

different ways to recognize the red culture in the process of ideological and political education in colleges and universities, and analyzes the correlation and influence between the influence degree of different ways and the psychological state of students when learning the red culture.

Methods: The data used in this study are mainly obtained from the background of the teaching platform. On this basis, SPSS software is used for data statistics and analysis.

Results: The influence degree of different cognitive approaches obtained after classification on students' learning effect of red culture is shown in Figure 1.

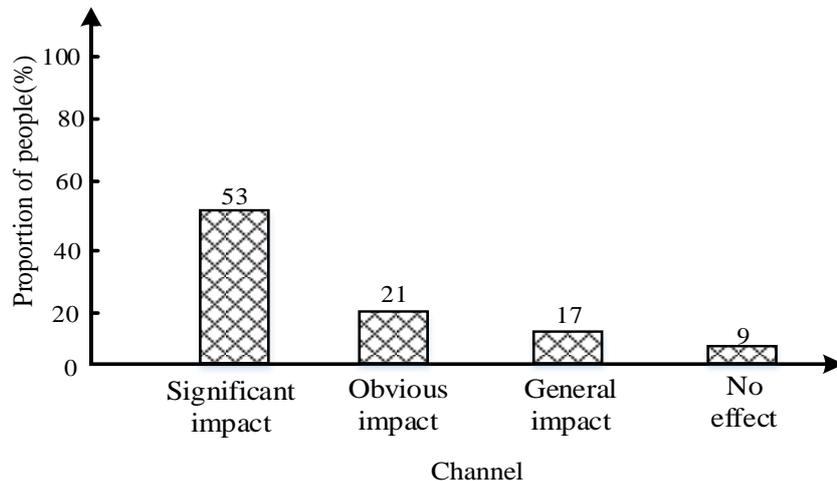


Figure 1. The influence of improving the red education model on students

Figure 1 students whose learning psychology is significantly affected account for 53% of the total number of students, students whose learning psychology is significantly affected account for 21% of the total number of students, students whose learning psychology is generally affected account for 17% of the total number of students, and students whose learning psychology is not affected account for 9% of the total number of students. It can be seen that more than half of the students were significantly affected, and the sum of the significantly affected and significantly affected students reached 74%.

Conclusions: Red culture education is an important practical activity to transform students' psychological state. Traditional education methods lack flexibility, and students' acceptance of red culture is not high. Based on social psychology, this study treats the campus as a micro-social environment with specific rules, applies social psychology and social culture theory to the education system of ideological and political education in colleges and universities, as well as the production and sharing behavior of red culture, and improves students' acceptance and learning enthusiasm of red culture through path innovation and mode innovation, form a "red culture and education circle". This study can provide a reference theoretical and data basis for the formulation of contemporary college students' red culture education strategies, help major colleges and universities optimize the path of the red culture education and improve the efficiency of red culture education.

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PERSPECTIVE OF POSITIVE PSYCHOLOGY THE INFLUENCE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY TRAINING AND EMPLOYMENT GUIDANCE ON STUDENTS' POSITIVE PSYCHOLOGY

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Background: Positive psychology advocates those human beings should treat and interpret human psychological phenomena and psychological problems with a positive attitude, so as to stimulate the inherent potential positive psychological quality and psychological strength of individuals in this way. At the subjective level, positive psychology emphasizes the positive role of individual subjective experience in individual behavior guidance. These individual subjective experiences include but are not limited to

individual happiness, satisfaction, optimism and expectation in the process of behavior. Positive psychology believes that the mutual triggering of positive mentality and positive behavior will form a positive cycle of psychology and behavior, so as to maintain the upward life course of the individual as a whole. At the same time, the long-term accumulation of these positive psychological states will also make individuals produce positive psychological traits such as execution, courage and interpersonal skills. These positive psychological traits are an important factor for individuals to succeed in the social environment. In a social group, the more individuals with positive psychological characteristics, the more conducive the whole social environment is to the formation of healthy families and communities, enterprises with a sense of social responsibility and other factors conducive to social development. In the process of Cultivating College Students' innovation and entrepreneurship ability, the application of positive mentality is just in line with the ideal theoretical state of positive psychology. To introduce the psychology behavior cycle theory of positive psychology into college students' innovation and entrepreneurship education, we first need to clarify college students' entrepreneurial goals, clarify the direction for college students' future employment, and have their own goals. College students' efforts will be easier to obtain positive feedback and form an expected positive subjective experience. In the allocation of entrepreneurship teaching, we should add more practical courses, strengthen college students' positive psychological experience, and consciously cultivate college students' positive psychological characteristics in the continuous and repeated positive psychological experience. These characteristics will become the cornerstone of college Students' success in the future.

Objective: This study substitutes the positive psychological behavior cycle theory of positive psychology into the cultivation of college students' innovation and entrepreneurship ability and employment guidance education, so as to provide students with positive psychological experience, form positive psychological characteristics, help students improve their entrepreneurial ability and comprehensive quality, and point out the direction for students' future employment.

Subjects and methods: This study combines the fuzzy analysis method with the factor analysis method. Through the quantitative evaluation of the elements of college students' innovation and entrepreneurship ability and positive psychological elements, the quantitative indicators are formed, and on this basis, the factor analysis method is used to analyze the relationship and action mode between the quantitative indicators.

Study design: This study conducted an experiment by carrying out a new innovation and entrepreneurship course for college students, collected interview data on the psychological state of college students during the course, transformed the course framework and students' ability into relevant indicators, and conducted quantitative evaluation by using fuzzy evaluation method. It also analyzes the relationship and function between psychological factors and students' entrepreneurial ability under the curriculum framework.

Methods: In this study, students participating in entrepreneurship guidance courses were recruited by means of campus network application, and the courses were carried out on the basis of informing the experimental contents, and the interview data were collected by Excel.

Results: The analysis of entrepreneurial ability training elements in innovation, entrepreneurship and employment guidance education is shown in Figure 1.

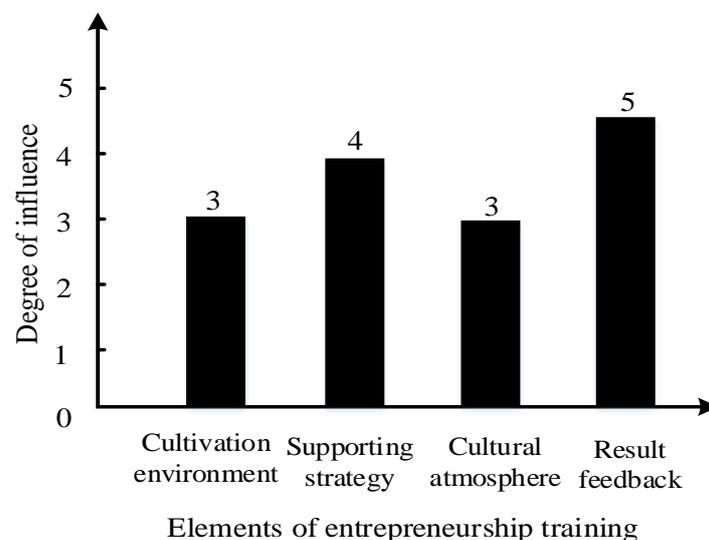


Figure 1. Influencing factors of entrepreneurial ability

Among the four main entrepreneurial ability training elements in Figure 1, the entrepreneurial achievement feedback has the greatest impact on students' entrepreneurial ability, reaching level 5, and the impact is the most significant. The second is the supporting training strategy, reaching level 4, which has a significant impact. The cultivation environment and cultural atmosphere are of level 3 influence. It can be seen that the actual positive result feedback can effectively promote the formation of students' positive psychological state, and then achieve the effect of improving students' innovation and entrepreneurship ability.

Conclusions: Positive psychology plays a subtle role in cultivating college students' entrepreneurial ability. By making use of the characteristics of positive psychology to create a sufficient practical environment for students in innovation and entrepreneurship education and employment guidance for college students, and giving positive feedback to college students in the practical environment, we can help college students form a positive psychological state, and use the repeated positive feedback process to increase the positive psychological characteristics of college students, provide psychological basis for students' future entrepreneurial success. By applying the theory of positive psychology to the cultivation of entrepreneurial ability and employment guidance, we can arouse students' internal psychological strength to solve external entrepreneurial problems, make students respond to entrepreneurial demands with behavior, and achieve good training results.

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ON THE CRIMINAL LAW REGULATION OF TELECOM NETWORK FRAUD CRIME UNDER PSYCHOLOGICAL VISION

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Background: As one of the psychological products of human beings, the emergence and existence of criminal law largely follow the basic psychological laws of human beings. In Freud's psychological theory, there are two kinds of instincts: the instinct of life and the instinct of death. The psychological instinct of life is essentially the self-protection instinct of human beings in order to continue the ethnic group, and the psychological instinct of death is essentially the destructive instinct of human beings. As an external destructive behavior, crime can be regarded as the release of psychological destructive instinct, while criminal law regulation is relatively the practice of self-protection psychological instinct. In psychology, criminal law is necessary. Therefore, with the development of telecom network, the telecom network fraud produced in human society should also be regulated. In modern cognitive psychology, the existing knowledge and information structure in people's psychological cognition plays a decisive role in human behavior and cognition, that is, the existing knowledge in people's psychological cognition can determine whether people confirm the existence of a goal and how to achieve it. For example, murder is a serious illegal act, which violates the most basic psychological needs of human self-protection and human psychological instinct. Therefore, the vast majority of social individuals will have a clear psychological understanding of the concept of "illegal murder". However, as a new type of crime rising with the development of telecommunication network, with the development of telecommunication network in recent years, telecommunication network fraud gradually presents the trend of frequency and diversity. Therefore, many social individuals, including criminals, lack the most basic psychological cognition, which leads to the most basic difficulty in the process of criminal law regulation, that is, the psychological cognition difficulty of the concept of criminal law. At the same time, the cognition and regulation of a new type of crime can be realized not only in the legal norms, but also in the psychological behavior norms of social individuals, so as to achieve a good social restraint effect.

Objective: From the perspective of psychology, this study analyzes the psychosocial nature and criminal law path of the new crime type of telecom network fraud, and strives to provide a psychological theoretical basis for the criminal law regulation of telecom network fraud, improve the psychological and criminal law cognition of the public, and optimize the criminal law regulation path from the perspective of social psychology.

Subjects and methods: This study uses the method of combining a large number of sample survey and support vector machine classification to analyze the impact of criminal law norms on social groups at the social psychological level from the perspective of social people's psychological cognition of telecom fraud crime from the perspective of criminal law.