For example, emotional sadness and happiness will affect their purchase behavior.

**Conclusions**: To sum up, the guiding role of design psychology theory in artistic creation is extremely important. The close combination of design psychology theory and design practice is an effective way and method for designers to realize the shaping of aesthetic psychology. The 21st century is the era of science and technology information, and culture is the characteristic of the times. The research on design psychology plays a leading innovative role in today's social activities, and has strong development power and wide application value.

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# THE ROLE OF STRENGTHENING PSYCHOLOGICAL EDUCATION IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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**Background**: Colleges and universities are an important base for national talent training. At this stage, with the continuous expansion of the enrollment scale of colleges and universities, the enrollment number of only children continues to increase, the proportion of poor students rises, and some pressure inside and outside the colonel, resulting in various psychological problems of college students. Nankai University has conducted an in-depth investigation on the psychological problems of college students. From the results of the investigation, the proportion of students with very healthy psychological status is 7.474%, most of the students are in sub-health state, and more than 25.26% of the students have some psychological problems. These problems include adaptability, interpersonal communication, emotion and academic pressure. As ideological and political workers in colleges and universities, we should pay attention to the psychological status of college students, and carry out psychological education according to the psychological characteristics and physical and mental status of college students, so as to make great progress in Ideological and political education and give full play to the practical effect of Ideological and political education.

**Subjects and methods**: With the continuous development of social economy, cultural exchanges between domestic and foreign countries are becoming more and more frequent. Under the multicultural background, the thoughts of college students are vulnerable to the impact of foreign cultures and values, resulting in some psychological confusion and problems. At the same time, contemporary college students are under great psychological pressure, including academic, family, life, employment and other aspects. The psychological problems of college students have become a common social phenomenon, which objectively requires the ideological and political education in colleges and universities to strengthen the psychological education of college students, so as to effectively solve the psychological problems of college students, promote the healthy development of college students' body and mind, and make them grow into elite talents needed by the society. Starting with the ideological and political education in colleges and universities, the author expresses some views on the role and ways of psychological education.

**Study design**: Psychological education provides guarantee for ideological and political education in colleges and universities. When colleges and universities carry out ideological and political education, they hope to help students establish lofty ideals and improve their personal moral quality. Mental health education pays more attention to students' psychology. If we can effectively integrate ideological and political education and mental health education, we can make up for some defects in ideological education. In this way, the emotion, cognition and will of college students will be further strengthened, and their psychology will become healthier. On this basis, the effect of Ideological and political education will be effectively guaranteed.

**Methods of statistical analysis**: At present, colleges and universities carry out ideological and political education, mostly through ideological and political courses, special education, theme activities, reports and lectures to guide students' thoughts, hoping that students can establish lofty ideals, and hope that students' cognition of life and society can be consistent with public cognition. However, in the process of ideological education, there is still "extensive" education, which does not formulate targeted and scientific classified guidance schemes for the differences among college students, especially for some special groups of

students. In terms of educational methods, the ideological and political education in colleges and universities fails to take into account the big needs of society and the small needs of students.

**Results**: Strengthen psychological education in the teaching of "Two Courses". In ideological and political education, "Two Courses" can promote the improvement of students' ideological and political quality, and is the main position of Ideological and political education. However, in the process of education, the educational effect of "Two Courses" is not ideal because of the lack of grasp of college students' Ideological Status and the lack of understanding of college students' psychological law. In the teaching process, only by starting from the students' psychological characteristics and fully connecting with the students' ideological reality, can we better understand the development and change laws of students' thoughts, psychology and morality, so as to make targeted answers in classroom teaching. Therefore, in the teaching of "Two Courses", it is necessary to appropriately increase the content of psychological education and set up psychological courses.

**Conclusions**: To sum up, ideological and political education in colleges and universities should pay more attention to psychological education. Starting from the role of psychological education, combined with students' psychological characteristics and development needs, we should actively take measures such as implementing psychological education in the "Two Courses" and carrying out psychological counseling in schools, comprehensively improve the scientificity and effectiveness of psychological education in colleges and universities, and give students systematic psychological guidance, Promote the healthy development of students' body and mind.

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# TO EVALUATE THE EFFECTS OF COGNITIVE BEHAVIORAL THERAPY AND SPORTS EMOTIONAL DISCLOSURE ON REDUCING ANXIETY OF COLLEGE STUDENTS

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**Background:** In recent years, various problems caused by college students' anxiety are common, which has aroused the attention of many researchers. Researchers examined the effectiveness of a variety of interventions for anxiety among college students, including group counseling, physical activity, mental-health education classes, reading therapy and biofeedback. These methods mainly change the psychological state of anxious students through the intervention of cognition, emotion and behavior. Research shows that although these intervention methods are helpful to relieve the anxiety level of college students, they are limited in controlling the adjustment time and rebound speed. It is found that the current intervention studies on anxiety focus on medical psychological nursing, and there are relatively few intervention studies specifically for college students. In addition, most of the researches on anxiety use a single research tool, and the results are scattered and lack of certain comparability. Intervention studies on anxiety, in particular, do not strictly distinguish between state and trait anxiety, and the vast majority of studies focus on one type of anxiety, such as test anxiety or social anxiety. This is not in line with the reality, from the experience of psychological counseling, college students tend to experience more than one type of anxiety in a period of time. Therefore, it is necessary to improve the intervention research on anxiety in the above aspects.

**Subjects and methods:** In recent years, college students' mental health is affected by many factors, and the intensity of the influence is becoming more and more serious. Nowadays students are prone to depression, anxiety and other psychological problems. With the generation of depression and anxiety, the quality of life of people's families decreases, while the burden of society increases. Therefore, it is important to identify the factors that cause depression and anxiety. So far, many scholars on the influencing factors of depression and anxiety were studied, but most of the research from cognitive perspective, namely, external factors and the mechanism of interaction between individuals, but psychological research has not made clear causes of depression, anxiety, and the main analysis of the stress, social support, coping styles and the relationship between depression, mood. In this paper, structural equation model can be used to avoid these limitations.

This paper describes the college students' scientific evaluation system designed by SPSS software for data processing, so as to determine how to build a theoretical model. After the model is put forward, model setting, model identification, model estimation, fitting test and model modification are carried out to obtain the best model.

**Study design:** Latent variables of random effects were modeled, SPSS 19.0 was used for statistical analysis, and AMOS 19.0 was used for structural equation modeling. Structural equation modeling is used for