

anxiety, will help to reduce the level of employment anxiety of students of this specialty.

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## THE EFFECTIVE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES ON RELIEVING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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**Background:** College students' employment anxiety is an emotional state of anxiety, tension and anxiety under the influence of external employment pressure. With the rapid development of China's commercial economy, China's overall market environment is no longer the blue ocean market just after the reform and opening up. Except for the lifeline industries of the national economy monopolized by a few countries and emerging high-tech industries, the talent competition in most industries is very fierce. Under this background, some college students in China will inevitably have employment anxiety. Appropriate anxiety will help stimulate students' active learning, but excessive employment anxiety will in turn reduce students' learning efficiency and employment enthusiasm, which will have a negative impact on the talent training function of China's higher education system. At present, a large number of colleges and universities in China have noticed the problem of students' employment anxiety and taken various measures to try to solve it. However, most of the methods are to set up elective courses or introduce online mental health courses. Students obviously don't pay enough attention to these courses and can't maximize the effectiveness of the courses. Therefore, this study attempts to analyze the measures to deal with students' employment anxiety and directly integrate them into the compulsory ideological and political education courses for college students.

**Objective:** To verify the effect of this form of college ideological and political education reform on alleviating students' employment anxiety by carrying out the ideological and political education teaching experiment integrating employment anxiety guidance, and to provide some new ideas and methods to deal with the employment anxiety of college students in China.

**Objects and methods:** First collect industry on anxiety of university students' employment, college ideological instruction education reform, academic information associated with anxiety, carefully read the data, analysis summed up the deficiencies in China's current employment guidance of anxiety and employment anxiety auxiliary content can be incorporated into college ideological instruction feasibility of education course, and then on this basis to design a political education teaching experiment. Choose a in teaching between domestic scale, teachers, government support has enough representative colleges and universities, and then choose to participate in 300 experiment and with different degree employment anxiety of college students majoring in philosophy as the research object, the students are divided into experimental group and control group on average, compared to two groups of students to the basic information of the first. If the statistical results show significant differences in basic information, it is necessary to adjust the groups of students until the two groups have no significant differences in basic information. The two groups were taught the same ideological and political courses, but in the experimental group, teachers were required to teach some psychological preparation and emotional control skills for employment and interview, and encourage students to speak out their inner thoughts and provide targeted solutions when they showed symptoms of employment anxiety. The educational experiment lasted for one semester. HAMA (Hamilton Anxiety Scale) survey was conducted on the two groups of students before and after the experiment. And that HAMA scores in the "less than 7 points", "7-14 points", "15-21 points", "22-28 points", "greater than 28 points" range of student's employment anxiety grade is "no anxiety", "mild anxiety", "moderate anxiety", "significant anxiety", "severe anxiety". In addition, the characteristics of measurement types in the experiment were presented by means  $\pm$  standard deviation, and the *t*-test was carried out. The significance level was set at 0.05.

**Results:** After the teaching experiment, the experimental data were counted by Excel software, and the results are shown in Table 1.

It can be seen from Table 1 that the *P* value of *t*-difference significance test of HAMA score data of the two groups of students before the experiment is 0.924, which is far greater than the significance level of 0.05, and the data difference is not significant. However, after the experiment, the average HAMA scores of students in the experimental group and the control group were 8.3 and 16.2 respectively. The former was

48.77% lower than the latter, and the data difference was significant.

**Table 1.** Statistics of HAMA scores of students before and after teaching

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before teaching	19.5±2.4	19.5±3.1	1.048	0.924
After teaching	8.3±1.5	16.2±2.0	0.317	0.001

**Conclusions:** In view of the increasingly serious problem of college students' employment anxiety in China, this study collected academic materials related to college students' employment anxiety, college ideological and political education reform and anxiety psychology in the industry, analyzed and summarized the shortcomings of China's current employment anxiety guidance and the feasibility of integrating the auxiliary content of employment anxiety into college ideological and political education curriculum. An ideological and political teaching experiment was carried out. The experimental results showed that after the experiment, the average HAMA scores of students in the experimental group and the control group were 8.3 and 16.2 respectively, and the former was 48.77% lower than the latter. The experimental data show that some psychological preparation and emotion control skills of employment and interview are integrated into the ideological and political education curriculum in colleges and universities, and the causes of students' employment anxiety are answered. It can alleviate the employment anxiety of college students.

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## COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

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**Background:** In recent years, the Chinese government has encouraged enterprises to go abroad to operate, and the development of cross-border e-commerce has entered the fast lane. However, behind the rapid development of cross-border e-commerce, there are some industry problems that are not easy to be noticed, among which the more typical is the psychological pressure of cross-border e-commerce practitioners. There are many factors that lead to the psychological problems of employees of cross-border e-commerce. The main factors are heavy workload, confusion of work and rest caused by working across time zones, obstacles to cross-cultural communication, lack of foreign language ability, lack of understanding of local laws and regulations, etc. for most cross-border e-commerce enterprises, these problems have not been well faced and solved. Therefore, many employees have produced many psychological problems under a number of heavy pressures, such as depression, mania slow thinking, anxiety, etc. Alleviating and completely solving the psychological pressure of cross-border e-commerce employees will help to improve the work enthusiasm and subjective initiative of enterprise employees, which is of great significance to improve the operation efficiency and comprehensive competitiveness of cross-border e-commerce enterprises.

**Objective:** To understand the working mode and main work contents of front-line employees in various departments of cross-border e-commerce enterprises in China, understand the main reasons for employees' psychological pressure, and put forward some useful countermeasures. Carry out a social experiment to verify the effectiveness and reliability of these strategies, and provide some references and suggestions for the sustainable development of China's cross-border e-commerce industry.

**Objects and methods:** Collect domestic academic research materials and books on the management mode and industry development of cross-border e-commerce talents in recent years, so as to understand the manifestations and causes of psychological stress of employees in cross-border e-commerce enterprises in China. Then combined with the principles and methods of psychology, this paper puts forward some targeted countermeasures. Carry out an enterprise management model reform experiment, select two