

understand the connotation of social psychology in social activities, the study takes the return to poverty risk assessment of tourism as the research means, and analyzes the changes of social psychology in the process of constructing a fuzzy evaluation model to evaluate the return to poverty risk of rural tourism in an area. The results show that in the risk assessment of returning to poverty, the number of self-identity, others' identity and social identity of tourists, group organizations and scenic spot employees is increasing, indicating that the social psychology of people will also change in the change of social activities. Therefore, in order to promote China's economic development, it is necessary to analyze the social and psychological changes in social activities, so as to provide reference basis for risk assessment in economic development.

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## RESEARCH ON THE PATH OF INTEGRATING CHINESE TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to use students' psychology to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in Teachers' teaching, students' learning behavior and teachers' teaching behavior are affected by psychological activities. Under the subjective concept of teaching psychology, it is considered that the design of teaching methods needs to pay attention to the changes of students' learning behavior at all times, so as to analyze the changes of students' psychological activities. Broadly speaking, using psychological analysis, educational psychology can be divided into pedagogy and psychology, combined with the teaching practice in pedagogy theory and the characteristics of teachers' and students' learning psychological activities in psychological theory. In educational psychology, pedagogy and psychology integrate and influence each other. Teachers' teaching plans are formulated according to students' psychological activities, and students' psychological activities are affected by teachers' teaching plans. With the needs of social development, the research objects of educational psychology also began to increase. From previous studies, we can know that early educational psychology focused on students' psychology and students' behavior, and focused on the cultivation of students' professional knowledge by using students' psychology. With the change of the concept of social education, college education will focus on the cultivation of students' all-round comprehensive quality, that is, the cultivation of students' life values. So far, from the perspective of college teaching, educational psychology has gradually been used in the ideological and political cultivation of students.

In the ideological and political education in colleges and universities, teachers continue to try different teaching schemes to adapt to the changes of students' thoughts. With the increasing attention to traditional culture in China, students can receive more and more cultural shocks. On this basis, college ideological and political teachers began to focus on Chinese traditional culture, aiming to improve the value training system in Ideological and political teaching with the help of the cultural spirit and thought in traditional culture, so as to reshape and improve the students' thought. Chinese traditional culture is an important spiritual heritage in China. In China's Millennium inheritance, traditional culture, as an important spiritual food, continues to affect the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the ideological and political education in colleges and universities, the cases of teachers integrating traditional culture into them also began to increase, but a large number of teaching practice can not only analyze the specific role of traditional culture in ideological and political education, but also know its specific impact on students' thought. Therefore, from the perspective of educational psychology, the research takes students' thoughts as the main object and integrates traditional culture into ideological and political teaching, in order to

improve students' learning mood and achieve the purpose of cultural inheritance.

**Objective:** To explore the psychological changes of students in ideological and political education in colleges and universities is to analyze the impact of the innovative scheme of ideological and political education on students' psychology, analyze the application mode of traditional culture in the construction of the innovative scheme of ideological and political education, and explore its impact on students' psychology.

**Study design:** Taking a university as an example, two ideological and political majors in colleges and universities were randomly selected for a control experiment. The analytic hierarchy process is used to select the traditional cultural content that has a significant impact on students' thought, and it is applied to different parts of the ideological and political education program according to the weight of each cultural content index. The class with innovative teaching scheme will be positioned as the experimental class, and the class under traditional teaching will be positioned as the control class. The number of students with positive psychology will be evaluated before and after teaching, and the comparison between classes will be made. The teaching time is 12 months. SPSS22.0 statistical analysis of student evaluation data, with  $P < 0.05$  as statistically significant.

**Results:** The changes and comparison of the number of students with positive psychology in the experimental class and the control class before and after teaching are shown in Table 1. Table 1 shows that after teaching, the number of students with positive psychology in both classes increased, but it can also be seen that the growth rate of the number of students in the experimental class before and after teaching was significantly higher than that in the control class.

**Table 1.** Changes in the number of students with positive psychology in two classes

	Group	Before teaching	After teaching	<i>P</i>
Positive psychology	Experimental class ( $n=102$ )	27	91	<0.05
	Control class ( $n=100$ )	25	59	<0.05
	<i>P</i>	>0.05	<0.05	-

**Conclusions:** Ideological and political education in colleges and universities is the main course to cultivate students' correct values. The focus of ideological and political teaching is to awaken students' positive psychology to promote students' learning. Traditional culture is introduced to improve the ideological and political education program in colleges and universities, and the feasibility of the program is evaluated by comparing the number of students with positive psychology in the classes before and after teaching. The results show that after teaching, the number of positive psychology students in the ideological and political teaching experimental class introducing traditional culture increases rapidly, which is significantly higher than that in the control class. Therefore, in the ideological and political teaching in colleges and universities, we can appropriately consider taking Chinese traditional culture as the teaching content to help students expand their ideas, protect the cultural inheritance and improve students' positive psychology of learning.

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## THE DEVELOPMENT DIRECTION AND ENERGY SUPPLY MODE OF PURE ELECTRIC VEHICLE UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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**Background:** With the development of economy and the rapid consumption of resources, the problem of environmental protection is becoming more and more serious. In this context, green, clean and environmentally friendly pure electric vehicles began to rise and develop rapidly. However, limited to the technical level, the energy supply and development of pure electric vehicles in China are not ideal. Due to the inability to accurately predict the market, some pure electric vehicle enterprises have suffered losses all year round, resulting in the management of some pure electric vehicle enterprises falling into anxiety and depression for a long time, which leads to cognitive impairment. Cognition refers to the process that