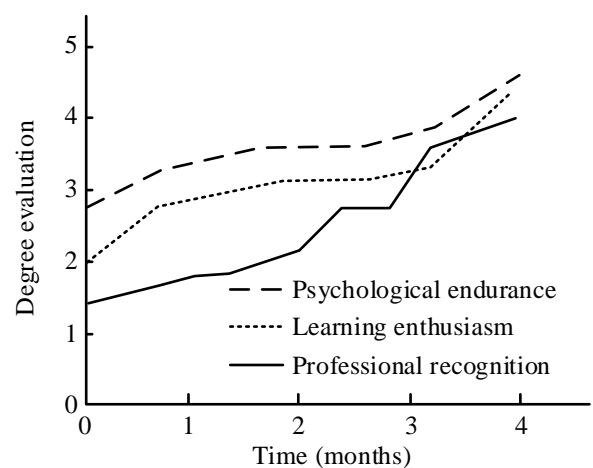
Secondly, the 0-5 score system is used to quantify the application effect of the mitigation strategy of dance teaching proposed by the research, in which 0 represents the ineffective application of the strategy, 1 represents the slight effect, 2 represents the general effect, 3 represents the obvious effect, 4 represents the higher effect, and 5 represents the best effect. The correlation between dance education and students' test anxiety is shown in Figure 2.



**Figure 2.** Correlation analysis between mitigation strategies and students' test anxiety

As can be seen from Figure 2, in the study of analyzing the correlation between dance teaching mitigation strategies and students' test anxiety, it is found that students' test anxiety is significantly affected by teaching mitigation strategies, and with the continuous improvement of the application effect of dance teaching mitigation strategies, students' anxiety scores also show a decreasing trend. It can be seen from the curve change that under the gradual influence of dance teaching mitigation strategies, the speed of students' test anxiety decreases first fast and then slow. In the early stage of dance teaching, students' psychological emotion is affected by early teaching, so the mitigation effect of students' test anxiety under the

influence of mitigation strategies is not obvious. With the deepening of teaching mode, students are more and more affected by teaching mitigation strategies. Under the influence of mitigation strategies, students' dance test anxiety shows a significant decline. Finally, with the strengthening of dance teaching strategy intervention, students' anxiety is reduced to the lowest point, and most students' test anxiety is mild or no anxiety at this time. Finally, when the application effect of dance teaching strategy reaches 5 points, the students' test anxiety score is reduced to about 30 points. Finally, it analyzes the long-term impact of anxiety mitigation strategies on students' comprehensive quality. The index evaluation includes students' psychological tolerance, students' positive learning psychology and students' recognition psychology of dance courses, as shown in Figure 3.



**Figure 3.** Long term effect of dance test anxiety relief strategies

As can be seen from Figure 3, in the evaluation of students' psychological endurance, students' positive psychology of learning and students' recognition psychology of dance courses, the evaluation is graded

according to grade 0-5. From the long-term follow-up results, it can be seen that under the influence of dance test anxiety mitigation strategies, the evaluation of students' indicators shows a phenomenon of continuous improvement. From the long-term change of the curve, it can be found that students' psychological endurance increases slowly, but it can also be seen that students' psychological endurance rating score gradually increases from 2.74 to 4.61. The fastest rising index is students' recognition psychology of dance teaching courses. Because the research adopts the dance teaching mode based on students' anxiety relief, for students, this mode can better meet their psychological needs and promote students to improve their positive psychology of dance learning, so as to enhance students' recognition of dance courses. The premise of students' dance course recognition is the improvement of students' learning positive psychology. From the curve change, it can be seen that under the influence of dance examination anxiety mitigation strategies, students' positive psychological evaluation score in dance course teaching gradually increased from 1.98 at the beginning to 4.29 after teaching. The score difference is significant, and the test shows that the data difference is statistically significant. The above results show that under the intervention of test anxiety mitigation strategies, students' comprehensive ability can be significantly improved, which is of great significance to students' growth.

## CONCLUSIONS

The anxiety of college students is the main factor that hinders the improvement of students' performance and the development of psychological quality. Among them, examination anxiety will seriously reduce students' learning self-confidence. How to alleviate college students' examination anxiety is the key concern of colleges and universities. In the research, this paper analyzes the current situation of examination anxiety of dance majors in colleges and universities, analyzes its causes, and puts forward some measures to alleviate students' examination anxiety. Students majoring in dance in colleges and universities are selected to evaluate the impact of test anxiety mitigation strategies on students' test anxiety. The results show that with the deepening of the intervention of dance test anxiety mitigation strategies, students' anxiety scores in the test continue to decline, and in the long-term intervention, students' comprehensive psychological quality can also be significantly improved, including students' psychological endurance, positive learning psychology and curriculum recognition psychology. Therefore, under the anxiety mitigation strategy of dance examination, the impact on students is not only reflected in the change of anxiety score, but also reflected in the change of students' daily learning ability. To sum up, in order to alleviate college students' test anxiety, we should appropriately optimize the college teaching mode and alleviate students' test anxiety by improving their

comprehensive psychological quality.

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*Correspondence:*

Lina An,  
Art Academy, Northeast Agricultural University, Harbin 150030, China  
E-mail: eeee-613422@163.com

# STUDY ON PSYCHOLOGICAL RESILIENCE OF ACTORS AND ARTISTS' DEPRESSION SUICIDE

Lining Ding

School of Performing Art, Shanghai Institute of Visual Arts, Shanghai 200120, China

## SUMMARY

**Background:** Depression is an emotional change caused by the social environment and physiological effects. It is a group of diseases with high incidence rate, high recurrence and high suicide rate characterized by low mood, slow thinking and decreased interest, which seriously affects the social function of patients. Research shows that the psychological elasticity of patients with depression is significantly lower than that of healthy controls. Good psychological elasticity can reduce the risk of depression in adulthood for individuals who have suffered trauma in childhood. Many actors and artists look bright and have a rich life, but as public figures, there is no place to express their depressed emotions. They have been in a depressed state for a long time. They accumulate more and more things in their hearts, gradually lose interest in everything, and finally choose death to free themselves. Some scholars pointed out that the probability of suicide in patients with depression is 33 times that of ordinary people, and more than 90% of patients with depression have committed suicide. Suicide begins with suicidal ideation, that is, there is suicidal intention. The more frequently patients have suicidal ideation, the higher the possibility of suicidal behavior.

**Subjects and methods:** Questionnaires were distributed to 200 performers with depression, and 180 valid questionnaires were collected to analyze whether psychological resilience is an effective protective factor for implicit and explicit suicidal ideation. The questionnaire includes Beck Suicidal Ideation Scale (BSICV), Hamilton Depression Scale (HAMD), Psychological Resilience Scale (cd-RISC) and implicit suicidal association test (ISAT). The relevant data adopts Excel software and SPSS17.0 software, Pearson correlation analysis and logistic multiple regression analysis were carried out.

**Results:** Among the respondents, the explicit suicidal ideation (78%) was significantly higher than that without explicit suicidal ideation (22%), and the difference was statistically significant ( $P < 0.01$ ).

**Conclusions:** There is a significant negative correlation between psychological resilience and implicit suicidal ideation and explicit suicidal ideation. Its optimism is an important protective factor of suicidal ideation.

**Key word:** actors and artists - depression - suicide - psychological elasticity

\* \* \* \* \*

## INTRODUCTION

Many actors and artists look bright and prosperous, but there are still some actors and artists who choose to commit suicide and end their short lives. This is mainly because they are different from ordinary people. As public figures, they have nowhere to express their depressed emotions and have been in a depressed state for a long time. Actors and artists can't be themselves like ordinary people. They may have nowhere to talk about their inner unhappiness. The more things accumulate in their hearts, it's not so easy to untie their heart knot. Secondly, the life pressure is too great, and they may suffer from severe depression. Actors and artists usually dare not live a normal life, suppress themselves everywhere and dare not reveal their hearts. They are in a state of psychological depression for a long time. In the long run, they will suffer from severe depression. They gradually lose interest in everything and finally choose death to free themselves (Apfelbaum et al. 2017; George & Brown 2019). Some actors and artists suffer from depression without timely treatment, which makes them unable to return to normal life, and finally the whole person collapses (Monira et al. 2020). According to statistics, more than 280000 people commit suicide in China every year, and more than 2 million attempt suicide (Chang et al. 2020).

Research shows that among suicide deaths, people

with psychological diseases or a history of psychological diseases account for 95% of the total number of suicides, among which depression is the most common psychological disease leading to suicide (Xu et al. 2019). Some scholars pointed out that the probability of suicide in patients with depression is 33 times that of ordinary people, and more than 90% of patients with depression have committed suicide (Alexandrino-Silva et al. 2019). Suicide begins with suicidal ideation, that is, there is suicidal intention. The more frequently patients have suicidal ideation, the higher the possibility of suicidal behavior (Avasthi & Grover 2018). At present, the commonly used explicit measurement tools to evaluate the severity of suicidal ideation mainly include Beck suicidal ideation scale and suicidal risk assessment scale. In recent years, more and more scholars began to use Implicit Association Test (IAT) to indirectly measure suicidal ideation. Some foreign studies have shown that IAT measurement is effective in assessing suicide risk and behavior prediction, and implicit connection can predict patients' suicide attempt after 6 months (Ford & Almeida 2017). Some scholars have also obtained the identity of implicit and explicit thoughts of suicide through research, and the results obtained after passing the Single Category Implicit Association Test (SC-IAT) also show that the explicit and implicit measurement results are moderately consistent (Bornstein et al. 2021). However, the relationship between implicit and explicit

attitude is still controversial. Identity theory holds that implicit attitude is the individual's real attitude, and implicit measurement technology is the through train to understand the subjects' real attitude. Separation theory holds that implicit and explicit attitudes are different internal psychological structures and have different processing mechanisms. The occurrence and development of depression is related to a series of physiological, psychological and social factors, such as protective factors and psychological elasticity. Psychological resilience refers to the dynamic process of successful coping and positive adaptation when individuals experience adversity, trauma or pressure. Psychological resilience can help individuals recover from adversity and trauma. The factors that play an important role in psychological elasticity are divided into internal and external protection factors. The internal protection factors include self-esteem, positive temperament, self-efficacy and hope, and the external protection factors include family and social support. Depression is a group of diseases with high incidence rate, high recurrence and high suicide rate, which is characterized by low mood, slow thinking and decreased interest. It seriously affects the social function of patients. Research shows that the psychological elasticity of patients with depression is significantly lower than that of healthy control group. Good psychological elasticity can reduce the risk of depression in adults of individuals who have suffered trauma in childhood (Wang et al. 2020). Domestic research on implicit suicidal ideation mostly focuses on college students, while there is little research on implicit suicidal ideation in patients with depression. Resilience is a protective factor for depressive symptoms, but it is unclear whether resilience can also help reduce suicidal ideation. Therefore, this study takes patients with depression, a high-risk suicide group, as the research object, to investigate the relationship between their psychological elasticity and implicit and explicit suicidal ideation, and to explore whether psychological elasticity is an effective protective factor for implicit and explicit suicidal ideation, so as to provide empirical basis for suicide intervention research in patients with clinical

depression.

## SUBJECTS AND METHODS

### Study setting

Through the form of questionnaire, the questionnaire was distributed to 200 performers with depression, and 180 valid questionnaires were recovered. According to the questionnaire results, it was analyzed whether psychological elasticity was an effective protective factor for implicit and explicit suicidal ideation.

### Design

The questionnaire of this study includes Beck suicidal ideation scale (BSICV) (Krishna et al. 2021), Hamilton Depression Scale (HAMD) (Young et al. 2021), Psychological Resilience Scale (CD-RISC) (Kool et al. 2021), implicit suicidal association test (ISAT) (Kok 2017). Among them, the BSICV scale is a questionnaire used to quantify and evaluate suicidal ideation, with 19 items in total, which need to answer the real feelings within 1 week. The score is level 3, 0-2 points, and the total score is 38 points. The first five items mainly evaluate the intensity of suicidal ideation, and the last 14 items evaluate the risk of suicide, and finally get the possibility of patients themselves. The higher the score of BSICV, the greater the risk of suicide. The subjects with "no" in items 4 and 5 are determined as the group without explicit suicidal ideation, otherwise, they are determined as the group with explicit suicidal ideation. HAMD has 17 items in total, which is a commonly used depression evaluation scale in clinic. Cd-RISC scale mainly includes three dimensions of tenacity, strength and optimism, with a total of 25 items. The score is grade 5, 0-4, and the total score is 100. The reliability and validity are good ( $\alpha=0.92$ ), the higher the score, the better the psychological elasticity. ISAT scale sets the experimental task and process through previous studies (Booij et al. 2021), and the specific experimental paradigm is shown in Table 1.

**Table 1.** Suicide / self-implicit connection experimental paradigm

Block	Task description	Target concept words	
1	Target word discrimination	Self	Not me
2	Attribute word discrimination	Death	Alive
3	Initial joint discrimination exercise	Self / death	Not me / alive
4	Initial joint discrimination	Self / death	Not me / alive
5	Opposite target word discrimination	Not me	Self
6	Instead, combine discrimination exercises	Non self / death	Self / alive
7	Contrary joint discrimination	Non self / death	Self / alive

ISAT scale adopts e-prime2.0 software to compile the experimental task, and measure the subjects' implicit attitude towards living and suicide. There were 10 attribute words (suicide related words and survival

related words) and 10 concept words (self-words and non-self-words) in the task. In the experiment, the subjects identified the target concept words of self-related words (I, myself, myself, myself, my) and

non-self-related words (he, them, others, others, others) in the task, and identified the attribute concept words of suicide related words (death, dead, suicide, death, death) and alive Related words (life, alive, surviving, breathing, life), And the “compatible task” and “incompatible task” formed by the combination of target words and attribute words. “Compatible task” refers to that the object concepts and attribute concepts classified into one category are consistent with the subjects’ implicit cognitive structure, and the relationship between the object concepts and attribute concepts classified into “incompatible task” is inconsistent with the subjects’ implicit cognition. The difference of reaction time between incompatible tasks and compatible tasks is an indicator of implicit attitude intensity, that is effect. In order to avoid the influence of experimental sequence on D value, odd numbered subjects completed the test according to sequence 1 (block 1-2-3-4-5-6-7) and even numbered subjects completed the test according to sequence 2 (block 5-2-6-7-1-3-4). The D value is calculated by the standard D algorithm. When  $d < 0$ , it shows that the response speed of the consistent task is slower than that of the inconsistent task. When  $d > 0$ , the opposite is true. The greater the absolute value of D value, the greater the difference between the subjects’ attitudes towards the two things. Implicit suicidal ideation judgment: when  $d \leq 0$ , there was no implicit suicidal ideation group; When  $d > 0$ , the opposite is true. The calculation of Cronbach alpha coefficient of the above scale is shown in formula (1).

$$\alpha = (k / k - 1) * (1 - (\sum S_1^2) / S_T^2) \quad (1)$$

In formula (1),  $k$  represents the number of questions for the same survey objective,  $S_1^2$  represents the variance of the  $i$ -th question of all respondents, and  $S_T^2$  represents the variance of the total result of the case (the sum of the answers to all questions). The relevant data adopts Excel software and SPSS17.0 software, Pearson correlation analysis and logistic multiple regression analysis were carried out.

## RESULTS

Psychological resilience is a research hotspot in sociology and psychology in recent years. With the development of positive psychology, it is widely used in the psychological research of children and college students and the psychological recovery after disaster. It has also attracted more and more attention in patients with depression. As shown in Table 2, among all the respondents, the explicit suicidal ideation (78%) was significantly higher than that without explicit suicidal ideation (22%), and the difference was statistically significant ( $P < 0.01$ ), reflecting the high suicidal ideation of patients with depression. In addition, 36 cases had implicit suicidal ideation and both implicit and explicit suicidal ideation. The consistency test results show that the kappa value is 0.3 ( $P < 0.001$ ), and the two evaluation methods have low consistency, as shown in Table 2.

**Table 2.** Consistency evaluation of implicit and explicit suicidal ideation measurement in patients with depression

Implicit suicidal ideation	Explicit suicidal ideation		Total	Kappa	Degree of consistency	Project
	Existence	Non-existent				
Existence	36	0	36	0.3	Poor	0.000
Non-existent	40	24	64			
Total	76	24	100			

The dual attitude model is the most persuasive theory supporting the separation theory of implicit and explicit attitudes. The model believes that people can have two different evaluations of the same attitude object at the same time, one is the explicit attitude that can be recognized and recognized, the other is the unconscious implicit attitude that can be activated automatically, and the implicit attitude and explicit attitude can coexist in the memory system (Hesdorffer et al. 2010; Larkin et al. 2011). Taking the traditional IAT experiment as the measurement tool, it is found that there is no implicit suicidal ideation in the explicit suicidal ideation group ( $d < 0$ ,  $P < 0.05$ ), which is similar to the results of our traditional IAT experiment. The reason may be that in the IAT test, the subjects make relative attitude judgment and cannot independently reflect the connection strength between self and death (Asarnow & Miranda 2014).

The results of ISAT scale showed that the D values of test order 1 and order 2 were  $-0.18 \pm 0.42$  and  $-0.21 \pm 0.54$  respectively, and there was no significant difference

between them ( $P > 0.05$ ). It reflects that the evaluation of ISAT scale has no significant effect on the test sequence. Table 3 shows the scores of various scales in the group with or without explicit suicidal ideation. For explicit suicidal ideation, the scores of BSICV, each dimension, D value and HAMD in the suicidal ideation group were significantly higher than those in the non-suicidal ideation group ( $P < 0.001$ ), indicating that the suicidal ideation group was more sensitive to death words, faster response, closer implicit connection, and the more serious the degree of depression, the more likely it was to produce suicidal ideation. The scores of resilience and all dimensions in the group with suicidal ideation were significantly lower than those in the group without suicidal ideation ( $P < 0.05$ ), indicating that the group with suicidal ideation had lower ability to deal with stress, frustration and trauma. Secondly, the total score of resilience and the scores of tenacities, strength and optimism in the group with suicidal ideation were significantly lower than those in the group without

suicidal ideation, and the difference was statistically significant ( $P < 0.05$ ), indicating that the ability of suicidal ideation group to deal with negative life events

such as stress, frustration and trauma was significantly lower than that in the group without suicidal ideation.

**Table 3.** Scores of various scales in the group with or without explicit suicidal ideation

Project	Suicidal ideation group	No suicidal ideation group	P
Age	26.36±11.51	28.91±11.86	0.369
Years of Education	11.07±3.51	10.18±2.68	0.278
Total course of disease	32.76±48.36	23.68±23.44	0.398
HAMD	20.14±3.27	18.41±2.65	0.026
D value	-0.05±0.40	-0.67±0.36	<0.001
BSICV total score	15.85±8.86	0.23±0.43	<0.001
Suicidal ideation intensity	5.39±2.91	0.23±0.43	<0.001
Suicide risk	10.46±6.45	0	<0.001
CD RISC total score	44.15±17.57	56.32±20.54	0.008
Tenacity	22.13±10.45	28.36±11.26	0.018
Strength	15.56±5.94	19.36±6.99	0.013
Optimism	6.47±2.74	8.59±3.55	0.004

A represents the D value of ISAT effect, B represents the total score of BSICV, C represents the total score of cd-RISC, D represents tenacity, e represents strength and f represents optimism. Pearson correlation analysis showed that the total score of psychological elasticity, tenacity, strength and optimism were significantly negatively correlated with the D value of implicit

suicidal ideation. There was a significant negative correlation between the total score of psychological elasticity, strength and optimism and the total score of explicit suicidal ideation. The D value of implicit suicidal ideation is significantly positively correlated with the total score of explicit suicidal ideation, as shown in Table 4.

**Table 4.** Correlation between psychological resilience and implicit and explicit suicidal ideation in patients with depression

Project	Score	a	b	c	d	e	f
a	-0.21±0.48	1	-	-	-	-	-
b	12.20±10.22	0.34**	1	-	-	-	-
c	47.01±18.88	-0.33**	-0.26*	1	-	-	-
d	23.60±10.92	-0.33**	-0.18	0.98**	1	-	-
e	16.46±6.38	-0.24*	-0.30**	0.93**	0.82**	1	-
f	6.98±3.07	-0.34**	-0.34**	0.83**	0.73**	0.74**	1

Note: \* $P < 0.05$ ; \*\* $P < 0.01$ .

Taking the above evaluation results as the predictive variables and the presence or absence of explicit suicidal ideation and the presence or absence of explicit suicidal ideation as the dependent variables, the results are analyzed by logistic multiple regression method. The results are shown in Table 5. It can be seen from Table 5 that the years of education and the level of depression have a significant positive predictive effect on the presence or absence of explicit suicidal ideation, and optimism has a significant negative predictive effect on the presence or absence of explicit suicidal ideation ( $P < 0.01$ ). Years of education had a significant positive predictive effect on whether there was implicit suicidal ideation ( $P < 0.01$ ), and optimism had a significant negative predictive effect on whether there was implicit suicidal ideation.

The results of logistic multiple hierarchical regression analysis showed that the level of depression

had a significant positive predictive effect on whether there was explicit suicidal ideation, which was consistent with the results of relevant foreign studies. A large number of previous studies have confirmed that depression is a stable predictor of suicidal ideation. The heavier the depressive symptoms, the more frequent or intense the suicidal ideation. Secondly, previous studies have found that the length of education is the influencing factor of suicidal ideation. The longer the length of education, the heavier the degree of suicidal ideation. The results of regression analysis showed that the years of education had a significant positive predictive effect on suicidal ideation, which was consistent with the results of previous studies. Therefore, highly educated patients with depression are also the main object of prevention and intervention. The results of logistic multiple level regression analysis show that the optimism dimension of psychological elasticity has a

significant negative predictive effect on whether there is suicidal ideation, which further shows that the optimism in psychological elasticity is a protective factor of suicidal ideation or suicidal tendency. As a stable personality trait, optimism has a positive predictive effect on psychological resilience. Specifically, it refers to that individuals can deal with pressure through positive problem-solving methods, obtain positive attention from others, maintain an optimistic attitude even in difficulties, be willing to seek new experience,

self-understanding and self-esteem, and hold a firm belief that problems can be solved. The patients with depression have poor optimism, negative avoidance, lack of enthusiasm, and are easy to take extreme behaviors (such as suicide) to deal with depression. Therefore, in addition to drug treatment, psychological intervention to improve the level of psychological elasticity of patients with depression, especially optimism, is of great significance to reduce suicidal ideation of patients with depression.

**Table 5.** Regression analysis of explicit and implicit suicidal ideation

Model		B	S. E	Wald	OR (95.0% C.I)	$\chi^2$	R <sup>2</sup>
Explicit suicidal ideation	Years of Education	0.18	0.09	4.13	1.19 (1.01-1.41)**	$\chi^2(3) = 17.37^{**}$	0.25
	depressed	0.24	0.1	5.33	1.27 (1.04-1.56)*		
	optimistic	-0.28	0.1	8.31	0.76 (0.63-0.91)**		
	constant	-3.21	2.34	1.88	-		
Implicit suicidal ideation	Years of Education	0.23	0.08	8.46	1.26 (1.08-1.48)**	$\chi^2(2) = 13.24^{**}$	0.18
	optimistic	-0.19	0.08	4.9	0.83 (0.70-0.98)*		
	constant	-1.91	0.96	3.96	-		

## CONCLUSIONS

This study verified the relationship between psychological resilience and suicidal ideation in patients with depression from two aspects of implicit and explicit suicidal ideation. The results showed that among all respondents, explicit suicidal ideation (78%) was significantly higher than that without explicit suicidal ideation (22%). The difference was statistically significant ( $P < 0.01$ ), reflecting that patient with depression had higher suicidal ideation. For explicit suicidal ideation, the scores of BSICV, each dimension, D value and HAMD in the suicidal ideation group were significantly higher than those in the non-suicidal ideation group ( $P < 0.001$ ), indicating that the suicidal ideation group was more sensitive to death words, faster response, closer implicit connection, and the more serious the degree of depression, the more likely it was to produce suicidal ideation. The scores of resilience and all dimensions in the group with suicidal ideation were significantly lower than those in the group without suicidal ideation ( $P < 0.05$ ), indicating that the group with suicidal ideation had lower ability to deal with stress, frustration and trauma. The years of education and the level of depression had a significant positive predictive effect on the presence or absence of explicit suicidal ideation, while optimism had a significant negative predictive effect on the presence or absence of explicit suicidal ideation ( $P < 0.01$ ). Years of education had a significant positive predictive effect on whether there was implicit suicidal ideation ( $P < 0.01$ ), and optimism had a significant negative predictive effect on whether there was implicit suicidal ideation. This study used cross-sectional method to study suicidal ideation, which has limitations in guiding clinical practice. In the

future research, the respondents can be followed up to investigate the incidence of suicidal behavior of explicit suicidal ideation, implicit suicidal ideation and mixed suicidal ideation, so as to better compare the effectiveness of explicit and implicit measurement methods.

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Correspondence:

Lining Ding,  
School of Performing Art, Shanghai Institute of Visual Arts, Shanghai  
200120, China  
E-mail: holidayduke@163.com

# THE THERAPEUTIC EFFECT OF TRAUMA EXPRESSION AND HEALING FUNCTION OF FILM ON PATIENTS WITH MENTAL ANXIETY

Wan Fan & Baixiao Li\*

International College, Krirk University, Bangkok 10220, Thailand

## SUMMARY

**Background:** In recent years, there have been “healing” films shining brightly at international film festivals. These “healing” films have common characteristics. They take care of the reality and reconstruct the authenticity of the image, so as to finally achieve the effect of healing the soul and integrating life. Anxiety is an inevitable psychological experience of people in the situation of free choice. It is also the reaction of individuals when they regard conflict as a dangerous or unpleasant signal. When individuals suffer from conflicts or setbacks, they will produce complex negative emotions in their own psychology. Research shows that although group psychological counseling, sports, mental health education courses, reading therapy and other intervention methods can help alleviate the anxiety level of anxiety patients, they are limited in controlling debugging time and rebound speed. The trauma expression and healing function therapy of film is a novel means of psychological counseling and treatment, which has its unique advantages and characteristics. This study mainly investigates the effect of film therapy as an intervention on college students’ anxiety.

**Subjects and methods:** 200 college students with mental anxiety in a university were randomly divided into experimental group and control group, with 100 people in each group. The experimental group was treated with wound expression and healing function therapy, and the control group was treated with traditional therapy. Before and after the intervention, the mental anxiety status of the two groups of students was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS), Beck lavanson mania scale (BRMS) and General Rating Scale (GAS).

**Results:** After the intervention, the BRMS score of the students in the experimental group was significantly lower than that in the control group ( $P < 0.05$ ), and the gas score was significantly higher than that in the control group ( $P < 0.05$ ).

**Conclusions:** The positive impact of film therapy on alleviating college students’ anxiety is not only supported by the advantages and characteristics of the therapy itself, but also inseparable from the joint efforts of therapists and participants.

**Key word:** film - trauma expression - healing function - mental anxiety - college student

\* \* \* \* \*

## INTRODUCTION

Anxiety is an inevitable psychological experience of people in the situation of free choice, and it is also the reaction of individuals when they regard conflict as a dangerous or unpleasant signal (Short & Schmidt 2020). When individuals suffer from conflicts or setbacks, they will produce complex negative emotions in their own psychology. If anxiety is only regarded as a tense and restless subjective emotional experience, it is often accompanied by anxiety, irritability, impulse and other psychological states and corresponding physiological reactions, which can be triggered by uncertain situations or specific threatening situations. However, in the actual clinical diagnosis and treatment, the behavior that meets the screening criteria of relevant measurement scales will be defined as anxiety (Ganesan & Carter-Sowell 2021; Lin et al. 2017). In recent years, there have been “healing department” films shining brightly at international film festivals. These “healing department” films have common characteristics. They take care of the reality and reconstruct the authenticity of the image, so as to finally achieve the effect of healing the soul and integrating life (Pengpid & Peltzer 2019). Whether it is live action or animation presentation, “healing” films are abstract Metaphors of life experience, sincerely express

universal emotions, and explore the function of film art in another dimension, that is, the healing function of images. It realizes the cross-border dialogue between film ology and psychology, and makes the audience see the possibility of image exploration and healing the spiritual world (Heo et al. 2021).

Research shows that although group psychological counseling, sports, mental health education courses, reading therapy and other intervention methods can help alleviate the anxiety level of patients with anxiety disorder, they are limited in controlling debugging time and rebound speed (Avasthi & Grover 2018). Some scholars also pointed out that the trauma expression and healing function therapy of film is a novel means of psychological counseling and treatment, which has its unique advantages and characteristics (Alladin 2017). Film has become an important part of today’s social and cultural life. Film therapy is very suitable for patients with mental anxiety disorder and can be accepted by the public. The therapy is novel and interesting, which can improve the participation of the treatment object to a great extent. The comprehensive characteristics of film therapy make it widely applicable to all kinds of people and psychological problems (Ford & Almeida 2017; Kumar et al. 2020). Nowadays, film has become an important part of contemporary college students’ campus

cultural life. This therapy is very suitable for college students and can be accepted by college students. Secondly, the therapy is novel and interesting, which can improve the participation of the treatment object to a great extent. Finally, the comprehensive characteristics of film therapy make it widely applicable to all kinds of people and psychological problems. Nowadays, film therapy is more popular in European and American countries. However, there is less research on film therapy in China, especially in colleges and universities, and the degree of promotion is low (Mccusker et al. 2017). This study intends to introduce the trauma expression and healing functional therapy of film, take contemporary college students as an example, take the anxiety of college students as the research content, and use different research tools to investigate the impact of film therapy as an intervention on college students' anxiety.

## **SUBJECTS AND METHODS**

### **Study setting**

Anxiety is not only a subjective emotional experience, but also shows some physiological reactions and specific behaviors. Its emergence is also inseparable from personal cognition. Therefore, most of the previous intervention experimental studies on anxiety will affect anxious individuals around individual emotion, cognition and behavior, so as to promote the change of their psychological state. These studies have achieved some results in alleviating individual anxiety and improving the level of mental health, but there are also deficiencies. The harm of anxiety to college students' mental health is obvious. Many investigations and studies have pointed out the universality and universality of college students' anxiety. As one of the frequent groups of anxiety, college students' anxiety should be paid attention to. The intervention experimental research on anxiety mainly focuses on medical psychological nursing, and the objects are mostly hospital patients, such as patients with physiological diseases, preoperative patients, postoperative patients, etc. there are relatively few intervention studies specifically for college students. Therefore, this study takes college students as the research object. Nowadays, as one of the most popular media for college students, film has a deep impact on all aspects of college students' life and has become the mainstream trend of campus culture. The previous intervention methods did not take this characteristic of college students into account, and often changed college students' cognition through the traditional education mode. Often the debugging time is long and the rebound speed is fast, and the impact on alleviating anxiety is unknown in the duration. Therefore, film therapy is regarded as a way to intervene college students' anxiety, and the advantages of novel, interesting and popular films are used to attract students' extensive and effective participation, so as to make the role of film therapy penetrate into various occasions of college students' study, life and work, and play a sustained and effective

role in alleviating college students' anxiety.

First, let the subjects find a comfortable movie posture, so that they can easily change their attention and feel a relaxed feeling, and then focus on breathing and breathe in and out naturally. Pay attention to whether there is any tension or stagnation in the body during inhalation and exhalation. When the subjects became aware of them, they let their breath flow through these obstructions, gradually dredge them, and slowly take away the tension. Gentle attention to the body and breathing can make the subjects enter the "present" faster and obtain mindfulness. This kind of attention can help subjects bring their consciousness back here and now by spontaneously adjusting and deepening their breathing when they fall into the mire of thinking or emotion. In this way, enter your senses with awareness. If the mind starts chattering again, focus on breathing again. Adjusting to a calm and sober state helps to maintain overall body consciousness while watching the film. Instruct the subjects not to analyze the plot when watching the film, and ensure that they are fully aware of the body's response to the film. The effect of single film therapy can be maintained for about a week. The total number of film viewing is more than 4 times, and the frequency is no less than once a month.

### **Design**

200 college students with mental anxiety in a university were randomly divided into experimental group and control group, with 100 people in each group. The experimental group was treated with wound expression and healing function therapy, and the control group was treated with traditional therapy. The experimental time was 1 month. Before and after the experiment, the two groups of students were tested for mental health.

Before and after the intervention, the mental anxiety status of the two groups of students was evaluated by Self-rating Anxiety Scale (SAS) (Gabriel et al. 2019), Self-rating Depression Scale (SDS) (Montejo et al. 2020), Beck Lavanson Mania Scale (BRMS) (Park et al. 2017) and General Rating Scale (GAS) (Skolarus et al. 2017). Among them, the Self-rating Anxiety Scale (SAS) is evaluated before and after teaching (1 month). The score limit is 50 points. More than 50 points indicate anxiety. The lower the score, the healthier the psychology. The Self rating Depression Scale (SDS) was evaluated before and after the intervention (3 months). The score limit was 53 points. More than 53 points indicated depression. The lower the score, the healthier the psychology. Beck lavanson mania scale (BRMS) has 11 items. Five grade scoring method was adopted, with a score of 0-4. There was no such symptom or the level was similar to that of the patient in normal condition; Mild symptoms. Moderate symptoms. Obvious symptoms. The symptoms are serious. 0-5 points: no obvious manic symptoms. 6-10 points: there are certain manic symptoms. > 22 points for severe manic symptoms. The total score reflects the severity of the disease. The higher the total score, the more serious the

condition is. The change of the total score before and after treatment reflects the quality of the curative effect. The greater the difference, the better the curative effect. The general assessment scale (gas) is used to assess the condition and social adaptation level of psychiatric patients. It has only one dimension of the severity of mental symptoms and social adaptation level, with a total of 100 grades. The lower the evaluation score, the more serious the condition is. 91-100 points indicate that the patient has good social adaptation and normal mental status. See formula (1) for score calculation.

$$S = M_1 + M_2 + \dots + M_i \quad (1)$$

In formula (1),  $S$  represents the total score, and  $M_i$  represents the student's score of the  $i$ 'th item in the scale (Kim et al. 2016). The relevant data adopts Excel software and SPSS17.0 software for calculation and statistics.

## RESULTS

After summarizing the results of the survey and interview of college students, it shows that their anxiety is mainly concentrated and manifested in learning and examination, economy (reasonable consumption), interpersonal communication, employment, emotion and

family relations, and other aspects, such as anxiety about their appearance (appearance, height, etc.). Many students have different types of anxiety at the same time. It can be seen that the most common anxiety individuals are learning anxiety, examination anxiety and interpersonal anxiety, followed by economic anxiety and Employment anxiety, which are basically the same, followed by emotional anxiety and family anxiety, and finally, there are some anxieties in other aspects. Combined with the above results, this study selected more relevant psychological films for each anxiety event, and invited three psychology lecturers to evaluate the selected psychological films, and finally determined 11 relevant psychological films that are most consistent with anxiety as experimental materials.

Before intervention, there was no significant difference in SAS and SDS scores between the two groups ( $P > 0.05$ ). After teaching, the SAS and SDS scores of the two groups were significantly lower than those before teaching ( $P < 0.05$ ). After teaching, the scores of the experimental group were significantly lower than those of the control group, and the difference was statistically significant ( $P < 0.05$ ), as shown in Table 1. This not only shows that the trauma expression and healing function therapy of the film can improve the negative psychology of college students, but also shows that the effect of this therapy is significantly better than the conventional therapy.

**Table 1.** Comparison of anxiety and depression between the two groups

Group	SAS		SDS	
	Before intervention	After intervention	Before intervention	After intervention
Control group	63.49±4.54	35.96±4.33*	70.50±2.63	36.02±3.46*
Experience group	65.93±3.89	48.34±6.55*	69.26±2.74	46.70±4.55*
<i>t</i>	7.674	8.974	8.370	9.041
<i>P</i>	0.076	0.034	0.097	0.026

After receiving film therapy, the anxiety level of individuals with different anxiety levels decreased significantly compared with the pre-test, and the difference of this decline was significant. The anxiety level of individuals with severe anxiety decreased the most, followed by moderate anxiety and mild anxiety. Severe anxiety is often accompanied by more negative emotional experience, and the emotional experience of tension and anxiety is stronger and more "difficult to tell". Compared with general psychotherapy methods, the advantage of film therapy is that it is easier for individuals to feel relaxed and safe in the environment by watching movies, which is generally loved and accepted by the public. With the help of watching movies, they can observe other people's problems, which are often the same or similar to their own problems, so they can open their own difficulties through the mouth of movies. In the process of watching movies, release your depressed emotions and produce positive emotional experience. It is precisely because of these advantages of film therapy, which is more in line with the

characteristics of people with severe anxiety, and also makes the effect of this therapy show on them to the greatest extent.

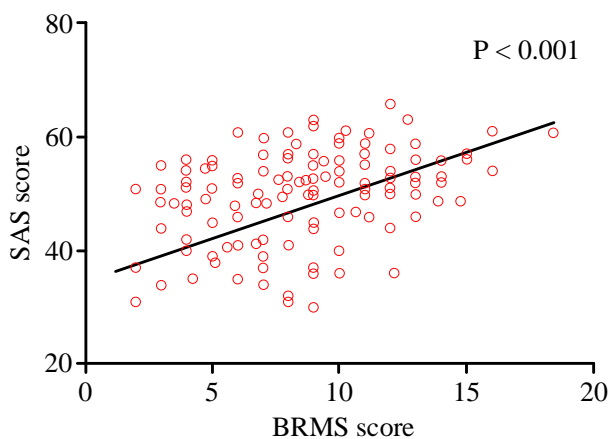
As shown in Table 2, before the intervention, there was no significant difference in the scores of BRMS scale and gas scale between the two groups ( $P > 0.05$ ). After the intervention, the BRMS score of the experimental group was significantly lower than that of the control group ( $P < 0.05$ ), and the gas score of the experimental group was significantly higher than that of the control group ( $P < 0.05$ ).

The correlation of BRMS and SAS scores after intervention was compared between the two groups, as shown in Figure 1. After the intervention, the scores of BRMS and SAS showed a significant positive correlation ( $P < 0.001$ ), indicating that after the trauma expression of the tested film and the treatment of functional therapy, the depression can be significantly relieved after 1 month. The two scales have high consistency in the evaluation of depression after 1 month.

**Table 2.** The scores of positive emotion and negative emotion were compared between the two groups before and after training

	Gauge	Experimental group	Control group	<i>t</i>	<i>P</i>
GAS score	Before intervention	23.45±5.33	24.58±7.06	1.205	0.063
	After intervention	79.04±9.63*	43.97±7.78*	10.893	<0.001
BRMS score	Before intervention	18.12±1.89	18.86±2.55	0.904	0.076
	After intervention	6.94±2.36*	13.25±4.02*	4.440	0.009

Note: compared with that before teaching \**P* < 0.05.



**Figure 1.** The correlation between BRMS and SAS scores after intervention was compared between the two groups

As shown in Table 3, the mental health status of the two groups before and after teaching is compared. It can be seen from Table 3 that after teaching, the mental health status of students in the experimental group is significantly better than that in the control group (*P* < 0.05). It shows that the combination of film trauma expression and healing function therapy with mental health education can effectively enhance students' interest in learning, alleviate students' negative emotions and avoid students suffering from mental diseases, which

is of positive significance to students' long-term development.

After three months, the anxiety level of anxious individuals is still basically the same as that at the end of the experiment three months ago, and there is no significant rebound, indicating that film therapy is continuously effective in reducing the anxiety level of college students in this study. This continuity is mainly due to the group discussion after watching the film. First of all, collective discussion helps individuals strengthen their connection with the film. In the movie watching process, the personal experience is affected at the subconscious level, which is vague. Although it will also be related to its own problems, it pays more attention to the content of the film itself, which is situational and temporary. Through discussion, this influence is raised to the level of consciousness, which enables individuals to better clarify and understand the content of the film, strengthen the connection between individuals and the film content, and maintain the change for a longer time. Secondly, the discussion session helps individuals better apply their knowledge to real life. Through discussion, in addition to their own understanding of the film, individuals can receive the feelings of other viewers and have a more comprehensive understanding of the film. The connection between the film and themselves has also been supplemented to some extent. The knowledge learned can cope with more and more complex realistic situations in the future. This practical application of knowledge also plays a great role in maintaining the effect of intervention.

**Table 3.** Comparison of mental health status between two groups before and after the experiment

Group	Time	Seriously ill	Disordered person	Ordinary person
Experimental group	Before teaching	12	38	50
	After teaching	2	36	62
Control group	Before teaching	14	34	52
	After teaching	12	32	56

From the perspective of the whole society, the great changes of college students' life under the economic development, the expansion of college enrollment, the competition mechanism of the school and the pressure of employment all provide a background for the emergence of college students' high anxiety. In addition, the life of today's college students is full of all kinds of pressure, from learning, social communication or adaptation and economy. The university stage is the delay period of self-consciousness development. Individuals are often

intertwined with various psychological contradictions, and their psychological development is not mature. In the face of such pressure and various choices, they are often helpless, resulting in high anxiety. Therefore, the anxiety of college students is worthy of our attention. Psychological and educators need to use appropriate educational means to solve the anxiety of college students, guide students to use reasonable ways and methods to alleviate their anxiety and improve their ability to deal with various problems and pressures, so as

to improve the mental health level of college students. In this study, film therapy has a significant effect on reducing individual anxiety, and this effect is not affected by individual gender, grade and self-exposure. This result once again proves the relative universality of film therapy, making it possible to popularize it in colleges and universities. This universality is largely due to the advantages of film in this therapy. As one of the popular media, college students of different genders or grades have a strong interest in film. As a more integrated tool, film itself contains different types of rich content and expression methods. Through film, it can explain and present various events such as culture, class, gender, rights and gender orientation, which makes different gender, age, experience visitors with educational level can get effective information from it. Film therapy acts on the subconscious level of individuals, and evokes the resonance between individuals and relevant contents in the film, so as to cause the changes of individual cognition and behavior. Therefore, individuals who are willing to share their insights or less can be affected by this subtle influence. On the other hand, some individuals are very willing to share their views and inner thoughts after watching the film and actively participate in the whole process. Some individuals are more silent, but silence does not mean they are not actively involved in it. Such individuals may be more listening and thinking. Therefore, regardless of the degree of self-exposure, they have considerable intervention effect due to their high participation in different forms.

## CONCLUSIONS

The trauma expression and healing function therapy of film is a novel means of psychological counseling and treatment, which has its unique advantages and characteristics. This study attempts to use different anxiety scales to investigate the anxiety of college students, not only to analyze the overall situation of anxiety, but also to understand the specific content of anxiety. The research shows the diversified anxiety of college students. The positive influence of film therapy on alleviating college students' anxiety is not only supported by the advantages and characteristics of the therapy itself, but also inseparable from the joint efforts of the healers and participants. The results showed that the scores of the experimental group were significantly lower than those of the control group. The BRMS score of the experimental group was significantly lower than that of the control group ( $P < 0.05$ ), and the GAS score was significantly higher than that of the control group ( $P < 0.05$ ). After the intervention, the scores of BRMS and SAS showed a significant positive correlation ( $P < 0.001$ ), indicating that the depression could be significantly relieved after one month after the treatment of trauma expression and healing function.

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Wan Fan: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Baixiao Li: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

*Baixiao Li,*

*International College, Krirk University, Bangkok 10220, Thailand*

*E-mail: fw19921020@163.com*

# RESEARCH ON ENGLISH TEACHING INCENTIVE STRATEGIES FOR STUDENTS' CLASSROOM ANXIETY

Wei Feng

College of International Education, Shenyang Institute of Engineering, Shenyang 110136, China

## SUMMARY

**Background:** Anxiety can be summarized as a vague and unpleasant emotional state. Patients may have psychological characteristics of anxiety, fear, pain and anxiety. The emergence of anxiety is a long process and varies from person to person, mainly because everyone is affected by various conditions or factors. Generally speaking, when people feel nervous about something, their thoughts will be disturbed by it repeatedly and make all kinds of exaggerated imagination and assumptions. When it exceeds the critical point, anxiety begins to appear. English learning anxiety is a unique and complex psychological phenomenon in language learning. Anxiety is usually manifested in negative emotions such as self-doubt and tension. For various reasons, some college students often have different degrees of anxiety in English learning. How to treat students' anxiety objectively and find out the causes of anxiety is an important research direction in English teaching. This study constructs an English teaching incentive platform based on network and computer technology. Taking college students' English classroom learning as an example, this paper studies the improvement of the platform in college students' classroom anxiety.

**Subjects and methods:** 200 college students with mental anxiety in a university were randomly selected. Before and after the intervention, all subjects were evaluated by self-designed learning strategy scale and classroom anxiety scale to evaluate the effect of English teaching incentive platform after the intervention.

**Results:** According to the scores of classroom anxiety scale, the subjects were divided into high anxiety group, medium anxiety group and low anxiety group. There were significant differences in the scores of each dimension between the three groups ( $P < 0.01$ ).

**Conclusions:** In order to comprehensively improve college students' English learning ability and comprehensive quality, English teaching should pay attention to the cultivation of students' nonintellectual factors, so that students can obtain positive emotional experience in English learning and learn effective learning strategies, which will play a positive role in students' lifelong development.

**Key words:** colleges and universities - classroom anxiety - English teaching - incentive strategy

\* \* \* \* \*

## INTRODUCTION

Anxiety can be summarized as a vague and unpleasant emotional state. Patients may have psychological characteristics of anxiety, fear, pain and anxiety (Park et al. 2017). Anxiety psychology is different from ordinary mental diseases. It will not only cause serious negative emotions to college students, but also the accumulation of all kinds of negative emotions (Kumar et al. 2020). Anxiety is different from fear, because anxiety usually has no object, while fear has a specific object of fear, such as people or things (Gabriel et al. 2019). Anxiety comes from excessive irresistible stimulation. Unlike tension, anxiety is the result of long-term inhibition. Anxiety occurs when tension accumulates in some people and breaks through a critical point (Mccusker et al. 2017). Research shows that the emergence of anxiety is a long process and varies from person to person, mainly because everyone is affected by various conditions or factors (Kim & Jang 2016). Generally speaking, when people feel nervous about something, their thoughts will be disturbed by it repeatedly and make all kinds of exaggerated imagination and assumptions. When it exceeds the critical point, anxiety begins to appear. Some scholars have pointed out that English learning anxiety is a unique and complex psychological phenomenon in language learning. Anxiety is usually manifested in

negative emotions such as self-doubt and tension (Wang & Qian 2019). English learning anxiety is a unique and complex psychological phenomenon in language learning. There are many reasons for anxiety in language learning. For example, learning competition will lead to anxiety of language learners, interaction between teachers and students in class may lead to anxiety of students, and examination may also lead to anxiety (Hong et al. 2019; Skolarus et al. 2017). How to objectively treat the anxiety of middle school students in English learning and find out the causes of anxiety is an important research direction in English Teaching (Gong et al. 2018). For various reasons, some college students tend to have varying degrees of anxiety in English learning (Bai & Tian 2018). How to treat students' anxiety objectively and find out the causes of anxiety is an important research direction in English teaching. English anxiety and learning motivation strategies have an important impact on English learning, but there are few studies on their role in English learning. Learning motivation strategies and foreign language anxiety belong to learners' individual factors, which should be included in the discussion of the impact of English learning. Only studying a single factor will lead to a one-sided understanding of the problem. In addition, the investigation of research in this field found that the investigation of undergraduate students was more, and less attention was paid to vocational college students.



For vocational college students with a particularly weak foundation of English, they must have experienced greater difficulties and obstacles in the process of English learning. It is of practical significance to study their anxiety and learning strategies. Therefore, this study takes non-English majors in higher vocational colleges as the research object, constructs an English teaching incentive platform based on network and computer technology, and takes college students' English classroom learning as an example to study the improvement of the platform in college students' classroom anxiety.

## SUBJECTS AND METHODS

### Study setting

Based on the learning requirements and psychological characteristics of college students, this study constructs an English teaching incentive platform based on students' classroom anxiety. The content of the platform mainly includes curriculum guidance, online learning, learning evaluation, main activities, psychological counseling and other modes. Users are divided into administrators, teachers and students according to different permissions (Karlsen et al. 2017). In the English teaching incentive platform, course teachers use the Internet to publish course content, learning activities, mental health and other discussion topics. Learners use various social learning tools, including course discussion space, course resource sharing tools, etc. to participate in learning, or use the course center platform to record and share their learning experience. The course organizer filters the English course content and the content generated by learners, and shares it with learners by e-mail. Under the English teaching incentive platform, teachers no longer play the leading role in the traditional curriculum, but the initiator of the curriculum and the propagandist of students' mental health education. Students are no longer knowledge recipients, but use various social tools to participate in curriculum learning, jointly undertake the important task of curriculum builders, and have a more open and interactive learning environment.

For students with high anxiety, actively participating in more English activities can exercise their adaptability. When high anxiety students dare to express themselves, their anxiety in English learning will be greatly weakened. Secondly, college students should have an objective evaluation of their English level, correct their shortcomings, formulate a specific and feasible goal and plan, and exercise their English expression ability according to the goal and plan. Instead of blindly comparing with other students and belittling themselves, college students should encourage themselves more, believe in their abilities, face their weaknesses and overcome them. College students should form a good habit of learning English and not cram. Before the English class, carry out sufficient preview and review, and practice more repeatedly, which can alleviate the

anxiety of English expression. When asking questions, teachers should first let students understand their problems and slow down their speaking speed. Secondly, you can ask questions in the way of continuous train driving, and leave enough time for students to think when asking questions. Finally, the teacher should give correct feedback to the students in time to let them understand where they don't answer well, so as to better improve their speech in the future. Teachers should design reasonable and efficient classroom activities to enable more students to participate in English teaching activities. In addition to the activity forms of question and answer in English class, teachers should provide more diversified English practice modes to help students with different degrees of practice, such as story role-playing, dubbing and group dialogue. These relaxed and interesting learning atmospheres can better stimulate students' enthusiasm for practicing English and ease their anxiety about English expression.

### Design

In order to verify the effectiveness of the English teaching incentive platform, 200 college students with mental anxiety in a university were randomly selected. All the students were aged between 18 and 21 years, with an average of  $19.9 \pm 1.4$  years. Before and after the intervention, the anxiety status of the two groups of students was tested for 4 months. The calculation of sample size determination is shown in formula (1).

$$n = t^2 P(1-P) / e^2 \quad (1)$$

In formula (1),  $n$  represents the sample size,  $P$  represents the overall proportion,  $t$  represents the probability degree, and  $e$  represents the limit sampling error.

Before and after the intervention, all subjects were evaluated by self-designed learning strategy scale (Wang et al. 2018) and classroom anxiety scale (Mousavi et al. 2021) to evaluate the effect of English teaching incentive platform after the intervention. Among them, the classroom anxiety scale is divided into four dimensions: worry, nervousness, fear of speaking English and fear of classroom questioning, including 33 questionnaire questions. Each question has 5 answers to choose from, with a score of 1-5. The higher the score, the more consistent it is. The specific design scheme is shown in Table 1. The internal consistency coefficient is 0.886, indicating very good reliability and institutional validity (Yasuoka & Bahmanioskooee 2019).

The learning strategy scale includes direct and indirect strategies, including six sub strategies: memory, cognition, compensation, social interaction, emotion and metacognition. There are 26 items in total. The 5-level scoring method is applied, and the score is 1-5. The higher the score, the more consistent with the students' own situation (Desouky et al. 2015). The relevant data adopts Excel software and SPSS17.0 software for calculation and statistics.

**Table 1.** Classroom Anxiety Scale

Dimension	Content	Topics
Dimension 1 Worry	I'm worried that oral English learning can't keep up with the teaching progress	1、13、14、17、18、24、27、30、33
Dimension 2 Nervous and tense	Tension caused by negative comments from teachers or classmates	2、4、15、16、19、20、23、29
Dimension 3 Afraid to speak English	Worried about poor English communication	3、8、9、10、20、21、31、32
Dimension 4 Fear of classroom	Fear of teachers' questions or classroom tests in English classroom situations	5、6、7、12、17、22、25、26

## RESULTS

Table 2 shows the evaluation results of the overall anxiety of college students in English classroom by using the classroom anxiety scale. It can be seen from the results in Table 2 that the average score of the

subjects' English learning anxiety is 3.12, which is higher than the average score of the national norm. The lowest and highest scores of each dimension of anxiety are 3.13 and 3.19 respectively, indicating that the students do have different degrees of anxiety in the process of English classroom learning.

**Table 2.** The general situation of college students' anxiety in English classroom

Factor	Maximum	Minimum value	Average	Standard deviation
Worry	1.12	4.68	3.15	0.68
Nervous and tense	1.51	4.90	3.19	0.69
Afraid to speak English	1.58	4.72	3.13	0.63
Fear of classroom	1.59	4.73	3.18	0.72
Total learning anxiety	1.92	4.28	3.12	0.56

College students' English anxiety is common in colleges and universities. The English learning anxiety of the subjects in this study is at or above the medium level. The average scores of students' four English anxiety factors such as worry, tension, fear of speaking English and fear of classroom questioning are above the medium level. The anxiety level of the latter two factors is particularly high, indicating that college students' English learning anxiety is indeed a large psychological obstacle, and anxiety makes college students nervous and afraid, and often deny themselves and lack the motivation to learn, mainly because most students lack confidence in their English communication ability due to their weak English foundation, and their anxiety is high. If teachers cannot correctly guide, students will have a negative learning attitude and eventually escape psychology. More serious anxiety caused by avoiding losing learning opportunities makes the learning state more negative. Although appropriate anxiety can become the driving force of English learning and help to master the knowledge learned, excessive anxiety will sharply reduce the learning motivation, produce a negative attitude and hinder the achievement of good learning results. The results of this study show that the prevalence of college students' English anxiety and the trend of excessive anxiety in English learning show that college students' learning anxiety has had a negative impact on their English learning and communication. This study suggests that teachers should not only create a more relaxed classroom atmosphere and use error

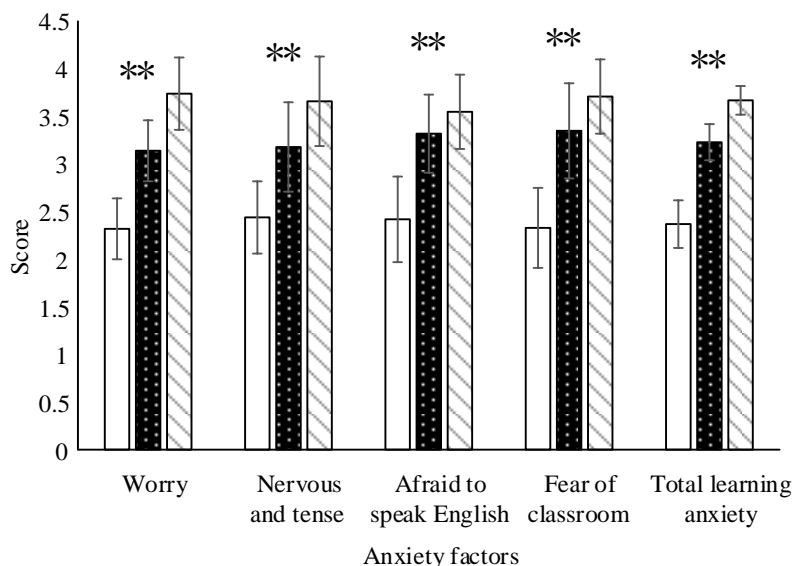
correction methods differently for students with different levels of anxiety, but also pay attention to cultivating students' confidence and pressure resistance, so as to improve their learning enthusiasm and reduce their sense of learning anxiety.

According to the score of classroom anxiety scale, the subjects were divided into high anxiety group, medium anxiety group and low anxiety group. The comparison results of three groups of college students in each dimension of anxiety are shown in Figure 1. There were significant differences in the anxiety group and the high anxiety group ( $P < 0.01$ ). There were significant differences in the scores of each dimension between the three groups ( $P < 0.01$ ), which reflected that the grouping of this study was effective and representative.

As can be seen from the results in Figure 2, the test scores of college students with low anxiety in the four factors of worry, nervousness, fear of speaking English and fear of classroom questioning are significantly lower than the other two categories, and the level of English anxiety is at the lowest level on the whole. In English class, college students will not feel uneasy because they can't understand. They are not afraid to speak English with their classmates. When speaking English, they don't worry about being teased by others, and they don't worry about the consequences of poor English learning or failing the exam. Generally speaking, such students do not feel tension and pressure in English learning. The scores of the four factors of English anxiety of secondary and higher vocational students are at the

middle level of the sample, indicating that these students have a moderate degree of anxiety about their English learning and English communication. In general, such students are not very worried about their English level and do not always avoid communicating with others in English, but they are not confident in their English ability, especially before the English test, when completing English tasks, answering questions that are not prepared in advance, and so on. The scores of four factors of English anxiety in the high anxiety group were significantly higher than those in the first two groups. This kind of students showed a high level of anxiety in

all aspects of English learning. They were worried that they could not keep up with the teacher's progress in English class, were afraid to speak or be asked by the teacher, and were annoyed by English class; Because they are worried that their pronunciation is not allowed to make fun of others, they will avoid speaking English with others after class. Students with high anxiety often feel very insecure about their English ability, feel that others' English level is better than themselves, and fear that the English test is not ideal, resulting in negative emotions such as nervousness.



**Figure 1.** The scores of each dimension of anxiety in the three groups were compared  
 Note: The difference probability value \*  $P < 0.05$ , \*\*  $P < 0.01$ .

Through the evaluation of college students' English classroom learning through the learning strategy scale, the scores of compensation strategy, emotional strategy, memory strategy, cognitive strategy, social strategy and metacognitive strategy are  $3.30 \pm 0.72$ ,  $3.16 \pm 0.82$ ,  $3.10 \pm 0.92$ ,  $3.04 \pm 0.75$ ,  $2.81 \pm 0.74$  and  $2.69 \pm 0.76$  respectively. According to the results of the learning strategy scale, students' frequency of using each strategy is not high. By further analyzing the relevant factors in the learning strategy scale and classroom anxiety scale, it is found that the correlation coefficient interval between them is  $[-0.09, -0.41]$ , and the result shows a significant negative correlation, indicating that there is a certain correlation between the scales, but they are independent psychological structures. The correlation between the factors in the classroom anxiety scale and the memory strategies in the learning strategies scale is less than  $-0.21$ , and the correlation interval of other strategies is  $[-0.26, -0.41]$ . There is a close correlation between the two scales. Among them, the fear of classroom questioning and fear of speaking English in the classroom anxiety scale mainly reflect the students' psychological obstacles in the classroom. Therefore, there is a significant negative correlation between them in the learning strategy scale ( $P < 0.01$ ), and other factors are mainly the overall concern of English

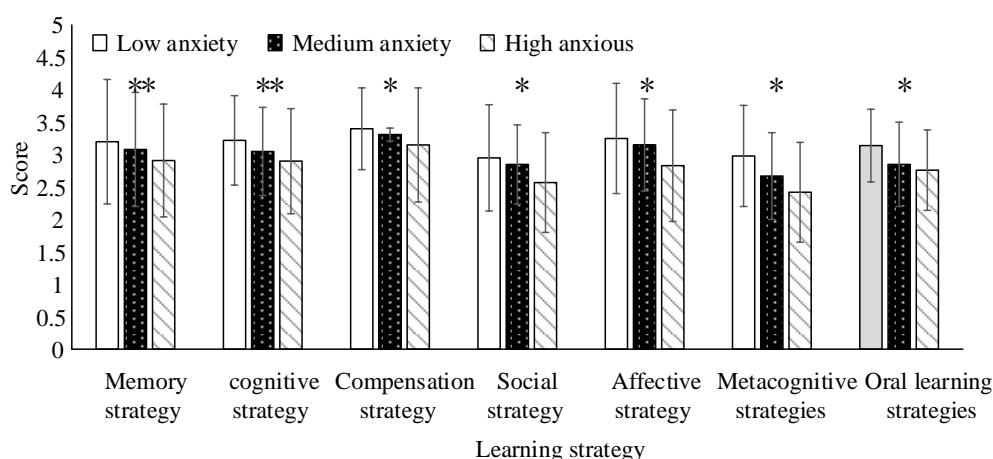
learning, which has a relatively low correlation with learning strategies.

The comparison of the use of English learning strategies among high anxiety group, medium anxiety group and low anxiety group is shown in Figure 2. There are significant differences in the total score and dimensions of learning strategies among high anxiety group, medium anxiety group and low anxiety group ( $P < 0.01$ ). In terms of each learning strategy factor and total score, the highest frequency of use is the low anxiety group, followed by the medium anxiety group, and the least is the high anxiety group, which reflects that the higher the anxiety level of college students, the less they will use learning strategies to improve English learning efficiency.

The three groups of strategies used more frequently are compensation strategy, memory strategy and emotional strategy, while the frequency of cognitive strategy, social strategy and metacognitive strategy is lower, but there are small differences in the specific use of learning strategies among students with different anxiety levels. The frequency of learning strategies used in low anxiety group from high to low is: compensation strategy, emotional strategy, memory strategy, cognitive strategy, metacognitive strategy and social strategy. The order of learning strategy use in the middle anxiety

group is: compensation strategy, emotional strategy, memory strategy, cognitive strategy, social strategy and metacognitive strategy. High anxiety group: compensation strategy, memory strategy, cognitive strategy, emotional strategy, social strategy, metacognitive strategy. The low and medium anxiety groups ranked second in the use of affective strategies, while the high anxiety group ranked fourth. The above differences may be due to the high anxiety group's lack of confidence in their English learning ability. They often feel nervous and afraid because they are worried that they will make mistakes, and they are unable to face English learning and anxiety with a positive attitude due to the lack of self-regulation of negative emotions, affective strategies are strategies for learners to control and adjust their emotions, attitudes and motivations in

the process of language learning. Therefore, due to the lack of emotional regulation ability, high anxiety students are not good at using emotional strategies in English learning. Secondly, metacognitive strategies are the least used strategies of middle and high anxiety students. Although the low anxiety group does not often use this strategy, it does not mean that they are the worst at using this learning strategy. It may be because the low anxiety students still have a certain metacognitive awareness in English learning. They may put forward learning plans and arrangements and urge themselves to complete learning tasks according to the plan. In this study, the three groups of college students did not realize the importance of metacognitive strategy for high-quality learning, nor did they really practice this important learning strategy in learning.



**Figure 2.** A study on the correlation between students' learning anxiety and learning strategies  
 Note: \*  $P < 0.05$ , \*\*  $P < 0.01$ .

## CONCLUSIONS

In today's globalization, English is one of the important tools for college students to "go global" after graduation. College students need not only professional skills, but also strong English communication skills. This study constructs an English teaching incentive platform based on network and computer technology. Taking college students' English classroom learning as an example, this paper studies the improvement of the platform in college students' classroom anxiety. Through the methods of difference and correlation analysis, 200 college students with college English learning anxiety were taught based on the English teaching incentive platform, in order to alleviate college students' English learning anxiety. In order to comprehensively improve college students' English learning ability and comprehensive quality, English teaching should pay attention to the cultivation of students' nonintellectual factors, so that students can obtain positive emotional experience in English learning and learn effective learning strategies, which will play a positive role in students' lifelong development. The results showed that the average score of English learning anxiety was 3.12, which was higher than the national norm. There were

significant differences in the anxiety group and the high anxiety group ( $P < 0.01$ ). There were significant differences in the scores of each dimension between the three groups ( $P < 0.01$ ). It shows that there is a significant negative correlation between college students' English learning anxiety and English learning strategies. The higher the students' anxiety level, the less they will use learning strategies to effectively improve English learning efficiency. In order to comprehensively improve college students' English learning ability and comprehensive quality, college English teaching should pay attention to the cultivation of students' nonintellectual factors, let students obtain positive emotional experience in English learning, and learn effective learning strategies, which will play a positive role in students' lifelong development.

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Correspondence:

Wei Feng,

College of International Education, Shenyang Institute of Engineering,

Shenyang 110136, China

E-mail: lxsfw1122@yeah.net

# ANALYSIS ON THE POSITIVE EFFECT OF DANCE PERFORMANCE ON ALLEVIATING PATIENTS WITH DEPRESSION

Shimanqi Kong

School of Fashion Design, Shanghai Institute of Visual Art, Shanghai 201620, China

## SUMMARY

**Background:** Depression is an affective mental disease, which is mainly manifested in pessimism, cognitive and sleep disorders. In severe cases, it can also lead to self-mutilation, suicide and other behaviors. Long term negative emotion makes patients with depression show poor physiological function in controlling themselves and regular life. Dance performance can convey the performer's psychological state and emotional value with the help of dance movements and forms. It is the expression of externalization of psychological activities. With the help of dance training, it can effectively intervene patients with depression in order to improve their mental health level.

**Methods:** 500 students with depression were randomly divided into dance performance experimental group and psychological intervention control group. The intervention time was 12 weeks. With the help of self-rating depression scale and statistical analysis tools, the data of depression and mental health level of the subjects were collected and analyzed.

**Results:** As a mental disease with complex pathogenesis, depression seriously threatened human physical and mental health. Dance performance can effectively alleviate the negative emotions and psychological problems of patients with depression.

**Conclusion:** Dance performance can guide individuals to transfer their negative emotions through action learning, make patients with depression pay attention to the perception of their own internal value and psychological characteristics, and help them improve their mental health level and interpersonal skills.

**Key words:** dance performance - depression - Emotional guidance

\* \* \* \* \*

## INTRODUCTION

With the rapid development of social economy and the acceleration of people's pace of life, people have to play different social roles and deal with different interpersonal relationships in life, so that they will face different degrees of psychological pressure when dealing with individual self-development and the relationship between individuals and groups, which makes the problem of psychological diseases increasingly prominent, especially depression (Shin 2020). Different individuals have different views and understanding of the same thing due to the differences of age structure, cognitive level, psychological tolerance and other factors, which makes them suffer from depression differently. The physical and mental development of teenagers is not yet fully mature. Under the stimulation of environment, academic examination and interpersonal communication, they are prone to emotional fluctuation and pressure. In the face of setbacks, stress and misfortune, it is difficult to alleviate and eliminate negative and pessimistic emotions, so they are prone to depression, and depression has great damage to their physical and mental health (Af et al. 2020). The etiology and pathological mechanism of depression are affected by many factors, often manifested as a series of symptoms, such as depression, energy loss, pessimism, despair, helplessness and so on, which are harmful to individual physical and mental health. To find an effective treatment for depression, the key is to help patients get rid of persistent negative emotions, divert attention and realize the emotion regulation mechanism. As a form of

kinesthetic art movement, dance can convey the performer's psychological state and internal value in the form of performing actions and rhythmic music, effectively mobilize and meet individual emotional value, and reduce depression and other negative emotions. Dance movements, dance training and dance performances can maximize the psychological acceptance of individuals and pay more attention to their relationship and value among social groups.

The common treatment methods of depression include drug intervention and psychological counseling, and many mathematicians have conducted relevant research on the treatment of patients with depression. Schimmel believes that appropriate psychedelic drugs can effectively help patients with depression and anxiety (Schimmel et al. 2022); Barr alleviated the depression and anxiety of patients by means of Internet, effectively reduced their eating disorders and improved their mental health level (Barr et al. 2021). Kahalnik strengthened the treatment and intervention of patients with depression in primary health care clinics with the help of network self-report software, and corrected the misunderstanding of antidepressant drugs (Kahalnik et al. 2019). Bargiel matusiewicz intervened with cognitive means on the psychological status and emotional problems of dialysis patients with nephropathy. The results showed that cognitive narrative intervention could effectively reduce the anxiety level and depression level of patients (Bargiel et al. 2019); Nayak R B found that video conference can effectively conduct psychological counseling and emotional intervention on the depression of mild to moderate family members (Nayak et al. 2020).

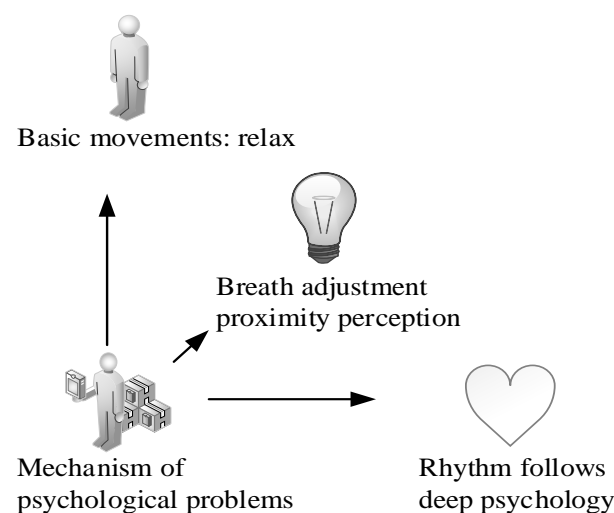
Gao found that psychological targeted intervention based on positive psychology can relieve the anxiety and depression of Internet addicts (Gao et al. 2021). The drug treatment for depression is mainly tricyclic and tetracyclic antidepressants, monoamine oxidase inhibitors and other drug treatment. The clinical results show that only one third of patients have improved, and the drug compliance and efficacy latency make it difficult to show the efficacy of drug treatment in a short time; Although psychotherapy has little effect, its expensive consultation cost and the concealment of patients with depression make it ineffective in the treatment of the disease. As an effective way of psychological intervention, dance can greatly improve the psychological status of patients. Among them, Aithal's research conducted psychotherapy intervention on children with autism with the help of dance movement, and analyzed the results with SCQ and SDQ questionnaires. The results show that dance, a psychotherapy method with nonverbal characteristics, can effectively improve children's social function and emotional health (Aithal et al. 2021). Christina proved that dancing can have a good effect on psychological intervention for patients with mental diseases (Christina & Devereaux 2019). Therefore, it is of great practical value to study the influence mechanism of dance performance on alleviating the condition of patients with depression.

## SUBJECTS AND METHODS

### Study setting

Dance therapy is defined as using body movements as the medium to integrate personal emotions, intervene and guide their physiology and psychology, and help them adjust their emotional ability, including creative dance movements, psychotherapy and laban movement analysis. Dance performance therapy is to achieve a good state of individual internal coordination and external adaptation on the basis of psychology related theories and dance related theories, so that creative art forms can make life present a healthy and rich state. Among them, the psychological theories reflected in dance performance include psychoanalysis, developmental psychology, object psychology and positive psychology, that is, the change of body interaction can affect its internal psychological emotion and personality traits, so that the negative emotion can be regulated by nonverbal behavior, which will change the body schema, behavior structure and neural structure, and then comprehensively affect the individual's cognitive activities. Most dance educators integrate psychological theory into dance teaching, and guide students' behavior orientation and psychological emotion with the help of the psychological process of teacher-student interaction and teaching psychological phenomenon. Depression, also known as depressive disorder, is a mental disease related to emotion. Its main clinical features are often pessimism, cognitive and sleep disorders. Patients often have a negative attitude towards

their own situation and living conditions, fall into depression and other negative emotions, and even lead to self-mutilation, suicide and other behaviors in serious cases (Pampouchidou et al. 2019). Therefore, on the basis of analyzing the characteristics of psychological needs and emotional changes of patients with depression, we should apply dance performance psychological intervention to them, and give full play to the psychological guiding role of dance education itself. Figure 1 is a schematic diagram of the influence mechanism of dance performance on patients with depression.



**Figure 1.** Schematic diagram of intervention mechanism of dance performance on psychological problems of patients with depression

The handling of social relations, the coping of interpersonal relations, work pressure and related negative emotions are not relieved. In the long run, psychological problems and negative emotions will accumulate, which will cause great damage to people's physical and mental health. Depression has become a disease killer affecting individual mental health. Most individuals intervene and treat through means and methods such as exercise therapy, psychological meditation and seeking help from professionals. However, it is difficult for individuals with depression to stick to the whole treatment process and achieve little effect, Dance is a kinesthetic art characterized by physical and mental interaction, which involves motion perception and behavior mechanism. Compared with daily movement, dance provides a new and rich movement paradigm, which can enable participants to improve their perception of their own psychological peace and emotional value in dance performance, so as to alleviate negative emotions. At the same time, dance can effectively show people's aesthetic emotion and aesthetic ideal, comprehend and realize the charm of dance art in all aspects from material carrier to psychological sustenance, make it cultivate dance emotion in the process of observation, learning and

imitation of dance movements, give full play to its image and creativity, reduce emotional fluctuations and negative psychological conditions under abnormal conditions, and realize “heart dance integration” to be more positive Continuous and stable psychological state to deal with stress and life difficulties.

## Design

Dance performance can place individuals in the music environment, guide them to transfer negative emotions through the learning of dance movements, greatly mobilize the interest and initiative of participants, and make them face life with a positive attitude. The study selected 500 students with depression as the research object. Firstly, the depression condition and psychological status of the research object were evaluated and information was collected before the experiment. Then the research object was randomly divided into experimental group and control group. The experimental group used dance performance and psychotherapy for intervention (Harmehr et al. 2019). The dance performance was once a week, while the control group only used psychological intervention for the experiment. The experimental intervention time was 12 weeks. After the experiment, with the help of self-rating Depression Scale (SDS), self-rating idea of Suicide Scale (SIOSS) and SPSS22.0 statistical analysis tools were used to analyze and process the depression and mental health level of the subjects before and after the experiment (Martínez et al. 2018). SDS scale includes 20 items, including 2 items of psychiatric affective symptoms, 8 items of somatic disorders, 2 items of psychomotor disorders and 8 items of depressive mental disorders. Each item is composed of 7-level scores. The scale is easy to use and can directly reflect the subjective feelings of patients with depression. Compared with shell Depression Scale, SDS scale has good application effect and accuracy in the determination and screening of depression severity in patients with depression. Suicide, as one of the mental health problems that have been neglected and difficult to understand for a long time, involves many aspects of emotion, society and economy, and the negative impact is easy to be amplified. Among them, suicidal ideation is the main psychological process of their behavior, that is, a person starts to sprout the idea of ending his life in his brain without taking the initiative. Only by paying attention to individual suicidal ideation in time can tragedy be reduced, the sioss scale can well explore individual suicidal ideation. Sioss scale consists of 26 items, including four factors: despair, optimism, sleep and concealment. Each item is scored with “yes” or “no”. The total score of despair factor, optimism factor and sleep factor  $\geq 12$  points is used as the boundary point of the scale for screening people with suicidal ideation. The measurement is unreliable when the concealment factor  $\geq 4$  points. At the same time, in order to reduce the subjectivity of the experimental data score, the fuzzy function is introduced to deal with the data. Fuzzy mathematics is a new subject, which has been

preliminarily applied to fuzzy control, fuzzy recognition and fuzzy clustering. Analysis, fuzzy decision-making, fuzzy evaluation, system theory, information retrieval, medicine, biology and other aspects, and there have been specific research results in meteorology, structural mechanics, control, psychology and so on. The psychological factors affecting the score of the scale have a certain fuzziness and lack of relatively strict quantitative evaluation standards. Therefore, the introduction of fuzzy function can effectively reflect the fuzziness of subjective data and improve the reliability and accuracy of mental health evaluation methods. When using fuzzy function to evaluate other indicators, it is necessary to reasonably construct the membership function, and its calculation formula is shown in formula (1) (Rogers et al. 2021).

$$\mu_A(x) = \begin{cases} x - m / n - m, & m < x < n; \\ x - r / n - r, & n < x < r; \\ 0, & \text{other} \end{cases} \quad (1)$$

In formula (1),  $U, x$  is the final domain and any fuzzy subset on the domain,  $\mu(x) \in [0,1]$  is any existing number corresponding to subse  $x$ ,  $\mu$  represents the membership function of the subset  $\mu(x)$  is the membership degree,  $A$  is the definition of triangular fuzzy number, and the corresponding membership functions are  $\mu_A(x) \subset [0,1]$  and  $m, n, r$  are real numbers, representing the upper limit, most likely value and lower limit of triangular fuzzy number respectively.

## RESULTS

As a mental disease with complex and diverse pathogenesis, depression (MDD) is a mental disease characterized by significant and lasting depression and changes in will and behavior. It has a high mortality and disability rate and has become a “mental disease killer” that seriously threatens people’s physical and mental health (Addleman & Jiang 2019). At present, the majority of people with high incidence of depression are women, and they are often accompanied by adverse symptoms such as decreased interest, mental retardation and sleep disorder, which has great mental pressure and economic burden. According to clinical research, compared with healthy people, patients with depression generally have cognitive impairment, which is often manifested in adverse conditions such as impaired memory, slow response and difficulty in concentrating, which seriously damage their life, work and study. Therefore, the research intervenes the research objects in the form of dance performance, guides them to participate in practical activities, swings their bodies freely according to the music rhythm, soothes their emotions, and increases their regulation and control over their individual and psychological conditions, so as to effectively help patients with depression reduce negative



emotions and reduce their condition. Statistics were made on the changes of depression and suicide risk of

subjects before and after the experiment. The results are shown in Table 1.

**Table 1.** Statistics of depression and suicide risk before and after the experiment

Evaluation scale	Experience group		Control group	
	Before experiment	After the experiment	Before experiment	After the experiment
SDS	14.23±1.25	7.41±2.16*#	15.12±1.07	12.32±2.09*
SIOSS	17.46±1.33	3.12±1.83*#	16.49±1.24	9.25±1.46

Note: \* means  $P < 0.05$  compared with that before the experiment, # means  $P < 0.05$  compared with the control group.

Because of its high recurrence rate and disability morbidity, depression infringes on individual physical and mental health, showing a loss of interest; Decreased energy or fatigue; Low self-evaluation, decreased thinking ability, suicidal behavior and sleep disorders, the severity of depression and the probability of suicide risk will cause great damage to individual life safety (Amirinezhad et al. 2020). It can be seen from the data in Table 2 that the depression and suicide risk of the experimental group and the control group decreased in

varying degrees after the experimental intervention. The scores of SDS scale and siooss scale of the subjects in the experimental group had significant statistical differences compared with those before the experiment and the control group ( $P < 0.05$ ), and the maximum difference reached 14 points and 6 points. At the same time, collect and sort out the data of psychological and emotional changes of the experimental group participating in dance performance training and psychological intervention. The results are shown in Table 2.

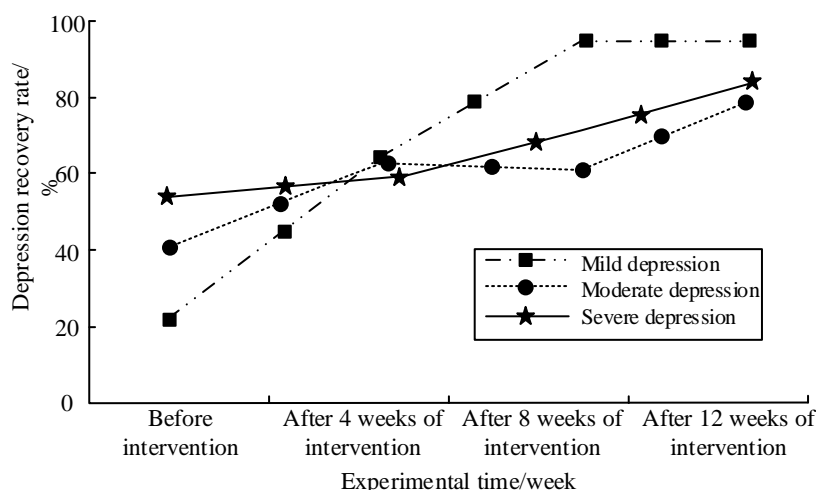
**Table 2.** Statistics of psychological and emotional changes of subjects in the experimental group before and after the experiment

Negative emotions	Anxious	Depressed	Uneasy	Pessimism
Before intervention	14.61±1.37	22.30±1.48	17.54±1.14	28.74±1.32
After intervention	6.27±1.22	8.69±1.33	6.28±1.18	11.65±1.34
<i>t</i>	-0.502	-1.662	1.457	-0.147
<i>P</i>	0.004	-0.024	0.047	0.001

Patients with depression have weak consciousness and extreme behavior. They are very prone to poor compliance in the treatment process. If the treatment process is interrupted, the condition is prone to repetition or aggravation, which further affects their emotional fluctuation and psychological disappointment, resulting in negative emotions such as anxiety, depression, uneasiness and pessimism (Wong et al. 2020). Psychological emotion plays a great role in the early, middle and late stages of the treatment of depression, which is very important for the treatment of the disease. In Table 2, after the intervention of dance performance, the score difference of negative psychological emotion in the experimental group has significant statistical difference ( $P < 0.05$ ), and the negative emotions such as anxiety, depression, uneasiness and pessimism are relieved in varying degrees. The score of anxiety decreases from  $14.61 \pm 1.37$  to  $6.27 \pm 1.22$ , the score of depression decreases from  $22.30 \pm 1.48$  to  $8.69 \pm 1.33$ , the score of uneasiness decreases from  $17.54 \pm 1.14$  to  $6.28 \pm 1.18$ , and the score of pessimism decreases from  $28.74 \pm 1.32$  to  $11.65 \pm 1.34$ . Compared with the data before the experiment, the score difference of negative emotion was 8 points, 14 points, 11 points and 17 points respectively. It shows that dance performance can effectively improve the psychological status of patients with depression and mobilize their emotional enthusiasm. Then, the experimental data were sorted out on the

improvement of depression of the research subjects under the intervention of dance performance at different time scales. The results are shown in Figure 2.

Most patients with depression have varying degrees of cognitive impairment, including executive function, attention, memory function and reaction speed. Abnormal neurotransmitters, long-term stress state and brain-derived neurotrophic factors are the main reasons for the onset and cognitive impairment of patients with depression. The depression of patients with different degrees of depression is also different, which is closely related to their psychological adjustment ability, and the application effect of psychological intervention is also different (Hwang et al. 2019). The results in Figure 2 show that after the subjects in the experimental group received dance performance training, the depression of patients with depression in different conditions was improved and cured to varying degrees after 4 weeks, 8 weeks and 12 weeks after the intervention. The depression recovery of patients with mild depression, moderate depression and severe depression reached 96.37%, 78.53% and 80.14% after the experimental intervention. The above results show that dance training has a good therapeutic effect and intervention effect on the improvement of the condition of patients with depression in the short-term and long-term, and greatly improves the mental health level of students with depression.



**Figure 2.** Statistics of depression rehabilitation of subjects in different time scales after dance performance intervention

## CONCLUSIONS

Dance performance individuals are placed in the music environment to guide them to transfer the negative emotions of patients with depression through the learning of dance movements, pay attention to the perception of their own internal value and psychological characteristics, greatly mobilize the interest and initiative of participants, and make them face life with a positive attitude. Different types of dance performances have different effects on individual emotional intervention and psychological emotional guidance. By introducing dance performance, this study explores its positive remission mechanism for patients with depression. The results showed that after the intervention, the depression and suicidal tendency of the experimental group and the control group decreased in varying degrees. There were significant differences in SDS and sioss scores compared with those before the experiment and the control group ( $P < 0.05$ ), and the maximum differences were 14 points and 6 points respectively. After the intervention of dance performance, the negative emotions such as anxiety, depression, anxiety and pessimism in the experimental group were relieved to varying degrees. After the intervention, the depression recovery rates of patients with mild, moderate and severe depression were 96.37%, 78.53% and 80.14% respectively. The above results show that dance performance can effectively achieve the intervention treatment of negative emotions and states of patients with depression, and greatly improve the mental health level of patients with depression. It is very necessary to strengthen emotional attention and psychological intervention for patients with depression, help them get rid of emotional traps, and guide them to live, work and study with correct ideas. Mental health, as one of the important indicators to evaluate individual health status, plays an important role in different development stages and periods. Dance performance has a significant effect on the treatment of patients with depression, which greatly reduces the psychological burden of treatment before intervention, and provides the possibility for

long-term and regular treatment intervention. In addition, dance performance can enhance the physical function of patients with depression, reduce the production of negative emotional hormones, and improve the psychological endurance of patients in the process of subtle influence.

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**Conflict of interest:** None to declare.

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*Correspondence:*

Shimanqi Kong,  
School of Fashion Design, Shanghai Institute of Visual Art, Shanghai  
201620, China  
E-mail: maggi2022@163.com

# APPLICATION OF CHRONIC DISEASE HEALTH MANAGEMENT MODEL IN COMMUNITY SERVICE FOR PEOPLE WITH MENTAL DISORDERS

Yicai Li<sup>1\*</sup>, Feng Jiang<sup>2</sup>, Chunlan He<sup>1</sup> & Haoyu Jin<sup>1</sup>

<sup>1</sup>Department of Medical Devices, Guangdong Food and Drug Vocational College, Guangzhou 510520, China

<sup>2</sup>School of Management, Hangzhou Dianzi University, Hangzhou 310018, China

## SUMMARY

**Background:** Chronic diseases easily lead to mental disorders in the course of the disease. At the same time, mental disorders also have repetitive characteristics similar to chronic diseases to a certain extent. At present, daily and community-based intervention for patients with mental disorders is one of the main methods of mental disorder treatment. Community disease intervention has certain intervention advantages for chronic diseases with mental disorders and inherent mental disorders in terms of daily disease tracking and timely intervention.

**Subjects and methods:** This study combines convolutional neural network with comparative experimental method, and takes the comparative experiment as the research basis. The control group adopts traditional treatment methods, while the intervention group adopts chronic disease health management mode to intervene mental disorders. The experiment lasted for 4 months. After obtaining the experimental data, the research will use the convolution neural network algorithm to classify and analyze the elements.

**Results:** The scores of anxieties and depression, cognitive impairment, disturbance of consciousness and delusion in the intervention group were 1.62, 1.53, 1.87 and 1.71 respectively, which were higher than those in the control group. It can be seen that the treatment effect of the intervention group is better.

**Conclusions:** The treatment effect of the four symptoms of anxiety and depression, cognitive impairment, consciousness disorder and delusion in the intervention group is significantly better than that of the traditional method. It has more extensive application significance in community treatment and is more conducive to improving the treatment experience and quality of life of patients.

**Key words:** chronic diseases - community management - mental disorders - mental health

\* \* \* \* \*

## INTRODUCTION

The treatment and late intervention of mental disorders are similar to the intervention of chronic diseases (Plascak et al. 2018). At the same time, chronic diseases and mental disorders are often associated and complicated combined diseases, such as hypertension (Jaen-Moreno et al. 2021). Diabetes and other chronic diseases will affect the cognitive ability of patients, and then cause mental disorders of patients. The cases of concurrent physiological and psychological diseases are common (Costa et al. 2021). Mental disorders will not only have a serious impact on patients' quality of daily life, but also delay the treatment process of patients' physiological chronic diseases, resulting in difficulties in the process of community disease intervention (Júnior et al. 2021). Therefore, the use of chronic disease treatment mode for mental disorder intervention can provide patients with combined intervention of community-based chronic diseases and mental disorders, use the consistency between chronic disease management methods and mental disorders, improve the effect of mental disorder intervention, and intervene both physiological and psychological diseases (Taipale et al. 2021). At present, the research on the group of mental disorders is gradually in-depth and extensive (Tonari et al. 2020). Conducted a correlation study on the nursing burden and mental disorders for mothers receiving treatment for mental disorders. The results show that the

nursing burden of children is positively correlated with the degree of mental disorders of mothers (Matsuda et al. 2021). Studied the use proportion of benzodiazepines in patients with potential mental diseases other than formal diagnosis. The results showed that benzodiazepines were consumed more in men than in women, and were the main over-the-counter drugs for potential patients (Khan et al. 2021). Harris team studied the mental disorders of elderly patients with intestinal cancer. The results showed that patients with anal cancer, gastric cancer and esophageal cancer were more likely to suffer from mental disorders, with prevalence rates of 26%, 20% and 20% respectively (Harris et al. 2021). With the deepening of research for different groups of mental disorders, the formation of specialized treatment schemes for different groups has become a possibility.

Mental disorder refers to the disorder of brain functional activities, which leads to different degrees of obstacles in mental dominant activities such as individual consciousness, cognition and behavior. Common mental disorders include brain organic mental disorder, affective mental disorder and so on. There are many factors of mental disorders, including personality characteristics, congenital heredity, physical factors, organic factors, social environmental factors and other individual and external environmental factors. The vast majority of patients with mental disorders lack sufficient self-knowledge and self-control, and lack sufficient cognition of their own condition. At present, common

mental disorders include schizophrenia, depressive mental disorder, manic mental disorder, paranoid mental disorder and mental disorder accompanied by various organic diseases. The emergence and development of mental disorders to a large extent show the characteristics that match the patients' own personality and childhood growth environment. Most patients with mental disorders also have some defects in their own personality development, imperfect social function and generally low quality of life. At the same time, mental disorders often occur in the concomitant symptoms of other diseases. The proportion of concomitant mental disorder symptoms in infectious diseases and acute diseases is relatively small, and more concomitant mental disorder symptoms occur in noncommunicable chronic diseases. During the treatment of patients, concomitant mental diseases often have a serious impact on the treatment effect and treatment mental state of patients. Chronic non communicable diseases, also known as chronic diseases, refer to the general name of diseases with a course of more than three months and excluding infectious diseases. Common chronic non communicable diseases cardiovascular and cerebrovascular diseases include cardiovascular and cerebrovascular diseases, such as hypertension, hyperlipidemia and stroke. Nutritional metabolic disorders, such as diabetes, gout, calcium deficiency osteoporosis, etc. Malignant tumors, such as gastric cancer, breast cancer, liver cancer, etc. The occurrence of chronic diseases is closely related to patients' own occupational factors, environmental factors and unhealthy lifestyle. In the process of treatment, it will not only cause serious damage to the patient's physical health, but also cause serious damage to the patient's mental health and quality of life. Mental disorders associated with chronic diseases will not only increase the physical and mental pain of patients, but also prolong and complicate the treatment process of chronic diseases. Some of the symptoms of mental disorders associated with chronic diseases are mental disorders normally generated in the course of chronic diseases, while others are mental disorders caused by patients' negative psychological state to a certain extent during treatment. The main causes can be divided into the following four main types, as shown in Figure 1.

Figure 1 classifies the main causes of mental disorders associated with chronic diseases. It can be seen that the causes of mental disorders associated with chronic diseases are mainly divided into four categories: psychosomatic disorders, organic mental disorders, derived psychological disorders and physiological and psychological comorbid disorders (Sharma et al. 2021). Psychosomatic disease refers to the complication of chronic disease itself, which is closely related to the psychological and mental status of patients. Such as hypertension and cerebrovascular diseases are psychosomatic diseases (Zhang et al. 2021). The adverse social and psychological factors of patients play an important role in the occurrence of such diseases. Organic mental disorder refers to that the patient's

physiological diseases have a certain impact on the patient's brain function, resulting in the patient's clinical mental symptoms 12 (Cga et al. 2021). Derivative psychological disorder refers to the negative psychological experience of patients in the treatment of chronic diseases, which leads to psychological stress and mental disorder. Physiological and psychological comorbidity disorder refers to the comorbidity of patients' physiological diseases and mental diseases at the same times (Tang et al. 2021). The occurrence of mental disorders associated with four chronic diseases is closely related to chronic diseases. This study is mainly aimed at mental disorder groups who have mental disorders in the course of chronic diseases or whose mental disorders have worsened under the influence of chronic diseases (Costa et al. 2021). By introducing the community chronic disease health management model into the daily mental and mental health intervention for patients with mental disorders, help relevant community mental disorder groups improve their physical and mental experience and quality of life during treatment, and improve the treatment effects (Karolaakso et al. 2021).

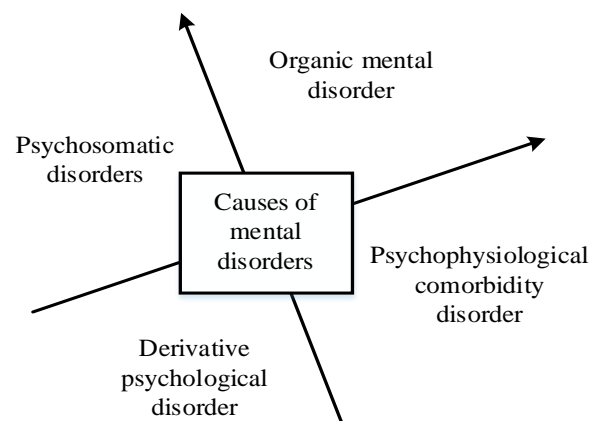


Figure 1. Causes of chronic mental disorders

## SUBJECTS AND METHODS

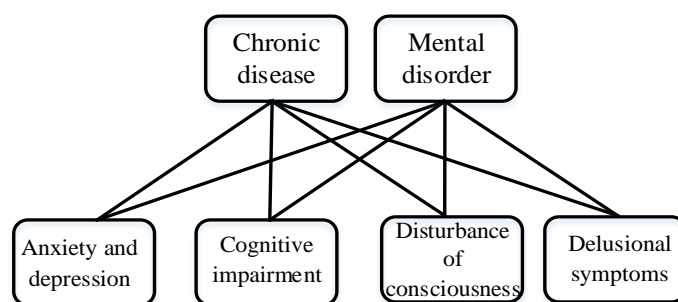
### Study setting

The subjects of this study include 120 patients with mental disorders from different communities. All patients participating in the study need to sign informed consent, and their families agree to participate in the study. This study was conducted in the form of a comparative experiment. In the experiment, the patients were divided into intervention group and control group. The two groups plan to include 60 patients each. Among the 120 selected patients, 18 patients left the experiment for various reasons, and the remaining 102 patients completed the experiment, including 47 community patients in the intervention group and 45 community patients in the control group.

### Design

In this study, the intervention of chronic diseases was carried out in the way of intervention for the symptoms of mental disorders. The mental disorders associated with chronic diseases were mainly divided into four main types: anxiety and depression in the course of the disease, cognitive impairment symptoms of patients, disturbance of consciousness and delusional symptoms. First, anxiety and depression in the process of disease. This kind of psychology usually comes from the patient's own autonomic nerve dysfunction or the patient's concern about their own disease state. Anxiety and depression are also the most likely types of mental disorders in the process of chronic diseases. Second, the symptoms of cognitive impairment, especially the functional impairment of attention, memory, thinking

ability and language expression ability, and even dementia in severe cases. The third is the patient's consciousness disorder, which is mainly manifested in functional disorder and mental disorder. Functional disorder refers to the patient's inability to maintain clear consciousness and other symptoms, while disorder refers to the patient's confusion of consciousness, delirium and other symptoms. Fourth, delusional symptoms. These symptoms are mainly manifested in patients' illusions and hallucinations. False delusion refers to the wrong reasoning or judgment of patients in the process of thinking about common sense. It is usually manifested as victim delusion, and hallucinations are often reflected in serious mental disorders, mainly in patients' frequent hallucinations in daily life. See Figure 2 for details.



**Figure 2.** Types of mental disorders

The duration of the comparative experiment of this study was four months. In the process of the experiment, the intervention group used the chronic disease treatment mode for mental disorder intervention. In the process of mental disorder intervention, the disease management was carried out for four mental disorders: anxiety and depression, cognitive impairment symptoms, consciousness disorders and delusional symptoms, while the control group took the traditional mental disorder treatment mode for intervention. The chronic disease treatment management mode is mainly based on the comprehensive management mode, that is, before starting the management, the community medical staff will file and record the disease conditions of different patients, and on this basis, formulate the treatment intervention queue according to the severity of the disease, carry out the rotation intervention in batches and sections, and establish the form of follow-up and return visit for patients in batches. At the same time, for patients with deteriorating disease, a two-way referral scheme needs to be established to facilitate the combination of community management and diagnosis and treatment of local superior hospitals. During the study, the researchers will record the mental status of the two groups of patients in a tracking manner, and record the data in time to form the research medical records for different patient types, so as to provide an original experimental data for the follow-up analysis. In addition, in the follow-up data classification, the convolution neural network algorithm is used to classify and analyze the patients with different symptom types. The convolution neural network algorithm itself has strong

feature extraction performance. It is more suitable for the feature extraction of mental diseases. At the same time, the convolution neural network algorithm has stronger adaptability and is easier to implement. The feature extraction formula of convolution neural network algorithm is shown in formula (1):

$$W = \frac{(w + 2p - k)}{s} + 1 \quad (1)$$

In formula (1),  $W$  represents the eigenvalue generated after convolution,  $w$  represents the input matrix,  $k$  represents the convolution kernel,  $s$  represents the algorithm step, and  $p$  represents the number of zero filling layers.

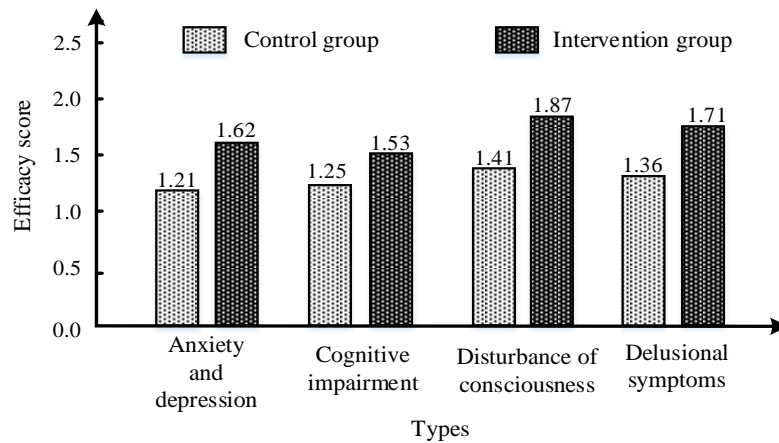
## RESULTS

### Analysis of intervention effect on the types of chronic mental disorders

In the application effect analysis part of the chronic disease health management model in the community service for people with mental disorders, this study mainly analyzes the types of chronic mental disorders and the causes of chronic mental disorders. The type analysis part of chronic mental disorders is mainly analyzed in the form of the comparison of the treatment effect scores of mental disorders between the intervention group and the control group in the experiment. The etiology of chronic mental disorders is

mainly analyzed by quantitative impact level comparison. The analysis results of chronic mental disorder types are

shown in Figure 3.



**Figure 3.** Intervention effects for different mental disorders

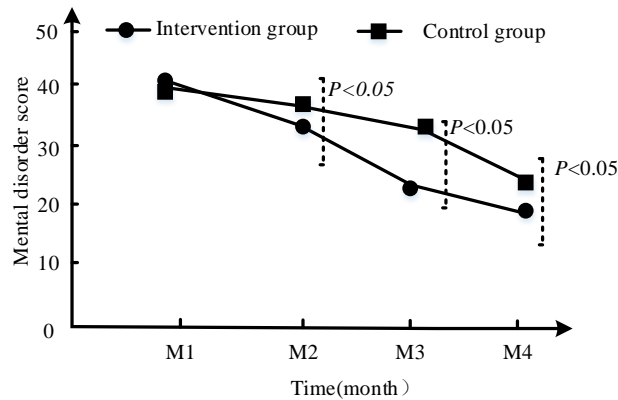
### Analysis of intervention time points for the types of chronic mental disorders

The experiment lasted for 4 months. Therefore, this study tested and compared the mental disorder scores of the intervention group and the control group every month. The specific results are shown in Figure 4.

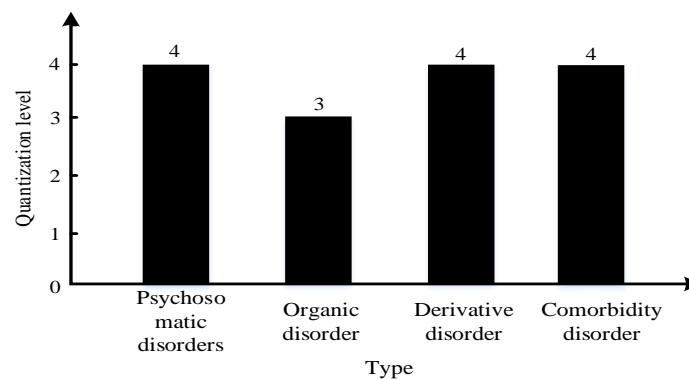
### disorders

In the etiological analysis of chronic mental disorders, this study adopts the method of quantitative impact level. The quantitative level is divided into five levels. The higher the level, the stronger the benign force of chronic disease health management mode. The specific results are shown in Figure 5.

### Analysis of etiological types of chronic mental



**Figure 4.** Intervention effects for different mental disorders



**Figure 5.** Effects on the causes of different diseases

## DISCUSSION

The study quantified the treatment effect of community chronic mental disorder groups in the form of efficacy score before and after the intervention experiment, and compared the efficacy between the intervention group and the experimental group. The results showed that in the comparative experiment, the score of mental disorder treatment in the intervention group was 1.62, while that in the control group was only 1.21. It can be seen that the application of chronic disease health management model in mental disorder groups can effectively prevent the occurrence of anxiety and depression. In terms of cognitive impairment symptoms, the treatment score of mental disorders in the intervention group was 1.53, while that in the control group was only 1.25. It can be seen that the chronic disease health management model has a better therapeutic effect on the cognitive impairment symptoms of mental disorders. In terms of symptoms of mental disorders, the treatment score of mental disorders in the intervention group was 1.87, while that in the control group was only 1.41. It can be seen that the health management model of chronic diseases is also more effective in the symptoms of mental disorders. In terms of delusional symptoms, the treatment score of mental disorders in the intervention group was 1.71, while that in the control group was only 1.36. It can be seen that the chronic disease health management model also has a stronger effect on the symptoms of consciousness disorders of mental disorders than the traditional method. It can be seen that the application of chronic disease health management model in mental disorder groups can effectively improve the curative effect of patients' mental symptoms, and then improve the quality of life of patients.

The study analyzed the changes and comparison of mental disorder scores between patients in the intervention group and patients in the control group with the increase of time during the intervention period. It can be seen that with the growth of time, the intervention group that adopts the chronic disease management mode for the management of mental disorders and the control group that adopts the traditional management mode for the management of mental disorders show a downward trend. The starting point scores of mental disorders of the two groups are similar, while the overall decline speed of the broken line in the intervention group is faster than that in the control area, and the overall broken line distribution is lower than that in the control group. In the first month of intervention, the mental disorder score of the intervention group was 41.8, while the mental disorder score of the control group was 39.7. At this stage, the mental disorder score of the intervention group was similar to that of the control group, and the score of the control group was slightly lower than that of the intervention group. The data difference was not statistically significant. It can be seen that there was little difference between the intervention group and the control group in the first month. In the

second month of intervention, the mental disorder score of the intervention group was 35.7 points, while the mental disorder score of the control group was 39.2 points. At the same time, the data difference in this month was statistically significant ( $P < 0.05$ ). There was significant difference between the mental disorder data of the intervention group and the control group at the beginning of the second month of intervention, and the mental disorder score of the intervention group was significantly lower than that of the control group. In the second month of intervention, the mental disorder score of the intervention group was 25.6, while the mental disorder score of the control group was 34.7. At the same time, the data difference in this month was statistically significant ( $P < 0.05$ ). The third month of intervention was the month with the greatest difference between the mental disorder data of the intervention group and the control group, and the mental disorder score of the intervention group was also significantly lower than that of the control group. In the fourth month of intervention, the mental disorder score of the intervention group was 22.1, while the mental disorder score of the control group was 27.3. At the same time, the data difference in this month was  $P < 0.05$ , which was statistically significant. In the fourth month of intervention, the mental disorder data difference between the intervention group and the control group still maintained a certain gap, and the mental disorder score of the intervention group was significantly lower than that of the control group. It can be seen that starting from the second month of intervention, the mental disorder data of patients in the intervention group are significantly less than those in the control group, indicating that the intervention effect of chronic disease management method on patients with mental disorders is better, and can effectively improve the living standard and treatment effect of patients. In the process of experimental intervention, the time efficacy advantage of chronic disease management method in the intervention of patients with mental disorders effectively reflects the dynamic perception ability and timely intervention ability of chronic disease management method for the real condition of patients. This intervention method is more suitable for the daily incidence state and treatment process of patients with mental disorders.

In the analysis of etiological types, the health management model of chronic diseases has a positive impact on the mental disorders caused by psychosomatic disorders, organic mental disorders, derived mental disorders and physiological and psychological comorbid disorders. The results showed that in terms of psychosomatic diseases, the benign effect of chronic disease health management model on patients with mental disorders reached level 4, which constituted a significant impact. It can be seen that chronic disease health management model has a significant benign effect on mental disorders caused by psychosomatic diseases; At the same time, among the mental disorders caused by derivative problems and physiological and psychological cooccurring problems, the chronic disease health



management model also shows a more significant benign impact effect, and the impact levels of both reach level 4, forming a significant impact. In terms of organic mental disorders, the benign impact of chronic disease health management model on patients with mental disorders reaches level 3, which constitutes a significant impact. It can be seen that the benign impact of chronic disease health management model on mental disorders caused by organic functional problems is not significant, but it is still obvious. This is because the organic function problem is the mental disorder caused by the brain function injury of patients, and the chronic disease health management model has limitations for the clinical intervention of patients' brain. It can be seen that the chronic disease health management model has a significant positive impact on the psychosomatic disorders, derived psychological disorders and physiological and psychological comorbid disorders of patients with mental disorders, and can be used as a daily disease intervention program for community mental disorder groups.

## CONCLUSIONS

The chronic disease management model also has a certain effect in the disease intervention of patients with mental disorders. This study aims at the group of mental disorders associated with chronic diseases, and uses the combination of convolutional neural network and comparative experiment to analyze the intervention effect of chronic disease management model on patients with mental disorders. The results showed that the scores of anxieties and depression, cognitive impairment, disturbance of consciousness and delusion in the intervention group were 1.62, 1.53, 1.87 and 1.71 respectively, which were higher than 1.21, 1.62, 1.41 and 1.36 in the control group. It can be seen that the chronic disease management model has a stronger intervention effect than the traditional intervention method in the four main mental disorder symptoms. At the same time, in terms of intervention on the causes of mental disorders, the influence level of chronic disease management model in psychosomatic disorders, derived psychological disorders and physiological and psychological comorbid disorders reaches level 4, which constitutes a significant impact. It can be seen that the chronic disease management model can mainly carry out disease intervention from the perspective of these three causes. The application of chronic disease management model in mental disorder intervention can carry out targeted community disease intervention from the perspective of disease symptoms and causes, so as to achieve better control effect in daily treatment.

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## Contribution of individual authors:

Yicai Li: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Feng Jiang, Chunlan He & Haoyu Jin: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:

Yicai Li,

Department of Medical Devices, Guangdong Food and Drug Vocational College, Guangzhou 510520, China

E-mail: happycai163@163.com

# RESEARCH ON THE INFLUENCE OF RURAL CULTURAL CONSTRUCTION ON ALLEVIATING THE SPIRITUAL PRESSURE OF RURAL GOVERNANCE

Xin Liu<sup>1,2</sup> & Chang Liu<sup>3\*</sup>

<sup>1</sup>School of Marxism Studies, Harbin Normal University, Harbin 150025, China

<sup>2</sup>School of Marxism Studies, Northeast Agricultural University, Harbin 150030, China

<sup>3</sup>College of Economics and Management, Northeast Agricultural University, Harbin 150030, China

## SUMMARY

**Introduction:** Mental stress is a psychological concept with two-way force in psychology. In a positive sense, appropriate psychological stress helps social individuals form behavioral driving force in social competition, so as to help individuals achieve better competitive effect in social competition, and then promote the competitive intention in the next stage. However, excessive mental pressure will lead to the formation of escape psychology and withdrawal behavior under the pressure of competition, which is not conducive to the formation of individual behavioral self-confidence. At the same time, it may also lead to many psychological obstacles. This study aims at the sources and characteristics of mental stress of rural groups, connects the mental stress intervention of rural groups with the behavior of rural cultural construction, and explores the changes of mental stress and psychological state of rural groups under the behavior of rural cultural construction.

**Subjects and methods:** This study uses a questionnaire to analyze the impact of rural cultural construction on the mental stress of rural groups, and takes 200 rural people in a rural area, aged between 18 and 70. 200 questionnaires were distributed to 200 people, and 200 were recovered, with a recovery rate of 100%. Before and after the construction of rural culture, the mental stress of the subjects was analyzed and evaluated. In this study, the self-made rural residents' emotional scale, Symptom Checklist 90 (SCL-90) and Eysenck questionnaire (EPQ) were used to analyze and evaluate the mental stress of the subjects.

**Results:** After the construction, the scores of the people in the four dimensions of the scale were significantly higher than those before the construction ( $P < 0.05$ ), indicating that the construction of rural culture can significantly improve the psychological and emotional problems of the people.

**Conclusions:** From the perspective of improving the mental health of rural people, this study studies the impact of rural cultural construction on alleviating the spiritual pressure of rural governance, in order to improve the psychological negative emotions of rural people. This study suggests that the construction of rural fitness and entertainment facilities should meet the psychological needs of local people, pay attention to the construction of rural psychological and cultural activity groups, and the content and mode of rural activity facilities and community construction cannot be the same.

**Key words:** cultural construction - rural governance - mental stress - sustainable development

\* \* \* \* \*

## INTRODUCTION

With the continuous development of society, people's spiritual and cultural life is becoming richer and richer (Shaygan & Shayegan 2019). As a special group in social development, rural people are affected by various factors from society, and their spiritual field is also changing. Some rural people are facing various pressures (Turner et al. 2018). Mental stress is a psychological concept with two-way force in psychology. In a positive sense, appropriate mental stress helps social individuals form a behavioral driving force in social competition, so as to help individuals achieve better competitive effect in social competition, and then promote the competitive intention in the next stage (Bourdon et al. 2020). However, excessive mental pressure will lead to the formation of escape psychology and withdrawal behavior under the pressure of competition, which is not conducive to the formation of individual behavioral self-confidence. At the same time, it may also lead to many psychological obstacles (Auerbach et al. 2018; Treharne 2020). In the current social environment, social

individuals face different types of mental stress due to different specific environments. By summarizing different types of mental stress, they can be divided into three main sources of stress, including social pressure, life pressure and competitive pressure (Pampouchidou et al. 2019; Liang et al. 2015). Among them, social pressure refers to the mental pressure that may be generated by individuals in the specific social environment. This kind may be self-identity pressure in the social environment, social development pressure such as social pressure, or the most basic social survival pressure. Life stress refers to the mental stress caused by the negative events that individuals may encounter in life and the basic negative life experience. The basic negative life experience can be improved by improving the living standard, and the mental stress caused by negative events reflects different characteristics due to different individual characteristics. Competitive pressure refers to the mental pressure produced by individuals in the face of external competition (Poletti et al. 2019).

Some scholars have studied individual mental stress. Orsila (2015) and others have compared the perceived

mental stress during professional work with Heart Rate Variability (HRV). The analysis shows that the stress decreases with the increase of the Root Mean Square of Successive Differences (RMSSD) and Trigonometric Interpolation (TINN) of the difference of continuous RR interval from late to morning. Yang (2017) studied the relieving effect of hot spring therapy on mental stress, sleep disorders, general health problems and female health problems of sub-health people. The results showed that various health problems in the intervention group were significantly reduced. This study aims at the sources and characteristics of mental stress of rural groups, connects the mental stress intervention of rural groups with the behavior of rural cultural construction, and explores the changes of mental stress and psychological state of rural groups under the behavior of rural cultural construction. By exploring the influence path and degree of rural cultural construction on the mental pressure of rural groups, this study provides a path for the psychological intervention of local residential groups in the process of rural development, and provides a localized psychological protective means for rural sustainable cultural construction.

## SUBJECTS AND METHODS

### Study setting

In this study, a questionnaire survey was used to analyze the impact of rural cultural construction on the mental stress of rural groups, and 200 rural people in a village were investigated, aged between 18 and 70. 200 questionnaires were distributed to 200 people, and 200 were recovered, with a recovery rate of 100%. Before and after the construction of rural culture, the mental stress of the subjects was analyzed and evaluated.

How to improve the situation of rural people and improve their mental health has become a hot issue in China's rural social transformation. The "Rural Revitalization Strategy" put forward by the government provides policy support to solve this practical dilemma. From the perspective of improving rural people's mental health, this study studies the impact of rural fitness and entertainment facilities and community organizations on Villagers' mental stress. The rural cultural construction scheme proposed in this study is mainly divided into three points: (1) the construction of rural fitness and entertainment facilities should meet the psychological needs of local people. The construction of rural fitness and entertainment facilities is an important means to revitalize rural culture and respond to the internal needs of rural society. It should be arranged according to the actual situation of the local rural population. If there are few young people in rural areas and more elderly people in rural areas, more consideration should be given to the needs of the elderly, and do not build too many basketball courts, table tennis tables, single and parallel bars and other facilities. (2) Pay attention to the construction of rural psychological and cultural activity groups. Because the construction of fitness and entertainment facilities has a great demand for funds and

venues, but at present, the economic conditions in many rural areas are poor. Appropriate community organization construction can effectively improve the psychological quality of rural people. At present, the new rural construction is not only to build beautiful villages, but also to meet the psychological needs of the rural population and improve the spiritual and cultural emptiness of farmers. (3) The content and mode of rural activity facilities and community construction cannot be one size fits all. At present, many areas begin to learn from advanced areas, but each village has its own characteristics and cannot blindly follow suit. For example, different places have different cultures such as dragon and lion dance, ancient costume drama, rural minor and allegro waist drum. Therefore, when building facilities and associations, we should understand the psychological needs of local people and put people first.

### Design

After the construction of rural culture, this study used self-made rural residents' emotional scale (Alaie et al. 2020), Symptom Checklist 90 (SCL-90) (Van et al. 2015) and Eysenck questionnaire (EPQ) (Adrian et al. 2018) to analyze and evaluate the mental stress of the subjects. Among them, the emotional scale of rural residents focuses on the psychological feelings of the people after the construction of rural culture, including four subscales: vitality stimulation, physical and mental calm, physical fatigue and active investment. Each subscale has three items, a total of 12 items, and the scores of each item are 0-5, followed by no feeling, slight feeling, medium feeling, strong feeling and strong feeling. The highest score of each subscale is 15 and the lowest score is 0 (Sontag-Padilla et al. 2020). See Table 1 for the design of rural residents' emotion scale.

The EPQ questionnaire has 88 questions, including four subscales: extroversion (E), neuroticism (N), psychoticism (P) and concealment (L). A high score on the L scale indicates that the subject has a high ability of concealment. The high score of P scale indicates that the subjects have pathological personality. A high score of N scale indicates emotional instability, and a low score indicates emotional stability. A high score one scale indicates extroversion, and a low score indicates introversion. Combined with the current situation of mental stress of rural people, this paper investigates and studies through Symptom Checklist 90 (SCL-90) to judge the mental stress before and after rural cultural construction. SCL-90 has 90 self-assessment items in total. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychosis, etc. through the 5-level scoring method, the higher the score of 0-4, the lower the level of mental health, 0 for asymptomatic, 1 for mild symptoms, and 2 for moderate symptoms. Severe symptoms: 3 points. Extremely serious: 4 points. The design of SCL-90 scale is shown in Table 2.

The calculation formula of the questionnaire validity of this study is obtained by the ratio of the real score variance related to the measurement target to the total

variance, as shown in formula (1).

$$R_{xy} = \frac{SV_2}{SX_2} \quad (1)$$

In formula (1),  $R_{xy}$  represents validity,  $SV_2$  represents true variance and  $SX_2$  represents total variance.

**Table 1.** Design of rural residents' emotion scale

Gauge	Subscale	Subject
Rural residents' Emotion Scale	Emotional vitality stimulation	1. Cheer up
		2. Calm
		3. Fatigue
		4. Full of passion
	Physical and mental peace	5. Relax
		6. Energetic
		7. Happiness
	Physiological fatigue	8. Boredom
		9. Revitalization
		10. Peace
	Active involvement	11. Exhausted
		12. Happy

**Table 2.** Symptom Checklist 90 (SCL-90)

Serial number	Factor	Self-assessment items
1	Somatization	1, 4, 12, 27, 40, 42, 48, 49, 52, 53, 56, 58
2	Obsessive compulsive symptoms	3, 9, 10, 28, 38, 45, 46, 51, 55, 65
3	Interpersonal sensitivity	6, 21, 34, 36, 37, 41, 61, 69, 73
4	Depressed	5, 14, 15, 20, 22, 26, 29, 30, 31, 32, 54, 71, 79
5	Anxious	2, 17, 23, 33, 39, 57, 72, 78, 80, 86
6	Hostile	11, 24, 63, 67, 74, 81
7	Terror	13, 25, 47, 50, 70, 75, 82
8	Paranoid	8, 18, 43, 68, 76, 83
9	Psychotic	7, 16, 35, 62, 77, 84, 85, 87, 88, 90
10	Sleep and diet	19, 44, 59, 60, 64, 66, 89

## RESULTS

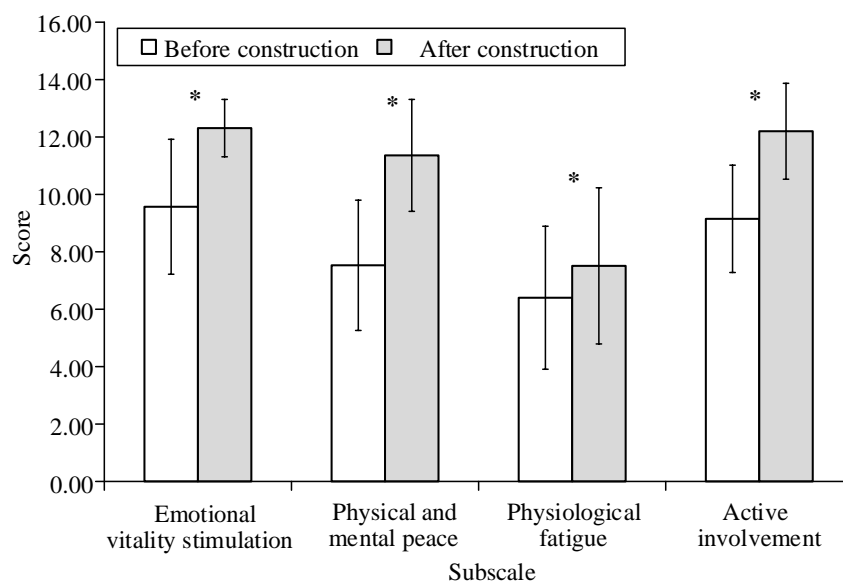
Aiming at the mental stress of rural people, this study discusses whether the construction of rural culture can be used as a psychotherapy method to improve the villagers' psychological conditions such as anxiety, depression and mental stress. Traditional methods for the treatment of mental stress include drug therapy, physical therapy, psychotherapy, etc., but patients generally have a certain sense of shame, feel that mental illness is directly related to morality, personality, personality and even family, or think that long-term use of antipsychotic drugs will cause damage to some internal organs. When many people have mental problems, they tend to hide and hide as much as possible and will not take the initiative to seek help. However, the early intervention of mental stress is conducive to the recovery of social function and mental health.

The comparison of scores of people's emotional scale before and after rural cultural construction is

shown in Figure 2. The results showed that after the construction, the scores of the people in the four subscales of vitality stimulation, physical and mental calm, physical fatigue and active investment were significantly higher than those before the construction ( $P < 0.05$ ), indicating that the rural cultural construction can significantly improve the people's psychological and emotional problems, and the rural cultural construction can make the people's body and spirit relax in an all-round way. The construction of rural culture helps villagers form harmonious interpersonal relationships. Interpersonal relationship is a relatively stable psychological relationship formed through communication in order to meet certain needs. Rich interpersonal relationship is the guarantee for villagers to shape themselves, improve personality and obtain mental health. At the same time, interpersonal imbalance is also one of the difficult problems of villagers' psychological adaptation. In interpersonal communication, villagers may have cognitive, emotional, personality and various psychological obstacles in

communication skills and methods, such as shyness, inferiority, jealousy, self-centered and so on. The construction of rural culture requires the tacit cooperation between villagers and relevant departments, and this tacit understanding comes from the team cognitive spirit of each villager. Especially in the process of rural cultural construction, if villagers want to achieve tacit cooperation, they should always respect and encourage partners and have the courage to take

responsibility. This provides villagers with places and opportunities to meet their communication needs, so that they can overcome their loneliness in the multi-directional communication of unity and cooperation, generate a sense of closeness and trust with others, learn to help each other, treat others sincerely and expand social contact, so as to improve the social adaptability of villagers and avoid psychological discomfort caused by poor interpersonal relationship.

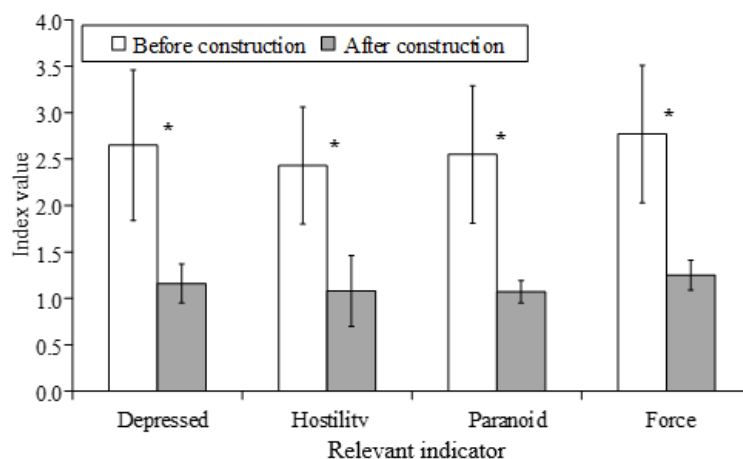


**Figure 1.** Comparison of scores of people's emotional scale before and after rural cultural construction  
Note: \* $P < 0.05$ .

As shown in Figure 2, after the construction of rural culture, all indicators of SCL-90 of the people are significantly better than those before the construction ( $P < 0.001$ ). It shows that rural cultural construction can effectively improve people's anxiety and depression, which belongs to a safe and fast method to improve people's anxiety and depression. Rural cultural construction is one of the important measures of "Rural Revitalization". It can mobilize the existing participation enthusiasm, transmit instructions easy to be excited to the brain center, and form a large number of "excitement foci" in the cerebral cortex, so as to raise the villagers' mood and bring psychological happiness. This psychological satisfaction and pleasure caused by physiology is a positive emotional experience. When villagers encounter setbacks and failures in their studies or life, the construction of rural culture can vent their bad emotions such as tension, anxiety, anxiety and depression in time, so as to actively show themselves, so as to realize the empathy effect and reduce the psychological pressure. Through the construction of rural culture, it can trigger the villagers' rising emotions, interfere with and destroy the villagers' negative psychological guidance, transfer the villagers' emotional center, vent the villagers' bad emotional experience, and consume a large amount of energy accumulated by psychology, so as to reduce the mental burden of patients, maintain psychological balance and eliminate the sick

psychology of villagers. The construction of rural culture organically combines the beauty of art with the beauty of environment, which has a significant therapeutic effect on patients with depression and anxiety. According to the relevant principles of psychology, non-drug treatment methods such as rural cultural construction can change the content of neurotransmitters, lead to the emotional changes, psychological stress and communication of villagers, reduce the tension and depression of patients, and improve the happiness of patients. It can be seen that the construction of rural culture can effectively reduce the degree of depression and anxiety of villagers with mental diseases, and alleviate various psychological discomfort symptoms of villagers. Therefore, the implementation of rural cultural construction has a positive impact on villagers' depression and mental health factors.

After the construction of rural culture, the correlation analysis results between people's EPQ score and SCL-90 score are shown in Table 3. It can be seen from Table 3 that the scores of the four subscales of EPQ are significantly correlated with the factor scores and total average scores of SCL-90 ( $P < 0.01$ ). Among them, P and N components were significantly positively correlated with SCL-90, and E and I components were significantly negatively correlated. It reflects that the mental health problems of the subjects in this study are closely related to their personality traits.



**Figure 2.** Comparison of SCL-90 self-test scores of people before and after construction

**Table 3.** Correlation coefficient between EPQ score and SCL-90 score of people after construction

Project	P	E	N	L
Somatization	0.531**	-1.382**	0.295**	-0.164**
Force	0.245**	-0.227**	0.616**	-0.259**
Interpersonal sensitivity	0.65**	-0.294**	0.282**	-0.187**
Depressed	0.707**	-0.362**	0.267**	-0.162**
Anxious	0.67**	-0.249**	0.256**	-0.135**
Hostile	0.594**	-0.113**	0.397**	-0.282**
Terror	0.542**	-0.21**	0.197**	-0.145**
Paranoid	0.592**	-0.147**	0.378**	-0.32**
Psychotic	0.628**	-0.272**	0.247**	-2.012**
Other	0.602**	-0.242**	0.234**	-0.118**
Total average	0.737**	-0.285**	0.324**	-0.227**

Note: \*\* Indicates  $P < 0.01$ .

To sum up, rural cultural construction can effectively improve people’s mental pressure and avoid the withdrawal of rural people’s emotional and social functions. Rural cultural construction can restore and stimulate the spirit of the people, and has a good emotional awakening function for the people. The construction of rural culture gives villagers more opportunities to communicate with others, which is conducive to the adjustment of villagers’ abnormal psychology. The results show that the construction of rural culture has a certain positive effect on the mental health intervention of most villagers. In view of this, this study puts forward some suggestions for the above results: (1) In order to promote the improvement of villagers’ mental health to a greater extent, relevant government departments should fully consider the control of comprehensive factors in rural cultural construction. (2) The construction of rural culture plays an extremely special role in maintaining the mental health of villagers. We should actively and effectively carry out mental health education, make use of the unique characteristics and advantages of rural cultural construction, carry out positive mental health education for villagers, pay attention to regulating the emotional

state of villagers, improve the self-consciousness of villagers, exercise the will quality of villagers, coordinate the interpersonal relationship of villagers and help some villagers alleviate the symptoms of mental diseases, so as to continuously improve the psychological quality of villagers, vigorously promote the mental health development of villagers. (3) It is suggested that relevant government departments strengthen the macro management of rural cultural construction, further promote the process of rural cultural construction, create conditions for the development of rural cultural construction, create a positive atmosphere, and improve the effect of rural cultural construction in improving villagers’ mental health. Conditional areas can match and cooperate the rural cultural construction with other mental health means and methods, and make it closely cooperate with psychological counseling institutions, so as to create conditions for solving the psychological problems of some villagers.

## CONCLUSIONS

From the perspective of improving the mental health

of rural people, this study studies the impact of rural cultural construction on alleviating the mental pressure of rural governance, in order to improve the psychological negative emotions of rural people. The results showed that the scores of the four dimensions of the scale after the construction were significantly higher than those before the construction ( $P < 0.05$ ), indicating that the construction of rural culture can significantly improve the psychological and emotional problems of the people. After the construction of rural culture, the indexes of SCL-90 were significantly better than those before the construction ( $P < 0.001$ ), indicating that the construction of rural culture can effectively improve people's anxiety and depression, which belongs to a safe and rapid method to improve people's anxiety and depression. The scores of the four subscales of EPQ were significantly correlated with the factor scores and total average scores of SCL-90 ( $P < 0.01$ ). Among them, P and N were significantly positively correlated with SCL-90 and E and I were significantly negatively correlated, reflecting that the mental health problems of the subjects in this study were closely related to their personality traits. This study suggests that the construction of rural fitness and entertainment facilities should meet the psychological needs of local people, pay attention to the construction of rural psychological and cultural activity groups, and the content and mode of rural activity facilities and community construction cannot be the same. Rural cultural construction can effectively improve people's mental pressure, avoid the withdrawal of rural people's emotional and social functions, and restore and stimulate people's spirit. Rural cultural construction has a good emotional arousal function for the people, which makes the villagers have more opportunities to communicate and communicate with others, which is conducive to the adjustment and treatment of villagers' abnormal psychology. Rural cultural construction has a certain positive effect on the mental health intervention of most villagers.

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**Contribution of individual authors:**

Xin Liu: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Chang Liu: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*  
*Chang Liu,*  
*College of Economics and Management, Northeast Agricultural University,*  
*Harbin 150030, China*  
*E-mail: liuchang1978@neau.edu.cn*

# RESEARCH ON INTERNATIONAL CONFLICT FROM THE PERSPECTIVE OF REGIONAL PSYCHOLOGY

Peng Ni<sup>1,2</sup>

<sup>1</sup>School of History and Culture, Shandong Normal University, Jinan 250358, China

<sup>2</sup>School of History, Culture and Tourism, Liaocheng University, Liaocheng 252000, China

## SUMMARY

**Background:** In addition to the conflict of actual behavior interests, there are also some conflicts of values and cultural concepts. This conflict essentially comes from the conflict of psychological values in different regional regions from the perspective of contemporary internationalization, regional psychology has both regional cultural value and regional psychological value. This study applies regional psychology to the conflict of values and psychological guidance in international conflicts, and analyzes the conflict of psychological concepts and values in international conflicts by using the theory of regional psychology.

**Subjects and methods:** This paper selects different ethnic groups in different countries and regions as the research object, and analyzes the impact of international conflict strategies on their psychology through K-means clustering algorithm. The regional psychology of different races is divided into internal regional psychology and external regional psychology. The internal regional psychology involves cultural identity, identity and Aesthetic identity. External regional psychology involves collective concept and psychological image. International conflict strategies are divided into internal psychological strategies, external psychological strategies, internal and external mixed strategies, identification strategies, coercion strategies, and identification and coercion mixed strategies. The evaluation level quantifies the impact degree through five levels of 0-4. 0 indicates no impact, 1 indicates slight impact, 2 indicates impact, 3 indicates obvious impact and 4 indicates serious impact.

**Results:** The results show that the influence values of cultural identity, identity, aesthetic identity, collective concept and psychological image are 4, 4, 3, 4 and 3 respectively. This shows that the six strategies of international conflict will have an obvious and serious impact on people's different psychology.

**Conclusions:** The proposed six international conflict strategies have certain effectiveness and feasibility. In the subsequent settlement of international conflicts, we need to combine people's cultural identity, identity, Aesthetic identity, collective concept and psychological image, so as to solve international disputes and conflicts well.

**Key words:** regional psychology - regional culture - conflict of ideas - sense of worth

\* \* \* \* \*

## INTRODUCTION

Regional psychology is a kind of psychology aiming at the relationship between man and earth. It will change with historical reasons, economic differences, geographical differences and other factors. It mainly studies the psychological differences and similarities of two or more regional populations (Fettweis 2019). The theory of regional psychology points out that people represent the psychological subjective individuals who carry out social activities and production activities under a certain regional space and mode of production, while land represents the geographical environment closely related to human production activities and psychological activities (Yarhi-Milo 2019). In the interaction between man and land, different cultural communities and regional psychological forms can be produced. At the same time, as an important contradiction in the world, international conflict is not only related to the safety of personal life and property, but also closely related to the stable development of the country, but also closely related to the coordinated development of the world (Parsonson 2019).

Hirblinger at scholars discussed not only the role of civil society in societies affected by violent conflict, but also the participation of civil society in global policy

processes and implementation partnerships aimed at conflict prevention and peacekeeping (Hirblinger 2018). Bulkes and other scholars analyze the educational dimensions of learning promotion activities, behaviors and values related to today's society, aiming to develop emotion, cognition and movement, in order to improve learning and creativity, and take action on some behaviors. Outdoor activities can release children, explore nature, have greater autonomy, respect, responsibility, help, solve conflicts and greater risks - safety, dirt and inappropriate conditions (Bulhes & Condessa 2019). Researcher Koç research from a valuable perspective of theorists and scientists around the world, provides a holistic approach to identity related issues and conflict resolution at the national / regional / international level. The international application of psychological and psychoanalytic methods is highly feasible (Koç 2020).

Psychological theory points out that regional psychology is a kind of psychology facing the relationship between man and earth, in which man represents the psychological subjective individual who carries out social and production activities under a certain regional space and mode of production, while Earth represents the geographical environment closely related to human production activities and psychological

activities, and different cultural communities and regional psychological forms in the process of human earth interaction (Khalid 2021). The development stages of regional psychology of human groups can usually be divided into four regional psychological development stages: agriculturalization, industrialization, land regionalization and internationalization. Different regional psychology evolves different community regional cultures or psychological theories with cross-cultural characteristics. Under the background of urban and rural areas and regional psychology, urban and rural social psychology is the main form of regional psychology. Regional psychology mainly aims at the group regional psychology under the influence of different regional cultures; International regional psychology mainly aims at the differences and connections between psychological concepts and values of different countries in the international environment (Larsen et al. 2020). At this stage, both developing and developed countries hope to quickly solve international contradictions and promote the vigorous development of national economy (Moskowitz 2019). As an important basis for normal communication and exchanges between the two peoples, a harmonious and stable social and economic order has a very important positive promoting effect on the rapid development of the global economy.

At this stage, both developing and developed countries hope to quickly solve international contradictions and promote the vigorous development of national economy. As an important basis for normal communication and exchanges between the two peoples, a harmonious and stable social and economic order has a very important positive promoting effect on the rapid development of the global economy. A country's foreign policy cannot be separated from decision-makers and implementers, and their roles should be paid attention to. Different people have different thinking understanding, which leads to different decisions. The reason is the wrong perception caused by cognitive limitations, which belongs to the category of cognitive psychology. There are three psychological mechanisms that can easily cause this false perception: cognitive consistency,

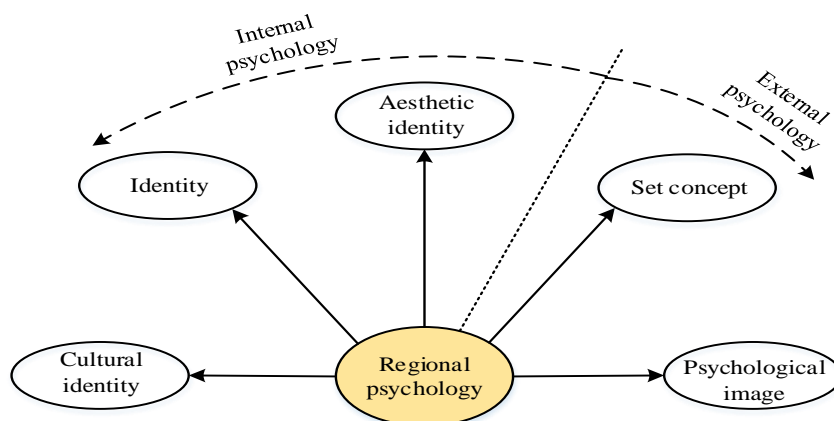
induced set and historical burden. In the psychological mechanism of cognitive consistency, when people receive messages, they will unconsciously connect new information with the original understanding under the trend of the original understanding, so as to keep them consistent. If there is a contradiction between the two, decision makers will tend to the original understanding (Lonner 2019). If they want to completely change this psychological mechanism, they need to be stimulated by many shocking events. When making decisions, decision makers will be affected by the problems they focused on at that time, and will produce a tunnel vision to judge the impact of their own problems, and think that this is the other party's purpose (Utlík 2019). Influenced by the burden of history, it will mislead the understanding of reality and fail to pay attention to the substantive difference between history and real events, resulting in serious wrong perception.

At present, the solutions to international conflicts at home and abroad involve relatively little psychology, and the proposed strategies have a negative impact on people's mental health. The research takes different ethnic groups in different countries and regions as the research object, and analyzes the impact of international conflict strategies on their psychology through K-means clustering algorithm, in order to provide new ideas and paths for the efficient and rapid resolution of international conflicts.

## SUBJECTS AND METHODS

### Study setting

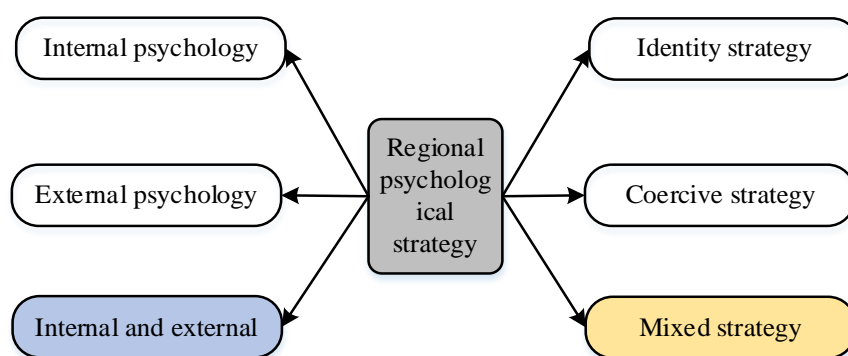
In regional psychology, regional elements and group consciousness elements have an extremely important impact on individual psychological concepts and value forms. From this perspective, this study divides regional psychology into internal regional psychological representation and external regional psychological representation, as shown in Figure 1.



**Figure 1.** Regional psychological classification

The internal regional psychological representation in Figure 1 is mainly manifested by internal psychological identity, which is cultural identity, identity and aesthetic identity. The external regional psychological representation takes the external reflection of psychology as the main manifestation, which are collective concept and psychological image. Among them, cultural identity refers to the identity of individuals in the region to the unique cultural atmosphere and cultural form of the region, which is expressed in the same forms of cultural appreciation and cultural entertainment. Identity is a kind of psychological identity, that is, psychologically, individuals in the region have a sense of identity for their own identity and think that they are subordinate to

a member of the regional society. Aesthetic identity means that individuals in the same area have the same aesthetic tendency, that is, the directivity and similarity of aesthetic preference. Collective concept refers to the existence of a psychological concept from the same cultural heritage among individuals in the region. This psychological concept will guide individuals to produce the same oriented behavior, and then urge the sense of psychological identity. Psychological image refers to the image of oneself in the outside world imagined by individuals in the same region, which is consistent in the region. This consistency will not be affected by cultural, racial, ethnic and other differences (Moskowitz 2019; Lonner 2019; Utlik 2018).



**Figure 2.** Six international conflict strategies

In order to analyze the impact of international conflict strategies on people's different psychology, the research puts forward six international conflict strategies according to people's different regional psychology, as shown in Figure 2. The six international conflict strategies are divided into internal psychological strategy, external psychological strategy, internal and external mixed strategy, identification strategy, coercion strategy, identification and coercion mixed strategy. Internal psychological strategy refers to the internal psychological presentation strategy proposed for people's psychological characteristics in different regions and cultural backgrounds. This strategy can make people feel peaceful and happy, and pay attention to the harmonious unity of individual body, mind and spirit. External psychological strategy refers to the strategy of external manifestations of people's psychological characteristics in different regions and cultural backgrounds. This strategy can make people in different regions look harmonious and stable, and help to maintain the harmony and unity of the world. Internal and external mixed strategy refers to the combination of external psychological strategy and internal psychological strategy. This strategy can not only contribute to the harmonious unity of individual body, mind and spirit, but also maintain the harmonious unity of the world. Identity strategy refers to the psychological identity strategy proposed for the

psychological characteristics of people in different regions and cultural backgrounds. This strategy can make people in different regions gain respect and identity. Coercion strategy refers to the coercive psychological strategy put forward to the psychological characteristics of people in different regions and cultural backgrounds. This strategy can force people in different regions to make strategies to a certain extent. The mixed strategy of identification and coercion refers to the joint identification strategy and mixed strategy. In the false perception of unity perception, national policymakers are easy to overestimate the opponent's mastery of the situation and power, think that the opponent's internal is very united and can be banned, and over understand some unintentional and coincidental events as strategic actions, believing that this is a kind of camouflage fraud. If the relationship between the two sides is in a state of hostility and conflict, this false perception will occur even more when the information is not smooth. Exaggerated cognition means overestimating the influence of the country on the other party's decision-making. When this expectation is inconsistent, it is considered to be the other party's hostile premeditation, which has nothing to do with their own behavior. Under the influence of desire thinking, actors' perception comes from the news they expect to perceive, so as to avoid the things they don't want to perceive. Under maladjusted cognition, decision makers will

justify things that are inconsistent with their original cognition and weaken this cognitive maladjustment.

## Design

As a classical data mining algorithm, the core idea of K-means algorithm used in the research is to find the partition scheme of clusters, and finally minimize the overall error of the mean value of clusters. Clustering algorithm is a classification method of unsupervised learning. It divides the data without similar labels and disordered arrangement into fixed categories through data processing. This method can divide the samples with small difference and high similarity into the same category (cluster), and finally make all data samples be divided into different categories. Before clustering, select one sample point from all sample points as the center of the first stage clustering, and then put the rest of the data into the cluster with the shortest distance from the cluster center. Finally, the iterative method of constantly moving the center is used to divide the cluster. The similarity criterion of the algorithm is the distance between data, which indicates that the smaller the distance, the higher the similarity of data, and the greater the possibility of being divided into the same category. Although the algorithm steps of this method are simple and the processing effect is high and efficient, there are also the following problems. The algorithm is easy to fall into the local optimal solution and has a strong dependence on the initial conditions.

Since the parity of the original set data cannot be determined, it will be put into the group. This ensures that one set is the two closest data objects in the data set, eliminates the random uncertainty in classification, and shows the spatial distribution uniformity of cluster centers in the selection stage, so as to avoid the concentration of initial cluster centers. However, the algorithm is not suitable for dealing with discrete data, and has a good effect on continuous data. Therefore, a small amount of education time field data is selected for the training sample set. Given training  $W$ , sample  $\{x^{(1)}, \dots, x^{(m)}\}$ , where,  $x^{(i)} \in \mathbb{R}^n$ . K-means algorithm is based on the sum of squares of minimum error, and its cost function is formula (1).

$$W = \sum_i^n \sum_w^k r_{iw} \|x^{(i)} - u_w\|^2 \quad (1)$$

In formula (1),  $u_w$  refers to the category of the first sample. The value of  $r_{iw}$  depends on whether the data  $x^{(i)}$  is classified as  $u_w$ . If so, the value is 1. Otherwise, the value is 0.

The calculation formula of the criterion function is shown in formula (2).

$$E = \sum_{i=1}^k \sum_{P=C_i} (P - m_i)^2 \quad (2)$$

In formula (2), a point in all object spaces in the database is represented by  $P$ , the mean value of cluster  $C_i$  is represented by  $M_i$ , and the sum of square errors between each object and the corresponding cluster center is represented by  $E$ . The calculation formula of probability  $T$  that the sample is selected as the cluster center is formula (3).

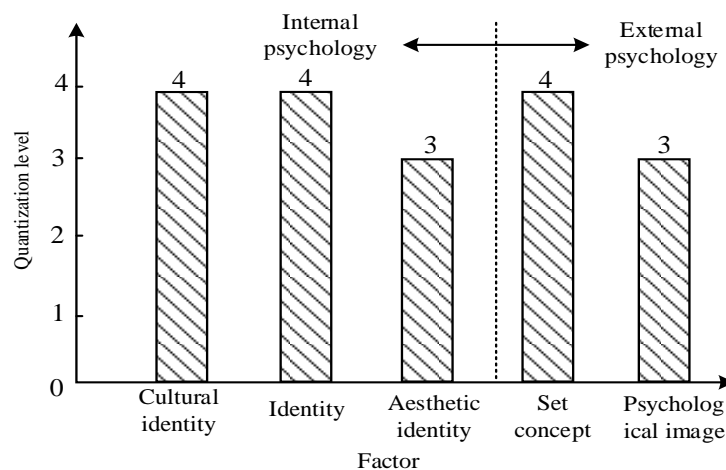
$$T = B(x)^2 / \sum_{i=1}^n B(x_i)^2 \quad (2)$$

In formula (3),  $B(x)$  refers to the similarity between data, which is calculated by various distance formulas. Euclidean distance calculation formula is adopted in the study.

The research objects selected by the Institute are not limited by country, region, culture, race and age. Countries cover 58 countries and regions, including Canada, the United States, Russia, the United Kingdom, the Netherlands, France, Australia, New Zealand, China, Myanmar, India, Taiwan, China, Germany, Spain, Sweden, Switzerland, Norway, Austria, Italy, Finland, etc. Culture can be divided into broad sense and narrow sense. Broad sense culture can be divided into psychological culture, institutional culture and material culture. Material culture refers to the material civilization created by human beings, including means of transportation, clothing, daily necessities, etc. Institutional culture and psychological culture refer to life system, family system, social system, way of thinking, religious belief and aesthetic taste respectively. They belong to invisible hidden culture, including literature, philosophy, politics and so on. The internal structure of culture includes mentality culture, behavior culture, system culture and material culture. The physical cultural layer is the sum of human material production activities and products. It is a tangible cultural thing with material entity. The institutional culture layer is a variety of social behavior norms established by human beings in social practice. The behavioral culture layer is a behavior pattern formed by convention in interpersonal communication in the form of etiquette and customs, folk customs, customs and so on. Mentality culture is the subjective factors such as values, aesthetic taste and mode of thinking bred by human beings in social consciousness activities. It is equivalent to the concepts of spiritual culture and social consciousness. This is the core of culture. In a narrow sense, culture refers to people's common social habits, such as clothing, food, housing and transportation, customs, lifestyle, code of conduct and so on. The race includes three types: yellow, white and black. The average age of all people is (22.56±4.68) years old, and the total number is 100. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of all research objects is selected and the data after rounding is taken as the final result.

## RESULTS

Figure 3 shows the impact of six strategies of international conflict on five kinds of psychology of people in different countries and regions. The results show that the influence values of cultural identity, identity, aesthetic identity, collective concept and psychological image are 4, 4, 3, 4 and 3 respectively. This shows that the six strategies of international conflict will have an obvious and serious impact on people's different psychology. In the subsequent settlement of international conflict, we need to focus on the cultural identity, identity and collective concept of people in different regions. Secondly, we also need to consider Aesthetic identity and psychological image.



**Figure 3.** Analysis of the effects of six international conflict strategies on five kinds of psychology

Figure 4 refers to the analysis of the impact of six international conflict strategies on cultural identity. Figure 4 (1) and Figure 4 (2) respectively refer to the impact of internal and external psychological mixed strategies and identification and coercion mixed strategies on people's cultural identity. The influence results are as follows: the influence values of internal psychological strategy, external psychological strategy and internal and external mixed strategy on cultural identity are 3, 3 and 4 respectively. The influence values of identity strategy, coercion strategy, identity and coercion mixed strategy on cultural identity are 4, 3 and 4 respectively. This shows that the six strategies of international conflict will have an obvious and serious impact on people's identity psychology. In the subsequent settlement of international conflict, we should focus on the cultural identity psychology of people in different regions. Combined with the impact of international conflict strategies at home and abroad on the identity psychology of different groups, the study believes that people's identity psychology should be considered in the formulation of internal psychological strategies, external psychological strategies and coercion strategies, which is not only helpful to maintain the harmony and stability of the country and region, but

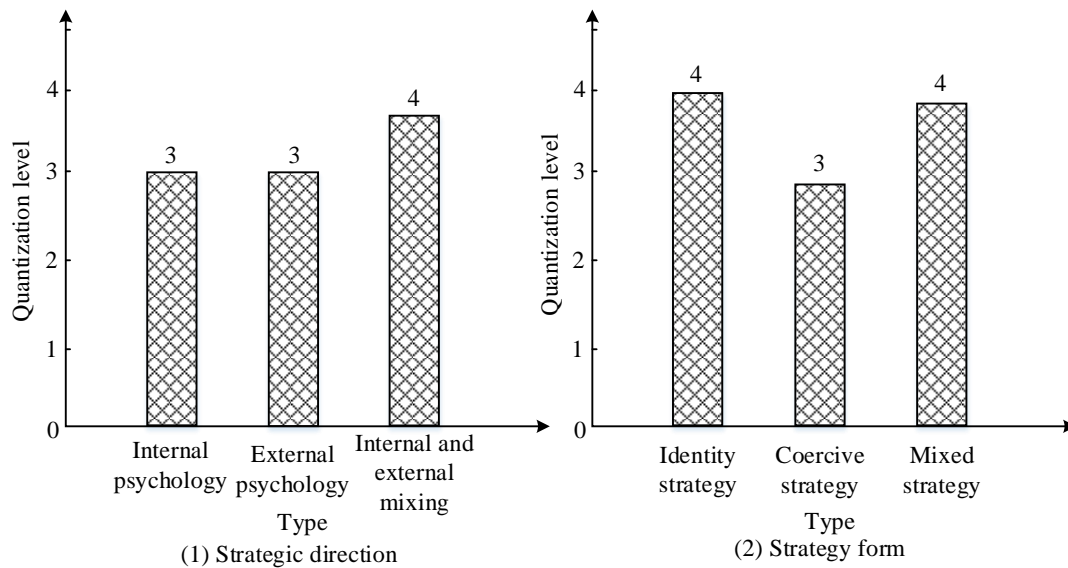
Combined with the research status of international conflict strategies at home and abroad, six international conflict strategies, including internal psychological strategy, external psychological strategy, internal and external mixed strategy, identity strategy, coercion strategy, identity and coercion mixed strategy, can greatly improve the cultural identity, identity, aesthetic identity, collective concept. The reason for the five kinds of psychology of psychological image is that the different psychology of different groups is considered in the process of formulating corresponding strategies to solve international conflicts. Therefore, the psychology of different groups should be emphatically considered in the process of formulating strategies.

also conducive to the balance of people's physical and mental health.

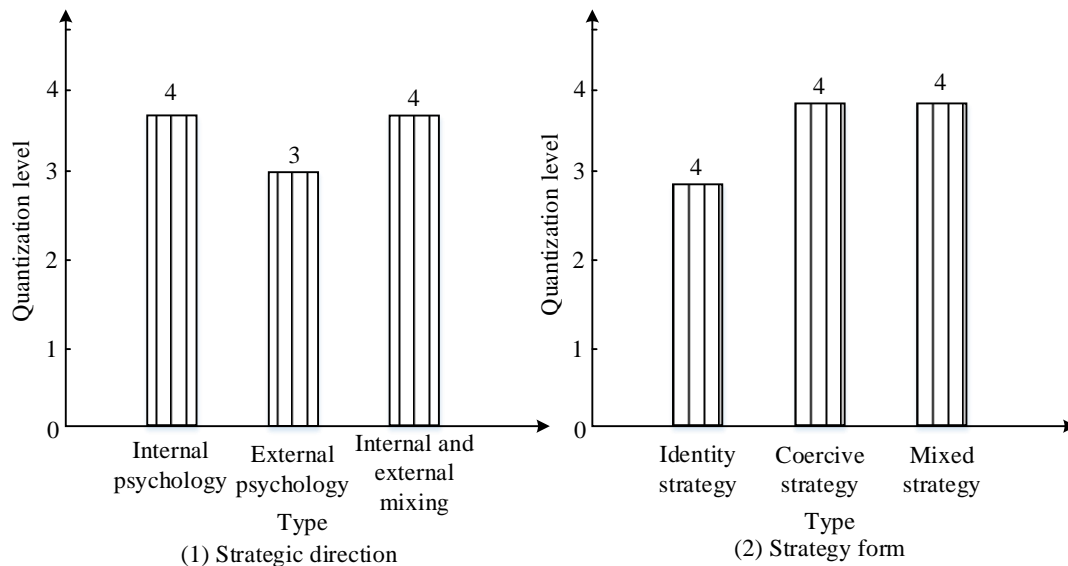
Figure 5 refers to the analysis of the impact of six international conflict strategies on identity. Figure 5 (1) and Figure 5 (2) respectively refer to the impact of internal and external psychological mixed strategies and identification and coercion mixed strategies on people's cultural identity. The influence results are as follows: the influence values of internal psychological strategy, external psychological strategy and internal and external mixed strategy on identity are 4, 3 and 4 respectively. The influence values of identification strategy, coercion strategy, identification and coercion mixed strategy on identity are 4, 3 and 4 respectively. This shows that the six strategies of international conflict will have an obvious and serious impact on people's identity psychology. In the subsequent settlement of international conflict, we need to focus on the identity psychology of people in different regions. Combined with the impact of international conflict strategies at home and abroad on the identity psychology of different groups, the study believes that people's identity psychology should be considered in the formulation of external psychological strategies and coercion strategies, which is not only helpful to maintain the harmony and

stability of the country and region, but also conducive to the balance of people's physical and mental health. From a long-term perspective, the international conflict strategy of combining internal psychology, external

psychology, internal and external mixing, identification, coercion, identification and coercion is feasible and practical.



**Figure 4.** Effects of six international conflict strategies on cultural identity



**Figure 5.** Analysis of the impact of six international conflict strategies on identity

## CONCLUSIONS

From the perspective of contemporary internationalization, regional psychology has both regional cultural value and regional psychological value. The study selected 100 different ethnic groups from different countries and regions as the research object, and analyzed the impact of international conflict strategies on their cultural identity, identity, aesthetic identity, collective concept and psychological image through K-means clustering algorithm. The results show

that the influence values of international conflict strategies on cultural identity, identity, aesthetic identity, collective concept and psychological image are 4, 4, 3, 4 and 3 respectively. The influence values of internal psychological strategy, external psychological strategy, internal and external mixed strategy on cultural identity is 3, 3 and 4 respectively. The influence values of identity strategy, coercion strategy, identity and coercion mixed strategy on cultural identity are 4, 3 and 4 respectively. International conflict strategies can take into account people's cultural identity, identity, aesthetic identity and other regional psychology. Follow up

research can draw lessons from different regional psychology to formulate international conflict strategies. However, due to the limitations of the number of research samples selected by the Research Institute, the number of samples can be increased for subsequent research.

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Correspondence:

Peng Ni,  
School of History and Culture, Shandong Normal University,  
Jinan 250358, China  
E-mail: loongni2016@126.com



# EFFECT OF DANCE EDUCATION ON MOOD IMPROVEMENT IN PATIENTS WITH ANXIETY DISORDER

Fangfang Wang

School of Teacher Education, Pingdingshan University, Pingdingshan 467000, China

## SUMMARY

**Background:** Psychological theory will have a significant impact on the objectives of dance education, including the expansion of dance innovative thinking, the cultivation of dance professional skills and general skills. At present, the main problems of dance education are as follows: the teaching method is single, paying too much attention to the teaching content and ignoring the students' mental health. In view of these problems, it is of positive significance to put forward a dance education combined with psychology. Firstly, the teaching is carried out through the method of multi-sensory channel, then different teaching is carried out according to the different characteristics of students, and finally the method of "psychological suggestion" is used to help students build confidence.

**Subjects and methods:** 400 patients with anxiety disorder with different degrees of psychological anxiety were selected as the research object. The students in the control group adopted the conventional teaching scheme, and the three groups of modern dance group, folk dance group and classical dance group adopted the corresponding teaching scheme combined with psychology, which lasted for 6 months. After the experiment, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA). The patient's anxiety level is evaluated and analyzed by decision tree algorithm 5.

**Results:** In the seven dimensions of mental factors, the anxiety symptoms of patients in modern dance group, folk dance group and classical dance group were significantly improved, while the anxiety symptoms of the control group were only improved to a certain extent. Therefore, the introduction of dance education has an obvious effect on patients.

**Conclusions:** Dance education combined with mental health has an ideal effect on the emotional relief of patients with anxiety disorder, especially modern dance and folk dance. The follow-up study can apply the proposed dance education to the intervention of patients with clinical anxiety disorder, so as to realize the management of psychological problems.

**Key words:** dance education - anxiety disorder - improve - emotion

\* \* \* \* \*

## INTRODUCTION

Anxiety will directly affect people's enthusiasm for life and the state of daily life. If people are in a state of anxiety for a long time, it will lead to negative emotional reactions. The international psychological association pointed out that the proportion of anxiety and depression increased by about 30% worldwide, of which the proportion of female patients was as high as 65% (Tuijl et al. 2018). Compared with the elderly group, young people have a higher proportion of anxiety and depression, which gradually decreases with age (Yoo & Jang 2019). The early symptoms of anxiety patients are not particularly obvious, so it is easy to ignore in clinical practice. When the disease progresses to a certain extent, the patients' life, work and study will be significantly affected (Karen et al. 2021). Dance education combined with mental health education can reduce the bad mood of patients with anxiety disorder, and then promote the healthy development of patients' body and mind.

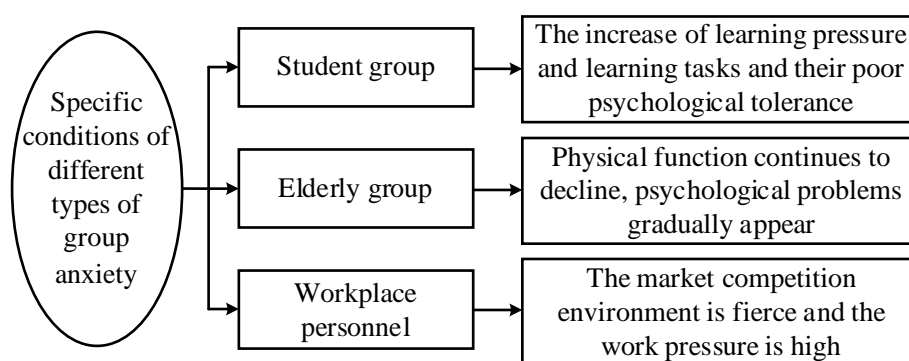
Katie scholars believe that through the extended communication on the Internet, many users have formed relationships with others online. The interaction of several aspects of Internet media makes the development process of online relations different from offline development. In terms of psychological research, the Internet is still a rather unknown field, especially in the field of online relationship development (Katie 2018).

Newby and other researchers analyzed the effects of cognitive behavioral therapy combined with the internet and mental health education on disease anxiety disorder and somatic symptom disorder (Newby et al. 2018). On the basis of analyzing autism, early psychosis and social anxiety disorder, Pepper and other researchers elaborated the role of social cognition and its relationship with young disabled people with social disorder (Pepper et al. 2018). A large number of studies at home and abroad have confirmed that dance education, as a way to alleviate patients' anxiety, has attracted the attention of many experts.

Anxiety disorder is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on (Da et al. 2020). Anxiety, as an abnormal psychological emotion of human beings, is mainly manifested in anxiety, panic, tension, anxiety and other psychological manifestations. Psychologists believe that anxiety usually refers to that people's adverse feelings such as risk, pressure and pain exceed their acceptable range, and it is difficult for people to face and solve these problems (Siew et al. 2019). Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases.

According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on (Ashar et al. 2021). At present, the main causes of anxiety are the pressure from life, communication, learning and other aspects, the requirement of perfection, the worry about health, the inseparability of smart phones and so on. At present, the most common intervention measures for anxiety disorders are personalized psychological intervention, lectures on professional knowledge of mental health and so on (Rankin et al. 2018). These intervention methods can reduce the psychological anxiety of patients to a certain extent, but the application scope of these

intervention methods is greatly constrained, and the implementation is difficult, the effect is poor, and the real-time performance is low (Mennin et al. 2018). Therefore, they have little value in clinical promotion. In order to alleviate the bad psychological emotions of patients with anxiety disorder, scholars at home and abroad have proposed a variety of auxiliary treatment methods such as music, dance, vision, space and education, which have been proved to have obvious effects (Karayagiz et al. 2020). As a two-way educational behavior, dance education requires teachers and students to complete dance movements together. The contents involved include students' own acceptance ability, students' psychological quality and teaching content.



**Figure 1.** Specific conditions of different types of group anxiety

Students, workers, the elderly and other different types of groups will have varying degrees of anxiety, but the causes of anxiety are different (Da et al. 2020; Siew et al. 2019; Ashar 2021). After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent. A large number of studies at home and abroad show that there is a great correlation among students' emotional intelligence, psychological anxiety and learning adaptability. With the growth of age, the physical function of the elderly continues to decline, the disease resistance also gradually weakens, and the lack of activity leads to the gradual increase of psychological problems such as loneliness, depression, loss and paranoia, which further affects the physical health of the elderly. At present, the professional level of enterprise staff is very limited and the market competition environment is becoming increasingly fierce. Their risk control ability is very low, and the staff will face great work pressure, which will lead to their psychological problems. Figure 1 shows the specific situation of different types of group anxiety.

At present, there are relatively few studies on the impact of dance education on anxiety disorder at home and abroad, and the research results are controversial in the medical field. The study takes anxiety patients as the research object, and analyzes the alleviating effect of dance education on the bad mood of anxiety patients, in

order to provide new research ideas for the intervention and prevention of clinical anxiety patients.

## SUBJECTS AND METHODS

### Study setting

According to the function and purpose of dance, dance can be divided into life dance and art dance. Life dance is a dance activity that people carry out for their own life needs. Art dance is a dance for the audience to enjoy. Life dance includes: custom dance, religious sacrifice dance, social dance, self-entertainment dance, sports dance, educational dance, etc. Custom dance, also known as festival and ritual dance, is a variety of mass dance activities held by many nationalities in marriage, funeral, planting, harvest and other festive festivals. In these dance activities, the customs, social features, cultural traditions and national characteristics of all nationalities are shown. According to different styles, dance education can be divided into folk dance, classical dance, modern dance and newly created dance. Chinese national dance is a form of artistic expression that shows regional and national characteristics. It can not only convey positive and optimistic emotional experience to people, but also help them relax their mood and devote themselves to the edification of other cultures. As an art course, the corresponding teaching process, form and content of Chinese national dance are diverse and personalized. According to previous research results, Chinese national dance education can improve

depression, irritability, anxiety and other bad emotions to a certain extent. The reason is that Chinese national dance education can expand students' cognitive ability, improve their views on anxiety, help them experience different emotions, and then enable them to focus their attention and prevent the adverse effects of anxiety. On the basis of national and folk dance, classical dance has been refined, sorted, processed and created by professional workers in previous dynasties, and passed down through the test of long-term artistic practice. It is considered to be a dance with the characteristics of classical style with typical significance. Many countries and nations in the world have dances with certain exemplary significance and classical style characteristics. Many countries and nationalities in the world have their

own unique styles of classical dance. Classical dance in Europe generally refers to ballet. Modern dance is a dance genre that rose in Europe and America at the end of the 19th century and the beginning of the 20th century. Its main aesthetic view is to oppose the formalism tendency of classical ballet at that time, which was conservative, divorced from real life and simply pursuing skills. It advocates to get rid of the bondage of the rigid movement program of classical ballet, freely express people's real feelings with dance movements in line with the natural movement rules, and emphasizes that dance art should reflect modern social life. The difficulties faced in the process of dance teaching and the strategies of dance education combined with psychology are shown in Table 1.

**Table 1.** Difficulties in the process of dance teaching and Strategies of dance education combined with psychology

Difficult problem	Type	Strategy	Type
Difficult problem 1	Limited teaching resources	Strategy 1	Teaching through multi-sensory channels
Difficult problem 2	Single teaching method	Strategy 2	Carry out different teaching according to the different characteristics of students
Difficult problem 3	Lack of talent training plan	Strategy 3	Help students build confidence through "psychological suggestion"

Newly created dance is different from the above three styles of dance. It is often based on the performance content and the needs of shaping characters, not stick to one style, learn from and absorb various styles, dance expression means and expression methods of various dance genres, and incorporate them for my own use, so as to create a dance with a unique new style different from the formed various dance styles.

In the process of dance teaching, there are very big problems, which are embodied in that teachers do not pay attention to dance practice in the professional teaching process, the teaching resources prepared by teachers are limited, it is difficult to bring diversified learning contents to students, the teaching method of teachers in the teaching process is single, and there is no professional talent training plan. In terms of teaching resources, teachers cannot help students' in-depth experience. In dance practice, students lack the perfection of practice. Stage practice plays a very important role in music education in colleges and universities. Students' technical skills can be effectively improved, and teachers can find problems in time in the teaching process. Dance practice can give students the opportunity to show themselves and test themselves in stage practice. Stage practice is the key point in teaching. It can not only exercise students' performance ability, but also improve students' good attitude. Dance education combined with psychology is mainly reflected in the following three aspects. First, teaching through multi-sensory channels. Teachers can integrate tactile, auditory, visual and other senses into dance teaching, which can not only improve students' concentration through novel forms of stimulation, but also promote the memory of dance movements. Good education includes teachers teaching the content of dance movements, demonstrating movements, making students feel the

state of muscles in the formation stage of movements, and comparing movements through different movements. Second, different teaching should be carried out according to the different characteristics of students. Teachers should teach according to students' different personality characteristics, including physique, temperament, personality, values, attitude, interest, motivation, emotion, needs, ability, etc. The third is to help students through "psychological suggestion". "Psychological suggestion" refers to the change of students' attitude, concept, emotion and desire when accepting others or the outside world. A large number of studies have confirmed that "psychological suggestion" can enhance students' interest in learning and ensure students' self-confidence and freedom in the process of dance learning to a great extent.

## Design

In order to analyze the improvement effect of dance education on the mood of patients with anxiety disorder, the Einfo data statistical analysis software was used to analyze the improvement effect of dance education on the mood of patients with anxiety disorder. The mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA). The patient's anxiety level is evaluated and analyzed by decision tree algorithm 5. 400 patients with anxiety disorder with different degrees of psychological anxiety were selected as the research object. According to the digital random grouping method, they were divided into control group, modern dance group, folk dance group and classical dance group. The students in the control group adopted the conventional teaching scheme, and the three groups of modern dance group, folk dance group and classical dance group adopted the corresponding teaching scheme

combined with psychology. The cycle lasted for 6 months, and the number of people in each group was 100. The basic information of the research object is shown in Table 2. HAMA is divided into mental and physical factors, with a total of 14 items. Each item is scored by 5-level scoring method, and the total score is 60 points. Somatic anxiety factors include autonomic nervous system symptoms, reproductive and urinary system symptoms, gastrointestinal symptoms, respiratory system symptoms, cardiovascular system symptoms, sensory system and muscle system symptoms. Mental anxiety factors include behavioral performance,

depressive mood, cognitive function, insomnia, fear, tension and anxiety. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety, and the corresponding score values are respectively. The improvement rate is the proportion of the number of people without anxiety and possible anxiety and the total number of people. In order to ensure the reliability of the research results, the average anxiety of all personnel in each group was taken as the final result.

**Table 2.** Basic information of research objects

Attribute	Control group	Modern dance group	Folk dance group	Classical dance group
Male	46	45	47	48
Female	54	55	53	52
Age/year	36.32±11.96	37.58±11.68	367.56±10.88	37.52±10.62
Course of disease/days	54.56±14.96	52.56±12.65	52.06±13.21	51.68±11.99

The questionnaires used in the study were calculated by reliability and validity formula. The reliability of the questionnaire is tested by split half reliability, which is obtained by the calculation formula of Pearson correlation coefficient  $r$ , as shown in formula (1).

$$r_{hh} = \frac{\sum_{j=1}^m (x_j - \bar{x})(y_j - \bar{y})}{\sqrt{\sum_{j=1}^m (x_j - \bar{x})^2} \sqrt{\sum_{j=1}^m (y_j - \bar{y})^2}} \quad (1)$$

In formula (1),  $x_j$  and  $y_j$  represent odd and even variables,  $\bar{x}$  and  $\bar{y}$  represent the corresponding average values of the corresponding two variables,  $m$  refers to the number of samples, and  $r_{hh}$  refers to the split half reliability. Pearson correlation coefficient can also be called Pearson product moment correlation coefficient. When  $P < 0.05$ , the gap has significant statistical difference, and  $P < 0.01$ , the gap has very significant statistical difference. When the correlation coefficient is 0, the vectors  $x$  and  $y$  are not correlated. When the value of  $x$  increases (decreases) and the value of  $y$  decreases (increases), the vectors  $x$  and  $y$  are negatively correlated, and the correlation coefficient is between -1.0 and 0.0. When the value of  $x$  increases (decreases), the value of  $y$  increases (decreases), the two vectors of  $x$  and  $y$  are positively correlated, and the correlation coefficient is between 0.0 and +1.0. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates medium intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and un-correlation. Pearson correlation coefficient is the upgrade of Euclidean distance, that is, it provides different processing steps for the value range of

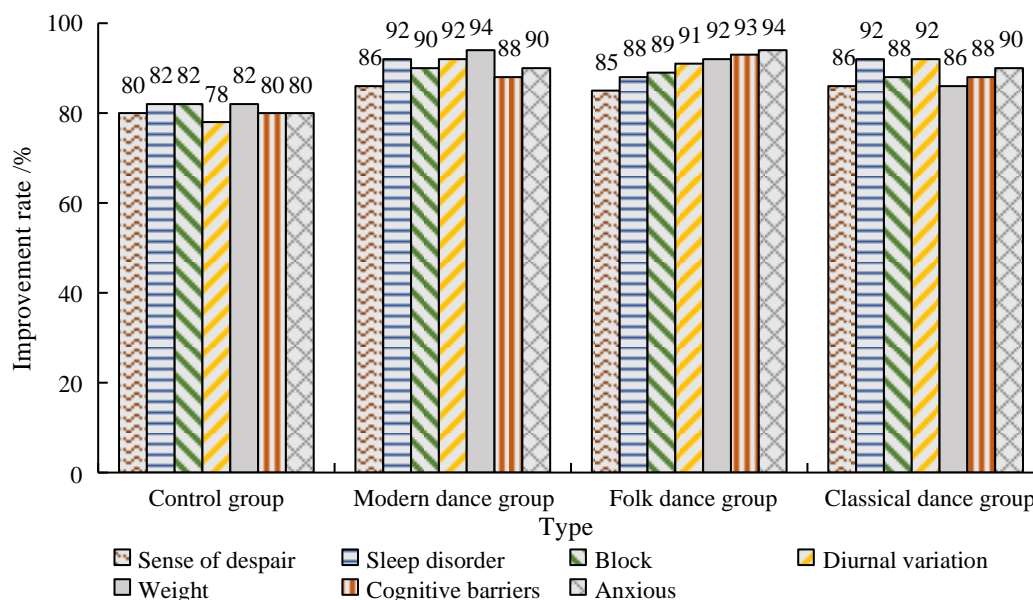
variables, and the differences in the dimensions of different variables are removed in the calculation process. It is also an improvement of cosine similarity in the case of missing dimension value.

## RESULTS

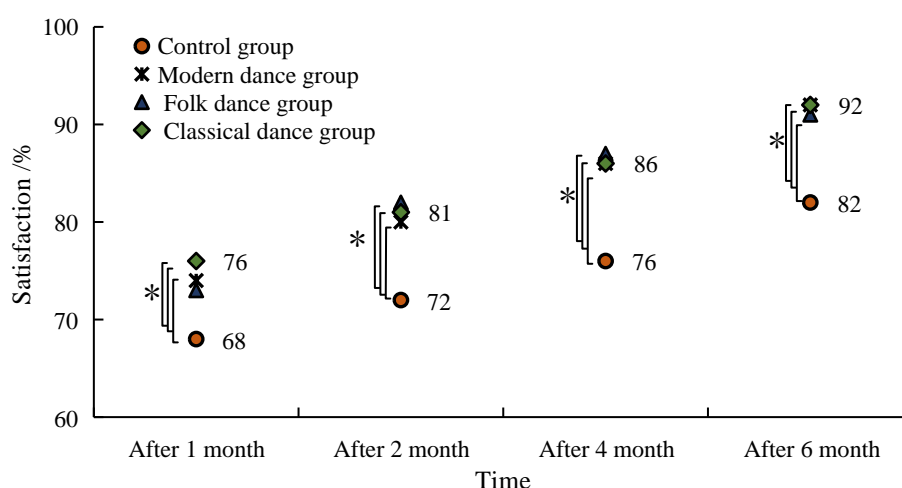
The questionnaires used in the study were tested by the reliability and validity calculation formula, and the reliability and validity were 0.74 and 0.76 respectively. Figure 2 shows the improvement of four groups of anxiety patients after the experiment. In the seven dimensions of mental factors, the anxiety symptoms of patients in modern dance group, folk dance group and classical dance group were significantly improved, while the anxiety symptoms of the control group were only improved to a certain extent. The improvement rates of anxiety symptoms in modern dance group, folk dance group and classical dance group were 86.0-88.0%, 85.0-93.0% and 86.0%-92.0% respectively. Therefore, the introduction of dance education to intervene the bad emotions of patients with anxiety disorder has an obvious effect. According to the seven dimensions of behavior performance, depression, cognitive function, insomnia, fear, tension and anxiety during the meeting, the adverse emotions of anxiety patients in the modern dance group can be greatly improved, and the corresponding improvement rates are 86%, 92%, 90%, 92%, 94%, 88% and 90% respectively. The corresponding improvement rates of anxiety patients in folk dance group were 85%, 88%, 89%, 91%, 92%, 93% and 94% respectively. The corresponding improvement rates of anxiety patients in classical dance group were 86%, 92%, 88%, 92%, 86%, 88% and 90% respectively. Therefore, the introduction of dance education to intervene the bad emotions of patients with anxiety disorder has an obvious effect.

Figure 3 shows the improvement of anxiety in four groups of anxiety patients in this experimental cycle. It can be seen from Figure 3 that the improvement rate of the four groups of patients increased with the increase of experimental time. However, the improvement rate of anxiety symptoms in modern dance group, folk dance group and classical dance group was more significant, which was statistically significant compared with the control group. This further shows that different types of

dance education can improve the secondary anxiety symptoms of patients with anxiety disorder. With the increase of dance education time, the anxiety of patients with anxiety disorder can be relieved to a great extent. This is mainly because their bad emotions such as irritability and depression can be well released after gradually adapting to the relief of dance education on human physical and psychological emotions.



**Figure 2.** The Improvement of depressive symptoms in the two groups after the experiment



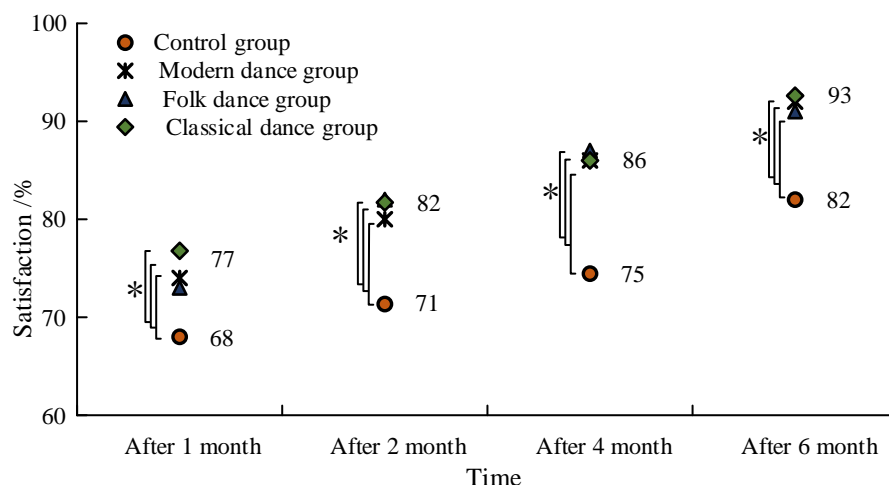
**Figure 3.** The improvement of anxiety in four groups of anxiety patients in this experimental cycle  
 Note: \* means statistically significant compared with the control group.

Figure 4 shows the improvement of depressive mood in four groups of anxiety patients in this experimental cycle. It can be seen from Figure 4 that the improvement rate of depression in the four groups increased with the increase of experimental time. However, the improvement rate of depressive symptoms in modern dance group, folk dance group and classical dance group was more significant, which was statistically significant compared with the control group. This further shows that

different types of dance education can improve the depressive symptoms of patients with anxiety disorder. With the increase of dance education time, the depression of patients with anxiety disorder can be relieved to a great extent, which is mainly because their depression and other bad emotions can be well released after gradually adapting to the relief of dance education on human physical and psychological emotions. Teachers take corresponding measures and methods to

reduce students' anxiety in the teaching process. First, create a good and relaxed classroom environment, quickly improve the ability of communication and expression, and reduce the anxiety of students themselves. Second, in classroom teaching, we should pay more attention to cultivating students' ability to actively answer questions, and encourage and praise students who are introverted and lack of confidence. Teachers take corresponding measures and methods to

reduce students' anxiety in the teaching process. First, create a good and relaxed classroom environment, quickly improve the ability of communication and expression, and reduce the anxiety of students themselves. Second, in classroom teaching, we should pay more attention to cultivating students' ability to actively answer questions, and encourage and praise students who are introverted and lack of confidence.



**Figure 4.** The improvement of depressive mood in four groups of anxiety patients in this experimental cycle  
 Note: \* means statistically significant compared with the control group.

## CONCLUSIONS

The intervention role of dance education in mental diseases has attracted the attention of relevant experts. The study set up four groups: modern dance group, folk dance group, classical dance group and control group to analyze the alleviating effect of dance education on patients with anxiety disorder. The results show that the anxiety symptoms of patients in modern dance group, folk dance group and classical dance group have been significantly improved, while the anxiety symptoms of the control group have only been improved to a certain extent. The improvement rates of seven mental factors in modern dance group, folk dance group and classical dance group were 86.0-88.0%, 85.0-93.0% and 86.0%-92.0% respectively. Dance education combined with mental health has an ideal effect on the emotional relief of patients with anxiety disorder, especially in modern dance and folk dance. Follow up research can apply dance education to the intervention and prevention of patients with clinical anxiety disorder.

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**Conflict of interest:** None to declare.

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Correspondence:

Fangfang Wang,  
School of Teacher Education, Pingdingshan University, Pingdingshan  
467000, China  
E-mail: ffw522@126.com

# STUDY ON THE EFFECT OF POSITIVE PSYCHOLOGICAL EDUCATION ON WOMEN'S DEPRESSION DURING PREGNANCY

Yue Wang

School of Marxism, Beijing Technology and Business University, Beijing 100037, China

## SUMMARY

**Background:** The self-thinking of patients with depression is easily affected by the external natural environment and human factors. Positive psychology was put forward by American psychologists at the end of the 20th century. Positive psychology is mainly to diagnose and study people's psychological problems, tap personal positive personality characteristics and potential, personality charm and interests, which is more conducive to human beings to establish good personal interpersonal relations and contribute to the healthy and harmonious development of marriage and family, friendship and religious emotion.

**Research objects and methods:** 200 female patients with depression during pregnancy were randomly divided into control group and experimental group, with 100 in each group. The control group was intervened with general psychological methods, while the experimental group was intervened with positive psychological education. The experimental cycle was 6 months. After that, the depressive symptoms of the two groups were measured by Hamilton Depression Scale (HAMD), and the improvement effect was classified by random forest algorithm. The HAMD scale includes seven factors: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement.

**Results:** The depressive symptoms of patients in the control group were improved to some extent, while the depressive symptoms of patients in the experimental group were improved more significantly. Therefore, the introduction of psychological education into the experimental group has an obvious positive effect on patients.

**Conclusions:** People from all walks of life should pay special attention to the serious impact of depression on people's normal life. The study used positive psychology education for intervention treatment.

**Key words:** positive psychology - education pregnancy - depressed

\* \* \* \* \*

## INTRODUCTION

The domestic epidemiological survey of mental diseases shows that the lifetime prevalence of depression is about 10%, of which 75% of patients are at risk of recurrence (Kingi et al. 2018). Patients with depression will reduce their self-identity and deny their self-worth, show very negative emotions, and seriously affect their quality of life due to the long-term impact of negative emotions (Sethna et al. 2021). Female depression during pregnancy is the symptoms of fatigue, poor sleep, irritability, anxiety, inattention and so on, which will lead to the healthy growth of the fetus and affect the health of pregnant women (Reuveni et al. 2021). Studies have confirmed that positive psychology education will improve the bad mood of patients with depression and improve their quality of life.

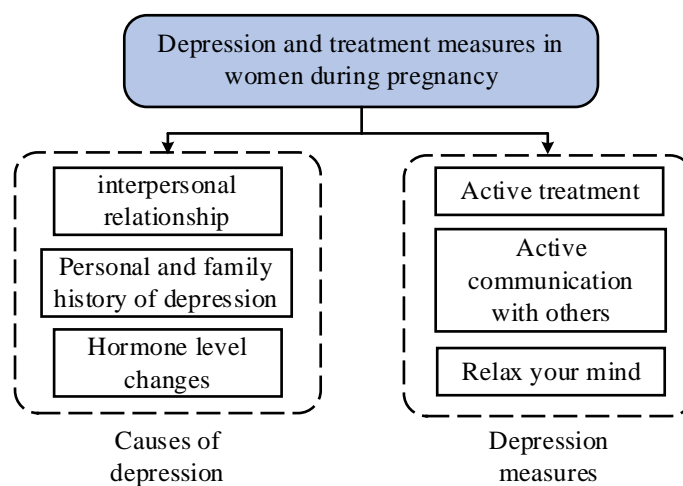
Robinson R and other scholars clarified the effect of maternal pregnancy depression on fetal mental disorders through experiments, and believed that maternal prenatal depression was related to children's neuropsychiatric diseases. Future research should clarify the biological basis and timely intervene in the early stage of pregnancy to prevent neuropsychiatric damage in offspring (Robinson et al. 2019). Muoz researchers believe that solving pregnant women and new mothers before they have mental disorders is a method that can be promoted online, which will contribute to the overall health of the population (Muoz 2019). In view of the

unclear relationship between the use of antidepressants during pregnancy and adverse perinatal outcomes, Kamala and other scholars set up experiments to analyze the risk of the use of antidepressants during pregnancy on adverse perinatal outcomes. Both depression and antidepressant use were independently associated with the risk of adverse perinatal outcomes; however, the risk associated with antidepressants was higher over and above the risk associated with depression. This may reflect the biological effects of antidepressants, greater severity of depression in those treated, or both (Kamala et al. 2020). The causes of depression during pregnancy are interpersonal relationship, personal and family depression history, hormone level changes and so on (Kamala et al. 2018). During the first trimester of pregnancy and childbirth, there will be significant changes in hormones in pregnant women, which will affect the neurotransmitters of the brain regulating emotion; Personal and family history of depression can lead to pregnancy depression; In terms of interpersonal relationship, it is easy to encounter problems such as being not recognized and understood, as well as problems that cannot be solved through their own efforts, which will lead to depression (Akbarian et al. 2018). In addition, there are various negative emotions caused by work pressure, frustration in life and worrying about the fetus. At present, the incidence rate of female depression during pregnancy is on the rise, and it is most likely to occur in the second and third trimester of pregnancy. At



present, the incidence rate of depression in China is about 25.0% (Kulkarni et al. 2019). Research shows that about 15% of women will suffer from perinatal depression, and the high incidence of the disease is pregnant women who have a history of depression, a history of psychosis and are not good at adjusting their mentality. According to the severity of the disease, depression can be divided into mild depression, moderate depression and severe depression. Mild depression has mild symptoms, such as depression, unhappiness, mild sleep disorder, loss of appetite and physical discomfort (Kautz et al. 2021). Moderate depression is more serious, which is characterized by obvious depression, showing a negative and pessimistic state, frowning all day, laziness and procrastination, low efficiency, lack of interest in previous favorite things, obvious sleep disorders and loss of appetite (Breivik et al. 2021). Moderate depression is more serious, which is characterized by obvious depression, showing a negative and pessimistic state, frowning all day, laziness and procrastination, low efficiency, lack of interest in previous favorite things, obvious sleep disorders and loss of appetite (Zhang et al. 2021). Severe depression symptoms are more serious, irritable, sensitive, feel that

life is worse than death, and have no hope for future life. For a long time, there are various sleep disorders and loss of appetite, such as difficulty in falling asleep, shallow sleep, early awakening, etc., so they can't live a normal life, and even have the tendency of self-abandonment, self-injury and suicide. After the occurrence of depression during pregnancy, positive treatment should be taken. The common clinical treatment measures are active treatment, active communication with others and relaxation (Breivik et al. 2021; Zhang et al. 2021). When depression occurs for a long-time during pregnancy, you need to take antidepressants that have no side effects on yourself and the fetus under the guidance of a doctor. For interpersonal problems, pregnant women need to stay with their spouses for a long time every day, and actively tell their troubles to their friends and relatives. For psychological problems, pregnant women can do things that make them happy during pregnancy, try to have a happy mood, ensure adequate sleep, do more exercise, pay attention to nutrition, and ensure mental stability through yoga classes during pregnancy. Figure 1 shows the causes and treatment measures of women's depression during pregnancy.



**Figure 1.** Causes and treatment measures of female depression during pregnancy

At present, there are relatively few studies on the impact of positive psychology education on depression during pregnancy at home and abroad, and the research results are controversial in the medical field. The study takes women's depression during pregnancy as the research object to analyze the impact of positive psychological education on women's depression during pregnancy, in order to improve women's depression during pregnancy and improve women's quality of life during pregnancy.

## SUBJECTS AND METHODS

### Study setting

There are three kinds of problems in the research of positive psychology: positive subjective experience, positive personal characteristics and positive

environmental institutions. Positive subjective experience includes happiness, love, achievement, gratitude, happiness, etc. Positive personal traits involve self-realization, value, interest, strength, personality, talent, etc. Positive environmental institutions involve the whole society, community, school, family, etc. (Katz et al. 2018). Positive psychology uses scientific methods to analyze the power of human positive psychology, positive behavior and positive cognitive habits (Farid et al. 2018). Positive mental state is a kind of energetic state, including prosocial behavior, investment experience, positive emotion, good interpersonal relationship and the pursuit of the and significance value of life (Garcês et al. 2018). Active mental health education absorbs the essence of ancient and modern thoughts at home and abroad, focuses on the pathological key of traditional mental health education, *faces all, takes active prevention and development as the*

orientation, purposefully and systematically cultivates the positive mentality of teachers and students and the whole people, and lays a foundation for a happy and successful life (Kerri et al. 2018). Positive mental health education adheres to the positive evaluation orientation of human nature, pays attention to the development of people's own positive factors and potential, takes people's inherent, actual, potential and constructive strength, virtue and goodness as the starting point, and interprets people's psychological phenomena (including psychological problems) with a positive attitude, so as to stimulate people's own internal positive quality, so that everyone can learn to create happiness and share happiness, maintain the best state of life, so as to improve psychological immunity and resistance; Create a heart filled with positive spirit, optimism, hope and spring vitality(Antoine et al.2018). Positive mental health education is to start from "positive", that is, to discover and interpret various phenomena from a positive perspective, cultivate a positive attitude with positive contents and ways, induce positive emotional experience with positive process, strengthen positive effects with positive feedback, and shape a positive life with a positive attitude (Reuveni et al. 2021). So as to lay a positive psychological foundation for a harmonious society and create a harmonious mental state (Mennin et al. 2018). Positive psychology education can bring meaning and happiness to patients with depression (Ashar et al. 2021). Specifically, positive psychology education is as follows, to help pregnant women establish positive strength, promote the development of human society, make them have resonance, empathy, expression, happiness, perseverance and aesthetics, and help them get higher virtue, goodwill, understanding and spirituality.

## Design

In order to analyze the impact of positive psychology education on women's depression during pregnancy, the study used random forest algorithm to analyze and grade the depression during pregnancy. 200 female patients with depression during pregnancy were randomly

divided into control group and experimental group, with 100 in each group. The control group was intervened with general psychological methods, while the experimental group was intervened with positive psychological education. The experimental cycle was 6 months. The depressive symptoms of the two groups were measured by Hamilton Depression Scale (HAMD). The HAMD scale includes seven factors: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. The sense of despair consists of the sense of decreased ability, the sense of despair and the sense of inferiority. In this way, the actual characteristics of patients can be reflected more simply and clearly. Sleep disorder consists of early awakening, lack of deep sleep and sleepiness. Block consists of depression, work and interest, block and sexual symptoms. The reliability and validity of HAMD were above 0.88-0.99 and 0.84, respectively. Day night variation is a term of day night variation. Cognitive impairment involves self-guilt, suicide, agitation, depersonalization and reality disintegration, paranoid symptoms and obsessive-compulsive symptoms. Weight loss is weight loss. Anxiety involves mental anxiety, somatic anxiety, gastrointestinal symptoms, hypochondriasis and insight. Factor analysis can not only reflect the psychopathological characteristics of patients, but also reflect the clinical results of target symptom groups. The HAMD evaluation method is simple and the standard is clear. It is easy to master and can be used to evaluate the depressive symptoms of depression, manic depression, neurosis and other diseases, especially for depression. However, this scale cannot distinguish depression from anxiety disorder, because the total scores of both have a similar increase. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement. In order to ensure the reliability of the research results, the average value of all objects is taken as the final research results. Table 1 refers to the basic information of the research object.

**Table 1.** Refers to the basic information of the research object

Attribute	Control group	Experience group
Male	45	46
Female	55	54
Age/year	36.02±11.56	37.58±10.38
Freshman	21	23
Sophomore	26	22
Junior	28	26
Senior	25	29

Random forest algorithm is a classical bagging integration algorithm. Its core idea is to build a variety of decision trees and form the forest structure between decision trees. The characteristics and advantages of random forest algorithm are as follows. First, for many

kinds of data, it can produce high accuracy classifiers. Second, it can handle a large number of input variables. Third, it can evaluate the importance of variables when determining categories. Fourth, when building a forest, it can produce an unbiased estimation of the generalized

error internally. Fifthly, it contains a good method to estimate the lost data, and if a large part of the data is lost, the accuracy can still be maintained. Sixth, it provides an experimental method to detect variable interactions. Seventh, for unbalanced classification data sets, it can balance errors. Eighth, it calculates the closeness in each case, which is very useful for data mining, detecting outliers and visualizing data. Ninth, use the above. It can be extended to unlabeled data, which usually use unsupervised clustering. It can also detect deviators and view data. Tenth, the learning process is very fast. The basic algorithm model is decision tree. In the decision-making process, the accuracy of the algorithm is increased by voting on the number of decisions. In the running stage, the algorithm introduces the process of random selection. The specific steps are as follows: set the current attribute set as a basic point set (including  $m$  attribute) in the operation process, and select the optimal attribute from the set as the division criterion. In the operation stage, the sampling method with return is used to process the basic data source, and finally different sample sets are obtained. In the last stage,  $k$  attributes are randomly selected from the attributes to be selected as the

candidate attributes of the decision node, and then the division attributes of the sample are obtained. The decision tree construction process is obtained by training each sample set. The random forest algorithm votes and combines different decision trees, and takes the classification attribute with the most votes as the result of the random forest algorithm. The calculation formula of classification result  $f(x)$  of random forest algorithm is formula (1).

$$f(x) = \arg \max_{i=1,2,\dots,c} \{I(f_{tree.l}(x) = i)\} \quad (1)$$

In formula (1), the test sample is represented by  $x$ , the number of random forests is represented by  $c$ , each category in the number of random forests is represented by  $I(\cdot)$ , and the number of equations in brackets is  $I(\cdot)$ .

The variation formula of iterative particle position and velocity vector is equation (2).

$$\begin{cases} v_i^{k+1} = w \times v_i^k + c_1 \cdot rand() \cdot (pbest_i - x_i) + c_2 \cdot rand() \cdot (gbest - x_i) \\ x_i^{k+1} = x_i^k + v_i^{k+1} \end{cases} \quad (2)$$

$x = 2 / \left| 2 - \varphi - \sqrt{\varphi^2 - 4 \cdot \varphi} \right|$ ,  $\varphi = c_1 + c_2 > 4$ , Usually set to 4.1. The inertia weight is expressed in  $w$ , which  $v_i^k$  represents the flight speed vector of the particle  $i$  in the second iteration  $i$ ,  $v_i^{k+1}$  represents the update speed of the particle  $i$ ,  $rand()$  represents the random number evenly distributed between  $0 \leq 1$ ,  $x_i^k$  represents

the position vector in the second iteration  $k$ ,  $x_i^{k+1}$  represents the position update,  $pbest_i$  represents the individual extreme value of the particle,  $gbest$  represents the global extreme value of the group, and  $c_i$  is the weight factor. The calculation formula of fitness function is equation (3).

$$fitness = \frac{1}{G} \sum_{g=1,2,\dots,g} \left( \arg \max_{i=1,2,\dots,c} \{I(f_{tree.l}(x) = i)\} - y_g \right)^2 \quad (3)$$

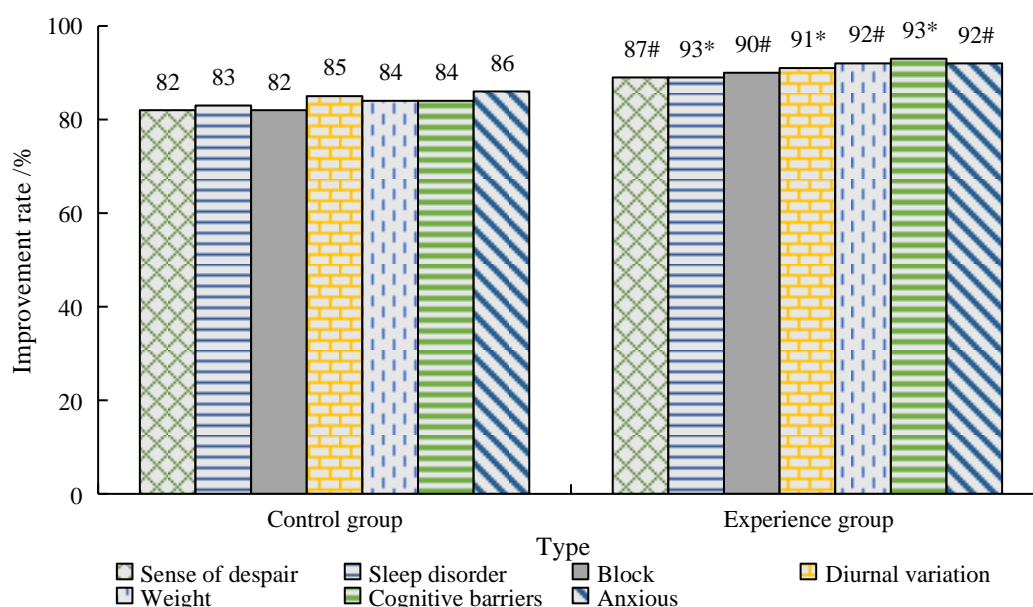
$g$  represents the number of training samples, and the actual output value of company category is represented by  $y_g$ .

Through SPLM data statistical analysis software, this paper analyzes the impact of teaching programs to improve oral English expression ability and autonomous learning ability on college students' anxiety disorder. The comparison between count data groups was analyzed by independent sample  $t$ -test, and the data comparison at different time points was analyzed by repeated measurement variance test.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

## RESULTS

Figure 2 shows the improvement of depression during pregnancy of women in the two groups after 6 months of positive psychology education. In the seven dimensions of mental factors, the symptoms of depression during pregnancy in the experimental group were significantly improved, while those in the control group were only improved to some extent. The improvement rates of despair, sleep disorder, block, day and night change, weight, cognitive impairment and anxiety in the experimental group were 89.0%, 89.0%, 90.0%, 91.0%, 92.0%, 93.0% and 92.0% respectively. The improvement rates of corresponding mental dimensions in the control group were 82.0%, 83.0%, 82.0%, 85.0%, 84.0%, 84.0% and 86.0% respectively.

Women's depression during pregnancy has obvious effect through positive psychological education.



**Figure 2.** Improvement of depression during pregnancy in the two groups after 6 months of positive psychology education

Note: \* refers to  $P < 0.01$ , # refers to  $P < 0.05$ .

Table 2 shows the improvement of depression during pregnancy in the experimental group. It can be seen from table 3 that the improvement rate of depression during pregnancy in the experimental group increased with the increase of experimental time. Compared with before the positive psychological education intervention, the improvement rate after 1 month, 3 months and 6 months was higher. After one month of positive psychological intervention, the improvement rates of despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety were 77.0%, 78.0%, 79.0%, 82.0%,

83.0%, 84.0% and 84.0% respectively. After 3 months of positive psychological intervention, the improvement rates of despair, sleep disorder, block, day and night change, weight, cognitive impairment and anxiety were 82.0%, 83.0%, 86.0%, 85.0%, 88.0%, 89.0% and 86.0% respectively. This further shows that positive psychological education can improve women's depressive symptoms during pregnancy, and with the increase of positive psychological education time, this improvement effect is more effective and significant.

**Table 2.** Improvement of depression during pregnancy in the experimental group

Index	Before	After 1 month	After 3 months	After 6 months
Sense of despair	72	77	82	89.0
Sleep disorder	75	78	83	89.0
Block	76	79	86	90.0
Diurnal variation	75	82	85	91.0
Weight	76	83	88	92.0
Cognitive barriers	78	84	89	93.0
Anxious	75	84	86	92.0

Table 3 shows the improvement of depression during pregnancy in the control group. It can be seen from table 4 that the improvement rate of depression during pregnancy in the control group increased with the increase of experimental time. Compared with before the general psychological education intervention, the improvement rate after 1 month, 3 months and 6 months of intervention was improved. After one month of positive psychological intervention, the improvement rates of despair, sleep disorder, block, day and night

change, weight, cognitive disorder and anxiety were 76.0%, 77.0%, 78.0%, 77.0%, 78.0%, 78.0% and 79.0% respectively. After 3 months of positive psychological intervention, the improvement rates of despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety were 79.0%, 81.0%, 80.0%, 83.0%, 82.0%, 82.0% and 84.0% respectively. This shows that general psychological education can improve women's depressive symptoms during pregnancy, and the

improvement effect is slightly improved with the increase of general psychological education time.

**Table 3.** The improvement of depression during pregnancy in the control group

Index	Before	After 1 month	After 3 months	After 6 months
Sense of despair	72	76	79	82.0
Sleep disorder	75	77	81	83.0
Block	76	78	80	82.0
Diurnal variation	75	77	83	85.0
Weight	76	78	82	84.0
Cognitive barriers	78	78	82	84.0
Anxious	75	79	84	86.0

## CONCLUSIONS

Women's depression during pregnancy will have adverse effects on the health of pregnant women and fetuses. The study took pregnant women with different degrees of depression as the research object. Based on the analysis of the causes and treatment measures of women's depression during pregnancy, the random forest algorithm and HAMD scale were used to analyze and grade evaluate the depression during pregnancy. The HAMD scale includes seven factors: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. The results showed that the improvement rates of despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety in the experimental group were 89.0%, 89.0%, 90.0%, 91.0%, 92.0%, 93.0% and 92.0% respectively. The improvement rates of corresponding mental dimensions in the control group were 82.0%, 83.0%, 82.0%, 85.0%, 84.0%, 84.0% and 86.0% respectively. With the increase of experimental time, the improvement rate of depression during pregnancy in the experimental group increased. Compared with before the positive psychological education intervention, the improvement rate after 1 month, 3 months and 6 months was higher. Positive psychological education can improve the depressive symptoms of women during pregnancy, which can be applied in the follow-up to alleviate the depressive mood during pregnancy.

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Correspondence:

Yue Wang,

School of Marxism, Beijing Technology and Business University, Beijing  
100037, China

E-mail: wangyue2832021@126.com

# STUDY ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING THE EMOTION OF COLLEGE STUDENTS WITH AFFECTIVE MENTAL DISORDER

Zhe Xu

School of Marxism, Northwestern Polytechnical University, Xi'an 710129, China

## SUMMARY

**Background:** Students' self-confidence can reflect their mental outlook, and students' mental state is closely related to school education curriculum. Ideological and political education in colleges and universities has become an important course that affects students' learning motivation and enthusiasm. Under the complex background of political and ideological development at home and abroad, more and more colleges and universities gradually began to realize that in addition to actively carrying out the traditional ideological and political theory education, they also need to actively explore, innovate and broaden the carrier of Ideological and political education and promote the new mode of Ideological and political education.

**Subjects and methods:** 200 college students with affective disorders were selected as the research object. They were divided into control group and experimental group according to the digital random grouping method. The students in the control group used general ideological and political education, while the experimental group used ideological and political education for patients with affective disorders. The experimental time was 6 months. After the experiment, the mood improvement of patients was evaluated by four indexes: depression, anxiety, mania and sleep disorder, and the K-means clustering algorithm was used for grade evaluation. The evaluation grade quantifies the degree of improvement through five grades 1-5. 1 indicates no improvement, 2 indicates slight improvement, 3 indicates improvement, 4 indicates significant improvement and 5 indicates serious improvement.

**Results:** It can be seen from table 1 that the mood of college students with affective disorders in the experimental group has been significantly improved, mainly because the ideological and political education for patients with affective disorders in the experimental group can timely dredge the affective disorders of college students.

**Conclusions:** Ideological and political education for patients with affective disorders can timely dredge college students' affective disorders, improve their psychological problems and enhance their ability to control their emotions.

**Key words:** affective disorder - colleges and universities - ideological and political education - college student

\* \* \* \* \*

## INTRODUCTION

Affective disorder is a kind of abnormal psychological performance, which has the pathological tendency of self-remission and repeated attack (Zhang et al. 2021). There is no difference between the mental activities of the retarded person and the normal person, and there is no personality defect (Deng 2021). Although it may occur many times, there is no mental decline. The main clinical manifestations are mania and depression (Yu 2021). If two types appear at the same time, it is called mania. College students with affective disorders have received the common attention of educators and social people. How to intervene and prevent college students with affective disorders has become a hot topic. Some experts once advocated the construction of political, ideological and moral education for college students to help students establish good and correct values and outlook on life and alleviate the psychological pressure of college students.

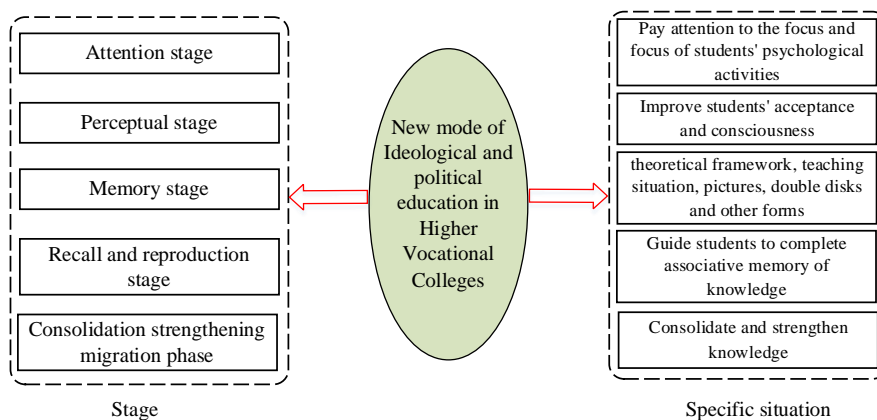
Starting from the ideological and political education in colleges and universities, Wang mainly analyzed the management factors affecting the ideological and political education in colleges and universities from the perspective of social environment and students' own factors. The results show that the level of ideological and political education in colleges and universities is

generally lower than that in Middle Schools, which indicates that the ideological and political education in colleges and universities needs to be strengthened (Wang 2021). Zeng researchers analyzed the application prospect of combining computer big data in the development of Ideological and political education in colleges and universities. The results show that ideological and political education in colleges and universities needs to vigorously promote big data technology (Zeng 2021). He and other researchers believe that nocturnal eating syndrome has been proved to be related to various negative physiological and psychological consequences. By exploring the relationship between neuroticism and nocturnal eating, it is found that, unlike neuroticism, psychological distress is an emotional state, and its plasticity is much greater through appropriate intervention (He 2018). However, at present, there are relatively few studies on the alleviation of college students' psychological pressure by political, ideological and moral education in China. In view of this, this study analyzes the role of Ideological and political education in higher vocational colleges on students' mental and emotional pressure through a self-made questionnaire, in order to find a teaching method that can alleviate college students' mental pressure.

Psychological stress has both positive and negative effects (Robinson 2019). On the one hand, moderate

psychological pressure can not only play a positive role in maintaining physical and mental health and improving learning and work efficiency, but also stimulate students' potential to the greatest extent and make them reach the best state in all aspects (Ling 2019). On the other hand, insufficient or excessive pressure has a negative impact on students' physical and mental health, learning and work efficiency, and even leads to relaxation of will or lack of motivation (Crewther 2020). The common stressors of college students are academic pressure, employment pressure, interpersonal pressure, love pressure, economic pressure, independent life pressure, family pressure, competition pressure and social pressure (Xia 2021). In this case, if students' various pressures are not relieved in time, they are likely to have emotional disorders. Affective disorder is a kind of abnormal psychological performance, which has the pathological tendency of self-remission and repeated attack (Ai 2021). There is no difference between the mental activities of the retarded person and the normal person, and there is no personality defect. Although it may occur many times, there is no mental decline. Affective disorder, also known as mood disorder, is a disease that leads to obvious and lasting mood and emotional changes due to a variety of reasons. Its clinical manifestations are usually continuous depression

and high mood, accompanied by psychotic symptoms such as hallucinations, cognitive and behavioral changes (Zhang 2019). At present, the etiology of affective disorder has not been confirmed. The possible pathogenesis is related to social psychological factors, neural development, neuroimaging, neuroelectrophysiology, neuroendocrine, neurobiochemistry, heredity and other factors (Gumus 2019). At present, the common effective treatment methods are related to neurobiochemical abnormalities, including neurotransmitter systems such as dopamine and norepinephrine. According to different clinical forms, patients can be divided into depression, mania, manic depression, cyclic mood disorder and dysthymic disorder. Depression is usually characterized by decreased will activity, slow thinking, low mood, physical symptoms, cognitive impairment and other main characteristics. The vast majority of patients still have anxiety. Manic disorder is characterized by increased activity, runaway thinking, high mood, abnormal cognitive function and other symptoms. In severe cases, it can be manifested as disturbance of consciousness. Manic depressive disorder refers to the characteristics of both mania and depression, but this phenomenon is rare in clinic.



**Figure 1.** New mode of Ideological and political education in higher vocational colleges

## SUBJECTS AND METHODS

### Study setting

The ideological status of college students is closely related to their attitudes, values, beliefs, concepts and other factors in their own cognitive system. Some data research points out that about 40% of college students have abnormal behavior, which has attracted extensive attention of teaching scholars and all sectors of society (Ai 2021; Zhang 2019; Gumus et al. 2019). Political education attaches importance to the formation and development of people's political and ideological quality and the law of ideological and political education. The ideological and political education in colleges and universities must learn from the theories and methods of psychology. At present, there are some problems in

ideological and political education in colleges and universities, such as low flexibility and serious formalization (Zhang 2020). The college Ideological and political education program studied and constructed includes five stages: attention stage, perception stage, memory stage, recall and reproduction stage, consolidation strengthening transfer stage (Wang 2020). The specific situation is shown in Figure 1. Attention stage refers to the process of obtaining ideological and political education information (Kanovsky 2018). It attaches importance to the focus and concentration of students' psychological activities in the process of teachers' class, so as to ensure that the transmitted information can be effectively received by students and avoid information filtering (Wen 2021). Perceptual stage refers to the process of encoding ideological and political education information. It is a very important



stage in memory processing and learning. At this stage, educators give full play to the function of schema to ensure that the educational content fits the cognitive schema of college students as much as possible. If necessary, they can process and improve the original schema. This can not only improve college students' acceptance and awareness of educational content, but also maximize the effect of ideological and political education. Memory stage refers to the process of storing ideological and political education information, which is divided into three aspects: long-term storage, short-term storage and sensory memory. In view of the advantages and disadvantages of the three storage methods, educators should complete teaching through theoretical framework, teaching situation, pictures and other forms, which can help students complete short-term memory and sensory memory (Li 2018). For long-term memory, students need to be guided to master it through double play. Recall and reproduction stage refers to the process of extracting information from ideological and political education, which is the stage of testing the effect of memory (Wang 2021). Educators set up situational teaching programs to help students reproduce and confirm knowledge. At the same time, we also need to guide students to sort out and summarize teaching knowledge, consolidate the internal relationship between knowledge, and prevent the stored knowledge from being effectively extracted. Consolidation strengthening transfer stage refers to the process of using ideological and political education information. It is the stage of transforming short-term memory into long-term memory. Educators consolidate knowledge with the help of Meta memory strategy, and set different scenes to complete the retelling of knowledge at an interval of time. Figure 1 shows the new model of Ideological and political education in higher vocational colleges (Ren 2018). The college ideological and political education program constructed by the Institute can improve students' psychology from the dimensions of perceptual judgment,

thinking and emotion, outward representation and memory intuition. This can make college students' attitude develop in a positive direction, effectively improve college students' emotion and improve their emotion management ability.

### Design

In order to analyze the role of Ideological and political education in colleges and universities on college students' mental and emotional stress, the research uses BMDP data statistical analysis software and K-means clustering algorithm to analyze the emotional state and evaluate the grade. 200 college students with affective disorders were selected as the research object. They were divided into control group and experimental group according to the digital random grouping method. The students in the control group used general ideological and political education, while the experimental group used ideological and political education for patients with affective disorders. The experimental time was 6 months. After the experiment, the emotional improvement of patients was evaluated by four indicators: depression, anxiety, mania and sleep disorder. The evaluation level was quantified by five levels of 1-5. 1 means no improvement, 2 means slight improvement, 3 means improvement, 4 means significant improvement and 5 means severe improvement. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result. The comparison between count data groups was analyzed by independent sample *t*-test, and the data comparison at different time points was analyzed by repeated measurement variance test.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

**Table 1.** Recovery of research object data

Type	Control group	Experience group
Freshman	24	23
Sophomore	25	27
Junior	25	24
Senior	26	26
Ideological and political education	51	48
Non-ideological and political education	49	52
Age/year	22.35±1.36	23.12±2.03

As a classical data mining algorithm, the core idea of K-means algorithm used in the research is to find the partition scheme of clusters, and finally minimize the overall error of the mean value of clusters. Clustering algorithm is a classification method of unsupervised learning. It divides the data without similar labels and disordered arrangement into fixed categories through data processing. This method can divide the samples

with small difference and high similarity into the same category (cluster), and finally make all data samples be divided into different categories. Before clustering, select one sample point from all sample points as the center of the first stage clustering, and then put the rest of the data into the cluster with the shortest distance from the cluster center. Finally, the iterative method of constantly moving the center is used to divide the cluster.

The similarity criterion of the algorithm is the distance between data, which indicates that the smaller the distance, the higher the similarity of data, and the greater the possibility of being divided into the same category. Although the algorithm steps of this method are simple and the processing effect is high and efficient, there are also the following problems. The algorithm is easy to fall into the local optimal solution and has a strong dependence on the initial conditions.

Since the parity of the original set data cannot be determined, it will be put into the group. This ensures that one set is the two closest data objects in the data set, eliminates the random uncertainty in classification, and shows the spatial distribution uniformity of cluster centers in the selection stage, so as to avoid the concentration of initial cluster centers.

K-means algorithm reduces the amount of computation by initializing the selection of clustering centers. The specific process is as follows. First, randomly select an initial cluster center and calculate the distance  $B(x)$  from each point to the cluster center. Second, re select the cluster center according to the probability, and repeat the above steps to find  $K$  initial cluster centers. Third, calculate the distance  $B$  between each sample and each centroid, and divide all samples into  $C^i$  with the highest similarity. Fourth, calculate the centroid of each class  $C^i$  and the distance from the sample to the new cluster center again, and divide it into new classes. When the maximum number of iterations is reached or the centroid remains unchanged, the criterion function converges. Fifthly, the categories of sample data and  $K$  clustering centers are finally obtained.

However, the algorithm is not suitable for dealing with discrete data, and has a good effect on continuous data. Therefore, a small amount of education time field data is selected for the training sample set. Given training sample  $\{x^{(1)}, \dots, x^{(m)}\}$ , where  $x^{(i)} \in \square^n$ . K-means algorithm is based on the sum of squares of minimum error, and its cost function  $x^{(i)} \in \square^n$  is equation (1).

$$J = \sum_i^n \sum_j^k r_{ij} \|x^{(i)} - u_j\|^2 \quad (1)$$

In formula (1),  $u_j$  refers to the category to which the first sample belongs. The value of  $r_{ij}$  depends on whether the data  $x^{(i)}$  is classified as  $u_j$ . If so, the value is 1. Otherwise, the value is 0.

The calculation formula of the criterion function is shown in equation (2).

$$E = \sum_{i=1}^k \sum_{P \in C_i} (P - m_i)^2 \quad (2)$$

In equation (2), a point in all object spaces in the database is represented by  $P$ , the mean value of cluster  $C_i$  is represented by  $m_i$ , and the sum of square errors between each object and the corresponding cluster center is represented by  $E$ . The calculation formula of probability  $T$  that the sample is selected as the cluster center is equation (3).

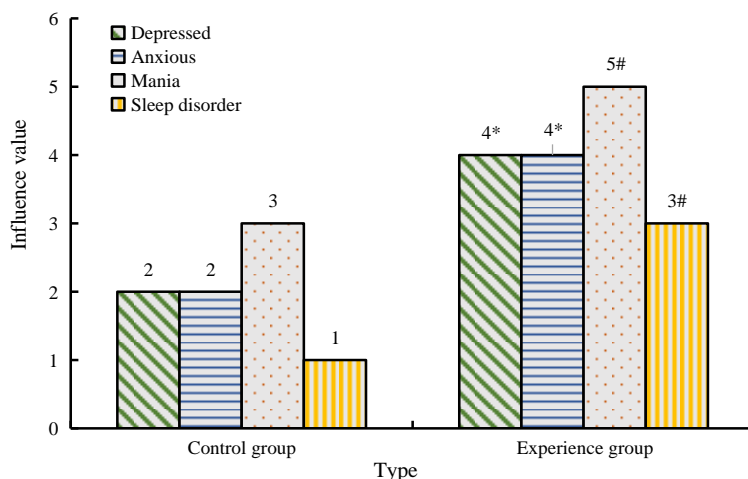
$$T = B(x)^2 / \sum_{i=1}^n B(x_i)^2 \quad (3)$$

In formula (3),  $B(x)$  refers to the similarity between data, which is calculated by various distance formulas. Euclidean distance calculation formula is adopted in the study.

## RESULTS

Figure 2 shows the emotional improvement of college students with affective disorders in the two groups after 6 months of the experiment. According to table 1, the improvement degree of depression, anxiety, mania and sleep disorder in the control group was 2, 2, 3 and 1 respectively. The improvement degrees of depression, anxiety, mania and sleep disorder in the experimental group were 4, 4, 5 and 3 respectively. The emotion of college students with affective mental disorder in the experimental group has been significantly improved, mainly because the ideological and political education for patients with affective mental disorder in the experimental group can dredge the affective mental disorder of college students in time, the general ideological and political education program adopted by the control group cannot find students' affective mental disorders in time, and there is no appropriate teaching program to alleviate students' affective mental disorders, which eventually makes students have more serious psychological problems.

Table 2 refers to the improvement effect of patients with affective disorders in the experimental group in the experimental cycle. With the increase of experimental time, the improvement of students with affective disorders in the experimental group was improved. Compared with before the targeted ideological and political education intervention, the improvement after one month, two months and six months of intervention has improved. One month after the intervention of Ideological and political education for patients with affective disorder, the influence values of depression, anxiety, mania and sleep disorder in patients with affective disorder were 3, 3, 4 and 2; After 3 months of intervention, the influence values of depression, anxiety, mania and sleep disorder in patients with affective disorders were 3, 3, 4 and 2. This further shows that the ideological and political education program for patients with affective disorders can improve the anxiety symptoms of patients with anxiety disorders.



**Figure 2.** Emotional improvement of college students with affective disorders in the two groups  
Note: \* refers to  $P < 0.01$ , # refers to  $P < 0.05$ .

**Table 2.** Improvement effect of patients with affective disorder in the experimental group in the experimental cycle

Index	Before	After 1 month	After 3 months	After 6 months
Depressed	2	3	3	4
Anxious	2	3	3	4
Mania	3	4	4	5
Sleep disorder	1	2	2	3

Table 3 refers to the improvement effect of patients with affective disorders in the control group in the experimental cycle. With the increase of intervention time, the improvement of patients with affective disorders in the control group was improved. Compared with before the intervention of ordinary ideological and political education, the improvement situation after one month, two months and six months of intervention has improved. After one month of intervention through

general ideological and political education, the influence values of depression, anxiety, mania and sleep disorder in patients with affective disorders were 1, 1, 2 and 1. After 3 months of intervention, the influence values of depression, anxiety, mania and sleep disorder in patients with affective disorders were 2, 2, 3 and 2. This further shows that the general ideological and political education program can improve the anxiety symptoms of patients with anxiety disorder.

**Table 3.** Improvement effect of patients with affective disorder in the control group in the experimental cycle

Index	Before	After 1 month	After 3 months	After 6 months
Depressed	1	1	2	2
Anxious	1	1	2	2
Mania	1	2	3	3
Sleep disorder	1	1	1	1

## CONCLUSION

The purpose of Ideological and political education is to improve students' comprehensive quality, and the ultimate goal is to cultivate high-quality talents with all-round development of morality, intelligence, physique and beauty. The study created an ideological and political education program including attention stage, perception stage, memory stage, recall and reproduction stage and consolidation strengthening transfer stage, so as to intervene the emotional symptoms of patients with affective disorders. 200 college students with affective disorders were selected as the research object, and the emotional state was analyzed and evaluated by BMDP

data statistical analysis software and K-means clustering algorithm. The results showed that the improvement degrees of depression, anxiety, mania and sleep disorder in the control group were 2, 2, 3 and 1 respectively. The improvement degrees of depression, anxiety, mania and sleep disorder in the experimental group were 4, 4, 5 and 3 respectively. The practitioners of college students' daily ideological and political education need to establish a correct political direction, strengthen their own ideological and moral cultivation, enhance their sense of social responsibility, and strive to become the guide and direction for the healthy growth of college students. The curriculum optimization of college students' ideological and political education program

combined with psychology is effective and practical, but the specific methods and technical level used by different groups need further research, which needs to be improved and improved in the follow-up.

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Correspondence:

Zhe Xu,

School of Marxism, Northwestern Polytechnical University, Xi'an 710129, China

E-mail: nwpuxuzhe@126.com

# RESEARCH ON THE IMPACT OF RURAL LANDSCAPE PLANNING AND DESIGN ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY FROM THE PERSPECTIVE OF “BEAUTIFUL COUNTRYSIDE”

Tao Yang

School of Civil Engineering and Architecture, Shaanxi University of Technology, Hanzhong 723001, China

## SUMMARY

**Background:** Rural landscape design should consider the psychological feelings of rural residents, avoid the destruction of rural landscape context and villagers' cultural activities to the greatest extent, and create a rural environment in line with the rhythm of residents' production and life and the evolution characteristics of rural environment with the help of modern design ideas.

**Subjects and methods:** 100 residents with different degrees of anxiety were selected as the research object to analyze the impact of rural landscape planning and design on the psychological anxiety of the audience from the perspective of beautiful countryside. The study used State Trait Anxiety Inventory (ATAI) to analyze anxiety, and used expectation maximization algorithm (EM) to classify the improvement effect of anxiety. ATAI scale can be divided into state anxiety and trait anxiety. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The rural landscape planning strategy includes four levels: constructing rural characteristics and promoting the construction of spiritual civilization (measures 1), comprehensively considering the geographical environment (measures 2), improving the rural settlement landscape (measures 3) and optimizing the natural ecological landscape (measures 4).

**Results:** It can be seen from table 1 that the four improvement measures have improved residents' state anxiety and trait anxiety to varying degrees, which may be because different rural landscape planning improvement measures can relieve residents' psychological anxiety.

**Conclusions:** The intervention methods of conventional psychological diseases can alleviate the phenomenon of psychological anxiety, but their application scope is greatly limited, and the implementation is difficult, the effect is poor, and the real-time performance is low.

**Key words:** beautiful countryside - rural landscape - planning and design

\* \* \* \* \*

## INTRODUCTION

China has a large rural population. With the continuous acceleration of urbanization and the improvement of material living standards, rural residents are likely to have a variety of adverse emotions such as anxiety, tension and irritability when facing such heavy life and work pressure (Chew 2020). If rural residents are in anxiety for a long time, their life and work will be particularly affected, and may even develop into other more serious mental diseases (Klein 2020). Since the Fifth Plenary Session of the 16th CPC Central Committee put forward the strategy of beautiful rural construction, urban construction and rural construction have gradually shown great differences (Kim 2018). The construction of beautiful countryside not only has positive significance for the construction of social harmony and stability, but also plays an important role in promoting the revitalization of rural economy.

Researchers such as Alem believe that anxiety is an abnormal bad psychological emotion in human beings. It is mainly an irritable emotion formed by paying too much attention to the future, destiny and life safety. Its clinical manifestations include anxiety, panic, tension, anxiety and other psychological manifestations (A L E M 2019). Broekman and other scholars pointed out that

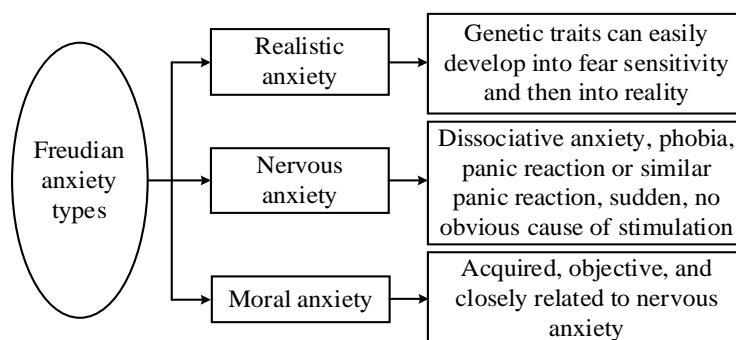
anxiety usually refers to people's bad emotions, such as risk, stress and pain, which are beyond their acceptable range, and it is difficult for people to face and solve these problems (Broekman 2019). Harasimczuk scholar and team analyzed that the main causes of anxiety are various aspects of pressure, high standards and strict requirements, health problems, smart phones, etc. they believe that the length of advertising language has an impact on drivers' attention and motor behavior (Harasimczuk 2021).

Anxiety is an abnormal bad psychological emotion existing in people. It is mainly an irritable emotion formed by excessive concern about the future, fate and life safety. Its clinical manifestations are anxiety, panic, tension, anxiety and other psychological manifestations (Sabela 2018). Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range, and it is difficult for people to face and solve these problems (Crawford 2018). Generally speaking, the essence of individual anxiety is a very reasonable emotional response. Under normal circumstances, people cannot worry too much (Ward 2021). But if people have long-term anxiety, they can easily develop this anxiety into emotional and physiological diseases. At present, the main causes of anxiety are all aspects of pressure, high standards and strict requirements, health

concerns, smart phones and so on. At present, the most common forms of intervention are personalized psychological intervention, lectures on professional knowledge of mental health and so on.

According to Freud's different understanding of anxiety, anxiety can be divided into three types: realistic anxiety, neurological anxiety and moral anxiety. The specific situation is shown in Figure 1. As a painful emotional experience, realistic anxiety refers to the perception of external dangers (Borgeaud 2018). The phenomenon that the human body feels danger and produces anxiety has genetic characteristics, and this ability can be acquired in the acquired life. Because of its genetic characteristics, realistic anxiety can easily develop into fear sensitivity, and then develop into reality (Hale 2018). Neurotic anxiety refers to that when

an individual is aware of his instinct and produces danger, the objective venting effect of individual instinct exceeds the anti-energy venting effect of self, and the human body will produce fear. Neurotic anxiety can be divided into free anxiety, strong irrational fear (phobia), panic response or similar panic response. Panic response or similar panic response is sudden, and there is no obvious cause of stimulation. Phobia means that the degree of terror completely exceeds the degree of fear of things themselves. Terror has the characteristics of irrationality, and each kind of necrophobia can be attributed to the original desire of self for the things we fear (Charles-Edouard 2018). Moral anxiety refers to the self-experience of guilt and shame. The root cause is self-awareness of the danger of conscience.



**Figure 1.** Freud's classification of anxiety types

The study puts forward the rural landscape planning and design from the perspective of beautiful countryside, and analyzes the impact of four different improvement strategies on Residents' anxiety, in order to contribute to the villagers' physical and mental health.

## SUBJECTS AND METHODS

### Study setting

Moral anxiety has two characteristics: after nature and objectivity. It is closely related to neurotic anxiety, because the main enemy of superego is the choice of the original object of ID. Domestic reports have pointed out that the rural landscape planning and design from the perspective of beautiful countryside can alleviate people's psychological problems to a certain extent. Beautiful countryside is a new concept of China's new socialist rural construction. The concept of beautiful countryside puts forward a higher goal for rural construction. Rural landscape refers to the comprehensive landscape of natural, social, cultural, economic and other phenomena in rural areas, involving a variety of elements such as Sichuan system, rivers, roads, farmland and villages, reflecting a variety of functions such as aesthetics, cultural maintenance, ecological service, production and life. Rural landscape usually has the characteristics of ecological stability, productivity and regionality. It can be divided into two types: natural landscape and cultural landscape. Cultural

landscape includes rural settlement landscape and productive landscape dominated by agriculture, which can reflect the regional economic situation and cultural customs. Natural landscape includes landform, animals and plants, climate, soil, hydrology and other elements, which can reflect the natural conditions of rural areas. At this stage, rural construction is facing the constraints of economic depression, insufficient transportation, backward technology and other factors, which will have a significant impact on the process of beautiful rural construction. The basic principles of beautiful rural landscape design are as follows: adjusting measures to local conditions, sustainable development, people-oriented and serving the public.

The basic characteristics of China's vast territory have formed different climate, geographical conditions and natural environment, which has created different social customs and architectural styles, and then affect people's lifestyle, cultural literacy, folk customs and religious beliefs. In the process of beautiful rural landscape design, we should design and study the rural landscape according to local conditions according to local cultural characteristics, construction technology, environmental characteristics, climate characteristics, building materials, topographic changes and other factors. In terms of plant landscaping, suitable tree species and local tree species should be selected, and trees and flowers should be suitable for trees and flowers, so as to maximize the ecological benefits of plants. Through reasonable analysis and planning, essence is

absorbed from local culture to form different landscapes, which are different from other rural landscapes. In this way, the original ecological environment is maintained,

the local unique culture is represented, and the recognition of local residents can be obtained.

**Table 1.** Principles to be considered in rural landscape design

Principle	Specific attributes
Suit one's measures to local conditions	According to the local cultural characteristics, construction technology, environmental characteristics, climate characteristics, building materials, topographic changes and other factors
Sustainable development	Considering the ecological effect, take water source, forest resources and land resources as the main energy
People oriented and serving people	In the process of architectural form and landscape color design, their needs should be considered, local customs should be respected, and comfort and safety should be ensured

At present, the biggest difficulty of landscape design is the Sustainable challenge caused by the crisis of environment, energy and resources. In the process of rural landscape design, it is necessary to consider ecological effects, take resource regeneration, energy conservation and environmental protection as the fundamental purpose, adhere to green design, and take water source, forest resources and land resources as the main energy. Human text is not only the main principle of rural landscape design, but also an important principle that design needs to serve mankind. According to the theory of garden city, landscape design needs to maximize people's requirements for living environment and provide residents with a comfortable and pleasant living environment. The ultimate beneficiaries of rural landscape are local villagers. Their needs should be considered in the process of architectural form and landscape color design, respect local customs and habits, and ensure comfort and safety. Rural characteristics should be based on characteristic culture, combined with national customs, ancient and simple folk customs and national characteristics, so as to empower rural landscape design and promote the process of rural spiritual civilization in China. Rural cultural characteristics can maximize the potential of rural cultural tourism, improve the overall economic benefits and promote the construction of beautiful villages. Table 1 refers to the principles to be considered in rural landscape design.

This connection stems from the standards set by parents, mainly to prevent children from having aggressive and sexual impulses. The key points of rural landscape planning and design from the perspective of beautiful countryside are as follows: build rural characteristics and promote the construction of spiritual civilization, comprehensively consider the geographical environment, improve the rural settlement landscape and optimize the natural ecological landscape. Rural characteristics are divided into material culture and intangible culture, both of which are the same cultural system, but intangible culture can connect the social activities and emotional relations of different villages through the emotional level. The theory of rural landscape design focuses on the local cultural characteristics of rural areas, and improves the cultural

atmosphere with the help of rural unique handicrafts, vegetation and buildings, so as to drive the development of rural tourism. The design and planning of rural landscape should be combined with geographical characteristics to promote its harmony and unity with the surrounding environment and improve the ecology of construction. The rural settlement landscape needs to show the unique characteristics of the village, and the characteristics of the local village should be respected in the design process; Reasonably adjust the road network; Deep excavation of rural resources; Configure corresponding service facilities. Natural ecological landscape includes nature reserves, rivers, woodlands, etc. its biggest function is to repair the local ecological environment.

### Design

In order to analyze the impact of rural landscape planning and design on the psychological anxiety of the audience from the perspective of beautiful countryside, the research uses Einfo data statistical analysis software for analysis. 100 residents with different degrees of anxiety were selected as the research object. The improvement effect of audience anxiety was classified by expectation maximization algorithm (EM), and the anxiety was analyzed by State Trait Anxiety Inventory (ATAI). The experimental period lasted for 12 months. Table 1 refers to the basic information of the research object. ATAI scale can be divided into state anxiety and trait anxiety. State anxiety is a transient adverse emotional experience, including neuroticism, fear, tension, autonomic hyperfunction and so on. Trait anxiety is an emotional experience that is often evaluated. It has stability and individual differences. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. The rural landscape planning strategy includes four levels: constructing rural characteristics and promoting the construction of spiritual civilization (measures 1), comprehensively considering the geographical

environment (measures 2), improving the rural settlement landscape (measures 3) and optimizing the natural ecological landscape (measures 4). In order to

avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Table 1.** Recovery of research object data

Type	Male	Female	Age / year
Zone 1	12	13	35.21±12.32
Area 2	11	14	36.20±11.04
Area 3	13	12	34.26±10.68
Area 4	16	9	35.62±12.36
City	21	29	35.26±12.11
Countryside	23	27	34.21±11.23

EM algorithm is an algorithm to find the maximum likelihood estimation or maximum a posteriori estimation of parameters in the probability model that depends on unobservable hidden variables. EM algorithm is a kind of optimization algorithm to realize maximum likelihood estimation through iteration. It is used to estimate the parameters of probability model containing hidden variables or missing data. EM algorithm and its improved version are used to solve the parameters of machine learning algorithm. Common examples include unsupervised learning algorithms such as Gaussian mixture model, probabilistic principal component analysis, hidden Markov model and so on. The standard computational framework of EM algorithm consists of E-step and M-step alternately. The convergence of the algorithm can ensure that the iteration can at least approach the local maximum. The objective function is indirectly optimized by optimizing the lower bound of the objective function. It is greatly affected by the initial value and cannot guarantee the global optimization, but it can guarantee the convergence to the stable point. In step e, we fix the value of model parameters and optimize the distribution of implicit data, while in step m, we fix the distribution of implicit data and optimize the value of model parameters. The basic flow of EM algorithm is as follows: firstly, assume the implicit data (step e of EM algorithm), and then maximize the log likelihood based on the observed data and guessed implicit data to solve our model parameters (Step M of EM algorithm). Since our previous hidden data is guessed, based on the currently obtained model parameters, continue to guess the hidden data (step e of EM algorithm), and then continue to maximize the log likelihood to solve our model parameters (Step M of EM algorithm). By analogy, continue to iterate until the distribution parameters of the model are basically unchanged, and the algorithm converges to find the appropriate model parameters. The convergence of EM algorithm can only ensure local optimization, not global optimization. Therefore, the EM algorithm is usually randomly initialized and run many times, and the iterative output with the maximum log likelihood is selected. Because iterative rules are easy to implement and hidden variables can be considered flexibly, EM algorithm is widely used to deal with missing measurements of data

and parameter estimation of many machines learning algorithms, including Gaussian mixture model and hidden Markov model. EM algorithm is characterized by stability, convergence and computational complexity. EM algorithm can at least maintain the current optimization results and will not move in the opposite direction of the maximum, so EM algorithm has numerical stability. The EM algorithm converges to the local maximum or saddle point of log likelihood. For computational complexity, when step e has analytical form, EM algorithm is an algorithm with low computational complexity and storage overhead, which can complete the calculation with very small computational resources. When step e does not have analytical form, EM algorithm needs to be combined with other numerical methods. Compared with gradient algorithms, such as Newton iterative method and random gradient descent, the advantage of EM algorithm is that its solution framework can add additional constraints on the solution goal. For example, in the example of Gaussian mixture model, EM algorithm can ensure that the result of each iteration is a positive definite matrix when solving covariance. It is assumed that the products are divided into two categories: qualified and unqualified. The probability of unknown unqualified products is  $p$ , random variable  $X$  is whether they are qualified,  $X = 0$  refers to qualified and  $X = 1$  refers to unqualified. Set a set of sampling data as  $(x_1, x_2, x_3, \dots, x_n)$ , and the likelihood function of the sample is equation (1).

$$f(X_1 = x_1; p) = \prod_{i=1}^n p^{x_i(1-p)^{1-x_i}} \quad (1)$$

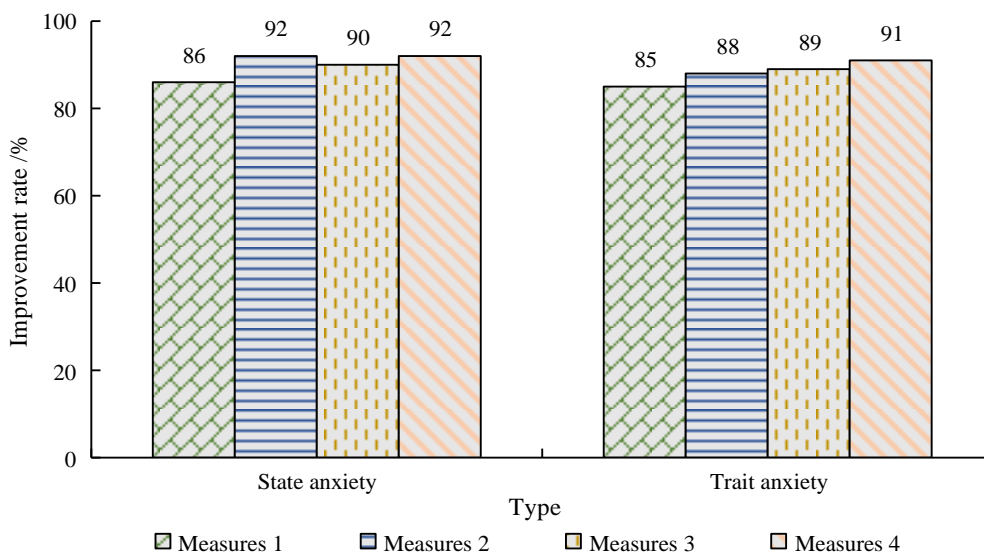
## RESULTS

Firstly, the study analyzes the impact of different rural landscape planning improvement measures on the psychological anxiety of the audience after the experiment. The results are shown in Figure 2. It can be seen from the figure that the four improvement measures of building rural characteristics and promoting the construction of spiritual civilization, comprehensively considering the geographical environment, improving the rural settlement landscape and optimizing the natural



ecological landscape can improve the anxiety of residents, especially in terms of state anxiety. The improvement rates of the four measures are 86.0%, 92.0%, 90.0% and 92.0% respectively. In terms of trait anxiety, the improvement rates of the four measures

were 85.0%, 88.0%, 89.0% and 91.0% respectively. This may be because different rural landscape planning improvement measures can relieve residents' psychological anxiety.



**Figure 2.** Effects of different rural landscape planning improvement measures on audience psychological anxiety after 2 months

The research then analyzes the impact of different rural landscape planning improvement measures on the state anxiety of the audience in different periods. The results are shown in Table 3. With the increase of time, the four improvement measures of building rural characteristics and promoting the construction of spiritual civilization, comprehensively considering the geographical environment, improving the rural settlement landscape and optimizing the natural ecological landscape can improve the anxiety of residents, and the improvement rate of the four improvement measures is gradually increasing. One month after the implementation of the improvement measures of rural landscape planning, the improvement

rates of the four improvement measures of building rural characteristics and promoting the construction of spiritual civilization, comprehensively considering the geographical environment, improving the rural settlement landscape and optimizing the natural ecological landscape are 71.0%, 73.0%, 74.0% and 76.0% respectively; After three months of implementation, the improvement rates of the four improvement measures were 79.0%, 80.0%, 79.0% and 81.0% respectively; After six months of implementation, the improvement rates of the four improvement measures were 81.0%, 85.0%, 83.0% and 86.0% respectively. This is mainly because the advance of time helps landscape planning relieve residents' anxiety.

**Table 3.** Effects of different rural landscape planning improvement measures on audience state anxiety in different periods

Measures	After 1 month	After 3 months	After 6 months	After 12 months
Measures 1	71	79	81	86.0
Measures 2	73	80	85	92.0
Measures 3	74	79	83	90.0
Measures 4	76	81	86	92.0

The research then analyzes the impact of different rural landscape planning improvement measures on the trait anxiety of the audience in different periods. The results are shown in Table 4. With the increase of time, the four improvement measures of building rural characteristics and promoting the construction of spiritual civilization, comprehensively considering the geographical environment, improving the rural

settlement landscape and optimizing the natural ecological landscape can improve the anxiety of residents, and the improvement rate of the four improvement measures is gradually increasing. One month after the implementation of the improvement measures of rural landscape planning, the improvement rates of the four improvement measures of building rural characteristics and promoting the construction of

spiritual civilization, comprehensively considering the geographical environment, improving the rural settlement landscape and optimizing the natural ecological landscape are 70.0%, 72.0%, 73.0% and 75.0% respectively. After three months of implementation, the improvement rates of the four

improvement measures were 78.0%, 79.0%, 78.0% and 80.0% respectively. After six months of implementation, the improvement rates of the four improvement measures were 80.0%, 84.0%, 82.0% and 84.0% respectively. This is mainly because the advance of time helps landscape planning relieve residents' anxiety.

**Table 4.** Effects of different rural landscape planning improvement measures on audience trait anxiety in different periods

Measures	After 1 month	After 3 months	After 6 months	After 12 months
Measures 1	70	78	80	85.0
Measures 2	72	79	84	88.0
Measures 3	73	78	82	89.0
Measures 4	75	80	84	91.0

## CONCLUSIONS

The intervention program of mental illness has been concerned by experts and scholars at home and abroad. Firstly, the research analyzes the effect of rural landscape planning improvement measures on the audience's psychological anxiety, classifies the improvement effect of audience anxiety through EM, and uses ATAI to analyze the anxiety. The results show that the four improvement measures of building rural characteristics and promoting the construction of spiritual civilization, comprehensively considering the geographical environment, improving the rural settlement landscape and optimizing the natural ecological landscape have improved residents' state anxiety and trait anxiety in varying degrees. The corresponding improvement rates of state anxiety are 86.0%, 92.0%, 90.0% and 92.0% respectively. The improvement rates of trait anxiety were 85.0%, 88.0%, 89.0% and 91.0% respectively. Residents' psychological anxiety can be intervened through different rural landscape planning improvement measures, which can be further applied and popularized.

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*Correspondence:*

*Tao Yang,*

*School of Civil Engineering and Architecture, Shaanxi University of  
Technology, Hanzhong 723001, China*

*E-mail: ytsangle@163.com*

# STUDY ON THE IMPACT OF THE CONSTRUCTION OF PUBLIC MANAGEMENT SYSTEM IN RURAL AREAS ON ALLEVIATING THE MENTAL PRESSURE OF RURAL RESIDENTS

Aishui Yu<sup>1\*</sup> & Deshui Yu<sup>2</sup>

<sup>1</sup>School of Government, Beijing Normal University, Beijing 100875, China

<sup>2</sup>Wuhai Energy Co., Ltd, National Energy Investment Group Co., Ltd., Wuhai 016000, China

## SUMMARY

**Background:** Different from urban areas, rural areas are more backward in culture and education, consumption level, life concept, transportation convenience and so on. The vast majority of rural public management functions are imperfect, especially in transportation, education, culture, medical and health affairs. The problems of public management in rural economic construction at this stage are unclear government functions, lack of rural public utility funds, lack of rural public management legal system and lack of rural public management talents.

**Subjects and methods:** 100 residents were selected as the research object to analyze the effect of the construction of public management system in rural areas on the mental stress of rural residents. The experimental period lasted for 6 months. This study used the expectation maximization algorithm (EM) to classify the improvement effect of mental stress. The evaluation indexes are depression, anxiety, fear and depression, and the evaluation indexes of improvement effect are no improvement, slight improvement, improvement and obvious improvement. The corresponding score values are 0-25, 26-50, 51-75 and 76-100 respectively.

**Results:** It can be seen from Table 1 that the four improvement strategies for the construction of public management system in rural areas can improve the mental pressure of rural residents, especially in the two aspects of depression and anxiety. This may be because the construction of public management system in different rural areas can ease the psychological anxiety of residents.

**Conclusions:** The public management system in rural areas needs to be placed in a key position in the new rural construction. The countryside, the market and the government need to jointly undertake the public management responsibilities, positioning farmers, the market and the government as participants, operators and guides respectively.

**Key words:** beautiful countryside - rural landscape - planning and design

\* \* \* \* \*

## INTRODUCTION

With the improvement of material living standards and the development of network information technology, as well as the increasingly fierce social competition, rural residents are facing increasing living burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety (Fort 2021). As an important measure of Rural Revitalization Strategy, the construction of public management system in rural areas can improve the quality of public management through effective measures, which can not only protect farmers' interests and improve farmers' happiness index (Yoo 2019). Public management mainly refers to the legal interests of rural social things and rural residents, including transportation, social environment, education, culture, rural health and so on (Karen 2021). The reform of public utilities management service has high difficulty and complexity. By coordinating the management functions of various departments, it can realize the unity of public utilities and achieve the achievements of rural construction, so as to help rural residents obtain a balanced lifestyle of physical and mental health.

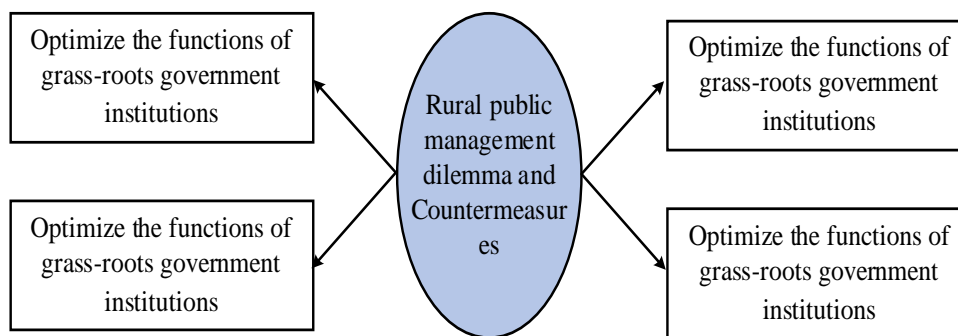
Katie scholars believe that through the extended communication on the Internet, many users have formed relationships with others online. The interaction of

several aspects of Internet media makes the development process of online relations different from offline development. As far as psychological research is concerned, the Internet is still a rather unknown field, especially in the field of online relationship development (Katie 2018). Newby designed an experimental scheme to analyze the treatment of disease anxiety disorder and somatic symptom disorder by network-based cognitive behavior therapy and psychological education control. The results show that the proposed cognitive behavior therapy has practical value (Newby 2018). Pepper and other researchers analyzed the relationship among autism, early psychosis and social anxiety disorder, and expounded the role of social cognition and its relationship with young adult disability characterized by social disorder (Pepper 2018).

In the wave of urbanization, modernization and marketization, great changes are taking place in China's rural areas, from production level to life level, from material level to spiritual level (Da 2020). The vast majority of rural residents will face all kinds of invisible pressure and different ideas from the times and society, which leads to their lack of excretion outlet of bad emotions and emotions, which is easy to produce psychological problems (Siew 2019). Different from the psychological problems of urban residents, the psychological problems of rural residents have not been widely concerned by the society (Ashar 2021). If the

mental pressure of rural residents is too great, their life and work will face many problems. When residents are faced with great mental pressure, they may have manic depression, depression, anxiety and other diseases. With the rapid development of national economy and the increasingly fierce market competition, people's mental health problems appear more and more frequently, and the manifestations of mental problems of urban and rural residents are diverse (Rankin 2018). Different from the psychological problems caused by insomnia, high-intensity work and fast-paced life of urban residents, the mental pressure of rural residents is mainly manifested in the relationship between neighbors, cadres and the masses, the relationship between mother-in-law and daughter-in-law, etc. These problems are often hidden, but if the psychological problems exist for a long time and cannot be solved, it will develop into malignant events. In the process of social differentiation and market competition, frustrated and vulnerable people usually appear in rural areas, which will make these

groups feel anxious, helpless, resentment and other negative emotions (Mennin 2018). Usually, if they are in a state of emotional tension, they will have physical and emotional diseases. At this stage, the most common intervention methods can alleviate mental tension, but the scope of application is greatly limited, and the implementation is difficult, the effect is poor, and the real-time performance is low. Therefore, their promotion value is not particularly great. According to Freud's different understanding of anxiety, anxiety can be divided into four types: realistic anxiety, neurological anxiety and moral anxiety (George 2021). Panic response or similar panic response is sudden, and there is no obvious cause of stimulation. Phobia means that the degree of terror completely exceeds the degree of fear of things themselves. Terror has the characteristics of irrationality. Every kind of nervous terror can be attributed to the original desire of self for the things they fear.



**Figure 1.** Rural public management dilemma and countermeasures

Different from urban areas, rural areas are more backward in culture and education, consumption level, life concept, transportation convenience and so on. The vast majority of rural public management functions are imperfect, especially in transportation, education, culture, medical and health affairs. The problems of public management in rural economic construction at this stage are unclear government functions, lack of rural public utility funds, lack of rural public management legal system and lack of rural public management talents. With regard to the unclear functions of the government, at present, the basic administrative units in rural areas are mainly villages, and the staff of management departments at all levels have irresponsible behaviors such as mutual prevarication when performing administrative public management tasks. In addition, some public management decisions are not consistent with the actual situation in rural areas. Many decision-making departments do not really understand the real situation in rural areas. Some staff have weak service awareness and low personnel quality, which directly affects the harmony and stability of society and hinders the economic construction of new rural villages. For the lack of funds for rural public utilities, the economy of most rural areas in China lags behind seriously, and some regions are even the key targets of

poverty alleviation. At this stage, there is a phenomenon of less investment and time in rural public utilities, which seriously affects the supply of daily needs such as water and electricity of rural residents. At the same time, the improvement of public facilities and equipment is low, the living conditions of farmers are low, the social and ecological environment in rural areas is poor, and the living standards of farmers cannot be substantially improved. For the legal system of rural public management, the basic legal system of public management in China has not been improved at this stage, and the interests of farmers cannot be fundamentally guaranteed in the actual implementation process. The rural market environment is relatively chaotic, and most enterprises are composed of farmers. It is easy to have conflicts of interest in actual business activities. The lack of public management system for supervision and intervention in the agricultural products trading market will lead to problems in the development of enterprises, which will not only seriously hinder the level of China's economic construction, but also reduce the quality of life of farmers. For the lack of rural public management talents, the economic level of rural areas in China is low, which makes it difficult for professional public management talents to stay. Most college students who grow up from rural areas think that the development

prospect of rural areas is poor, and they prefer to stay in areas with more development prospects and higher economic level. At present, the public management talents in rural areas are older, which leads to their low acceptance of new things and no better management countermeasures and innovative measures.

Research data at home and abroad point out that the public management system in rural areas can solve the mental pressure of residents and aims to improve the overall health level of residents.

## SUBJECTS AND METHODS

### Study setting

The coping strategies for the plight of rural public management are as follows: optimize the functions of grass-roots government institutions, realize the diversification of public utilities, improve the legal system of public utilities management, and optimize the training and selection mode of rural talents, as shown in Figure 1. Government agencies need to share management information, take farmers' service as the basic criterion, and give full play to the functions of the government in rural public management environment on the basis of ensuring the legitimate rights and interests of farmers. Public management departments should accelerate the reform and improve the work responsibility supervision system and personal responsibility system, so as to facilitate the broad masses of farmers to exercise the right of supervision, and then improve the sense of responsibility of management staff. China needs to strengthen the capital investment in public utilities and change the focus of capital investment from ecological construction in rural areas to social construction. The important content of public services is to maintain social order and provide the premise for the development of rural economic construction. The government needs to optimize cultural construction, educational environment, rural health conditions, farmers' income and agricultural development, and use diversified public utilities to get rid of rural poverty and backward social phenomena. Establishing and improving public utilities management laws can put public management in place, use government functions to promote foreign enterprise investment and ensure the legitimate rights and interests of investors and farmers. On the one hand, we should make use of investment channels and enterprise management system to improve the public management system in rural areas. On the other hand, improve the public management system through the introduction of management talents and the actual situation of villages and towns. In order to optimize the training and selection mode of rural talents, we need to improve the comprehensive quality of rural cadres, improve the cultural level of existing cadre groups, and actively introduce excellent management talents. Under the background of new rural economic construction, it is

necessary to optimize and improve rural dry economy

The state can issue relevant incentive policies to improve the cultural level of the existing cadre groups, enrich management knowledge, actively introduce excellent management talents, and form a complete development chain of public management talents. First, strengthen the construction of talent leadership team. Carry out centralized training and management teaching for the existing rural grass-roots cadres and leaders, hire management experts or agricultural professionals to carry out management lectures or technical training, so that the grass-roots cadres and leaders can correctly understand the existing difficulties in rural areas. The leading cadres can learn advanced agricultural knowledge and technology, improve cultural level and experience, combine regional and geographical advantages, use science and technology to innovate rural public management services and improve the accuracy of decision-making. Secondly, we can strengthen the talent introduction system, implement intensive management for management talents with graduate education, and let talents implement intensive management for management talents with graduate education, so as to let talents enter the countryside and shine for rural economic construction and social development. Rural areas need to be highly educated. High quality management talents provide ways and channels of understanding, give such talents the opportunity to build and develop rural areas, enrich the original rural cadre team, and implement feasible and innovative strategies in health environment, education and teaching.

### Design

In order to analyze the effect of the construction of public management system in rural areas on the mental stress of rural residents, SASD data statistical analysis software is used to analyze the effect of the construction of public management system in rural areas on the mental stress of rural residents. 100 residents were selected as the research object to analyze the effect of the construction of public management system in rural areas on the mental stress of rural residents. The experimental period lasted for 6 months. Table 1 refers to the basic information of the research object. This study used the expectation maximization algorithm (EM) to classify the improvement effect of mental stress. The evaluation indexes are depression, anxiety, fear and depression, and the evaluation indexes of improvement effect are no improvement, slight improvement, improvement and obvious improvement. The corresponding score values are 0-25, 26-50, 51-75 and 76-100 respectively. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

**Table 1.** Recovery of research object data

Type	Male	Female	Age/year
Area 1	10	10	37.56±12.32
Area 2	9	11	39.36±10.36
Area 3	8	12	34.26±12.87
Area 4	12	8	36.83±13.06
Area 5	13	7	37.21±14.09

The construction of public management system in rural areas includes four aspects: optimizing the functions of grass-roots government institutions, realizing the diversification of public utilities, improving the legal system of public utilities management, and optimizing the training and selection mode of rural talents, which are expressed by strategy 1 - strategy 4 respectively. EM algorithm is an algorithm to find the maximum likelihood estimation or maximum a posteriori estimation of parameters in the probability model that depends on unobservable hidden variables. EM algorithm is a kind of optimization algorithm to realize maximum likelihood estimation through iteration. It is used to estimate the parameters of probability model containing hidden variables or missing data. EM algorithm and its improved version are used to solve the parameters of machine learning algorithm. Common unsupervised learning algorithms include Gaussian mixture model, probabilistic principal component analysis, hidden Markov model and so on. The standard calculation framework of EM algorithm consists of E-step and M-step alternately. The core idea of the algorithm is to indirectly optimize the objective function by optimizing the lower bound of the objective function. The EM algorithm is greatly affected by the initial value. The result cannot guarantee the global optimization, but it can guarantee the convergence to the stable point. In step e, what we do is to fix the value of model parameters and optimize the distribution of implicit data. In step m, what we do is fix the implicit data distribution and optimize the value of model parameters. The basic flow of EM algorithm is as follows: firstly, assume the implicit data (step e), and then maximize the log likelihood based on the observed data and the guessed implicit data to solve our model parameters (Step M). Because our previous hidden data is guessed, the reliability of the obtained data is low. Then, based on the currently obtained model parameters, continue to guess the hidden data, and then continue to maximize the log likelihood to solve our model parameters. Repeat the above steps for continuous iterative update until the distribution parameters of the model are basically unchanged, and finally obtain the convergence data of the algorithm and appropriate model parameters. The convergence of EM algorithm can only ensure local optimization, not global optimization. Therefore, the EM algorithm is usually randomly initialized and run many times, and the iterative output with the maximum log likelihood is selected. Because iterative rules are easy to implement and hidden variables can be considered flexibly, EM algorithm is widely used in data missing

measurement processing and parameter estimation of many machines learning algorithms, including Gaussian mixture model and hidden Markov model. EM algorithm is characterized by stability, convergence and computational complexity. For the convergence of EM algorithm, EM algorithm converges the local maximum or saddle point of log likelihood. For numerical stability, EM algorithm can at least maintain the current optimization results and will not move in the opposite direction of the maximum. For computational complexity, when step e has analytical form, EM algorithm is an algorithm with low computational complexity and storage overhead, which can complete the calculation with very small computational resources. When step e does not have analytical form, EM algorithm needs to be combined with other numerical methods. Compared with other gradient algorithms such as Newton iterative method and random gradient descent, the advantage of EM algorithm is that its solution framework can add additional constraints on the solution goal. For example, in Gaussian mixture model, EM algorithm can ensure that the result of each iteration is a positive definite matrix when solving covariance. Set a set of sampling data as  $(x_1, x_2, x_3, \dots, x_n)$ , assuming that the products are divided into two categories: qualified and unqualified, and the probability of unknown unqualified products is  $p$ , the likelihood function of the sample is equation (1).

$$f(X_1 = x_1; p) = \prod_{i=1}^n p^{x_i(1-p)^{1-x_i}} \quad (1)$$

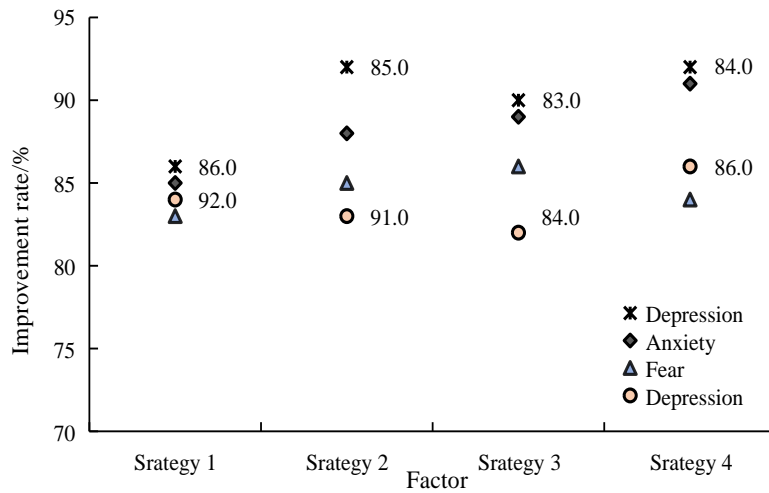
In formula (1), random variable  $X$  refers to whether it is qualified,  $X = 0$  refers to qualified and  $X = 1$  refers to unqualified.

## RESULTS

Firstly, the study analyzes the effects of the construction of four different public management systems in rural areas on Residents' mental stress after the end of the six-month experimental cycle. The results are shown in Figure 2. From the improvement effect of mental stress, four improvement measures can improve the mental stress of rural residents: optimizing the functions of grass-roots government institutions, realizing the diversification of public utilities, perfecting the legal system of public utilities management, and optimizing the training and selection mode of rural

talents. The improvement rates of depression are 86.0%, 92.0%, 90.0% and 92.0% respectively. The improvement rates of anxiety were 85.0%, 88.0%, 89.0% and 91.0% respectively. The improvement rates of fear were 83.0%, 85.0%, 86.0% and 84.0% respectively. The improvement

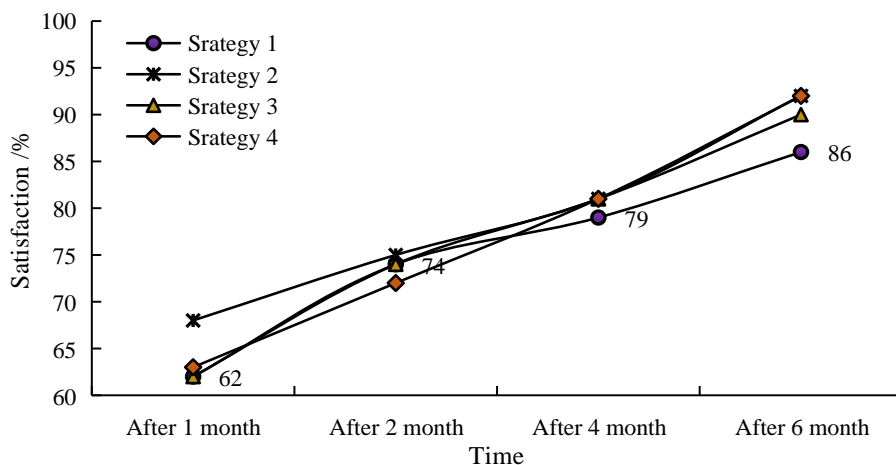
rates of depression were 84.0%, 83.0%, 82.0% and 86.0% respectively. This may be due to the effect of public management system construction on Residents' mental stress in different rural areas.



**Figure 2.** Effects of four different public management system construction on Residents' mental stress in rural areas

The research then analyzes the impact of improvement measures on rural residents' depression in the whole experimental cycle. The results are shown in Figure 3. One month after the implementation of the four improvement measures of optimizing the functions of grass-roots government institutions, realizing the diversification of public utilities, perfecting the legal system of public utilities management and optimizing the training and selection mode of rural talents, the corresponding improvement rates are 62.0%, 68.0%, 62.0% and 63.0% respectively. After two months of implementation, the corresponding improvement rates were 74.0%, 75.0%, 74.0% and 72.0% respectively.

After 4 months of implementation, the corresponding improvement rates were 79.0%, 81.0%, 81.0% and 81.0% respectively. With the increase of experimental time, the improvement rate of the four improvement measures of optimizing the functions of grass-roots government institutions, realizing the diversification of public utilities, perfecting the legal system of public utilities management and optimizing the training and selection mode of rural talents gradually increases, mainly because the advance of time helps the public management system in rural areas to relieve the depressed emotions of residents.



**Figure 3.** Effect of improvement measures on depression of rural residents in the whole experimental cycle

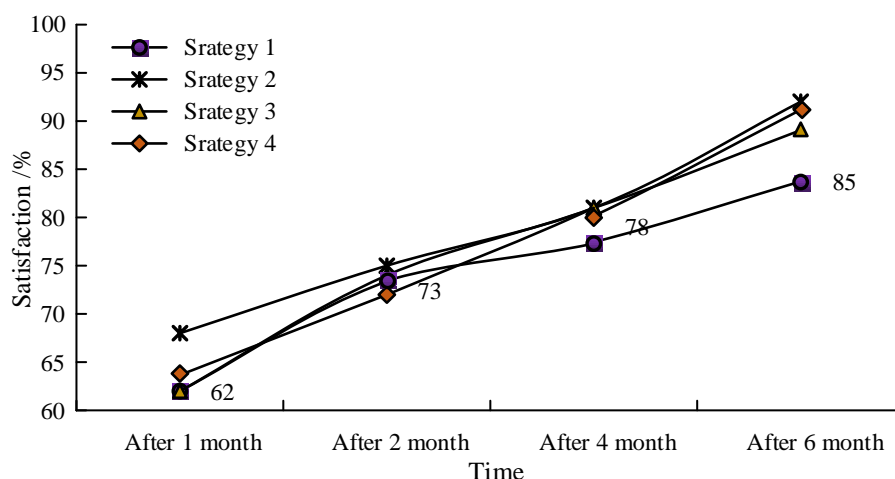
The study then analyzed the impact of improvement measures on the anxiety of rural residents in the whole experimental cycle. The results are shown in Figure 4. After the implementation of the corresponding measures

to optimize and improve the function of public institutions in rural areas, 62.0% and 66.0% respectively. After two months of implementation, the corresponding improvement rates were 73.0%, 77.0%, 74.0% and



74.0% respectively. After 4 months of implementation, the corresponding improvement rates were 78.0%, 81.0%, 81.0% and 80.0% respectively. With the increase of experimental time, the improvement rate of the four improvement measures of optimizing the functions of grass-roots government institutions, realizing the

diversification of public utilities, perfecting the legal system of public utilities management and optimizing the training and selection mode of rural talents gradually increases, mainly because the advance of time helps the public management system in rural areas to relieve the depressed emotions of residents.



**Figure 4.** Effect of improvement measures on anxiety of rural residents in the whole experimental cycle

## CONCLUSIONS

The mental stress of rural residents is the main problem of rural public management. Aiming at the current problems of rural public management system, this paper puts forward a rural public management system including four improvement strategies, and analyzes its effect on the mental pressure of rural residents. The results show that optimizing the functions of grass-roots government institutions, realizing the diversification of public utilities, perfecting the legal system of public utilities management and optimizing the training and selection mode of rural talents can improve the mental pressure of rural residents, and the improvement rates of depression are 86.0%, 92.0%, 90.0% and 92.0% respectively. The improvement rates of anxiety were 85.0%, 88.0%, 89.0% and 91.0% respectively. The improvement rates of fear were 83.0%, 85.0%, 86.0% and 84.0% respectively. The improvement rates of depression were 84.0%, 83.0%, 82.0% and 86.0% respectively. The rural public management system proposed in the study can improve the mental pressure of rural residents.

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**Conflict of interest:** None to declare.

**Contribution of individual authors:**

Aishui Yu: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Deshui Yu: made substantial contributions to conception and design, literature searches and analyses,

participated in revising the article and gave final approval of the version to be submitted.

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*Correspondence:*

Aishui Yu,  
School of Government, Beijing Normal University, Beijing 100875,  
China  
E-mail: Y18835205787@126.com

# RESEARCH ON REFLECTIVE PRACTICAL MUSIC EDUCATION FOR CHILDREN WITH CONGENITAL MEMORY IMPAIRMENT

Quan Yuan<sup>1,2</sup>

<sup>1</sup>School of Education, Pingdingshan University, Pingdingshan 467000, China

<sup>2</sup>Graduate School, University of Perpetual Help System Dalta, Manila 1740, Philippines

## SUMMARY

**Background:** Reflective practical education is a practical teaching based on summarizing educational problems and considering children's actual situation and existing teaching forms. This educational model can achieve ideal teaching results. The specific functions of reflective practical teaching are as follows, which can stimulate children's innovative consciousness, improve children's spiritual literacy and increase children's learning enthusiasm.

**Subjects and methods:** 400 children with congenital memory impairment were selected as the research object to analyze the effect of reflective practical music education on children with congenital memory impairment. The improvement of children's memory impairment was analyzed by K-means clustering algorithm for grade evaluation. Congenital memory impairment is divided into six types: memory enhancement, memory decline, forgetting, misconstruction, fiction and latent memory, and four reflective practical music education strategies: clarifying the design form of music teaching, determining reflective teaching objectives, innovating teaching system and expanding knowledge content, which are expressed by strategy1-strategy4 respectively. The evaluation grade quantifies the degree of improvement through five grades 1-5. 1 indicates no improvement, 2 indicates slight improvement, 3 indicates improvement, 4 indicates significant improvement and 5 indicates serious improvement.

**Results:** The four reflective practical music education strategies can improve six kinds of children's memory disorders, especially clarify the form of music teaching design and determine the reflective teaching objectives.

**Conclusions:** Four reflective practical music education strategies can improve six kinds of children's memory disorders, especially clarifying the form of music teaching design and determining the reflective teaching goal.

**Key words:** congenital memory impairment - children - reflective music education

\* \* \* \* \*

## INTRODUCTION

Congenital memory impairment refers to the impairment of related functions and even disorders caused by the imperfect development of brain tissue in the early stage of hair and brain development (Fernández-Alarcón 2020). Acquired memory impairment refers to the patient's memory function is affected by trauma, or the brain center is temporarily damaged due to external stimulation, which will lead to the operation failure of brain tissue in the memory area (Perrotta 2020). According to different clinical manifestations, memory impairment can be divided into six types: memory enhancement, memory decline, forgetting, misconstruction, fiction and latent memory. Congenital memory impairment in children is a common disease that puzzles clinicians (Hieu 2020). At present, there is no active and effective treatment. Some studies believe that reflective practical music education can improve children's congenital memory impairment.

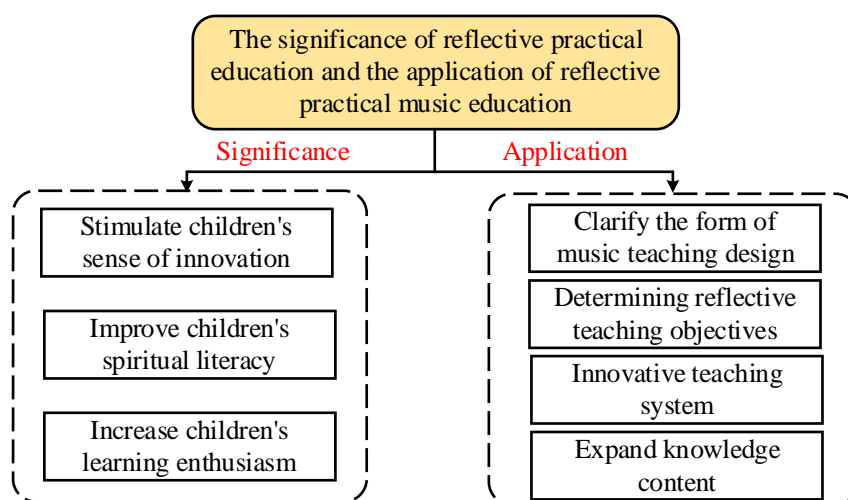
Hazen m and other scholars believe that memory impairment refers to the state that individuals cannot recall and remember information and knowledge, which may be temporary or permanent memory impairment caused by pathological, physiological, situational and other reasons (Hazen 2020). Yilai and other researchers believe that conductive hearing loss is the damage caused by the mechanical transmission of sound waves through the outer and middle ears. Memory includes

memory, retention and reproduction, which is closely related to neuropsychological function. According to neurophysiological and biochemical research, memory can be divided into three types: common sense memory, short-term memory and instantaneous memory (Yilai 2019). Akrh Mendon and other researchers analyzed the mechanism of neurological damage, and the research results provided help for the treatment of patients with clinical neurological dysfunction (Mendonça & Lima 2018).

Memory impairment refers to a state in which an individual is unable to recall and remember information and knowledge, which may be a temporary or permanent memory impairment caused by pathological, physiological, situational and other reasons. Memory includes memorization, retention and reproduction, which is closely related to neuropsychological function. According to neurophysiological and biochemical research, memory can be divided into three types: common sense memory, short-term memory and instantaneous memory (Hasegawa 2018). Memory and forgetting complement each other, and forgetting has selectivity and time regularity. According to the causes, memory impairment can be divided into congenital memory impairment and acquired memory impairment (Wang 2018). Congenital memory impairment refers to the impairment of related functions and even disorders caused by the imperfect development of brain tissue in the early stage of hair and brain development. Acquired

memory impairment refers to that patients' memory function is affected by trauma, or the brain center is temporarily damaged due to external stimulation, which will lead to the operation failure of brain tissue in the memory area. According to different clinical manifestations, memory impairment can be divided into six types: memory enhancement, memory decline, forgetting, misconstruction, fiction and latent memory. In clinical practice, memory enhancement can be manifested in that patients with hypomania have accelerated Association and never forget, and can recall the details of the past that cannot be recalled at ordinary times. At the same time, patients with depression also have a similar situation, mainly manifested in the deepening of memory of minor faults, but this symptom will disappear rapidly after the condition is relieved (Ren 2021). Memory impairment refers to the overall decline in memory in patients with brain organic mental disorder, which often occurs in patients with Alzheimer's disease.

Forgetting refers to the inability to recall something or a certain experience, which can be divided into psychogenic forgetting, retrograde forgetting and anterograde forgetting. Psychogenic forgetting has the characteristics of selective forgetting, which usually occurs when encountering things or experiences that cause psychological pain. It can be divided into acute stress disorder and dissociative disorder (Szubielska 2019). Progressive amnesia and retrograde amnesia often occur in amnesia caused by old trauma (Perrotta 2019). Missing refers to the confusion or error of remembering the time or place when recalling the events, you have experienced (Ulrika 2019). Fiction means that patients forget their own experiences and replace and fill them with fictional stories. Implicit memory is also called distorted memory. Patients regard the experience they have seen or the experience of others as their own real experience.



**Figure 1.** The significance of reflective practical education and the application of reflective practical music education

The concept of “reflective practice” originated from Aristotle’s classification of knowledge. He divided all knowledge into three categories: theoretical knowledge, technical knowledge and reflective practical knowledge. What is theoretical knowledge, that is, the knowledge pursued for itself. This kind of knowledge is fixed and universal. Technical knowledge and reflective practical knowledge are carried out on the basis of theoretical knowledge and learned through practice (Miragaia 2021). The difference between the two lies in the different depth and application purpose in the process of pursuing and creating existing knowledge. For technical knowledge, it shows that when one starts a new plan action, he knows how to achieve his goal and what kind of goal to achieve (Su 2021). There is a linear relationship between action and result, which is not restricted by the external environment. On the contrary, reflective practical knowledge is a kind of knowledge applied to a certain situation in human society and politics. Generally, in this situation, it is impossible to know the exact result of their actions. Its process is not invariable and needs to be analyzed and examined by

themselves. Therefore, reflective practical knowledge is very vulnerable to the changes of the external environment. Figure 1 refers to the significance of reflective practical education and the application of reflective practical music education.

Reflective practical music education is a teaching form to improve and optimize problems, which can improve patients to some extent. Taking children with congenital memory impairment as the research object, this study analyzes the effect of reflective practical music education on children with congenital memory impairment, in order to improve the memory function of children with congenital memory impairment.

## SUBJECTS AND METHODS

### Study setting

Reflective practical education is a practical teaching based on summarizing educational problems and considering children’s actual situation and existing teaching forms. This educational model can achieve

ideal teaching results. The specific functions of reflective practical teaching are as follows, which can stimulate children's innovative consciousness, improve children's spiritual literacy and increase children's learning enthusiasm (Miragaia et al. 2021; Su & Jiang 2021). The specific applications of music education combined with reflective practical teaching are as follows: clarify the design form of music teaching, determine the reflective teaching objectives, innovate the teaching system and expand the knowledge content. In order to reduce the influence of negative factors, instructional design is of great significance in the teaching process. Music teaching can not only improve their own quality, but also achieve the ideal design effect through reasonable teaching design. Reflective teaching can promote the improvement of children's learning ability, but first of all, we need to clarify the teaching objectives and analyze the teaching content, and constantly expand the teaching field.

### Design

In order to analyze the effect of reflective practical music education on children with congenital memory impairment, DAS data statistical analysis software and

K-means clustering algorithm were used to analyze the improvement of children's memory impairment for grade evaluation. The experimental period was 6 months. 400 children with congenital memory impairment were selected as the research object to analyze the effect of reflective practical music education on children with congenital memory impairment. The congenital memory impairment was divided into six types: memory enhancement, memory decline, forgetting, illusion, fiction and latent memory, as well as clarifying the design form of music teaching, determining reflective teaching objectives, innovating teaching system four reflective practical music education strategies for expanding knowledge content are represented by strategy1-strategy4 respectively. The evaluation grade quantifies the degree of improvement through five grades 1-5. 1 indicates no improvement, 2 indicates slight improvement, 3 indicates improvement, 4 indicates significant improvement and 5 indicates serious improvement. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result. Table 1 refers to the basic information of the research object.

**Table 1.** Basic information of research objects

Attribute	Numerical value	Attribute	Numerical value
Male	195	Memory enhancement	41
Female	205	Memory loss	56
Age / year	10.02±6.56	Forget	71
Course of disease/days	56.02±11.23	Misconstruction	75
Latent memory	56	Fictitious	101

The comparison between count data groups was analyzed by independent sample *t*-test, and the data comparison at different time points was analyzed by repeated measurement variance test.  $P < 0.05$  indicates that the gap has significant statistical difference, and  $P < 0.01$  indicates that the gap has very significant statistical difference.

As a classical data mining algorithm, the core idea of K-means algorithm used in the research is to find the partition scheme of clusters, and finally minimize the overall error of the mean value of clusters. Clustering algorithm is a classification method of unsupervised learning. It divides the data without similar labels and disordered arrangement into fixed categories through data processing. This method can divide the samples with small difference and high similarity into the same category (cluster), and finally make all data samples be divided into different categories. Before clustering, select one sample point from all sample points as the center of the first stage clustering, and then put the rest of the data into the cluster with the shortest distance from the cluster center. Finally, the iterative method of constantly moving the center is used to divide the cluster. The similarity criterion of the algorithm is the distance between data, which indicates that the smaller the

distance, the higher the similarity of data, and the greater the possibility of being divided into the same category. Although the algorithm steps of this method are simple and the processing effect is high and efficient, there are also the following problems. The algorithm is easy to fall into the local optimal solution and has a strong dependence on the initial conditions.

Since the parity of the original set data cannot be determined, it will be put into the group. This ensures that one set is the two closest data objects in the data set, eliminates the random uncertainty in classification, and shows the spatial distribution uniformity of cluster centers in the selection stage, so as to avoid the concentration of initial cluster centers. However, the algorithm is not suitable for dealing with discrete data, and has a good effect on continuous data. Therefore, a small amount of education time field data is selected for the training sample set. Given training  $W$ , sample  $\{x^{(1)}, \dots, x^{(m)}\}$ , where  $x^{(i)} \in \mathbb{R}^n$ . K-means algorithm is based on the sum of squares of minimum error, and its cost function is formula (1).

$$W = \sum_i^n \sum_w^k r_{iw} \|x^{(i)} - u_w\|^2 \quad (1)$$

In formula (1),  $u_w$  refers to the category of the first sample. The value of  $r_{iw}$  depends on whether the data  $x^{(i)}$  is classified as  $u_w$ . If so, the value is 1. Otherwise, the value is 0.

The calculation formula of the criterion function is shown in formula (2).

$$E = \sum_{i=1}^k \sum_{P=C_i} (P - m_i)^2 \quad (2)$$

In formula (2), a point in all object spaces in the database is represented by  $P$ , the mean value of cluster  $C_i$  is represented by  $m_i$ , and the sum of square errors between each object and the corresponding cluster center is represented by  $E$ . The calculation formula of probability  $T$  that the sample is selected as the cluster center is formula (3).

$$T = B(x)^2 / \sum_{i=1}^n B(x_i)^2 \quad (3)$$

In formula (3),  $B(x)$  refers to the similarity between data, which is calculated by various distance formulas. Euclidean distance calculation formula is adopted in the study.

## RESULTS

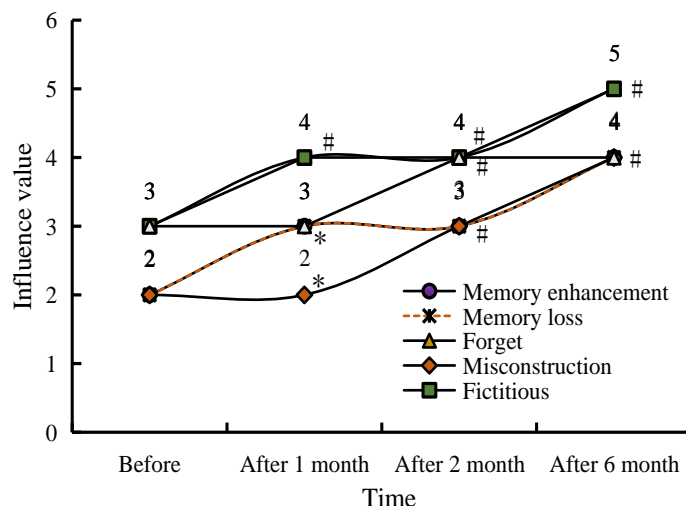
Table 2 shows the improvement effects of four reflective practical music education strategies on six kinds of children's memory disorders after six months of the experiment. In the six types of memory enhancement, memory decline, forgetting, misconception, fiction and latent memory, it is clear that the improvement effect of music teaching design form is 4, 4, 5, 4, 5 and 4. Determine the improvement effect of reflective teaching objectives as 4, 5, 4, 5, 4 and 4. The improvement effect of innovative teaching system is 3, 4, 4, 4, 3, 3. The improvement effect of expanding knowledge content is 4, 3, 4, 3, 4, 3. The four reflective practical music education strategies can improve six kinds of children's memory disorders, especially clarify the form of music teaching design and determine the reflective teaching objectives.

**Table 2.** Six months after the experiment, the improvement effects of four reflective practical music education strategies on six kinds of children's memory disorders

Index	Strategy 1	Strategy 2	Strategy 3	Strategy 4
Memory enhancement	4	4	3	4
Memory loss	4	5	4	3
Forget	5	4	4	4
Misconstruction	4	5	4	3
Fictitious	5	4	3	4
Latent memory	4	4	3	3

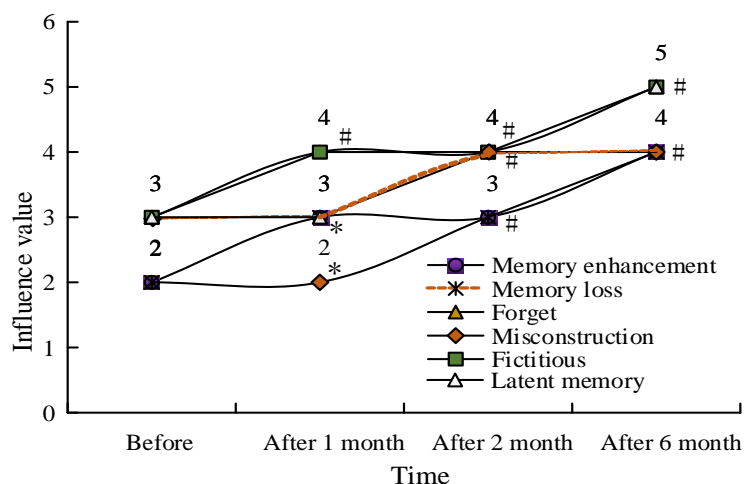
Figure 2 shows the improvement effect of music teaching design form on children's memory impairment during the whole experiment. It can be seen from Figure 2 that after one month of reflective practical music teaching intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory are 2, 2, 2, 3, 3 and 3 respectively. After 2 months of intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory were 3, 3, 3, 2, 4 and 3 respectively. After 6 months of intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory were 4, 4, 4, 4, 5 and 4 respectively. With the increase of experimental time, the improvement effect of children's memory impairment in six types was improved. Compared with before clarifying the form of music teaching design, the improvement effect after intervention for 1 month, 2 months and 6 months is higher. This further shows that clarifying the form of music teaching design can improve children's memory impairment.

Figure 3 shows the improvement effect of determining reflective teaching objectives on children's memory impairment throughout the experiment. It can be seen from Figure 3 that after one month of reflective practical music teaching intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory are 2, 3, 2, 3, 3 and 3 respectively. After 2 months of intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory were 3, 3, 3, 2, 4 and 3 respectively. After 6 months of intervention, the influence values of memory enhancement, memory decline, forgetting, illusion, fiction and latent memory were 4, 4, 4, 5 and 5 respectively. With the increase of experimental time, the improvement effect of children's memory impairment in six types was improved. Compared with before clarifying the form of music teaching design, the improvement effect after intervention for 1 month, 2 months and 6 months is higher. This further shows that clarifying the form of music teaching design can improve children's memory impairment.



**Figure 2.** To clarify the improvement effect of music teaching design form on children's memory impairment during the whole experiment period

Note: \* refers to  $P < 0.01$ , # refers to  $P < 0.05$ .



**Figure 3.** Determine the improvement effect of reflective teaching objectives on children's memory impairment during the whole experiment period

Children with memory impairment need to pay attention to the construction of family environment. A warm family atmosphere is more conducive to reduce pessimism, negativity and other emotions. Most scholars point out that depression and anxiety are also the main risk factors affecting the rehabilitation effect of children with memory impairment. Depression and anxiety will lead to pathological changes and atrophy in the amygdala, hippocampus and frontal lobe of the brain, change the structure and function of the central nervous system, and further aggravate negative emotions. The study found that children with memory impairment have depression and anxiety. Experts pointed out that it may be related to the patients' great concern about the loss of work ability and poor self-care ability after their onset, whether there are sequelae in their future life, the economic situation of the family is very convenient and there will be greater psychological pressure. Therefore, in the process of patients' early rehabilitation treatment, timely communication can help patients establish

confidence, understand patients' concerns, psychological counseling and emotional counseling, help patients and their families learn relevant knowledge of prognosis and methods of rehabilitation training, and help patients get out of depression and anxiety and establish a positive and optimistic attitude with the help of music relaxation method or game interaction. After a period of intervention through music education, children with memory impairment are more willing to communicate with medical staff or family members, and can actively express their emotions. In the process of treatment and rehabilitation of patients, good and professional spiritual communication, more company and care will be more helpful to the ability of patients to restore health and promote the rehabilitation of patients. The treatment of music education can effectively treat children with memory impairment. The analysis of the reasons is mainly reflected in two aspects. On the one hand, music therapy can significantly relax the spirit of patients, promote the improvement of physical immune function,

and then play the dual role of health care and treatment. On the other hand, music education therapy can directly affect the physiological and psychological effects, affect the brain stem and hypothalamus of patients, and then improve the function of cerebral cortex. In the rehabilitation treatment of schizophrenia, music therapy will play a very good auxiliary role, and this treatment method can be actively promoted in clinic. In the rehabilitation treatment of children's memory impairment, music therapy will play a very good auxiliary role, and this treatment method can be actively promoted in clinic. The results of most scholars are consistent with the results of this study. The intervention program under reflective practical music education can improve the improvement rate of patients with memory impairment. Some scholars pointed out that psychologists and parents can choose a more appropriate way to intervene patients through medical cooperation, which is also their common responsibility. A few scholars pointed out that the intervention program under reflective practical music education has good clinical application value and can improve the cognitive ability of patients.

## CONCLUSIONS

Children's congenital memory impairment is directly related to their physical and mental health. Based on the analysis of congenital children's memory impairment, this paper puts forward a music education strategy combined with reflective practical teaching, which is to clarify the design form of music teaching, determine the reflective teaching goal, innovate the teaching system and expand the knowledge content. The results show that the improvement effect of music teaching design is 4-5 in the six types of memory enhancement, memory decline, forgetting, misconstruction, fiction and latent memory. Determine the improvement effect of reflective teaching objectives as 4-5. The improvement effect of innovative teaching system is 3-4. The improvement effect of expanding knowledge content is 3-4. Four reflective practical music education strategies can improve six kinds of children's memory disorders, especially clarifying the form of music teaching design and determining the reflective teaching goal.

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*Correspondence:*

*Quan Yuan,  
School of Education, Pingdingshan University, Pingdingshan 467000,  
China  
E-mail: loveeurope@126.com*

# ON THE CORRELATION BETWEEN JOB BURNOUT, MENTAL HEALTH AND PERSONALITY TRAITS OF COLLEGE PHYSICAL EDUCATION TEACHERS

Xiao Ren & Yanzhang Wang\*

Department of Sport and Leisure, Hoseo University, Asan 31499, South Korea

## SUMMARY

**Background:** Job Burnout includes three parts: emotional exhaustion, depersonalization and low personal achievement. Personality traits include “extraversion”, “sense of responsibility”, “openness”, “agreeableness” and “neuroticism”. Job burnout and personality traits are related to individual behavior orientation and mental health. The fixity of teachers’ profession makes it easy to produce job burnout. Therefore, in order to reduce the negative emotion and burnout psychology of college physical education teachers and improve their mental health level, this paper studies and discusses the relationship between job burnout, mental health and personality traits, and puts forward targeted suggestions for them.

**Subjects and methods:** The research take college physical education teachers as the research object, carries on the correlation analysis with the method of principal component analysis, the experimental time is three months, and with the help of mental health evaluation scale and SPSS20.0 tool to analyze and process the experimental data.

**Results:** The emotional exhaustion of physical education teachers is more serious, and the score of personal achievement is low. There is a significant negative correlation between extroversion and job burnout, and introverted teachers are more likely to have psychological problems and negative emotions.

**Conclusions:** There is a significant correlation between teachers’ personal characteristics and their job burnout. Physical education teachers should correctly treat the relationship between personality characteristics and their own career, reduce job burnout and get rid of negative emotions.

**Key words:** job burnout - mental health - personality traits - PE teacher personal – achievement - career orientation

\* \* \* \* \*

## INTRODUCTION

Job burnout includes three parts: emotional exhaustion, depersonalization and low personal achievement. Emotional exhaustion refers to the extreme fatigue of personal emotion, while depersonalization and low personal achievement refer to the impact on self-worth judgment and identity when individuals show a negative, negative or indifferent attitude towards service objects due to the influence of work environment and work content (Sang 2019). Due to the differences of cognitive level, age structure, educational background and social experience, different individuals have individual differences in their cognitive attitude towards work. Furthermore, in the long-term boring working environment, the degree of negative and negative emotions generated by their own work is also different (Choi et al. 2017). Mental health refers to that an individual still maintains a good emotional state and psychological quality under the interference of external things. Different types of personality traits will affect an individual’s personality representation, tolerance and mental health quality. The nature of teachers’ work makes it difficult for them to maintain their work enthusiasm in relatively repetitive work, and their work attitude has a great impact on their psychological status and emotional problems.

Different scholars have more research results on job burnout, mental health and personality traits, and also began to explore the relationship between the three, in

order to provide guiding suggestions for individual physical and mental health. By investigating the mediating role of meditation, empathy and gender between negative emotion and job burnout, Liu a found that the negative emotion of news media workers was positively correlated with their job burnout, Meditation and high-level empathy can effectively play an intermediary role in emotion regulation, and this intermediary relationship between women is more prominent. Therefore, it is believed that expressing appropriate empathy and strengthening psychological intervention in the face of pressure or negative emotional state can effectively reduce the job burnout of news media workers (Liu et al. 2021). Job burnout will not only affect the individual’s attitude towards work, but also have a close relationship with the individual’s behavior orientation and health level. Meng introduces the psychological contract theory to analyze and intervene the job burnout of university managers, and puts forward targeted improvement suggestions in order to improve the work enthusiasm of managers (Meng & Liu 2022). Onuigbo discussed the clinical benefits of rational emotional stress management treatment plan in reducing the level of job burnout symptoms and dysfunctional depression of special education teachers. The results show that positive psychological intervention can effectively alleviate teachers’ negative emotions and job burnout (Onuigbo et al. 2020). Kourtesis and Thomas believe that the quality of teaching level and sports facilities will affect the work enthusiasm and

professional evaluation satisfaction of college physical education teachers, and psychological burnout will occur under long-term psychological pressure (Kroupis et al. 2019). Çelik found that there is a negative correlation between teachers' self-efficacy and their level of job burnout. More serious job burnout will make teachers doubt their own work value, and then transfer this negative emotion to life (Çelik & Kahraman 2018).

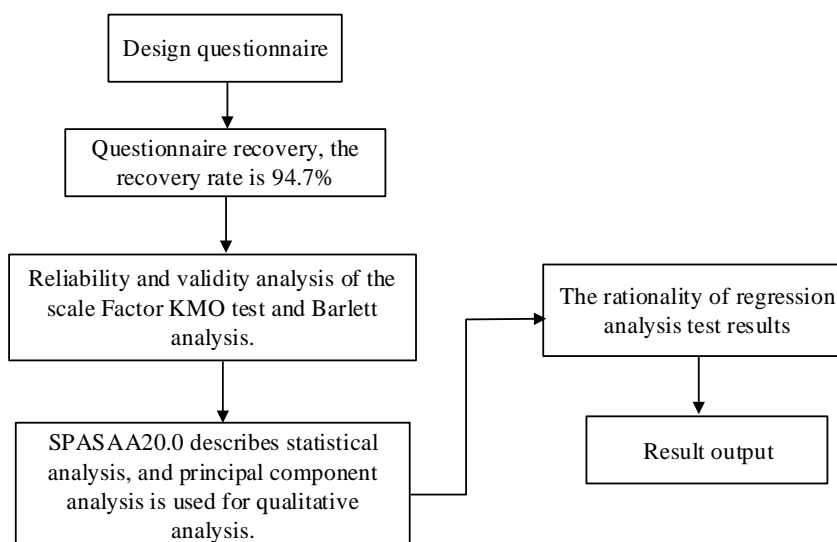
Although personality traits are mainly determined by genetic factors, they can still be properly intervened and guided by external interference and environmental stimulation. Job burnout is more likely to occur in the professional attributes of dealing with others, such as medical treatment, nursing, education and so on. Because of the relative stability and service nature of their profession, teachers are easy to produce job burnout in the long-term teaching process. Among them, the curriculum arrangement of college physical education teachers is carried out in one or two weeks, the reduction of teaching frequency and the lack of attention of students to physical education, so it is easy to produce job burnout, psychological problems and negative emotions. Teachers' job burnout not only affects their own work and attitude, but also puzzles their quality and

level of life and interpersonal communication. Therefore, studying the relationship between job burnout, mental health and personality traits can effectively reveal the relationship between the three, provide certain guiding significance for school managers and physical education teachers, and improve the mental health level and teaching quality of college physical education teachers.

## SUBJECTS AND METHODS

### Study setting

Mental health involves good emotional state, prevention of mental disorders, treatment and rehabilitation of mental diseases. Its standard refers to that all aspects of psychology and its activity process are in a continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. Mental health is one of the evaluation criteria of individual health status. Whether we can correctly deal with the changes and stimuli of the surrounding environment and whether we can have good mental endurance and quality is an important aspect of evaluating the level of mental health.



**Figure 1.** Design idea of experiment

There are many factors affecting mental health, such as the interference of objective environment, the level of psychological quality, self-cognition and psychological conflict. The emotional value and psychological attitude of different individuals will affect the normal development of their mental health, and personality is an important factor affecting individual mental health. Personality traits, also known as the "Big Five personality", include "extraversion", "responsibility", and "openness to experience", "agreeableness" and "neuroticism". Extroversion refers to an individual's strong social ability, self-confidence and eloquence. Sense of responsibility refers to self-discipline, strong organization and high achievement orientation. The degree of emotional stability refers to the degree of emotional stability. Openness is reflected in a strong

thirst for knowledge and a preference for novelty. Agreeableness refers to being willing to help others, being good at cooperation and sympathizing with others. Different personality traits will make individuals have different personality characteristics and emotional performance (Vincenza et al.2018). Different individuals show different personality traits. Although personality traits are mainly determined by genetic factors, they can still be properly intervened and guided by external interference and environmental stimulation. Firstly, the study compiled relevant questionnaires with the help of Maslach Burnout Inventory, personality trait measurement scale and Symptom Checklist 90 (SCL-90), the job burnout scale includes three sub items: emotional exhaustion, depersonalization and reduced personal achievement, with a total of 21 questions (Vincenza et al.

2017). The scale adopts Likert's 7-point rating. In terms of emotional exhaustion and depersonalization, high score represents more serious job burnout, while in the dimension of reduced personal achievement, reverse scoring is adopted, and low score represents more serious job burnout. Which set 21 questions (Temam et al. 2019). This paper studies the stratified cluster random sampling method, and randomly selects 200 PE teachers from three universities of different sizes as the research object. Explain the purpose of this study to the respondents before the beginning of the questionnaire, and then collect the data of the subjects' work attitude, value pursuit, mental health status and personality traits. After the experiment, with the help of SPSS20.0 system and principal component analysis to explore and process the relationship between job burnout, mental health and personality traits. The research ideas are shown in Figure 1.

In factor analysis, KMO value is used to determine whether there is a close relationship between the questions in the questionnaire, that is, KMO is greater than 0.9, indicating that the questionnaire design is very suitable (Jin & Song 2020). KMO is 0.7-0.9, indicating that the questionnaire design is suitable. KMO is 0.6-0.7, indicating that the questionnaire design is not suitable. When KMO is less than 0.6, it indicates that the questionnaire design is not suitable (Kim 2018). Bartlett value tests whether the correlation coefficient is significant. If it is significant (i.e., sig. < 0.05), the questionnaire is suitable for exploratory factor analysis. After testing the reliability and validity of the questionnaire, the data can be sorted and analyzed in order to obtain the experimental results and provide intervention and guidance suggestions for the mental health status and level of college physical education teachers.

### Design

After sorting out the questionnaire data and the test scale, the difference data is sorted out with Excel tool

$$\left\{ \begin{array}{l} \Pr ob(y = 0|X) = \Pr ob(y^* \leq \alpha_1 | X) = \Pr ob(\beta X + \varepsilon \leq \alpha_1 | X) = \phi(\alpha_1 - \beta X) \\ \Pr ob(y = 1|X) = \Pr ob(\alpha_1 \leq y^* \leq \alpha_2 | X) \\ \qquad \qquad \qquad = \Pr ob(\alpha_1 < \beta X + \varepsilon \leq \alpha_2 | X) = \phi(\alpha_2 - \beta X) - \phi(\alpha_1 - \beta X) \\ \dots \\ \Pr ob(y = J|X) = \Pr ob(y^* > \alpha_J | X) = 1 - \phi(\alpha_J - \beta X) \end{array} \right. \quad (2)$$

In formula (2), it  $\phi$  is the cumulative density function of standard normal distribution and  $\alpha_i$  is unknown segmentation point.

### RESULTS

There are also great differences in the mental health tolerance and adjustment ability of college teachers of

**Table 1.** Ession analysis test coefficient of correlation between psychological capital and professional ethics level under

and imported into SPSS20.0 statistical software to statistically analyze the score and evaluation changes, and determine whether it conforms to the normal distribution (Zou 2020). If the measurement data conforms to the normal distribution, it shall be expressed in the way of mean standard deviation, that is, the difference between measurement data groups shall be tested by independent sample t-test, the significance level shall be specified, and the critical value shall be obtained according to it.  $P < 0.05$  indicates that the difference is statistically significant (Park et al. 2017). According to the sorting of the results, the influencing factors are quantified and compared with the help of Likert scale. The influence values of specific quantitative factors from 0 to 4 are used. 0 indicates no, 1 indicates slight influence, 2 indicates general influence, 3 indicates obvious influence and 4 indicates comprehensive influence. The reliability and validity of the questionnaire have passed the test, and the sample of the scale is suitable for factor analysis. The variance interpretation rate of principal component analysis on the performance of mental health problems of college physical education teachers is more than 60%. Subsequently, the influence factors of three-dimensional degree are empirically analyzed with the help of ordered probity model. The specific form of this model is shown in formula (1) (Bansal 2017).

$$y = \beta X + \varepsilon, \varepsilon | X \square Normal(0,1)$$

$$\rightarrow \begin{cases} y = 0, \text{if } y^* \leq \alpha_1 \\ y = 1, \text{if } \alpha_1 \leq y^* \leq \alpha_2 \\ \dots \\ y = J, \text{if } y^* > \alpha_J \end{cases} \quad (1)$$

In formula (1),  $y$  is dependent variable and  $X$  explanatory variable. The probability of  $y$  is shown in equation (2).

different genders, which will show different degrees of work attitude and value standards, and psychological slack will occur under the influence of serious psychological problems (Sun 2020). The study tested the correlation between mental health and job burnout of college physical education teachers of different genders. The results are shown in Table 1.

different gender

Gender	Model	Non-standardized coefficient	Standard error	Standard coefficient	t	Sig.
Man	Constant	3.103	0.068	-	46.315	0.000
	Job burnout	0.416	0.107	0.285**	3.957	0.000
Woman	Constant	3.184	0.062	-	52.608	0.000
	Job burnout	0.678	0.075	0.553**	9.204	0.000

Note: \*\* is significantly correlated at the level of 0.01 (bilateral).

In Table 1, the results of regression analysis showed that the standardized regression coefficients of job burnout on mental health of men and women were 0.285 ( $t = 3.957, P = 0.000 < 0.05$ ) and 0.553 ( $t = 9.204, P = 0.000 < 0.05$ ) respectively, and the non-standardized coefficients and standard errors of men were 0.416 and 0.107 respectively, and the non-standardized coefficients and standard errors of women were 0.678 and 0.075 respectively. The above results showed that the impact of job burnout on mental health of women was higher than

that of men. The reason is that women's mind is more delicate, vulnerable to the influence of the external environment, the richness and perception of things are more obvious, and then it is easier to lose interest in repeated simple work for a long time, resulting in job burnout. Then, it makes a correlation analysis between job burnout and personality traits of physical education teachers, and makes statistics on the data. The results are shown in Table 2.

**Table 2.** Correlation between job burnout and personality traits of physical education teachers

Variable	Emotional exhaustion	Dehumanization	Reduced sense of personal achievement
Extraversion	-0.32*	-0.22	-0.23
Openness	-0.49*	-0.31	0.44
Responsibility	-0.32*	0.34	-0.37
Agreeableness	0.42*	-0.22	-0.24
Nervous	0.68	0.79	0.25

Note: "\*"  $P < 0.05$ , the correlation was statistically significant.

Personality trait is a psychological structure that can make people's behavior tendency show a kind of persistence, stability and consistency. It is the basic factor of personality composition. Different personality traits show different behavior mechanisms and personality characteristics, and then show different psychological mechanisms at work. It can be seen from Table 2 that physical education teachers have serious emotional exhaustion and low scores of personal achievements, and there is a significant negative correlation between extraversion and job burnout. The factors of openness and job burnout have a significant negative correlation, that is, physical education teachers with openness have a strong acceptance and tolerance of things, and can effectively adjust and control their own emotions. Therefore, there is little possibility of job burnout. The reason is that the characteristics of extraversion are self-confidence, autonomy, activity and active exploration. The individual characteristics of open personality are good at creativity, strong curiosity and imagination in work, and have their own independent judgment on anything. In the education industry, physical education teachers with open personality traits have high enthusiasm in their work. They can constantly explore new teaching methods in physical education classroom teaching and practice in classroom teaching. Classroom teaching has achieved good results, which is affirmed by students, easy to accept new things and strong innovation ability. And its better classroom effect can effectively bring teachers positive value feedback,

make them continuously improve their recognition of their own work value and work ability, and then show a more positive work attitude, form positive two-way feedback with teaching results, which is not easy to produce job burnout, and have a high sense of personal achievement. There is a significant negative correlation between personality agreeableness and job burnout, and a significant positive correlation between anxiety and emotional exhaustion. The reason is that physical education teachers with pleasant characteristics are generally mild in character, good at cooperation, have a good relationship with colleagues and students, are not easy to cause contradictions and conflicts, can patiently answer students' questions and help students make progress, so they are easy to be affirmed and recognized by students and have a high sense of personal achievement. Neurotic individuals are mostly characterized by negative personality characteristics such as anxiety, tension, loneliness, coldness, hostility, strangeness and Emotionalization. Moreover, anxiety is easy to cause mood fluctuations and affect their work enthusiasm, which makes it difficult to complete their own work. There is less communication with students, which affects the classroom teaching atmosphere to a certain extent. Negative evaluation will make PE teachers doubt their work value, then lead to job burnout. And the results show that. Introverted teachers are more likely to have psychological problems and negative emotions. After psychological intervention, their mood improvement is shown in Table 3.

**Table 3.** Mental health improvement of introverted teachers

Before and after intervention	Languid mood	Positioning cognition	Interpersonal communication
Before intervention	26.74±1.26	13.46±1.69	7.83±1.56
After intervention	12.37±1.44	25.43±1.67	19.38±1.20
<i>P</i>	0.000	0.036	0.025

The negative impact of job burnout on the psychology of physical education teachers is greater than the physical harm. In serious cases, it will also lead to physical diseases and the decline of physical quality, resulting in emotional imbalance and psychological obstacles. Long term job burnout is easy to cause physical education teachers to have depressive symptoms, anxiety and physical symptoms, show negative emotions and psychological problems such as sadness, emptiness, despair, helplessness, anxiety and low energy, and show slack, negative and other working attitudes and values at work, develop unhealthy living habits and psychological conditions, and have a negative impact on the physical and mental health and working relationship of college physical education teachers. Introverted teachers are more inclined to pay attention to their own internal world. They are more restrained and shy, and are more peaceful in dealing with others. They are not suitable for others to conflict with them. However, when teachers with introverted characteristics are misunderstood by others, they will question their own personality and work value. In the long run, they are easy to deviate from their own personality and cause psychological problems and negative emotions, such as anxiety, mental confusion and so on. It can be seen from table 4 that after psychological and emotional guidance and intervention, the burnout of introverted teachers decreased significantly before and after the experiment, and the score decreased from 26.74±1.26 to 12.37±1.44, with a decrease of more than 10 points. The data had significant statistical difference ( $P = 0.000 < 0.05$ ). At the same time, after targeted counseling on the psychological problems and negative emotions of introverted teachers, the score of teachers' self-positioning cognition increased from 13.46±1.69 to 25.43±1.67, with an increase of 12 points, and the score of interpersonal communication ability increased from 7.83±1.56 to 19.38±1.20, with an increase of 12 points. There was significant statistical difference before and after the experiment ( $P < 0.05$ ).

## CONCLUSIONS

There is an important relationship between teachers' personality traits and their job burnout. There are differences in work attitude and pressure resistance shown by different personalities. At the same time, job burnout in a non-serious degree will have an impact mechanism on the mental health of college physical education teachers at different levels. Therefore, in order to effectively improve the psychological level and self-efficacy of college physical education teachers and

reduce their negative emotions caused by work, this study explores the correlation between college physical education teachers' psychological burnout, mental health and personality traits. The results show that the standardized regression coefficients of job burnout on mental health of men and women are 0.285 ( $t = 3.957, P = 0.000 < 0.05$ ) and 0.553 ( $t = 9.204, P = 0.000 < 0.05$ ) respectively. The non-standardized coefficient of men (0.416) is lower than that of women (0.678), and the standard error of men (0.107) is higher than that of women (0.075). It shows that women's job burnout has a higher impact on mental health than men. And PE Teachers' emotional exhaustion is more serious and their personal sense of achievement score is low. There is a significant negative correlation between extraversion, openness and job burnout. Introversion teachers are more likely to have psychological problems and negative emotions. After the intervention of the psychological status of introverted teachers, their burnout decreased significantly before and after the experiment, and their score decreased from 26.74±1.26 to 12.3 ±1.44, with a decrease of more than 10 points. The data had significant statistical difference ( $P < 0.05$ ). The score of teachers' self-positioning cognition increased from 13.46±1.69 to 25.43±1.67, with an increase of 12 points. The score of interpersonal communication ability increased from 7.83±1.56 to 19.38±1.20, with an increase of 12 points. The data before and after the experiment had significant statistical differences ( $P < 0.05$ ), and the dimensional data before and after the intervention had significant statistical differences ( $P < 0.05$ ). When physical education teachers have job burnout in their work, they should constantly adjust their state psychologically, and have positive emotional experience and confidence in their own teaching career, correctly treat the relationship between personality traits and their profession, improve their professional ability and level, and realize their own career orientation, so as to reduce job burnout and get rid of negative emotions. School managers should timely help college physical education teachers with job burnout realize their emotional exhaustion, de-personalization and low sense of achievement, and make countermeasures and improvement measures, pay attention to the attention to the mental health of college teachers, stimulate the work enthusiasm of physical education teachers, and make a good connection and communication between physical education teachers and students. When formulating intervention measures to reduce teachers' Job Burnout and negative emotions, we should take into account the differences and emotions shown by different personality traits, which vary from person to person and change over time, so as to further

improve teachers' mental health and working ability.

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**Contribution of individual authors:**

Xiao Ren: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Yanzhang Wang: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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Correspondence:

Yanzhang Wang,

Department of Sport and Leisure, Hoseo University, Asan 31499, South Korea,

E-mail: wangyanzhang1114@163.com

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