

time, the role of music psychology in music education is a bilateral interaction. Although it mainly studies human music psychology, music creation, the process of thinking activities such as inspiration or perception in the learning process and human psychology, so as to make a good overall perception of music education, in the process of reforming efficient music curriculum in China. We should not only absorb and learn from the advanced music culture of all countries in the world, but also carry forward the excellent traditional music culture of our country. Contemporary music education should not only expand time and space, but also expand the space of music education beyond the school. Nowadays, most of the systems we are facing are systems with more levels, richer types, more diverse functions and higher complexity, which requires that music education in colleges and universities should gradually increase research efforts and promote its research activities to a deeper level.

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## RESEARCH ON THE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Yanjuan Qi<sup>1</sup> & Zhongxiao Liu<sup>2</sup>

<sup>1</sup>*College of Marxism, Harbin Normal University, Harbin 150025, China*

<sup>2</sup>*College of Marxism, Heilongjiang Bayi Agricultural University, Daqing 163309, China*

**Background:** Educate and influence the educated from the ideological, political and moral levels, cultivate the abilities of college students in all aspects, improve the comprehensive quality of college students, and make them develop into the social practice activities of people needed by a certain class or society. As a theoretical discipline, psychology studies human psychological phenomena. At the same time, as an applied discipline, psychology also plays a great role in the study of spiritual function and behavior. It explores the law of the occurrence, development and change of psychological phenomena through the study of psychological process, psychological structure, psychological brain mechanism, the occurrence and development of psychological phenomena, psychology and environment. Ideological and political education and psychology are interrelated and different, both consistent and different. The connection between Ideological and political education and psychology in colleges and universities is manifested in their consistency, which is mainly reflected in the following two aspects: on the one hand, both of them are for the needs of realizing educational objectives. As different educational means, they both aim to promote people's all-round development. At the same time, they are also an important carrier to promote the all-round and healthy development of college students and realize the educational objectives of colleges and universities. On the other hand, both are the dynamic reflection of the subject on the objective world based on practical activities. Whether it is an intuitive reflection or an indirect reflection, the contents of the two are similar. Psychological activities will occur in the process of thinking, and ideological phenomena will occur in the process of psychological activities. The two are closely related, interactive and complementary. In the traditional ideological and political education, the ideological and political educators are in the leading position. They carry out theoretical persuasion education for the working objects. The working objects are in a passive position, and their inner thoughts are easy to be ignored. In mental health education, the status of educators has changed from dominant and authoritative to helper and healer, respecting students' personality and understanding students' personality defects. This role transformation makes the content of Ideological and political education easier to be accepted by students. On the one hand, it helps to understand the psychology and thoughts of the object and helps both sides open their hearts. On the other hand, it helps to change the attitude of the working object, so that students can listen to and remember the views of workers, so as to easily change their original attitude and behavior and enhance the affinity of Ideological and political education. In the work of Ideological and political education, students can form lofty ideology and morality only after thoroughly solving the basic psychological problems and obstacles.

From the formation and development process of ideological consciousness, the formation and development of students' moral consciousness and political consciousness are based on healthy psychology. Only by understanding and mastering students' psychological characteristics and psychological problems, can ideological and political work be targeted. We can also objectively understand the psychological characteristics and development trend of students' personality with the help of psychological tests, so as to make ideological and political education more targeted and effective. Under the impact of multiculturalism

and values, college students need to bear more pressure on their study and life, and their ideological independence and variability are increasing day by day. Although this is conducive to college students' cultivation of self-improvement consciousness and innovation consciousness, it is also easy to bring some negative psychological effects on college students' study and life. More and more students in colleges and universities have developed into mental disorders because of serious psychological problems, which have seriously affected the function of Ideological and political education in colleges and universities. Therefore, the importance of studying psychological theory in Ideological and political education in colleges and universities is in line with the current social development trend, and improves the effect and professionalism of Ideological and political education, further arouse the attention of colleges and universities to psychological knowledge, and constantly improve the level of the whole ideological and political education team in colleges and universities.

**Objective:** This paper focuses on the ideological and political education in colleges and universities, which is an important link in college teaching, and psychological knowledge is the basis of college ideological and political education. Therefore, only by understanding the importance of psychological knowledge in college ideological and political education, can we better improve college ideological and political work and cultivate excellent college students. Therefore, through the research on the relevant connotation of psychological theory and ideological and political education in colleges and universities, this paper jointly completes the research on the importance of psychological theory to ideological and political education in colleges and universities from two aspects: the positive role of psychological knowledge in Ideological and political education in colleges and universities and making up for the shortcomings of college students' ideological and political education.

**Subjects and methods:** From the perspective of the development direction of college students' Ideological and political education from the perspective of psychology, most colleges and universities do not pay enough attention to ideological education and psychological education. Combined with the requirements of college students' education, this paper obtains the specific improvement direction and relevant measures of college students' Ideological and political education from the perspective of psychology. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. The method of comparative research is adopted to realize the perfect judgment of the new model. Using the method of case analysis, this paper points out the relevant countermeasures for the practical application of the new model of Ideological and political education for college students.

**Results:** Firstly, paying attention to the construction of Ideological and political education and mental health education team and realizing the combination of teachers' dual roles is the key to realize the combination of ideological and political education and mental health education. First of all, we must equip a high-quality mental health education team composed of professional psychological counselors and medical personnel, pay attention to the integration and exchange with ideological and political educators, and accumulate experience in the long-term practice of Ideological and political education. Secondly, we should pay attention to the training of mental health education knowledge and skills of Ideological and political educators, improve their knowledge structure, pay attention to the combination of theory and practice, and pay attention to the professional construction of the team. For example, ideological and political educators can be encouraged to obtain the qualification certificate of psychological counseling teachers. Organize mutual exchanges, learning and discussion among teachers to ensure the combination of Ideological and political education and mental health education in colleges and universities. In the face of the challenge of this year's epidemic situation, the change of China's economic situation, the employment situation and the complexity of students' problems, ideological and political education must be closely combined with mental health education to form an important part of quality education in colleges and universities, promote the further improvement of quality education in colleges and universities, and cultivate high-quality talents in line with the needs of social development, train generations of socialist builders and successors, and give full play to teachers' enthusiasm, initiative and creativity.

Secondly, promote the ideological and political course in colleges and universities to carry out the educational system reform. The essence, connotation and research object of educational psychology are consistent with the teaching purpose of educational reform. The outline of educational reform provides a macro direction for the system reform, while the application research of educational psychology provides specific implementation ideas for the educational system reform. Through the research and analysis of teachers' psychological activities, we can update the teaching concept from the level of teaching executors. Through the analysis of students' psychological structure, we can effectively help students adapt to new teaching methods. Through the exploration of the discipline characteristics of Ideological and political course, we can fully combine educational psychology with it. Through the mutual integration and development of the above three points, we can comprehensively effectively promote the reform of Ideological and political education system.

Finally, innovate the teaching methods of Ideological and political course in colleges and universities. When the traditional ideological and political teaching effect in colleges and universities is not ideal, the use of psychological counseling is an effective way to make up for the existing ideological and political teaching methods. The way of psychological counseling is mainly to communicate with students through words or other ways, solve students' psychological questions and ideological confusion, guide and establish correct "Three Outlooks", improve students' mental health level, so as to better adapt to the society. On the one hand, psychological counseling is carried out in the way of propaganda, such as counseling freshmen in terms of environmental adaptation, interpersonal relationship and self-evaluation, adjusting the moral psychology of sophomore and junior students, guiding the employment psychological problems of senior students, teaching students skills to alleviate psychological contradictions and solving students' ideological confusion. On the other hand, conduct psychological counseling in the way of dialogue and reasoning, find out the crux of students' Ideological and psychological problems in face-to-face dialogue and information exchange with students, so as to make students convinced and form a positive and healthy state. In this process, teachers should pay attention to the equal relationship with students and embody democratic dialogue and exchange in order to win the trust of students. It should be a two-way communication process, through students' talk and teachers' guidance, so as to better carry out ideological and political education. No matter what kind of teaching method is adopted, students should be willing to accept it, and create a college ideological and political classroom in which students love to listen, teachers love to speak, students benefit and teachers improve.

**Conclusions:** With the development of higher education, ideological and political education in colleges and universities plays a more and more important role in the whole higher education system. Only by better integrating psychological knowledge into Ideological and political education in colleges and universities, we further strengthen the effectiveness of Ideological and political education in colleges and universities and improve the ideological and political quality of college students through the study of psychological knowledge. Only by making up for the shortcomings of the original ideological and political education in colleges and universities can we continuously improve the teaching work in colleges and universities, further emancipate the mind, seek truth from facts, constantly improve the new situation of college students' work, cultivate more and better talents for China's education and make due contributions to the prosperity and strength of the country.

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## PSYCHOLOGICAL ANALYSIS AND RESEARCH ON THE MOTIVATION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION -- BASED ON DATA MINING METHOD

Xiaowen Wei

*Innovation Entrepreneurship and Experimental Teaching Center, Dongbei University of Finance & Economics, Dalian 116024, China*

**Background:** At present, with the fierce competition in the talent market, college students' innovation and entrepreneurship have attracted extensive attention, and the improvement of college students' innovation and entrepreneurship ability is the focus of attention. Focusing on the current situation and existing problems of college students' innovation and entrepreneurship ability, this paper constructs an evaluation system of college students' innovation and entrepreneurship ability based on data mining technology and defines the specific direction of improving college students' innovation and entrepreneurship ability. Compared with traditional data warehouse applications, big data analysis has the characteristics of large amount of data, various data types, complex query and analysis, etc. However, it has fast processing speed, can quickly obtain correct and accurate information from various types of data, and bring high value return. To some extent, big data is the cutting-edge technology of data analysis. It has been widely used in business intelligence services, E-commerce marketing, public services, education services and other fields. At present, the construction of campus platforms in many domestic colleges and universities has gradually become mature. With the deepening of application, the ability to generate and collect data has been greatly improved. Large scale data information generated by various entities in the campus has been stored, and