

and online help is provided as much as possible to enhance the user's confidence in use.

(4) Design of data input interface. The operation of the interface dialogue requires the user to input a certain amount of data, and this data input interface often takes up a lot of user time. In order to reduce the input error rate as much as possible, simplifying the user's operation is an important goal of the design. In this regard, the list selection method can be used to reduce the user's memory, and the system automatically filling in the content that the user has entered: confirm the entered information, and delete The behavior must be reconfirmed, warning and exit for serious errors, suggestions for untrusted data input to prevent user operation errors: the user's previous input must be repeatedly checked, allowing the user to input In order to adapt to the user's habits, the design of the interface should consider the user's control of the data input sequence, speed, etc., and adopt a data input interface consistent with the system environment, so that the user is fully capable of controlling the data input in the interface. User's willingness to regulate and control the product.

**Results:** (1) A method for designing a new computer interface, so as to optimize the design for the required attributes (such as learnability, discoverability, and use efficiency). (2) A method for implementing an interface through a software library, for example. (3) Methods used to evaluate and compare the usability of interfaces and other required attributes. (4) There are more extensive methods for studying the use of human computers and their social and cultural implications. (5) Views that can critically reflect the values of computing design, computer use and human-computer interaction research and practical foundation.

**Conclusions:** The human-computer interaction user interface is responsible for managing the interaction with the user, such as displaying data to the user, obtaining data from the user, explaining the events caused by the user's operation, and helping the user to view the progress of the task. Therefore, the research of human-machine interface must not only solve the problem of functional technical design. It will also involve human factors, human psychology and other aspects of activities. The psychological and behavioral needs of users will directly promote the research and development of the effectiveness of the human-computer interaction interface. It is precisely because of human factors and human needs that these high-tech terminal products have the momentum and potential for development.

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## PROTECTION MEASURES OF INTANGIBLE CULTURAL HERITAGE FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** Intangible cultural heritage plays an important role in the treasure house of Chinese culture. With the strong promotion of the modernization process, the inheritance of many intangible cultural heritage has been seriously affected, and its inheritance and protection has become one of the topics of common concern in various fields. At the same time, for intangible cultural heritage, it is not only an important representative and concentration of a national memory, but also condenses a nation's wisdom and strength. In the process of globalization, many excellent intangible cultural heritages are seriously damaged, so it is very important to strengthen protection. Therefore, the protection and inheritance of intangible cultural heritage should be actively put on the agenda to fully show the charm of intangible cultural heritage. Analysis of the importance of intangible cultural heritage there are significant differences between material cultural heritage and intangible cultural heritage, which is fully reflected in different carriers. For intangible cultural heritage, it mainly includes intangible and spiritual levels. Its liveness and inheritability have been highly penetrated. Intangible cultural heritage is an important representative and symbol of the crystallization of people's wisdom, and it also condenses the national spirit and strength. At the same time, among nations, intangible cultural heritage is an important bridge and link for the transmission of national cultural values. National values have a great impact on the development of human culture and can clarify the development direction of human culture. Strengthening the protection of intangible cultural heritage can maintain national unity, cultivate the national cultural protection thought, enhance the national "cultural consciousness" thought, further enrich China's national culture, innovate and develop national civilization, so as to effectively inherit intangible cultural heritage. The protection of

intangible cultural heritage is related to the future of the Chinese nation and has great strategic significance. This requires that all our leaders, experts and staff engaged in this work must make arduous and meticulous efforts with the concept of dialectical materialism at both the theoretical and practical levels of this work, and find out the most scientific, practical and effective protection methods and methods through active and in-depth exploration.

At present, in the intangible cultural heritage protection plans formulated by governments at all levels, many relevant views and opinions are put forward in the seminars and lectures on the protection of intangible cultural heritage held in all aspects. These views and opinions have an overall grasp and specific analysis, which has indeed played a very important guiding role in the protection of intangible cultural heritage. However, the author believes that most of these views and opinions emphasize the importance of census, excavation, rescue and protection, while the discussion on rational development and utilization is relatively lacking. Therefore, from a dialectical point of view, this paper focuses on the protection and utilization of intangible cultural heritage from the perspective of rational development. Of course, because the concept of intangible cultural heritage covers a wide range, involves a variety of traditional cultural manifestations, and the differences between projects are very general, the argument of scientific and rational development and utilization discussed in this paper may not be suitable for every category of intangible cultural heritage, especially those projects that obviously do not meet the needs of the times. But theoretical cognition should still have a relatively universal significance.

**Objective:** With the intensification of the popularization of higher education, the number of graduates continues to rise industry competition is becoming increasingly fierce. Due to the lack of social experience, lack of self-awareness and other factors, college graduates will also cause students to have bad employment psychological problems, which will become a stumbling block in the process of employment. Psychological problems in employment. It is not only attributed to students' own factors, but also closely related to the social environment, family education and school education. This also requires in-depth analysis from many aspects in combination with the main psychological problems of college students in the employment process, in order to provide useful reference for helping college students cultivate a good employment mentality and promoting the effective development of employment guidance in colleges and universities.

**Subjects and methods:** All stakeholders in the protection of intangible cultural heritage have their own needs, and the psychological needs have become an important impact on the dynamic changes of the interests of various stakeholders. Therefore, we need to pay attention to the analysis of the psychological requirements of different groups and clarify the balance state. Pay attention to the degree of economic interests involved, further take more necessary protection measures, carry out publicity work, pay attention to helping different groups play their leading role and seek psychological satisfaction. These measures temporarily meet the advantages of various relevant groups and need coordination, to promote the effective protection and development of intangible cultural heritage.

**Results:** Firstly, it is concluded that regional governments should explore the correct ways to protect intangible cultural heritage. The government should actively organize intangible cultural heritage inheritors and social volunteers to carry out professional training and learning. Organizations should adhere to the correct principles and development orientation, and actively participate in the innovative development of intangible cultural heritage, Gradually form the protection methods and protection requirements of intangible cultural heritage that adapt to the development path of contemporary Chinese culture, so that China's intangible cultural heritage can be developed by leaps and bounds, and China's intangible cultural heritage protection organizations can better meet the needs of modern development. To make intangible cultural heritage lasting and ensure it more effectively in the process of development, the key is to rely on the policy support given by the state. The state improves the relevant laws and regulations on the protection and inheritance of intangible cultural heritage, so that more people can understand what intangible cultural heritage is and how to protect and inherit it, so that it can get more and more support from the masses. In addition, the government's protection and inheritance of intangible cultural heritage is inevitably inseparable from adequate financial support. The government can raise special funds for the protection of intangible cultural heritage by appealing for social donations and financial allocations. Make the inheritors of intangible cultural heritage have more funds for self-education and training, and the inheritors of intangible cultural heritage can also devote more attention to the protection and inheritance of intangible cultural heritage.

Secondly, strengthen the basic protection of intangible cultural heritage, strengthen the top-level design, pay attention to the protection and inheritance of intangible cultural heritage in the local economic development planning, and put the local legislation of intangible cultural heritage on the agenda. In the municipal and district performance evaluation index system, intangible cultural heritage protection should be covered, the construction of assessment management system for intangible cultural heritage inheritors should be strengthened, the performance of inheritors should be clarified, the perfection of intangible cultural heritage protection system should be improved in combination with the assessment results, and the

application and identification of intangible cultural heritage projects at and above the level should be put in place, It also identifies the city's intangible cultural heritage productive protection base, adds the financial budget of intangible cultural heritage projects, and continuously improves the intangible cultural heritage of all districts and counties. The perfection of cultural heritage has improved the protection and inheritance ability of intangible cultural heritage industry.

**Conclusions:** Promote the protection of intangible cultural heritage. Intangible cultural heritage is an important heritage. Based on respecting sovereign countries and surpassing the values of national heritage, the identification subject of intangible cultural heritage has risen to a global level. In the historical process of China's continuous integration into globalization, intangible cultural heritage plays an important role in cultural exchange and enhancing national soft power. The promotion of Chinese culture through intangible cultural heritage, the cultural exchange of intangible cultural heritage and the promotion of Western understanding of Chinese culture through intangible cultural heritage all highlight the strategic direction of the role of intangible cultural heritage from the overall level.

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## APPLICATION OF PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES

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**Background:** Psychology belongs to a constantly improving system, which is mainly a discipline that studies the psychological law of the human body. There are significant connections for the teaching of Ideological and political courses in colleges and universities. In recent years, ideological and political courses in colleges and universities have achieved remarkable results under the support of educational reform. Starting from the whole, it also needs to be clear that college students' ideological beliefs and values are always positive. At present, social development and changes are relatively fast, information development is faster, and all kinds of ideological values can be blended together. This itself has a positive impact on the formation of students' active thoughts and values. For some students with limited experience, if there is no effective guidance for students, it will also cause students to be confused and even go astray, which will also bring more severe challenges to the ideological and political course in colleges and universities. Educational psychology is an independent subject, which is the product of psychology and education. It can meet the basic laws of Ideological and political teaching in colleges and universities. Therefore, in the teaching of Ideological and political course in colleges and universities, we should take educational psychology as an important breakthrough, focus on the actual ideological situation of college students, and explore more effective teaching ways. Positive psychology has been proved beneficial for ideological and political course if it is properly utilized in the course among higher vocational colleges.

**Objective:** When the ideological and political course is carried out, we should always adhere to some laws and principles of psychology in combination with the nature of the discipline.

**Subjects and methods:** Paying attention to the creation of curriculum related scenes can really meet the current psychological characteristics of students. College students are relatively active in thinking and have a certain degree of curiosity and desire for knowledge. At present, China's society is in an important stage of transformation and development. The integration of various ideas and values will also have a certain impact on the implementation of Ideological and political teaching for college students. Ideological and political teaching in colleges and universities is always facing severe challenges. In the specific implementation of Ideological and political teaching, teachers can not only pay attention to the teaching of knowledge content, but need to guide students to further explore relevant laws, promote students' awareness of active learning and cultivate students' good ideological and moral quality. In addition, we should also pay attention to the differences of students themselves, carry out ideological and political teaching activities under the condition of analyzing the characteristics of students' psychological interaction, and teachers should also pay attention to the actual situation of students, provide students with a good learning environment and help students cultivate a good learning attitude. And pay more attention to the operation of emotional education theory use it to make students have a good emotional experience and improve the learning effect.

Under the background that the effect of traditional ideological and political teaching in colleges and