

under the blind box economy, and explores the impact of the blind box economy on consumers' repurchase consumption anxiety from the perspectives of quality anxiety, preference anxiety and counterfeiting anxiety. Through the calculation of the correlation coefficient between the blind box economy and consumers repurchase consumption anxiety in different aspects, this paper obtains the influence of the special form of blind box purchase on consumers repurchase consumption anxiety under the new situation of blind box economy. Combined with the analysis of blind box economy and the particularity of blind box products, this study understands the psychological basis of consumers in the process of blind box consumption, analyzes the consumer psychological characteristics of consumers when they have the intention and behavior of blind box repeat purchase, and puts forward solutions and strategies to alleviate the consumer anxiety of blind box repeat purchase.

**Results:** The analysis results of consumer's repurchase consumption anxiety under the blind box economy are shown in Table 1.

**Table 1.** Analysis results of consumers repurchase consumption anxiety under blind box economy

Consumption anxiety	Consumer
Quality anxiety	3.45
Preference anxiety	3.83
Counterfeiting anxiety	3.11

**Conclusions:** In the process of blind box purchase, consumers may have repurchased consumption anxiety such as quality anxiety, preference anxiety and counterfeiting anxiety. Consumers are worried about buying defective products with low quality due to poor quality control in the blind box market. Some consumers are worried that they can't buy the blind box products they want, and they still can't get their favorite products after repeated purchases. On the other hand, consumers may also buy non-genuine blind box products due to the mixture of good and bad people in the blind box market.

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## ANALYSIS OF THE IMPACT OF IDEOLOGICAL AND POLITICAL EDUCATION INTEGRATED INTO THE NORTHEAST ANTI JAPANESE FEDERATION CULTURE ON COLLEGE STUDENTS' COMMUNICATION AND ADAPTATION BARRIERS

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**Background:** Communication adaptation is the understanding and grasp of the relationship between individuals. In psychology, communication adaptation can effectively help individuals establish a good relationship network in communication and help people make correct decisions. Communication adaptation barrier is a kind of communication barrier in social communication. In the theoretical system of psychological research, communication is the psychological and psychological distance between people, which is composed of cognition, emotion and behavior. In social communication, people with communication barriers mainly lack harmonious interpersonal relationships and scientific and reasonable cognitive ability. Better communication adaptability can help college students reduce their anxiety level under academic and environmental pressure, and enhance their self-confidence in life so that college students can adapt to the new unfamiliar environment faster. Many empirical studies have confirmed that the emergence of communication adaptation barriers will bring serious negative emotions to college students, and communication adaptation barriers will lead to serious psychological barriers in college students' life and learning. On the other hand, college students with communication adaptation disorder may reduce their contact times with foreign exchanges due to the existence of communication adaptation psychological disorder in their daily study and life, which will lead to college students' cowardice and withdrawal in interpersonal communication, which will worsen the effect of college students' communication and then lead to more serious communication adaptation psychological disorder.

Since the reform and opening up, the reform of ideological and political education in colleges and

universities has been continuously promoted. After continuous adjustment and standardization, the ideological and political education system in colleges and universities has been continuously developed. It has been adjusted in time with the needs of the development of the times. Although the mode of ideological and political education in colleges and universities continues to improve, colleges and universities always put the correct guidance of ideological and political education to students' consciousness in an important position, adhere to the principle of moral education first, and correctly guide students' moral personality and ideological consciousness through ideological and political education. Ideological and political education guides and cultivates students' ideological concepts and value orientation, guides students' psychological trend through ideological and political education, promotes students to establish a good outlook on life, values and world outlook, and helps students realize healthy learning and growth. The Northeast Anti-Japanese Federation culture refers to the red cultural resources left by the northeast people and the Northeast Anti-Japanese Federation soldiers after the September 18th Incident under the leadership of the Communist Party of China, including the red Anti-Japanese Federation spirit, anti-Japanese Federation songs, base site relics and other material and non-material resources. Integrating the Northeast Anti-Japanese Federation culture into the ideological and political education in colleges and universities can effectively deepen the cognitive depth of college students on red culture and history, use the spirit of the Northeast Anti-Japanese Federation to improve the psychological quality of college students, stimulate the inner emotional resonance among college students, and alleviate the communication and adaptation obstacles of college students.

**Objective:** To study and analyze the mental health status of college students, understand the degree and level of communication adaptation psychological obstacles of college students, obtain the psychological related information of communication adaptation obstacles of college students, and deeply analyze the causes of communication adaptation psychological obstacles of college students, so as to provide a reference for alleviating communication adaptation obstacles of college students. This study analyzes the impact of ideological and political education in colleges and universities integrating the Northeast Anti-Japanese Alliance culture on college students' communication and adaptation barriers, and hopes to put forward new solutions to alleviate college students' communication and adaptation barriers.

**Research design:** Through the evaluation method of artificial neural network, this paper analyzes the impact of the integration of ideological and political education with the Northeast Anti-Japanese Alliance culture on alleviating the communication and adaptation barriers of college students, constructs the college ideological and political education model combined with BP neural network, and uses the deep learning ability of BP neural network to solve the intervention effects of students' communication and adaptation barriers under different ideological and political teaching modes, explore the impact of ideological and political education in colleges and universities integrating the Northeast Anti-Japanese Federation culture on college students' communication adaptation barriers, and study the data of college students' communication adaptation barriers as the input vector of the model to obtain the changes of students' psychological emotions and communication adaptation barriers in different teaching modes. Based on the evaluation results of the neural network, this study discusses the development and reform direction and strategies of ideological and political education in colleges and universities, so as to provide help for alleviating the communication and adaptation obstacles of college students.

**Results:** The statistical analysis results of communication adaptation barriers of college students are shown in Table 1.

**Table 1.** Statistical analysis results of communication adaptation barriers of college students

Survey object	Freshman	Sophomore	Junior	Senior
Psychological barrier of information transmission	4	3	3	3
Loss of information	3	3	2	2
Information overload	4	3	2	2
Psychological acceptance and psychological disorder	4	3	3	2

**Conclusions:** The values of college students are not mature and are in the establishment stage of life values. Colleges and universities are required to guide the development of students' mental health, help students standardize their moral behavior, cultivate students' personality quality, and achieve real moral education. Integrating the Northeast Anti-Japanese Alliance culture into the ideological and political education of college students can promote the correct establishment of college students' outlook on life, world outlook and values, and lead the ideological concept of college students to develop in a correct and positive direction.

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## THE INFLUENCE OF THE ADAPTATION OF THE INHERITANCE PATH OF ANCIENT CHINESE LITERATURE ON WRITERS' PSYCHOLOGICAL ANXIETY – TAKING THE LITERATURE OF WEI AND JIN DYNASTIES AS AN EXAMPLE

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**Background:** Anxiety is a kind of abnormal psychological bad mood, which is mainly due to the irritability formed by excessive worry about the future, fate and life safety, including anxiety, panic, tension, anxiety and other psychological manifestations. Medical psychologists believe that anxiety usually refers to that people's adverse feelings such as risk, pressure and pain exceed their acceptable range, and it is difficult for people to face and solve these problems. Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. At present, the main causes of anxiety are increasing pressure, perfection requirements, health concerns, smart phones and so on. At present, the most common intervention measures are personalized psychological intervention, lectures on professional knowledge of mental health and so on. Although these interventions can alleviate psychological anxiety, their application scope is greatly limited, and their implementation is difficult, poor effect and low real-time performance. Therefore, their promotion value is not particularly great.

The latest research of authoritative medical journals points out that the alternative model of the inheritance path of ancient Chinese literature can improve psychological anxiety, which has been confirmed by a large number of scholars. Wei Jin culture plays a very important role in Chinese traditional culture. It can be said that it is a renaissance in the history of Chinese culture. During this period, there were a large number of influential scholars. The culture of Wei and Jin dynasties can promote the integration of nationalities, affect the division of classes, affect the development of China's economy and influence ideology. The adaptation of the inheritance path of ancient Chinese literature mainly includes two aspects: practice and scientific research. Scientific research can make the research of Chinese excellent traditional culture show novelty, including deeply excavating the implied value of literary works in the Wei and Jin dynasties and transforming the scientific research achievements of ancient literature into the necessities of cultural life. Practice can make Chinese traditional culture show its dissemination, including giving full play to the advantages of discipline platform and actively expanding cultural activities. The alternative mode of the inheritance path of ancient Chinese literature can have a positive therapeutic effect on people with psychological anxiety in many fields such as literature, education and architecture, which has been widely concerned by many experts and scholars. However, whether this alternative has a positive intervention effect on the psychological anxiety of literary scholars has not been effectively confirmed.

**Objective:** This paper analyzes the positive significance of the adaptation of the inheritance path of Chinese ancient literature represented by the Wei and Jin dynasties to alleviate the anxiety of writers, and then fundamentally change the innovation of the inheritance path of Chinese ancient literature, so as to make a great contribution to the inheritance of Chinese traditional literature.

**Research objects and methods:** According to Hamilton scale, 100 patients with different levels of anxiety were selected as the study subjects, the Density-Based Spatial Clustering of Applications with Noise (GDBSCAN) was used to analyze the anxiety of patients for grade evaluation. The experimental period lasted for 3 months. The scale is divided into mental and physical factors, with a total of 14 items. Each item is measured by a 5-level score, and the total score is 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety.

**Methods:** Through the latest version of Minitab20 data statistical analysis software, this paper analyzes the impact of the adaptation of the inheritance path of ancient Chinese literature on the writer's psychological anxiety.

**Results:** Table 1 refers to the improvement rate of writers' psychological anxiety during the whole experimental period. It can be seen from Table 1 that writers' psychological anxiety has been significantly improved after the intervention of the alternative model of the inheritance path of ancient Chinese