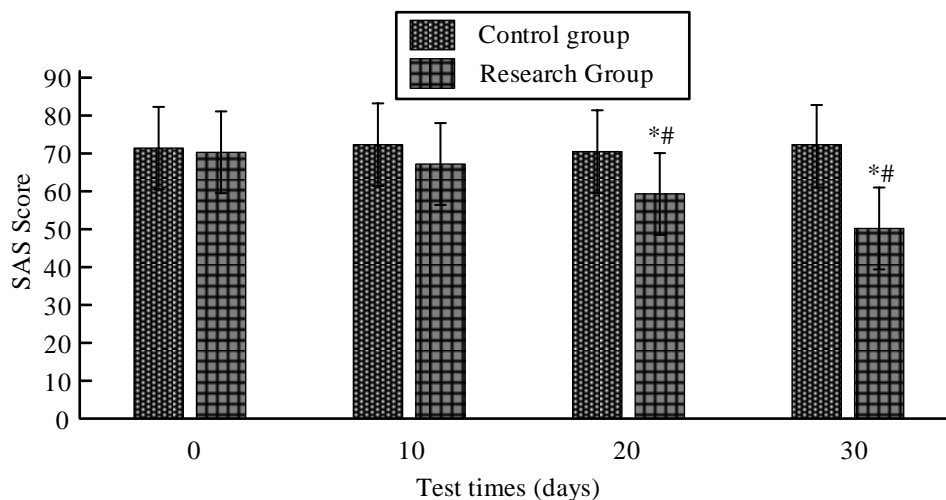


the anxiety degree of consumers was evaluated by Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS).

**Study design:** 100 consumers were randomly divided into study group and control group by random number table method, with 50 people in each group. Among them, consumers in the research group used the improved e-commerce model based on consumer psychology to shop and consume. The consumers in the control group used the traditional e-commerce model for shopping and consumption. One month later, the anxiety levels of the two groups of consumers were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ( $P < 0.05$ ), as shown in Figure 1.



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

**Figure 1.** The degree of anxiety of the two groups of consumers

**Conclusions:** Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure, consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Therefore, based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model. The experimental results showed that after one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ( $P < 0.05$ ).

\* \* \* \* \*

## INHERITANCE OF TRADITIONAL CULTURE EDUCATION BASED ON SOCIAL PSYCHOLOGY IN COLLEGE CHINESE TEACHING

Yunlan Wen

*General Education Teaching Department, Chongqing Vocational Institute of Safety & Technology, Chongqing 404121, China*

**Background:** Social psychology takes the attitude of social individuals as the basic concept and the interaction law and phenomenon between social individuals and groups as the research object. In the contemporary complex information environment, the formation process of social psychology and the interaction process between individuals are relatively complex. Therefore, in this process, different factors affect each other, and the psychological impact on contemporary college students is also complex. College students are exposed to external social information, and the imperceptible influence of information of different values on students' psychological state will eventually act on students' behavior. Traditional culture education in college Chinese teaching can exert a subtle influence on college students, which can be called "the influence of spiritual environment" in social psychology. Social psychology believes that the

material world that human senses can directly feel will form a reflection of social environment in human spiritual world, which is called spiritual environment. The spiritual environment seriously affects people's social behavior, but the interaction between people and the spiritual environment is not actual experience, but psychological experience. Based on the theory of spiritual environment, college Chinese teaching, as the main humanities subject backed by Chinese culture, is very suitable for the integrated teaching of traditional culture education. In the Chinese subject integrating traditional culture and education, the traditional teaching method is divorced from the daily life and psychological state of contemporary students to a certain extent, and the teaching method based on social psychology can make up for this shortcoming. Through the use of traditional culture for psychological hint and intervention, the traditional cultural values are rooted in the students' psychological environment, and then provide methodology for students' daily social behavior, so as to improve students' cultural literacy and overall quality. Due to the close connection between college Chinese and Chinese traditional culture, the positive role of this traditional culture education is easier to be reflected. The integration of the two is an effective way to improve students' overall quality. From the perspective of students' psychology, students have psychological recognition of Chinese traditional culture to a certain extent. Through the effective use of this psychological recognition. It can help psychology traditional culture education achieve better results.

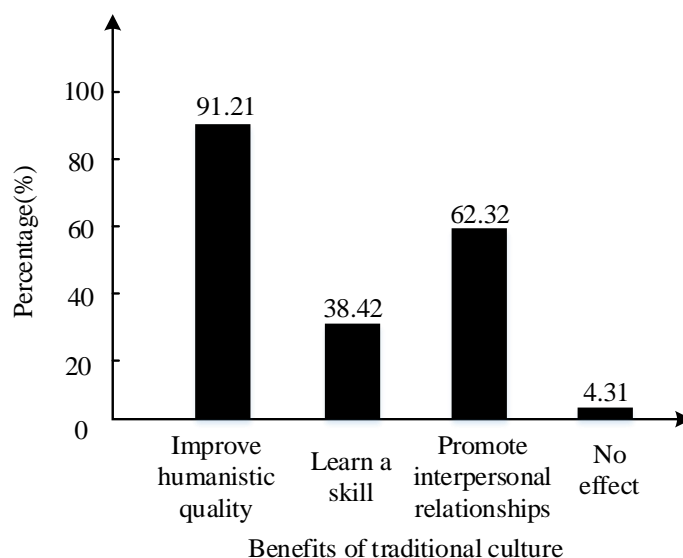
**Objective:** This study uses the theory of spiritual environment in social psychology to integrate the education of Chinese excellent traditional culture into college students' Chinese teaching, so that students are affected by traditional culture in their daily learning and life, so as to help students improve their cultural literacy.

**Subjects and methods:** This study uses interdisciplinary research method and random forest algorithm to apply the theory of social psychology into the pedagogy discipline. On this basis, it analyzes the impact of the teaching methods of social psychology on college students through the classification results.

**Study design:** This study takes Chinese department students as the main research object, carries out Chinese course teaching by using new teaching methods after teacher training, transforms the course content into quantitative, focuses on a questionnaire survey of students' learning results, delimits the quantitative dividing line of learning results according to different achievement levels, and finally classifies students' learning results by using random forest algorithm. Analyze the impact of different teaching methods on students' academic performance.

**Methods:** The main statistical and analytical tool used in this study is Excel. Through the classification and integration of data, this paper analyzes the impact of the new Chinese teaching method combined with social psychology and traditional culture education on students.

**Results:** In Chinese teaching, the benefits of traditional culture education to students are shown in Figure 1.



**Figure 1.** The benefits of traditional culture in Chinese teaching

Figure 1 the benefits of traditional culture education in Chinese teaching are mainly reflected in the improvement of humanistic quality, accounting for 91.21% of the total number, followed by the harmony of interpersonal relations, accounting for 62.32% of the total number, and the number of people who acquire skills accounts for 38.42% of the total number.

**Conclusions:** The application of psychology in college education can better grasp the violations of

traditional education methods against psychological science, correct them, and form a more effective teaching method. Based on the theory of social psychology, this study combines traditional culture education with college Chinese education, and exerts the influence of excellent traditional culture on students' most habitual learning behavior, so as to achieve better learning effect. In the new Chinese teaching methods, teachers should give full play to their leading role, pay attention to psychological effects, innovate Chinese teaching methods according to the actual situation in the teaching process, help students remove psychological obstacles in the learning process, create a more harmonious psychological environment, and promote students to improve their overall cultural literacy, Become a strategic learner with both morality and ability.

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## THE INFLUENCE OF COLLEGE STUDENTS' RURAL EMPLOYMENT ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY UNDER THE BACKGROUND OF THE NATIONAL STRATEGY OF RURAL REVITALIZATION

Jun Yang

*College of Packaging and Printing Engineering, Henan University of Animal Husbandry and Economy, Zhengzhou 450046, China*

**Background:** At present, the social employment environment is grim, and the overall social atmosphere has a strong sense of anxiety. In the process of job hunting, college students will inevitably face problems such as the inconsistency between psychological expectations and actual job conditions, difficult employment environment and highly competitive pressure. In this environment, college students often have concerns about the future. Then, with the spread of bad emotions such as employment difficulties, they fall into employment anxiety. Anxiety psychology is mainly divided into three types: objective anxiety, nervous anxiety and moral anxiety. Neurotic anxiety refers to an uncomfortable state that human beings show when fighting their own impulses. Moral anxiety refers to a certain contradiction between human behavior and secular morality, which leads to the choice anxiety of actors themselves. Objective anxiety, also known as realistic anxiety, is an anxiety symptom caused by the actual situation. Employment anxiety is based on the current situation of employment difficulties, which is typical objective anxiety. For objective anxiety, the most effective solution is to solve the objective facts causing anxiety symptoms at the objective level, that is, the current situation of employment difficulties. Rural revitalization provides a way to solve the objective facts causing anxiety symptoms at the objective level. Agriculture is one of China's basic industries, so the rural revitalization strategy is an essential key development strategy. The rural revitalization strategy includes both the revitalization of construction and the revitalization of talents. Only by cultivating skilled and professional talents that can be retained in rural areas can we ensure that rural areas have stable technical support in the process of development. Rural revitalization, as a macro strategy to relieve the pressure of urban employment and drive the development of rural technology and economy, provides college students with new employment ways and career prospects to a certain extent. It not only solves the bottleneck of the domestic employment environment but also brings a solution to the psychological anxiety caused by college students' employment difficulties.

**Objective:** Starting from the rural revitalization and rural employment policy of college students, this study explores the current situation of college students' employment anxiety and the impact of rural employment on this situation in the current employment environment with highly competitive pressure and bad industry situation.

**Subjects and methods:** This study combines the investigation and research method with the measurement model method, through the investigation data and substituting the measurement index dimension as a variable into the measurement model for cross-a impact analysis.

**Study design:** In this study, senior undergraduates in a university were randomly selected and investigated. In the process of investigation, in addition to the indicators related to anxiety self-assessment, they also measured from the scale of rural employment identity, which is mainly divided into two important parts: Employment optimism and professional identity. On this basis, a structural equation model is established to transform the dependent variable college students' employment anxiety and its independent variable into a binary variable.

**Methods:** In this study, Excel is used to make statistics and summary of the data from the survey, and computer algorithms are used to analyze the employment anxiety of college students and their recognition of rural employment.