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THE TRAINING MODE OF BIG DATA INNOVATION AND ENTREPRENEURSHIP TALENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Developmental psychology is a branch of psychology, which aims to reveal the internal mechanism of personal development and help and guide individuals to achieve all-round comprehensive development by analyzing the factors affecting human development. The research contents of developmental psychology include geriatric psychology, middle-aged psychology, child psychology, comparative psychology and so on. In a narrow sense, developmental psychology can be regarded as child psychology. In a broad sense, developmental psychology includes child psychology, evolutionary psychology, national psychology, comparative psychology, animal psychology and so on. The educational significance of developmental psychology lies in providing theoretical basis and support for the current educational and teaching activities. First, draw a conclusion through the psychological research of science specialty and apply it to the development of education and teaching to ensure the scientificity of education and teaching activities. Second, it is of great help to assist teachers in carrying out targeted education and teaching activities, especially for teachers with less experience. Third, developmental psychology plays an important role in the development of human society and individual development and self-improvement. It can enhance the scientificity of the teaching mode. Psychological knowledge is widely used in the education process of college students' talent training mode, and the educational results have achieved satisfactory results. At present, developmental psychology is effectively combined with philosophy, computer and other disciplines and fields, and it has played a very important role. Therefore, it is of great practical significance to study the training mode of innovative and entrepreneurial talents suitable for big data from the perspective of developmental psychology.

From the perspective of developmental psychology, the big data system needs to solve the following problems: balance ideological education and political education to help solve psychological confusion. Pay attention to the practical activities of mental health and set up activity classes outside the classroom. Establish and improve the long-term archives of ideological education for freshmen. Improve the ability of teaching specialization and constantly expand the ideological education team. The big data innovation and entrepreneurship talent training mode for development psychology needs to be improved and optimized from the following aspects, including setting up a professional career planning courses for innovation and entrepreneurship talents, building diversified innovation and entrepreneurship theme education activities, adhering to the combination of individual consultation and classified counseling, establishing a talent training system in the whole life cycle actively carry out innovation and entrepreneurship practices and activities. Among them, paying attention to individual experience is the most critical. Teachers' teams should adopt teaching forms such as theme exchange and role-play according to the individual's educational background, specialty and discipline. At the same time, teachers meet the individual sense of experience through the setting of different teaching experience scenes, and tap their potential to complete innovation and entrepreneurship. Perfect training shall be provided for teachers to form a professional teaching team. Each teacher needs to have new innovative and entrepreneurial thinking and developmental psychology theory.

Objective: Build a big data innovation and entrepreneurship talent training mode from the perspective of developmental psychology, and evaluate the new big data innovation and entrepreneurship talent training mode through consensus, in order to improve the success rate of college students entering the society and entrepreneurship.

Research objects and methods: Select 500 students from four universities in a city who want to start a business as the research object, and analyze the recognition of big data innovation and entrepreneurship talent training mode before and after innovation through Gaussian mixture clustering algorithm. The assessment includes five aspects: professional career planning courses for innovation and entrepreneurship talents, building diversified innovation and entrepreneurship themed education activities, adhering to the combination of individual consultation and classified counseling, establishing a talent training system in the whole life cycle, and actively carrying out innovation and entrepreneurship practices and activities. The evaluation index is recognition degree. The recognition degree is set as low, medium and good grades, and the corresponding scores are 1-2, 3-4, and 5-6 respectively. The recognition rate is the ratio of the number of people with and good recognition to the total number of people. The study takes the average value of all

research objects as the result, so as to ensure that the results are not affected by subjective factors.

Methods: Through Epi Info statistical analysis software, analyze the recognition of students on the training mode of big data innovative and entrepreneurial talents before and after the application of development psychology.

Results: Table 1 refers to students' recognition of big data innovation and entrepreneurship talent training mode before and after the application of development psychology. On the whole, the new big data innovation and entrepreneurship talent training mode is based on professional innovation and entrepreneurship talent career planning courses (D1), building diversified innovation and entrepreneurship theme education activities (D2), adhering to the combination of individual consultation and classified counseling (D3), establishing a talent training system in the whole life cycle (D4), actively carry out innovation and entrepreneurship practices and activities (D5) is highly recognized in five aspects, with values exceeding 80%. Therefore, the big data innovation and entrepreneurship talent training mode combined with development psychology have better practical significance.

Table 1. Students' recognition of big data innovation and entrepreneurship talent training mode before and after the application of development psychology

Time	D1	D2	D3	D4	D5
Before application	71.0	71.2	72.4	76.2	72.0
After application	85.2	86.4	86.4	89.2	89.0

Conclusions: The big data innovation and entrepreneurship talent training mode of applied developmental psychology proposed by the research has practical significance. Educators can promote and apply this talent training mode in other colleges and universities.

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INFLUENCE OF THE REFORM OF COLLEGE EDUCATION MANAGEMENT SYSTEM ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Anxiety is an abnormal psychological bad emotion produced by the human body. Most patients are disappointed and sad. Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range. At the same time, it is difficult for people to face and solve these problems. In the training process of different majors, college students need to have a variety of knowledge and skills, which will aggravate students' anxiety to a certain extent. The physiology of college students is at the dividing point between maturity and immaturity. When they face increasing pressure of study and work, they are easy to have very big psychological obstacles. College students spend most of their time in a noisy and crowded living environment, which can easily lead to psychological problems such as fatigue, slowness and irritability, and anxiety in serious cases. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to students through regular lectures on mental health knowledge, and provides students with channels to obtain psychological assistance. The latter alleviates and improves students' psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these anxiety intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the anxiety problems of middle school students in the process of professional training.

With the increasingly severe psychological anxiety of college students, the optimization of college education management system plays a very important role in cultivating comprehensive talents. It can not only shape students' excellent moral quality, but also enhance students' humanistic quality. The goal of higher education management is to improve students' moral, intellectual, physical, aesthetic and labor levels, and shape students' ability of innovative consciousness. The reform of college education management system can not only help students develop good labor consciousness and labor attitude, but also enable students to develop good labor habits. After the optimization of college education management system, it can not only exercise students' spirit of hard work, but also help students improve their