

psychology can promote the fair distribution of high-quality basic education resources.

Study design: Using the stratified cluster random sampling method, 1,000 students were surveyed. Randomly select 10 universities, randomly select 100 students from different majors and different grades, distribute 1,000 questionnaires about their studies, and retrieve 974 valid questionnaires.

Methods: Use Excel to statistic education informatization to promote the fair distribution of high-quality basic education resources.

Results: Informatization has incomparable advantages in resource allocation, which can break through the boundaries of time and space and the high-speed flow of information. With the help of multimedia and network technology, the monopoly of high-quality educational resources by a small number of regions and schools is broken, so that high-quality educational and teaching resources can be shared, and all educated persons can get the same opportunity to enjoy high-quality educational resources. Through a large amount of educational information resources, with the help of information networks, a cross-interactive communication platform is built between the educated and educated to realize personalized learning and personalized teaching. With the help of modern distance education technology, it is possible to break the boundaries of time and space, build a platform for joint industry in the field of teacher education, jointly build and share high-quality basic education resources, and improve the quality and effectiveness of teacher training.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Educational informatization promotes fair allocation of high-quality basic education resources.

Factor	Resource sharing	Equal opportunity	Personalized teaching	Teacher training quality
Educational information	5	5	4	4

Conclusions: In social life, psychological problems will be affected by multiple variables. To explore the attribution of College Students' psychological problems, we must explore the occurrence, development and change law of individual psychological activities from the perspective of social life and individual interaction. This paper analyzes college students' psychological problems from the perspective of social psychology. It is found that the evaluation schema is social in nature and is restricted by various social and cultural factors. The core of educational informatization is to establish a comprehensive service system with the Internet as the core to promote the wide application of information technology in all fields of society, especially in basic education. Educational informatization is not only an effective means to promote the fairness of basic education, but also the only way for China's basic education to be fair. Using information technology to promote educational equity has become an important way of China's basic education reform. The development of educational informatization can broaden the channels of receiving education, realize the sharing of high-quality educational resources, promote personalized learning and management, and improve the quality of teacher training, so as to promote the realization of fairness in basic education in China.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY UNDER THE SITUATION OF "GREAT THOUGHT AND POLITICS"

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Background: Anxiety disorder is different from ordinary anxiety. It not only has all the negative feelings of anxiety, but also is not only a reflection of anxiety, but also may be the accumulation of a variety of

anxieties. Anxiety generally has the following manifestations: 1. Physiological characteristics: insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc.; 2. Intellectual characteristics: difficulty in concentration, frequent dizziness, thinking obstruction, etc.; 3. Emotional characteristics: irritability, irritability, nervousness, restlessness, difficulty in calm, pessimism, etc.; 4. Social characteristics: lack of self-confidence and self-belittling. According to the influence of college students' personality, growing environment and college life experience on college students' anxiety, the anxiety of college students is divided into five types: study anxiety, economic anxiety, emotional anxiety, social anxiety and employment anxiety. Although these five anxieties are generally realistic anxieties, they also include neurotic anxieties and moral anxieties, which are mainly embodied in the conscience situation of personal growth. Although moderate anxiety is of some positive significance to one's life, anxiety is, in the final analysis, a negative emotion, which brings a series of negative influences as well as a positive one. Excessive anxiety has entered the field of medical treatment, that is, medical anxiety disorder anxiety neurosis. Anxiety is not only harmful to the health of body and mind, but also accompanied by anxiety, such as serious sleep disorder, attention deficit disorder, mental disorder and so on.

Objective: Mental health education is an important part of college ideological and political education. But the traditional mental health education for college students a general lack of attention to the anxiety, there is a simple point to the lack of psychological disorders. Therefore, this study chooses "Contemporary College Students' Anxiety" as the object of study, and studies the characteristics and adjustment countermeasures of Contemporary College Students' Anxiety.

Subjects and methods: In order to alleviate the anxiety of college students, 200 college students in a certain school were selected to fill in the questionnaire, and the self-made anxiety self-assessment form (SAS) was mainly used to carry out the assessment, including 27 questions. The time for students to fill in the questionnaire was controlled at 20-60 minutes, 189 questionnaires were collected, and the response rate was 94.5%.

Study design: Students were divided into two groups randomly. The experimental group consisted of 102 students, who were given ideological and political education. The experiment lasted for 2 months. The experimental group was divided into two groups. The control group received no special education within 2 months, only daily education.

Methods: Using Excel statistics before and after the two groups of students' anxious mood changes, and to summarize, record, archiving and so on.

Results: The anxiety status of the two groups before and after the experiment is shown in Table 1. It can be found that modern college students have different degrees of anxiety, and the proportion of students suffering from moderate anxiety and severe anxiety cannot be ignored. Before the experiment, there was no significant difference in anxiety statistics between the experimental group and the control group. After the experiment, the anxiety of the experimental group was significantly improved, the number of students with severe and moderate emotion was significantly reduced, while the control group had some reduction, but there was no statistical difference.

Table 1. Anxiety status of two groups of students before and after the experiment /%.

Groups	Variate	Without anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before experiment	22(21.56)	51(50.47)	21(21.03)	7(6.94)
	After the experiment	61(59.8)	35(34.32)	6(5.88)	0(0.00)
Control group	Before experiment	24(24.49)	49(50)	19(19.39)	6(6.12)
	After the experiment	42(42.86)	36(36.73)	17(17.35)	3(3.06)

Conclusions: With the increasing social pressure, the anxiety of college students is becoming more and more serious. It is one of the important tasks of ideological and political education in colleges and universities to carry out psychological research on college students and explore the law of psychological change. But the traditional research on mental health education is not enough for students with mental disorders and neglects to pay attention to the common anxiety of college students. However, in reality, there are some misunderstandings about anxiety, which leads to the difficulty in dredging and adjusting the anxiety of college students, such as depression, fear, neurasthenia and even anxiety. It is found that under the background of ideological and political education, ideological and political education is beneficial to alleviate students' anxiety and provide new ideas for psychological counseling.

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THE COLOR MATCHING DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE UNDER THE GUIDANCE OF COGNITIVE PSYCHOLOGY

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Background: Face the colorful world, the color of the conspicuous sex than other visual elements is strong, so the color not only has a strong recognition, but also creates a psychological reaction in people's mind, this is what people in judging whether beautiful site, if you can catch our eyes, even if the direct factors can leave deep impression. However, chronology is a profound course, which has been studied by many professionals since ancient times. Every era has different popular colors and aesthetic standards. Therefore, in order to better use color design websites, cognitive psychology can be effectively guided to obtain some simple color matching skills.

Cognitive psychology, a psychological trend of thought and research direction in the west in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Narrow sense is equivalent to contemporary information processing psychology. It is the mainstream of modern cognitive psychology to study the cognitive process from the viewpoint of information processing. It regards human as an information processing system, and considers cognition as information processing, including the whole process of encoding, storing and extracting sensory input. In this view, cognition can be broken down into a series of stages, each of which is a unit that performs certain operations on input information, and reaction is the product of this series of stages and operations. The components of an information processing system are all related to each other in some way.

Objective: Website color matching technology is one of the key technologies in website design and the most important means of expression of modeling language. Guided by cognitive psychology, the use of adjacent colors, similar colors, and contrast color matching as the main color matching scheme can effectively solve the actual problem of color incoordination in the current website color matching, which is practical for the color matching design of cross-border e-commerce websites significance.

Study design: Using a stratified cluster random sampling method, a survey of 1,000 website audiences was conducted. Randomly select 3 cross-border e-commerce websites, and post information about the psychological impact of colors on the audience and the selection of consumption. A total of 1,000 questionnaires were distributed, and 973 valid questionnaires were returned.

Methods: Use Excel to count the large audience's color matching of cross-border e-commerce websites.

Results: In color science, the adjacent two colors are called adjacent colors, and the brightness and purity are changed in the design to give people a comfortable, natural, and soft color effect. Contrasting colors and complementary colors can quickly deliver visual effects. The application of cold and warm contrast usually appears on leisure and entertainment websites and food websites. At the same time, in order to make the website achieve the effect of order, unity and harmony, colors can be used to reconcile it. The specific statistical table is shown in Table 1.

Table 1. The audience's color matching of cross-border e-commerce websites.

Factor	Adjacent color, similar color matching	Contrasting color matching	Complementary color matching	Warm and cold collocation	Color harmony
Audience	4	3	3	3	4

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off.

Conclusions: The charm of color is infinite, it can make things that are very plain and tasteless, and they can become beautiful and beautiful in an instant. With the rapid advent of the information age, the Internet has also begun to become more colorful. People are no longer limited to simple text and pictures; they require web pages to look beautiful and comfortable. Therefore, contemporary designers not only need to master the basic website production technology, but also need to master the website style, color matching and other design art. Among them, color occupies a very important position in website design. When