

shown in Table 1.

**Conclusions:** Since the 20th century, China's economic level and science and technology have been improving rapidly, and the era of new media has also come. New media refers to the communication form based on digital technology, taking the network as the channel and taking high-tech products such as mobile phones, televisions and computers as the terminal to provide users with information or services. The rise of new media has promoted the optimization, upgrading and transformation of a large number of industries, and brought new opportunities and impetus to the development of various industries in China. Based on educational psychology, the research applies new media technology to ideological and political education and puts forward corresponding strategies to improve the teaching mode of ideological and political education. The experimental results show that after teaching, the SAS score, SDS score and SCL-90 score of the students in the research group are higher than those in the control group, and the difference is significant ( $P < 0.05$ ).

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## INTEGRATION AND PRACTICE OF RED CULTURE AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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**Background:** College students need to face academic pressure and employment pressure at the same time, so they are very prone to mental diseases, such as anxiety, depression and so on. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, it is necessary to find an appropriate method to help students alleviate anxiety.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. In the education system of colleges and universities, ideological and political education plays an important role in helping students alleviate anxiety. Based on educational psychology, the research integrates red culture into ideological and political education in colleges and universities to realize the deep integration of red culture and ideological and political education in colleges and universities. Based on educational psychology, the integration of red culture into ideological and political education in colleges and universities can effectively alleviate students' anxiety, and then transport high-level and high-quality talents for the country.

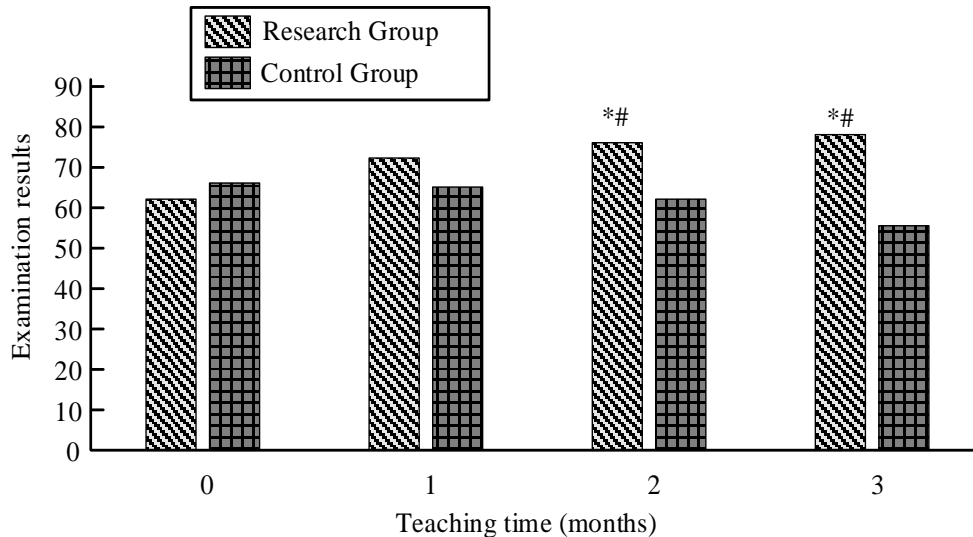
**Objective:** Based on educational psychology, to integrate red culture into ideological and political education in colleges and universities, effectively alleviate students' anxiety, and then transport high-level and high-quality talents for the country.

**Research objects and methods:** 80 students were randomly selected from a university as the research object. Using the examination results of ideological and political education courses in colleges and universities to evaluate students' learning effects.

**Research design:** By sampling the random number table method, the students were randomly divided into research group and control group, with 40 people in each group. The students in the research group used the ideological and political education courses in colleges and universities based on educational psychology and integrated them into the red culture. The students in the control group used the traditional ideological and political teaching mode. After three months of teaching, the teaching effects of ideological and political education of the two groups of students were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** After teaching, the test scores of the students in the research group were significantly higher than those in the control group ( $P < 0.05$ ), as shown in Figure 1.



Note: \*  $P < 0.05$  compared with that before teaching; # It means that compared with the control group at the same time,  $P < 0.05$ .

**Figure 1.** The examination results of the two groups of students in the course of ideological and political education in colleges and universities

**Conclusions:** University is an important turning stage for students. During the university period, students began to initially contact society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. Some students are influenced by some bad ideas, their value orientation is distorted, their sense of social responsibility is missing, and their ideals and beliefs are vague, so they cannot bear the great responsibility of socialist successors. Based on educational psychology, the research puts forward strategies to integrate red culture into ideological and political education in colleges and universities. The comparative experiment shows that after teaching, the test scores of the students in the research group are significantly higher than those in the control group ( $P < 0.05$ ). Therefore, we can convey the high-quality ideological and political talents to the students of colleges and universities, and then integrate them into the high-quality ideological and political education.

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## ANALYSIS OF INTERVENTION MEASURES FOR ANXIETY DISORDER OF COLLEGE STUDENTS IN THE PROCESS OF INNOVATION AND ENTREPRENEURSHIP

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**Background:** In recent years, with the advancement of the national economic and social process, the scale of colleges and universities in China has been expanding, and the number of college graduates has also shown an upward trend year by year. The employment competition pressure of college graduates is increasing, and the employment situation is becoming more and more severe. The difficulty of graduates' employment has become a social problem. In the face of the current international development situation