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**Objective:** To analyze the causes of college students' mental health, study the current situation of college mental health education, explore the mode of integrating mental health education into college students' management, reform the mode of college students' management, adhere to the people-oriented management concept, and look at students' management from the perspective of development. On the basis of paying attention to the individual needs of students, guide students' self-exploration and self-regulation, so as to help college students understand themselves, understand their mental health problems and self-regulation. Carry out hierarchical management according to the characteristics of students, and improve the working effect of college student management through service-oriented management mode. By deepening the level of management and project-based management, we can promote the effective development of college students' management, reduce college students' mental health problems and improve college students' mental health level.

**Research objects and methods:** The research objects were college students, and 400 students were randomly selected from a university. These students come from different majors, have different mental health problems, and the children of their families are different. To understand the mental health status of college students, students' current student management and mental health education

Through the fuzzy evaluation method, the impact of the mode of college student management on college students' mental health problems after the reform is evaluated. The relevant influencing factors are quantified by 1-5 grades. The higher the score, the greater the impact. The SAS software is used for data processing and analysis.

**Results:** Influenced by three main factors: environmental change, interpersonal imbalance and excessive pressure on learning and employment, college students have different mental health problems, especially those with only child are more likely to have mental health problems. In order to solve the mental health problems of college students, integrate mental health education into the management mode of college students, reform the previous management mode of service-oriented management, deep-level management and project-based management, respect the individual needs of students, and carry out hierarchical management according to the characteristics of students, so as to make college students aware of their own psychological problems, Improve the level of mental health in self-regulation. In the evaluation of the impact of the management mode of college students on the mental health problems of college students after the reform, the score of the impact of service-oriented management on the mental health problems of freshmen is 4 points. The relevant results are shown in Table 1.

**Table 1.** The influence of college students' management mode on college students' mental health after reform

Grade	Service management	Deep management	Project management
Freshman	4	5	4
Sophomore	5	4	5
Junior	4	5	5

**Conclusions:** In view of the mental health problems of different college students, mental health education should be integrated into the mode of college student management. Under the people-oriented management concept, we should carry out targeted and hierarchical comprehensive management for college students, so as to reduce their mental health problems and improve their adaptability.

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## ON THE CHANGE OF GENDER CONCEPT OF MEN AND WOMEN IN ETHNIC MINORITIES FROM THE PERSPECTIVE OF NATIONAL TRADITIONAL CULTURAL PSYCHOLOGY

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**Background:** National psychology is the sum of personality, emotion, hobbies, habits and other psychological characteristics formed by a nation in the long-term historical development. This is one of the characteristics of human society. The psychological state of national cultural characteristics is condensed in the formation and development of all nationalities. Through the national material and cultural

characteristics, such as architecture, clothing, language art and so on. Some are formed on the basis of national common region, common economic life and historical development. They are closely related to religious beliefs and become important factors to maintain all ethnic groups. With the changes of material living conditions and social environment, national character, emotion and hobbies have also changed. Mainly in the following aspects: first, national consciousness. It refers to people's identification with their own nation, that is, the understanding and understanding of their own nation's social status, national interests and the relationship with other nations. It resonates with members of the country in emotion, attitude and intention. Second, national feelings. It refers to a person's emotional response to the actual situation of his own country and the relationship between countries, expressed as love and hate for his own country or other countries. Third, ethnocentrism. It refers to measuring and assessing the tendencies of other nationalities according to their nationality. Fourth, national character. It is a concentrated reflection of the typical characteristics of a nation. Fifth, national stereotypes. It refers to a fixed view of a country, which is often biased and negative towards other countries. Therefore, it often becomes an obstacle to mutual understanding between countries or the root of ethnic disputes. In short, national psychology always changes with the changes of social environment and national relations. National psychology is closely related to the national economic life, cultural life, cultural level and the understanding of the external environment. As a reflection of the national spirit, the common psychological quality in the national psychology unites a nation and makes all kinds of thoughts and behaviors of the society composed of this nation consistent. National psychology is one of the most stable factors in national composition. In the contact and collision of different types of national cultures, national psychology is like an invisible barrier and psychological fortress, which plays the role of filtering and isolation. Due to the historical differences between Chinese Han and ethnic minorities in politics, economy, culture and education level, the relationship between national psychological problems in China is more profound. The psychological identity and emotional experience of ethnic minorities are significantly different from those of Han nationality. When human society still exists and develops in the form of nationality, it is difficult for different nationalities to have the same value scale, concept, emotional tendency, temperament and personality.

In the long history of development, the Chinese nation has accumulated and formed its own unique and great national character and spirit. The basic spirit of Chinese culture is characterized by constant self-improvement, noble morality, vigilance in times of peace, happiness and contentment, and advocating etiquette. The core and essence of Chinese culture lies in "harmony". In addition, China is a multi-ethnic country. Each nation not only has different levels of social development and socio-economic structure, but also has significant differences in values, religious beliefs, customs and psychological characteristics. Nowadays, China has basically achieved equality between men and women. Women are no longer the appendage of men. They have the opportunity to fully develop their personal talents and personal freedom. However, the phenomenon of preference for boys over girls still exists in ethnic minority areas, forming a thinking stereotype: men have the natural advantage of sociality. Even in some ethnic minority areas, in order to have a boy, they continue to have children regardless of their affordability until they have a boy. It can be said that for ethnic minority areas, forming a correct gender concept of men and women and completely changing this idea still face great challenges.

**Objective:** In order to get rid of the patriarchal phenomenon in China's ethnic minority areas, this paper constructs an intervention model based on national traditional cultural psychology, which aims to promote the formation of correct gender concepts in China's ethnic minority areas through the infiltration and integration of excellent national traditional cultural psychology.

**Research objects and methods:** 100 residents in ethnic minority areas were selected as the research object. Through questionnaire survey, the problem of preference for boys and girls among residents in ethnic minority areas was obtained. 0-3 points were not preference for boys, 4-6 points were preference for boys, and 7-10 points were very preference for boys and girls. Then carry out intervention based on national traditional cultural psychology for half a year. The improvement of son preference among residents in ethnic minority areas before and after the intervention was compared and analyzed.

**Methods:** Use Excel software for statistical data analysis.

**Results:** Table 1 shows the improvement of son preference among residents in ethnic minority areas before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the psychological intervention based on national traditional culture, the problem of preference for boys among residents in ethnic minority areas has been improved, with statistical difference ( $P < 0.05$ ).

**Table 1.** Improvement of patriarchal preference of residents in ethnic minority areas before and after the intervention ( $n=100$ )

Factor	Before intervention	After intervention	<i>P</i>
Value the male child only	7	2	0.00

**Conclusions:** With the process of urbanization, the preference of men over women has gradually withdrawn from the mainstream. However, there is still the problem of emphasizing men over women in some ethnic minority areas. In order to completely change this concept, we still need to actively realize the infiltration and integration of excellent national traditional culture, so as to promote the formation of correct gender concepts in ethnic minority areas of our country.

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## GUIDING EFFECT OF SOCIAL PSYCHOLOGY ON COLLEGE STUDENTS’ IDEOLOGICAL AND POLITICAL EDUCATION

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**Background:** Social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. Social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. The core topic of social psychology is the relationship between attitude and behavior. The main variables of its theoretical framework include: behavior attitude, subjective norms, perceived behavior control and behavior intention. According to the theory of planned behavior, the more positive attitude and subjective norms are, the stronger perceived behavior control is, and the stronger the individual’s intention to consider executive behavior is. Social psychology mainly studies people’s social support and personality traits. It is a discipline that emphasizes research to make life more valuable and meaningful. As a compound concept, social support is a multi-dimensional concept that includes both individual internal cognitive factors and environmental factors. The research on social support mainly focuses on three aspects: one is the material support that individual feel and given by others. The second is the cognitive support in the subjective sense, mainly the emotional resonance and other support felt by the individual. The third is the individual’s cognition and evaluation of the social support they receive, which tends to the degree of acceptance and subjective understanding of the individual’s inner support for others. In the study of the influencing factors of social support, it is found that mental health is a broad factor affecting social support, and the two affect each other. Social support has a certain impact on individual physical and mental health. The good social support received by individuals is conducive to the development of individual physical and mental health, while the existence of adverse social relations damages individual physical and mental health. In short, social psychology is a subject that studies the psychological and behavioral development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society.

The opinions on further strengthening and improving college students’ ideological and political education issued by the CPC Central Committee and the State Council pointed out that we should pay attention to mental health education. According to the characteristics of college students’ physical and mental development and the law of education, we should pay attention to cultivating college students’ good psychological quality and the fine qualities of self-esteem, self-love, self-discipline and self-improvement, so as to improve their ability to overcome difficulties. Therefore, colleges and universities should strengthen the exploration and research on the management system of college students’ mental health education in order to promote the all-round development of college students’ quality. At present, foreign countries have basically formed a relatively perfect mental health education system, with highly specialized talents, which has been incorporated into school education. The development of mental health education in China is in the ascendant. Experts and scholars have explored new ways and methods of college students’ mental health education from different angles. China should learn from foreign advanced experience, explore a mental health education management system suitable for China’s national conditions and the characteristics of college students, and realize the development from psychological medical system to