

the psychological management of colleges and universities. Therefore, in order to effectively improve the application effect of educational management psychology, this paper mainly takes the new period as the background, analyzes the application of educational management and integrated psychological education in student management, and puts forward relevant measures and suggestions to effectively improve college student management.

Subjects and methods: From the perspective of the integration of college education management and psychological education in the new era, most colleges and universities pay insufficient attention to psychological education. Combined with the objectives of college education management and the needs of students' psychological education, this paper analyzes the new model of the combination of the two. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. Through the questionnaire invitation link and the original database based on Epi-Data, the comparative research method is adopted to realize the perfect judgment of the new model. Using the method of case analysis, this paper points out the importance of the research and application of the new model of the integration of college education management and psychological education in the new era.

Results: When it comes to the practice of the new model of the integration of college education management and psychological education in the new era, colleges and universities need to first adhere to people-oriented, start from the perspective of students, and students will be given dual identities from the day they step into colleges and universities. First, students, learning scientific knowledge is the first priority, and the main task of colleges and universities is also to impart knowledge. Second, adults. College campus is a micro society and a transition zone for students to get rid of childishness and mature. Another important mission of colleges and universities is to help students mature, establish and improve their own personality and set goals.

Secondly, we need to recognize that psychological counseling is the key. Some experts and scholars have pointed out that the vulnerable group of psychological problems is students. Under the influence of various external environmental factors such as family and society, students with poor psychological quality are prone to psychological problems. Therefore, solving college students' psychological problems is the key to the work of college managers. Therefore, colleges and universities should establish and improve the psychological counseling mechanism, and actively publicize, organize and carry out various psychological counseling activities through various activities, so as to make students realize the importance of mental health and erase their prejudice against mental health.

Finally, colleges and universities should establish professional psychological counseling teams. Generally, it is psychological counseling teams that provide psychological counseling to college students. Their professional quality, psychological counseling ability and psychological quality are particularly important for the college students they tutor. Excellent counselors are not only a good hand in organizing college students' study, work and activities, but also a guide for college students in their growth. Colleges and universities should increase corresponding investment, create conditions, attract and cultivate a team of excellent counselors. For counselors, while helping college students solve psychological problems and get rid of the psychological shadow, they can also realize the significance of the work itself, make themselves more positive and obtain a sense of achievement.

Conclusions: In the management of colleges and universities, due to the constraints of traditional management ideas, the school ignores the students' inner feelings in the management. At the same time, due to the weak awareness of psychological counseling and the lack of professional team, the implementation of psychological counseling and related management is not in place. In order to effectively solve relevant problems, we need to take students as the main body, improve the psychological counseling awareness of schools and students, build a professional management team, and implement the new mode of integrating relevant educational management with psychological management, so that educational management psychology can be effectively applied to student management, psychological quality education and class management, so as to effectively improve the application effect of educational management psychology.

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THE INTERVENTION STRATEGIES OF CAMPUS FOOTBALL POLICY ON YOUTH SPORTS CONSCIOUSNESS FROM THE PERSPECTIVE OF SYNERGETIC STUDY

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Background: In recent years, adolescent health has been one of the most noticeable keywords in the reform and development of education in China. As an important breakthrough of promoting quality education and leading the reform and innovation of school physical education, campus football has received unprecedented attention from the government and all walks of life. In June 2009, the general Administration of Sport of China and the Ministry of Education jointly held the National Youth Campus Football work conference, issued the “Notice on the Development of national Youth Campus Football Activities” and the relevant implementation plan, officially launched the “National youth campus football project”. “The Chinese youth football draft” twelfth five-year “development” (2010), “the opinions on strengthening the national youth campus football work “(2013),” the national youth campus football for medium and long-term development plan “(2013), “the overall scheme of reform of Chinese football “ (2015), “the national youth campus football reform experimental area of basic requirements, National Youth Campus Football Pilot Counties (Districts) Basic Requirements” (2018) and so on were successively issued later. The introduction of these policies clarified the direction for the development of campus football in China and further promoted the development of campus football policies from fragmentation to integration. The campus football policy in the initial stage is difficult to be implemented and the regional development is not balanced, resulting in the lack of popularization of campus football among teenagers nationwide. For example, the purposes and objectives at the beginning of policy formulation are not unified in the policy implementation department. The division of authority of policy implementation departments is unclear. Policy implementation system and security system is not perfect. The phenomenon of competition between executive departments occurs from time to time. The interests of policy implementation subjects and target groups cannot be reasonably satisfied. Among them, the most prominent obstacle is that in the process of policy implementation, the hierarchical supervision between implementing agencies is emphasized, while the interaction and communication between various departments are ignored, which leads to the fragmentation phenomenon of management and operation of the main body of campus football policy implementation, such as separation and acting independently. Until the release of “opinions on Deepening Education and Teaching Reform and Comprehensively Improving the Quality of Compulsory Education” (2019) by the CPC Central Committee and The State Council, the status of school sports and the urgency of football popularization were further clarified, alleviating the dilemma of campus football policy implementation. If we can promote the multi-participation of education, sports, finance, planning departments and organizations through system supply and mechanism innovation, and construct governance network, realize main body coordination, and form implementation force, it will effectively promote the comprehensive and orderly implementation of campus football policy. From the perspective of synergetic theory, in a system, all subsystems (elements) in the system can cooperate and cooperate well, and all forces can gather into an overall force, forming new functions that greatly surpass the sum of their original functions.

Objective: Physical health is a strong basic for teenagers to learn cultural knowledge. The state vigorously advocates students to form the habit of physical exercise, let students contact football, learn football skills, establish the concept of lifelong sports. The state uses a series of football policies to guide the football concept, sports concept and health concept of teenagers. Football has slowly infiltrated into the daily learning and life of teenagers. The policy itself is a vane, and the coordination between the implementing bodies is crucial. Schools, families and society create a healthy atmosphere for teenagers, provide them with time and place for physical exercise and scientific guidance, so that teenagers’ physique will improve rapidly and their health concept will be deeply rooted. Synergetic refers to the science of coordination and cooperation. Synergetic theory was proposed by The German theoretical physicist Hermann Haken, who explored the deep and hidden universal laws of the operation of material systems from behind the appearance of cooperation in nature: Many individuals in nature, from small atoms and molecules to large animals and humans, “indirectly determine their destiny by their behavior in the collective, on the one hand through competition and on the other hand through cooperation”. Synergy refers to the collective cooperative behavior of subsystems in the system through mutual coordination and interaction. Synergistics considers that the system is open and its internal operation mode is orderly competition or orderly cooperation. When the order parameter growth rate in the system is consistent, cooperation and macroscopically ordered upgrade occur. Teenagers, as one of the campus football players their healthy growth is bound to attached to the family, school, society, environment, the cooperation between each system, the cooperative movement, to produce the internal effective upgrade, the campus football policy of adolescent psychological guidance effect significantly, and has a subtle effect on adolescents to develop daily exercise.

Subjects and methods: In this study, school football policies issued by relevant national departments and teenagers in some schools are taken as research objects, and college, middle school and primary school students in the eastern and western regions are randomly selected as sample samples, and the school football policies and local implementation are referred to for research. Collect campus football policies issued by the effect department and research results on the implementation status of campus football by

using the method of literature and data, and sort out the correlation. In order to analyze the correlation between sports participation consciousness and campus football policy, cross-theory model scale was used to measure the stage of sports behavior of teenagers. Using the methods of logic analysis and mathematical statistics, this paper systematically analyzes the intervention strategies of campus football policy on teenagers' sports consciousness and the long-term goals of daily fitness and exercise habit formation.

Result: First, the school implementation of campus football policy dilemma: mainly affected by the local authorities, funds cannot be timely, often delinquent phenomenon. The funds cannot fully arrive at the school or be moved by the school to do it, resulting in the campus football development is restricted. Interference in the process of enrollment, affecting the quality of enrollment. Some children with football talent are influenced to participate in football training because of family economic situation and parents' one-sided understanding of football. School funds in relatively backward areas are limited, and the funds invested in school sports are seriously lacking, which makes sports teaching equipment difficult to meet the teaching needs. Physical education teachers in primary and secondary schools in some areas are insufficient, and PE classes are basically supervised by other teachers. There is a serious shortage of football teachers, and some schools cannot guarantee daily football teaching and training. The participation of social organizations in school sports is limited, public welfare activities rarely involve a wide range of primary and secondary schools, and some primary and secondary school students do not know enough about football, so it is difficult to form a daily exercise habit. Second, popularize and publicize campus football policy, carry out campus football knowledge lectures, organize to watch campus football column programs, organize campus football teaching and training, competition, stimulate the interest of primary and secondary school students in football, establish a healthy concept of sports. To cultivate the daily exercise habit of primary and secondary school students and develop a healthy lifestyle. Enhance football for promoting health and motor skill learning, the ideology of the harmonious development of body and mind, organization region, intercollegiate football match, the campus a variety of forms, increase the communication among students with learning, with the power of the model affect the surrounding more primary and middle school students to participate in football, to learn football skills, for football reserve talents.

Conclusion: The implementation of campus football policy is affected by many factors, among which the coordination between various administrative departments and executive departments is the most important factor. Lack of supervision links, parents know little about football, the school to carry out football training in and out of class has funds, teachers and other barriers. Youth football consciousness is not firm, understand the crowd accounted for a relatively small. The school lacks communication with parents, and some children who are interested in football are restricted by their families to participate in football activities. It is suggested that the disorderly exchange of inspection and evaluation between regions can promote the effective implementation of campus football policy and "blossom everywhere and bear fruit". Focus on supervising the transfer of campus football funds for special purposes, forming a virtuous cycle of supervision and assessment mechanism. To expand the campus football policy publicity channels, take many forms in primary and middle school campus in various public places, public transportation sites, newsagent campus football information such as propaganda, with advanced deeds, excellent football players, excellent campus football for example of primary and middle school students, stimulate students' interest in football and love, training football consciousness since childhood. Explore the home of football, football stars and excellent football teams, expand the influence of football on family sports awareness, call on families to participate in football and daily exercise, encourage people to form a healthy lifestyle, form a habit of daily exercise, and lay a solid foundation for a strong sports country and a healthy China.

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APPLICATION OF BAYES FACTOR IN PSYCHOLOGICAL RESEARCH

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Background: In the history of psychology and many social sciences, hypothesis testing has long been favored by researchers as an easy-to-use statistical tool for inferential reasoning. However, in recent years, more and more researchers gradually realize that hypothesis testing has many deficiencies or limitations in theory and practice. Such as actual research often occur on *P* value (1926) tend to be less than 0.05, Fisher,