the college students identified with and felt proud of the traditional culture, with better cultural self-confidence and higher recognition of the traditional culture. But at the same time, a small number of students tend to Western culture, exclusion of traditional culture. Therefore, we should not only see the benefits of cultural blending, but also recognize the infiltration and invasion of some Western erroneous trends of thought, and the conflict between the Eastern and Western cultures and the new and old cultures. At the same time, we should pay more attention to the problems such as the gap between the rich and the poor, social competition and employment difficulties, which are brought by the spontaneity, autonomy and utilitarianism of the market economy, and make some college students present the tendency of utilitarianism in their values, thus leading to the dilution of their ideals, beliefs and spiritual pursuits, and affecting the recognition and practice of the socialist core values.

Table 1. Test results of difference between positive quality and positive emotion $M\pm SD$.

Items	Indifferent	Not much care	Be more concerned	Very concerned	F
Positive quality	3.25±0.53	3.88±0.64	4.12±0.59	4.41±0.66	13.655[**]
Positive emotion	3.09±0.58	3.69±0.61	3.96±0.63	4.26±0.63	14.501[**]

Conclusions: Ideological and political education is an important part of the education system, which has a strong voice in social practice. The method of cognitive psychology is a method that educators change and correct the bad cognition and wrong behavior of the subject by special cognitive technology according to certain theoretical hypothesis. The application of cognitive psychology to the ideological and political education in colleges and universities is to correct the bad cognition and wrong ideas of college students in the process of ideological and political education, including improving the motivation of ideological and political education of college students, correctly handling the common problems in ideological and political education of college students and changing the self-cognition of college students in ideological and political education.

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THE ROLE OF VR TECHNOLOGY IN CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Under the background of the development of New China, the cultural communication is getting closer and closer, which makes the new consumption concept and values have an impact on the public psychology is virtual reality. Virtual reality technology is a kind of computer simulation system which can create and experience the virtual world. It uses computer to create an interactive 3D dynamic scene and entity behavior simulation technology can provide users with real-time interactive operation, three-dimensional visual space and multi-channel (visual, auditory, tactile, etc.) human-machine interface, which can dynamically simulate the real world, and the generated dynamic environment can make real-time response to the user's gestures, language commands, etc. Computer technology has been able to provide users with visual, auditory, tactile and other sensory experience of the simulation, so that users enter a programmer -built virtual world, get immersive experience.

Objective: China has a long history and thick traditional culture, we need to continue to pass on, but there are many people did not really understand these excellent history and culture. China's geographical boundaries of space, people through sightseeing, reading and other ways to understand traditional culture, but these ways are only superficial, many young people do not have enough understanding of traditional culture and in-depth understanding. The experience form of traditional exhibition is single, the carrier is

deficient, the content is dull, it is difficult to attract the attention of the youth. Display design with good visual effects can attract teenagers' attention. With the development of virtual reality technology, display design with virtual reality can achieve the goal of cultural communication. Therefore, the dissemination of traditional culture with the new technology will be an inevitable trend.

Subjects and methods: Social psychology is the study of the psychological and behavioral changes of individuals and groups in the social interaction, which can effectively promote the development of Chinese contemporary literature overseas. This article mainly carries on the investigation analysis from the social psychology to the enhancement contemporary literature overseas dissemination path way. By means of questionnaire, the effect of social psychology on transmission route was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 900 groups of different ages, different genders and different occupations. Random sampling of students, white-collar workers, retired people each 300 people to conduct a questionnaire survey, a total of 900 questionnaires, 872 back, the number of effective copies 859.

Methods: Using Excel statistics VR technology on the impact of cultural communication.

Results: Chinese traditional culture has a long history and its content is extensive and profound. Protecting and inheriting the achievements of Chinese civilization over five thousand years is fundamental to the development of a country and a nation. Carrying forward Chinese traditional culture is conducive to strengthening the soft power of national culture, strengthening the protection and development of traditional culture, contributing to the prosperity of culture and the promotion of the spiritual strength of the Chinese nation, and is the condition for the development and prosperity of the country and the nation. Using VR technology to create a virtual 3D environment, the audience through the wearing equipment in the virtual space feel the heavy connotation of history. Guide the audience through time and space into the history of culture, and history face-to-face exchanges. This kind of virtual reality makes people get higher visual impact and soul feeling directly, and also makes the audience have a new understanding of traditional culture, which is conducive to the further development of traditional culture. Virtual reality display design through people's artistic thinking makes the form of expression rich and colorful, cultural communication has obvious advantages, through a unique interactive experience makes the art of cultural display strong and popular.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 900 social groups assessed and averaged, with the statistical table shown in Table 1.

Table 1. The impact of VR technology on cultural communication.

Factor	Cultural communication	Public education	Integrated innovation
Student group	3	4	3
Working group	3	3	4
Retirement group	4	3	4

Conclusions: Chinese traditional culture needs to be carried forward and passed on. The emergence of virtual reality technology makes the spread of traditional culture obtain new development. Virtual reality technology makes the display and spread of culture more diversified, makes the learning experience more abundant, and will attract more and more people to pass on the culture. Complementing the advantages of traditional cultural communication and new technology will greatly improve the effect of cultural communication and effectively convey diversified cultural information to the crowd.

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INCORRUPTIBLE EDUCATION BASED ON PERSONALITY PSYCHOLOGY