

marriage and family orientation is relatively low. This shows that college students pay relatively little attention to marriage and family. This may be related to the current tasks of college students. College students are currently studying at school, and learning is their main task. College students devote more energy and time to learning.

**Table 1.** Statistical Table of Mental Health Status of College Students.

Factor	Number of people	Proportion/%
Depression	48	9.86
hostility	46	9.45
Paranoid	49	10.06
anxiety	53	10.88
terror	61	12.53

**Table 2.** Statistical Results of Value Factors of College Students.

Factor	Average	Standard deviation
Money material orientation	3.19	0.73
Self-cultivation orientation	4.13	0.86
Work achievement orientation	3.77	0.67
Marriage and Family Orientation	3.69	0.52
Friendship and love orientation	3.80	0.76
Contributing country orientation	4.04	0.78

**Conclusions:** In order to strengthen the pertinence of mental health education for college students, we should adhere to the mainstream value orientation of socialist collectivism: comprehensively improve the quality of mental health education and counseling teachers; grasp the main content of life values education from the perspective of mental health education and counseling, Choose scientific counseling methods; strengthen the education of life values in career development planning counseling; form a joint force of society, school, and family to create a good atmosphere for the cultivation of correct life values of college students; strengthen the theory and theory of the impact of college students' life values on mental health Empirical Research.

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## INNOVATION AND PRACTICE OF UNIVERSITY SCIENTIFIC RESEARCH MANAGEMENT IN THE NEW ERA UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology is based on the individual's psychological structure and psychological process as the research object, which explores the information processing process of human cognition. When people are regarded as the information processing system, it reveals the internal psychological mechanism of information processing in the human cognition process, namely The research scope of information acquisition, storage, processing, extraction and application, according to human cognitive processes, includes mental processes such as perception, attention, presentation, memory, thinking, speech, reasoning, and problem solving. Cognitive psychology is applied to scientific research management in colleges and universities to solve the problems of lack of integrity in scientific research, poor initiative, low comprehensive quality and business level, and backward management mode of scientific research personnel in colleges and universities.

First of all, in view of the problems in scientific research management in colleges and universities, we can conduct research based on human-oriented thinking in cognitive psychology, and find the main reason for the lack of integrity from the perspective of individual thinking. Due to the large variety, large number and heavy tasks of scientific research projects undertaken and participated in by universities and colleges,

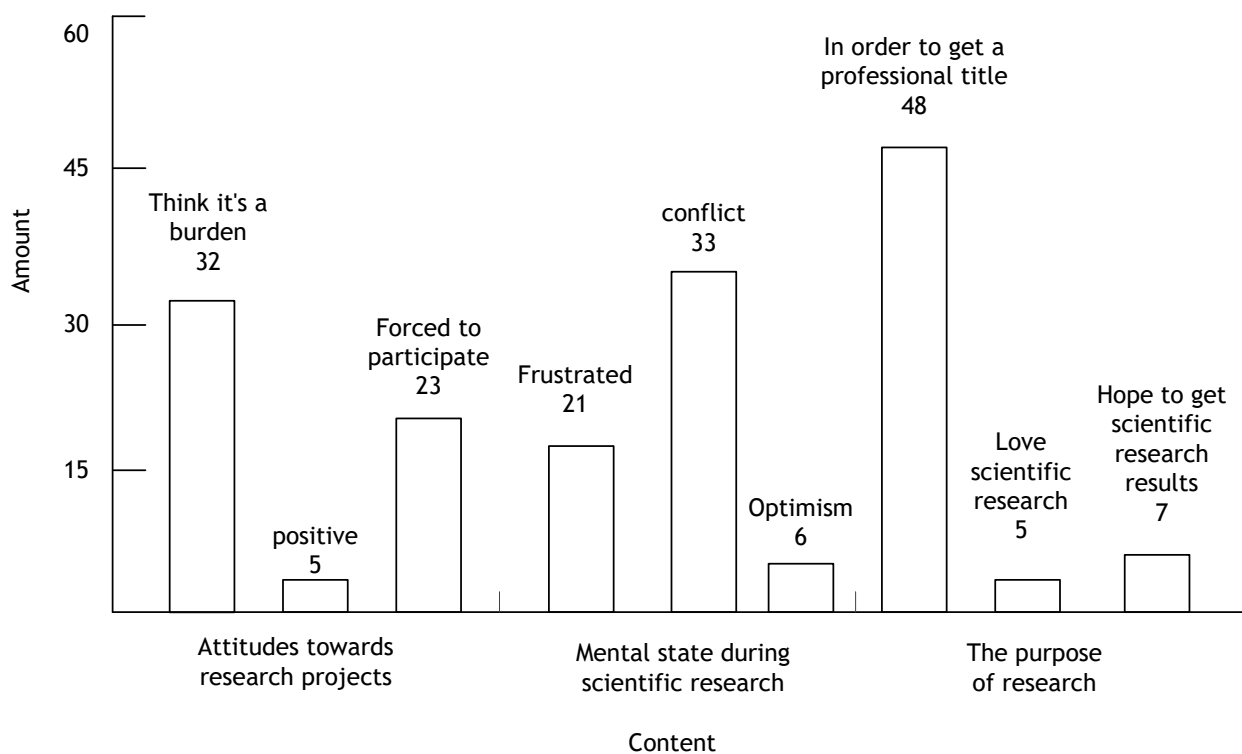
scientific research managers need to invest a lot of time and energy to carry out project declaration, mid-term inspections, final acceptance and other whole-chain tasks. Scientific research managers are limited to complicated tasks. Transactional work cannot achieve meticulous project management. In this process, the mental state of scientific researchers is relatively impetuous, the enthusiasm and initiative of academic research are poor, and they are unwilling to take the initiative to improve their personal comprehensive quality and professional level. By analyzing the cognitive psychology of scientific researchers on scientific research projects, the values of scientific researchers can be effectively changed from the root, so as to enhance the effect of scientific research management in universities.

**Objective:** In recent years, my country's scientific research integrity construction work has achieved remarkable results, but there are still insufficient attention to scientific research integrity, frequent retractions of international academic journals, impetuous research style and even fraud, and false budgets for scientific research funding. , Failure to implement the budget and reasonably adjust the budget, provide false financial vouchers, deliberately take, embezzle, transfer special funds, etc. For this reason, this paper proposes to study the cognitive psychology of scientific research personnel in universities and colleges, in order to effectively change the scientific research concepts of university researchers.

**Subjects and methods:** This paper uses the form of questionnaire survey to investigate and count the cognitive psychology of scientific research personnel in universities and colleges. The research objects are 60 researchers from a certain university. In order to ensure the validity of the survey results, the research objects are randomly selected.

**Study design:** Random sampling was conducted in a university, and 60 teachers with scientific research projects were selected, and the questionnaires prepared in advance were used to investigate them. The questions in the questionnaires can be divided into three dimensions. Mental state, the purpose of scientific research. Collect the results of the questionnaire survey and analyze them.

**Methods:** The results of the questionnaire survey were quantified and input into SPSS statistical analysis software for analysis, and specific test results were obtained.



**Figure 1.** Data results.

**Results:** According to the data in Figure 1, most teachers believe that scientific research projects are a burden, and their attitudes towards scientific research projects are relatively negative. Most of them are forced to participate, which leads to negative and resistive psychology among researchers when conducting research. The main reason is that the purpose of its scientific research is incorrect. The main purpose of most teachers engaged in scientific research projects is to rank or promote professional titles, which leads to the fact that most teachers who are not really for the development of scientific research are mixed into scientific research projects. Eventually a series of problems appeared in the management of scientific

research projects. According to the survey results, only a small part of the current scientific research team of teachers conduct research in order to obtain good scientific research results, which requires university scientific research management personnel to promptly correct the scientific research cognition of scientific research personnel.

**Conclusions:** The research results show that a large number of scientific research personnel in the current university scientific research team have scientific research attitudes and misconceptions, which makes scientific research management more difficult. For this reason, university scientific research managers need to take measures to change their scientific research cognition.

**Acknowledgement:** The research is supported by: A Study of Innovative Paths of University Scientific Research Management in Jilin Province in the New Era, a project funded by the Scientific Research Fund of the Department of Education of Jilin Province in 2021 (NO.JJKH20210191SK).

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## ROLE OF POSITIVE PSYCHOLOGY IN THE ADJUSTMENT OF EMPLOYMENT PRESSURE OF STUDENTS MAJORING IN ECONOMIC MANAGEMENT

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**Background:** Economic management major employment direction mainly includes finance, insurance, tax, international trade, business, investment, etc. after graduation, you can go to an insurance company, do marketing, do business assistant, etc. But the pressure faced by the students of economic management is increasing gradually. The negative emotions such as anxiety, tension, depression, worry, depression, depression, hesitation, loss, and loss of mind are constantly disturbing the college students' original calm and beautiful university life. If these pressures and negative emotions cannot be alleviated and regulated in time and continue for a long time, it will undoubtedly be the boosting factor of psychological problems or obstacles for college students. In this way, the psychological endurance of college students is reduced and they can't bear the heavy burden. There may be insomnia, confusion, confusion, emotional ups and downs and other psychological problems, and even anxiety, inferiority complex, depression, interpersonal tension, autism, dependence and other psychological diseases, which makes it difficult for college students to successfully pass the critical period of employment, Unable to successfully complete the role transition from school to social work. This not only hinders the harmony and stability of the campus, for the society, but also a great loss of youth's contribution to social development. For individual students, psychological distress affects their physical and mental development. Therefore, it is urgent to carry out psychological health education for college students, such as personality optimization, stress relief, emotional management, frustration training, psychological quality improvement.

**Objective:** Positive psychology belongs to a new science, which mainly refers to the study of traditional psychology from a positive perspective, and forms a corresponding field. Compared with negative psychology, positive psychology mainly arouses people's positive behavior through environmental design and behavior design, so as to achieve the purpose of relieving psychological pressure. University is an important stage in life. In this process, students will form their own world outlook and develop their own personality. However, in this stage, students will also face a series of important problems such as study, life, love and employment. However, due to the lack of experience and self-control ability of College Students at present, when these problems are not well handled, there will be greater pressure. Positive psychology guides students to face psychological pressure reasonably by paying attention to people's inner positive quality, so as to achieve the purpose of physical and mental health.

**Subjects and methods:** Three hundred junior or senior students from four universities in a city were randomly selected, all of them majored in economic management. They were randomly divided into observation group and control group. The age of the students ranged from 21 to 24, and the ratio of male to female was close to 1:1. The observation group needs to learn the interpretation of the basic meaning of mental health, college students how to adapt to the environment, self-awareness confirmation, interpersonal skills, college students' love psychology, how to shape a good personality, emotional management, understanding of pressure, how to face psychological crisis, cherish life, interview psychological guidance and other courses. Students are required to participate in the group psychological counseling practice course corresponding to the theoretical course, so that each student can really improve the ability to cope with the situation and emotion management ability in the group practice, relieve the anxiety, tension and pressure in the face of employment with the group activities, and learn to adjust their