

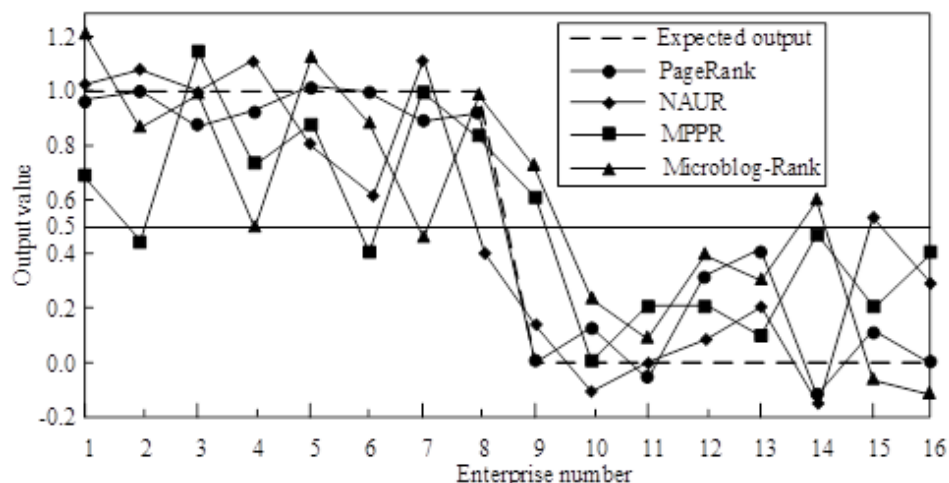
algorithm, so as to identify bad news, reduce the spread of bad news, purify the Internet environment and promote the construction and development of a harmonious society.

**Research objects and methods:** After training the bad news identification system by using the abnormal news data in the database, such as bad news and wrong news, the bad news identification system is used for the identification of bad news.

**Research design:** Use the news data in the database to test the bad news identification system to verify its detection and traceability accuracy of bad news. If the output value of the system is greater than 0.5, it is regarded as 1; Less than 0.5 is regarded as 0. 1 means normal news and 0 means bad news.

**Methods:** The relevant data were processed and analyzed by SPSS 17.0 software.

**Results:** Compared with several traditional news communication traceability methods, the bad news recognition system based on PageRank algorithm has higher recognition accuracy and practicability, as shown in Figure 1.



**Figure 1.** Recognition accuracy of bad news recognition system

**Conclusions:** Virtual news can make the audience more immersed in obtaining news and enrich people's ways of obtaining information. However, some bad information dissemination that has not been reviewed in time will damage the ecological environment of the mobile Internet and is not conducive to the mental health of the audience. Therefore, it is necessary to find an immersive news dissemination traceability method to control the immersive news dissemination in time. The research is based on communication psychology and uses PageRank algorithm to build a bad news identification system to identify bad news, reduce the spread of bad news, purify the Internet environment and promote the construction and development of a harmonious society.

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## RESEARCH ON THE THEORY AND PRACTICE OF COLLEGE PHYSICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is a scientific means combining pedagogy and psychology. It mainly explores the basic psychological laws between education and learning in the context of education and teaching. At the same time, it is also a practical way to apply psychology to the process of education. In the application category of educational psychology, it includes the internal and external situations of teachers and students, mainly reflected in teaching psychology and teaching behavior, and students' psychology and learning behavior. Under the guidance of scientific teaching theory, the basic laws in the teaching process and the interaction between teachers and students are studied and discussed. Educational psychology is helpful to improve the teaching effect and promote the smooth development of teaching work. In the stage of students' basic education, physical education is no less important than cultural education. The effectiveness of physical education determines the basis of students' healthy development and can promote the realization of the goal of quality education. In the actual process of physical education in colleges and universities, students have a variety of psychological factors on physical education, including learning

motivation, learning interest and so on. All psychological factors will affect the effect of physical education to varying degrees.

**Objective:** In the process of talent training in colleges and universities, physical education teaching not only undertakes the responsibility of physical training for students, but also contains a lot of profound spiritual connotation. The smooth development of physical education in colleges and universities will help college students achieve all-round development and temper their will while improving their physical quality. From the perspective of educational psychology, implementing the basic concept of educational psychology in the process of carrying out physical education teaching in colleges and universities will help to achieve the educational purpose of improving students' physical quality and tempering students' will on the basis of following the basic psychological law of educational psychology.

**Research objects and methods:** 230 college students were randomly selected from five universities to explore their physical performance and psychological quality in the process of physical education teaching. Two different physical education teaching modes are given to the college students participating in this topic, namely, the college physical education teaching mode from the perspective of educational psychology and the traditional college physical education teaching method.

**Research design:** College students participating in this project were randomly divided into experimental group and control group, with 115 people in each group. The control group was given the traditional college physical education teaching and training methods, and the experimental group was given the college physical education teaching mode from the perspective of educational psychology. After 6 months of intervention, the mental health and physical quality of the two groups of college students before and after the physical education teaching experiment were compared and analyzed through the corresponding physical fitness test and psychological test.

**Methods:** Before and after the physical education teaching experiment in colleges and universities, the psychological and physical quality data of college students were collected and analyzed by Excel software and SPSS 21.0 software.

**Results:** Comparing the two groups of students' satisfaction with the physical education teaching mode they have accepted, the results show that the satisfaction of college students in the control group is significantly lower than that of college students in the experimental group, which shows that the theory and practice of college physical education teaching from the perspective of educational psychology have a good application effect, as shown in Table 1.

**Conclusions:** Physical education is an important way to improve college students' physical quality and promote their all-round development. Using educational psychology to carry out physical education teaching can correctly grasp the psychological phenomena and potential psychological problems of college students in the process of physical education learning. At the same time, college teachers can use the law of educational psychology to carry out scientific and efficient teaching activities in physical education.

**Table 1.** Comparative analysis of satisfaction of two groups of college students.

Degree of satisfaction		Very satisfied	Commonly (%)	Dissatisfied (%)
Proportion of students	Control group	18.74	45.49	35.77
	Experience group	71.21	19.52	9.27

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## INTERNAL CONTROL AND FINANCIAL RISK PREVENTION MEASURES IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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**Background:** Colleges and universities have trained a large number of high-quality talents for the society and are an important source of talents in the society and market. Therefore, the development of colleges and universities is very important to the development of economy and society. In the process of continuous economic and social development, colleges and universities have also completed the transformation from elitism to popularization. With the development of enrollment expansion policy, the scale of many colleges and universities is increasing, the demand for funds is also increasing, and the mode and scale of economic activities are more diversified. Therefore, the financial risk of colleges and universities is also increasing. In terms of definition, the financial risk of colleges and universities is similar to that of enterprises. In the process of development, colleges and universities are inseparable from economic activities. In these