

Category	Digitization	Comprehensive development	Team building
Convenient psychology	6	7	6
Affordable psychology	7	8	7
Quality seeking psychology	8	9	8
Personality psychology	6	5	7
Worry psychology	7	5	6

Conclusions: The operation and management effects of stadiums and gymnasiums under different consumer psychology have good effects, but the operation and management effect of stadiums and gymnasiums is the best under the background of quality seeking psychology. The quality seeking psychology in consumer psychology can be combined when making the operation and management scheme of stadiums and gymnasiums in the follow-up.

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STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR HIGHER VOCATIONAL COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

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Background: The main research fields of positive psychology are positive experience, positive personal characteristics and positive environment, which provides new research ideas for the development of ideological and political education in colleges and universities. As a humanistic psychology, the development of positive psychology has a great relationship with Asian culture and philosophy. It can help people gain personal happiness through their own advantages. The research purpose of positive psychology is to reduce the emergence of people's psychological problems. The main content of the research includes three aspects. First, a positive organizational environment that plays a decisive role in personal growth and development. Second, including positive personal qualities such as optimism and virtue. Third, the individual's positive life experience of the past, present and future. Positive experience includes positive emotional experience and positive emotion. Positive emotions can bring people a short sensory experience. Positive emotion is a kind of stable emotional experience. Experience the emotional experience brought by activities through your own strength, such as realizing goals and ideals and solving problems that perplex you.

Ideological and political education in colleges and universities includes education and management, including ideological and political education, academic guidance, daily affairs management, mental health education and consultation, crisis response, theory and practice, network ideological and political education, career planning and employment guidance. Colleges and universities are the main place of ideological and political education in colleges and universities, which plays an important role in the process of talent training in higher vocational colleges. Under the background of the continuous development of the times, the current means, methods and ideas cannot meet the timeliness of daily ideological and political education. The main problem is that teachers focus on work problems and ignore the positive aspects in the teaching process.

Under the background of positive psychology, the ideological and political education of higher vocational college students needs to improve the following aspects. First, create an educational concept focusing on student development. Emotional experience and positive emotions will play a very important role in personal well-being, which will not only help students improve their creative thinking, but also improve students' productivity. Through social practice, discussion, heart to heart talk and other forms of activities, students can improve their ability to solve various learning and life problems, so as to produce positive emotional experience. During this period, it is also necessary to enhance students' independent initiative, improve their own sense of responsibility and mission, enhance their self-management ability, improve their subjective well-being and enhance their positive emotional experience. Second, enhance teachers' positive cognition of learning education. Positive cognition refers to the positive cognition and evaluation of self and others. In the process of looking at things, we not only see the negative effects, but also need to make corresponding positive evaluation. Educators should pay attention to the positive quality of students in the teaching process and constantly tap their own potential. At the same time, educators can guide students to form good quality by creating a positive learning environment.

Objective: This paper analyzes the implementation effect of higher vocational college students' ideological and political education program combined with positive psychology, in order to create a good environment for the improvement of college students' ideological quality.

Research objects and methods: Select the real data of ideological and political education of students and teachers in two colleges and universities to analyze the implementation effect of ideological and political education combined with positive psychology. The evaluation method is grey comprehensive evaluation method. The number of students in each school is 100, and the cycle is 3 months. The evaluation indicators include the external environment, teachers' positive cognition, teaching ideas and teaching methods. The evaluation results quantify the degree of improvement through the five score ranges of 0-2, 2-4, 4-6, 6-8 and 8-10, indicating no improvement, slight improvement, improvement, obvious improvement and serious improvement respectively. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Methods: Through JMP data analysis and statistical software, this paper analyzes the teaching effect before and after the introduction of positive psychology in ideological and political education.

Results: Table 1 refers to the effect of ideological and political education after the introduction of positive psychology. It can be seen from Table 1 that the evaluation effect of external environment and teaching concept is good. Therefore, after the introduction of positive psychology, ideological and political education can significantly improve the external environment of students' learning and teachers' teaching ideas.

Table 1. The effect of Ideological and political education after positive psychology

Category	Before	After 2 weeks	After 4 weeks	After 8 weeks	After 12 weeks
External environment	1	3	5	6	7
Teachers' positive cognition	2	3	5	8	9
Teaching concept	2	3	4	6	7
Teaching methods	1	3	4	7	9

Conclusions: After the introduction of positive psychology, ideological and political education has a good effect on ideological and political education. This scheme can be applied to the improvement and optimization of ideological and political teaching scheme, which can improve the overall level of students' ideological and political education in the future.

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PROFESSIONAL LEADERSHIP DEVELOPMENT OF COLLEGE FOREIGN LANGUAGE TEACHERS BASED ON THE IMPROVEMENT OF COGNITIVE IMPAIRMENT

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Background: With the improvement of information technology, cultural leadership has become the most basic core competitiveness of a country. College students' foreign language leadership level undoubtedly best reflects the national cultural leadership. College students' foreign language leadership is closely related to teachers' professional leadership. The professional leadership and cognitive level of college foreign language teachers and students are closely related, but at present, college teachers and students usually have different degrees of cognitive impairment. Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body can have the decline of memory function and learning function, and even serious behavioral disorders such as loss of line, recognition and use. The causes of cognitive impairment are the following aspects: chronic brain injury, chronic systemic diseases, mental and psychological abnormalities. It has been proved that mental and psychological abnormalities are the most important reason at present. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. The clinical manifestations of thinking disorder include delusion,