

anxiety of college students, such as depression, fear, neurasthenia and even anxiety disorders. 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.

Table 1. Effect of college ideological and political education on psychological anxiety of college students

Content	Universities 1	Universities 2	Universities 3	Universities 4
Establishing the concept of collaborative education	4	5	4	5
Appraisal mechanism	4	4	5	5
Personal quality and skill training of teachers	4	4	5	4

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RESEARCH ON THE IMPROVEMENT OF THE EFFECT OF COLLEGE STUDENTS' SUBSIDIZING EDUCATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Along with the deepening of state funding work, funding education has become one of the key tasks of university funding work. The ministry of education put forward to construct “funding education quality improvement system and psychological education quality improvement system” in the Implementation Outline of University Ideological and Political Work Quality Improvement Project. From the perspective of positive psychology, this paper combs out the connotation of financial aid and education in colleges and universities, reflects on the deficiency of financial aid and education in colleges and universities, pays attention to the cultivation of positive personality of students from families with financial difficulties, and realizes the value pursuit of effective financial aid and education in colleges and universities.

Aid has three meanings, one is to help, provide; two is to help with property; three is to give spiritual or material help or to help others to contribute, advice. The meaning of educating people: education means education and training; educating and training people morally, intellectually, physically and aesthetically; the aim of educating people is to make the objects of education develop in an all-round way and make people grow into the talents with healthy body and mind. The relationship between “financial aid” and “education”. Subsidizing is the foundation, educating is the foundation, subsidizing is the method and measure, educating is the goal and goal. Financial aid for education in colleges and universities refers to the financial aid system of “rewards, aids, loans, deductions, exemptions and diligence” in colleges and universities to help students from families with financial difficulties to solve the problem of going to school, and at the same time to strengthen their ideological, psychological, career, ability and other aspects of education, so that they can develop and grow in an all-round way and become the physically and mentally healthy talents needed by the society, and finally achieve the goal and goal of education.

Objective: The fundamental task of university financial aid work is to build up the moral character of people, and its starting point and purpose is to educate people. We shall accurately understand the connotation of college financial aid and education, grasp the restrictive factors that affect the effectiveness of college financial aid and education, and shall, from the perspective of positive psychology, attach importance to the psychological needs, psychological capital excavation, psychological education and ability cultivation of students from families with financial difficulties, and establish a long-term effective mechanism featuring the effective integration of material assistance, moral infiltration, ability expansion and spiritual incentives, so as to realize the value pursuit of college financial aid and education. Our country develops the university financial aid work for many years, has basically realized “not to let a student drop out because of the family financial difficulty” goal. Under the new situation, new tasks and new requirements of the national education reform and poverty alleviation strategy, the focus of funding has been shifted to funding education and targeted funding. Therefore, it is urgent and necessary to explore the effectiveness of financial aid for education, but there are many factors restricting the effectiveness of financial aid for education.

Subjects and methods: The implementation outline of the quality improvement project of ideological and political work in colleges and universities issued by the ministry of education calls for the construction

of “the system of improving the quality of subsidizing and educating people and the system of improving the quality of psychological education”, requiring the students from families with financial difficulties to “strengthen humanistic care and psychological guidance”. Based on the educational concept of positive psychology, we should attach importance to the virtues and personality strength of the students from families with financial difficulties, and attach importance to, excavate and cultivate the personality strength of the students from families with financial difficulties so as to promote their healthy growth and development. This research carries on the analysis from the following aspects, under the discussion positive psychology field of vision university student subsidizes educates the person promotion effect. 1. Paying attention to the needs, perfecting the financial aid system, and attaching importance to the stimulation and cultivation of the financial aid consciousness of students from families with financial difficulties. 2. Pay attention to personality, strengthen ideological education, and cultivate the personality qualities of honesty, self-improvement and responsibility. Ideological education is the core and foundation to improve the effectiveness of subsidizing education. Colleges and universities pay attention to encouraging education, honesty education and social responsibility education of students with financial difficulties, and cultivate their integrity, self-improvement and self-confidence. 3. Pay attention to psychology and strengthen the positive psychological education for students from families with financial difficulties. 4. Paying attention to ability, attaching importance to academic career, career planning and employment guidance and education.

Study design: Three colleges and universities were randomly selected for the self-assessment test of family conditions. According to the test result, each university randomly selects 200 impoverished university students, the sex, the age, the specialty is not restricted. Using questionnaire survey, 600 questionnaires were distributed, 592 questionnaires were collected and 585 effective questionnaires were collected.

Methods: Using Excel 2007 statistics positive psychology perspective of college students to improve the effectiveness of financial aid education.

Results: The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the assessment, the evaluation values of 600 impoverished college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Positive psychology perspective on the effect of college students’ financial aid for education

Content	Need	Personality	Psychology	Ability
Scoring	5	4	4	5

Conclusions: Most of the poor students have a healthy psychological state, they pursue the success of their studies, self-realization and good quality of life through their own efforts. Therefore, positive psychology has provided the enlightenment for the work of aiding and educating people in colleges and universities: First, change the idea, excavate the positive personality quality, potential and ability of the students from families with financial difficulties with a positive perspective, give them trust, and believe that they have the power and sense of responsibility of self-development. Second, focus on demand. Pay attention to the immanent needs of self-realization of students from poor families, pay attention to their training and education, build a platform to improve their ability and broaden the way to grow.

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URBAN LANDSCAPE DESIGN AND LAYOUT OPTIMIZATION UNDER THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: Color psychology is a subject that studies the reaction of human beings to color psychological activities. Color objectively refers to different colors, represents a visual symbol, and subjectively reflects people’s psychological reactions and behavioral habits. Color in most cases on the impact of people by a variety of factors, generally summed up through the visual color. Color psychology