

| Category | Before | After 1 month | After 3 months | After 6 months |
|------------------|--------|---------------|----------------|----------------|
| Thinking ability | 88.24 | 91.23 | 94.26 | 95.13 |
| Memory ability | 85.21 | 87.36 | 89.35 | 92.36 |
| Recall ability | 82.31 | 87.36 | 92.31 | 95.36 |
| Appearance | 84.56 | 86.68 | 92.36 | 94.26 |
| Perception | 83.24 | 87.15 | 91.25 | 94.36 |
| Attention | 83.25 | 87.63 | 92.35 | 94.68 |

Conclusions: The English word teaching model combined with cognitive psychology can greatly improve students' cognitive level and strengthen students' mastery and understanding of English words. Research is of great significance in both English teaching and teaching reform.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL COLLABORATIVE EDUCATION INTEGRATED WITH SOCIAL PSYCHOLOGY ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: In the university stage, college students need to face academic pressure, employment pressure, family pressure, interpersonal pressure and many other pressures at the same time. Some students have negative emotions such as anxiety and depression under pressure. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Clinically, researchers divide anxiety disorders into two types: pathological anxiety and realistic anxiety. The mental anxiety of college students is generally realistic anxiety, which is caused by college students' worries about their studies, achievements, social and work. Finding a suitable way to solve the anxiety of students in the process of learning is of great significance to students' personal development.

Ideological and political collaborative education is an educational concept that takes "building morality and cultivating people" as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect, which is of positive significance to alleviate students' anxiety. However, at present, there are still some defects in the ideological and political collaborative education model in colleges and universities, and its effect of alleviating students' anxiety is not ideal. Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. Social psychology is generally divided into three fields: individual process, interpersonal process and group process. Among them, the individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities, so as to alleviate students' anxiety, improve students' academic performance and deliver high-quality talents to the society.

Objective: In the university stage, college students are prone to negative emotions. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities, so as to alleviate students' anxiety, improve students' academic performance and deliver high-quality talents to the society.

Research objects and methods: 100 students were randomly selected as the research object in a university. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate

students' mental health. Using students' Ideological and political course examination results to evaluate the teaching effect.

Research design: 100 students were randomly divided into study group and control group. The students in the research group used the college ideological and political collaborative education system based on social psychology to teach. The students in the control group used the traditional college ideological and political collaborative education system for teaching. After three months, the anxiety degree and ideological and political examination scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: After 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ($P < 0.05$), as shown in Figure 1.

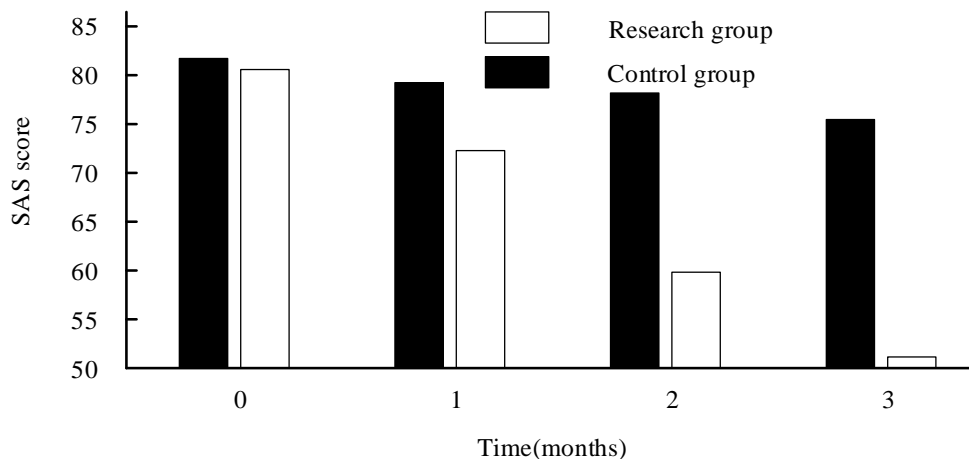


Figure 1. SAS scores of students in both groups

Conclusions: When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities. The experimental results showed that after 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ($P < 0.05$). Therefore, the college ideological and political collaborative education system based on social psychology can alleviate students' anxiety, improve students' academic performance and transport high-quality talents for society.

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RESEARCH ON THE INFLUENCE OF GREEN BRAND PRODUCT IMAGE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information