

of the total, followed by the demand for security policies, the demand for the transformation of traditional ideas, and finally the demand for the transformation of educational methods and structures. The number of people of all demand types exceeds half, and the demand is relatively strong.

Conclusions: At present, the development planning of colleges and universities lacks corresponding effective planning and effective measures for cognitive impairment groups, resulting in the lack of channels and methods to solve their own problems in the process of higher education. According to the needs of cognitive impairment groups, we should formulate plans and measures from four aspects: the educational system of cognitive impairment, security policies, the transformation of traditional ideas and the transformation of educational methods and structures, so as to build a good educational environment for cognitive impairment groups.

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ETHICAL ANALYSIS OF TEENAGERS' ANXIETY FROM THE PERSPECTIVE OF MEDIA CONSUMERISM

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Background: In the market economy environment, the mass media will inevitably be influenced by the social consumerism culture. This kind of mass media with the main purpose of market and profit and relying on the guidance of business logic will gradually abandon social responsibility and pursue profit maximization. This kind of media behavior will have a new impact on social ethics, it has an invisible impact on people's values, especially for teenagers whose outlook on life and values have not yet taken shape. From the perspective of consumerism media, the audience of media is no longer a social group in a broad sense, but consumers. Therefore, consumerism media information itself will have a strong tendency of consumption guidance and consumption supremacy. Once separated from the control of ethics and social responsibility, the information transmitted by consumerism media will become a new value orientation. In the consumer media induction, consumption no longer exists to meet the basic needs, but has become a value symbol beyond the material meaning of the commodity itself. Both media practitioners and people affected by the media will gradually follow the way of thinking of short-term hedonism. This way of thinking will lead the employees in the coal industry to pursue short-term interests too much and give up their long-term sense of social responsibility. Under the guidance of the market, the norms of social ethics will gradually decrease, and the media will be uncontrolled, which will threaten the audience's right to choose independently and promote the information in line with commercial interests to the audience in an irresponsible way. Among them, the emergence of features such as media advertising and sensory stimulation information is only on the one hand. On the other hand, paid news, fake news and entertainment news have strong limitations. Even some wrong information will be popular. All kinds of information deviating from social morality will have a subtle impact on users' values.

For young people who are easily influenced by the media, consumerism will have an impact on their ethical concepts and mental health, making them more pursue the behavior of consumption itself. The thought of money and consumption will affect their value orientation and shake the moral orientation education they have been receiving. Moreover, once the consumption desire and comparison psychology cannot be satisfied, it will produce anxiety, which will seriously affect the physical and mental health development of teenagers. For this reason, in the current prevalence of media consumerism, we should pay more attention to its ideological education for teenagers, correct teenagers' wrong ideas through good moral and value-oriented education, and reasonably dredge their anxiety psychology. For young people who have not been affected by media consumerism, we should actively carry out ideological and moral lectures and classroom education, and help young people establish a conceptual framework by teaching them by words and deeds, so that they can distinguish the bad information in the face of media consumerism information and prevent it before it is affected.

Objective: Teenagers' Outlook on life and values are not perfect. Media consumerism is easy to have an impact on Teenagers' ethical and moral concepts, distort teenagers' outlook on life and values, and cause teenagers' anxiety. This study studies the impact of media consumerism on Teenagers' anxiety through the classified analysis of social phenomena caused by media consumerism, so as to provide support for teenagers' psychological counseling and moral and ethical education.

Subjects and methods: This study classifies the ethical conflict caused by media consumerism, and explores the impact of ethical conflict caused by media consumerism on Teenagers' values and anxiety through questionnaire survey.

Study design: This research questionnaire survey is mainly conducted in the form of structured questionnaire. By describing the ethical phenomenon guided by consumerism in modern media, it investigates the attention rate and inner changes of teenagers to this kind of phenomenon. A total of 200 questionnaires were distributed during the experiment, of which 12 were not successfully recovered and 188 were successfully recovered.

Methods: In this study, the integration and analysis of questionnaire data are mainly carried out by Excel software.

Results: The impact of different types of media consumerism on Teenagers' psychology is shown in Table 1.

Table 1. The influence of media consumerism on teenagers

Phenomenon type	False news	Pursuit of sensory stimulation	News entertainment	Advertising to stimulate consumption	Media content homogenization
Impact level	3	4	3	4	2

In Table 1, the tendency to pursue sensory stimulation and advertising to stimulate consumption have the greatest impact on teenagers, followed by false news and news entertainment, and the homogenization of media content has the weakest impact.

Conclusions: The ethical conflict caused by media consumerism will have a negative impact on Teenagers' mental health and values. We should actively popularize the concept of social responsibility and ethics in teenagers' daily life and study, correct the wrong values mainly oriented by consumption and money, and eliminate the causes of teenagers' anxiety on the basis of ideas, Teenagers who have serious anxiety should be given psychological counseling scientifically and reasonably to ensure their physical and mental health in the process of learning and growth.

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ANALYSIS ON THE IMPACT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF BIG DATA

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Background: The double explosive development of computer technology and network technology makes big data technology widely used in all walks of life. In today's big data environment, people are both data consumers and data creators. Large scale data upload, download and sharing have become an indispensable part of everyone's life. Big data technology itself has many characteristics, such as large amount, many types, fast dissemination, strong pertinence and strong relevance. These characteristics can be effectively used in Ideological and political education in colleges and universities. Modern college students are facing a variety of pressures such as great competitive pressure and difficult employment environment. College students will naturally have anxiety when facing these pressures. In Ideological and political education in colleges and universities, big data technology can be used to guide college students from different angles to alleviate their anxiety. On the one hand, the use of big data can make the decision-making in the process of Ideological and political education in colleges and universities more scientific and reasonable. Decision makers can decide different education methods based on the scientific statistics of big data on College Students' anxiety psychological phenomena. On the other hand, big data can also help colleges and universities establish a perfect network ideological and political culture communication system, prevent the proliferation of network ideology from adversely affecting the mental health of college students, and ensure the effectiveness of the ideological and political education system in colleges and universities. With the blessing of big data, colleges and universities can carry out ideological and political education in the form of network, accurately analyze students' mental health status through accuracy, clustering and other characteristics, and use the visualization and intelligence function of big data to provide a new perspective for ideological and political education and timely adjust teaching methods and knowledge system, Make the ideological and political education in colleges and universities more fit the psychological state of college