

regard the characteristic towns as the link between the countryside and the city. The characteristic town takes the rural natural environment as the construction matrix and attaches importance to the convenience of urban civilization. Second, develop the economic ecology of characteristic towns and carry forward rural traditional culture. Third, promote the employment of local farmers and make corresponding contributions to the precise poverty alleviation.

**Objective:** This paper analyzes the positive role of the construction of rural characteristic towns in alleviating villagers' psychological anxiety, in order to make a certain contribution to the alleviation of villagers' psychological anxiety.

**Subjects and methods:** 600 villagers from 6 rural areas were selected as the research object to analyze the psychological anxiety of villagers before and after the construction of rural characteristic towns. The mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was evaluated by density-based clustering (DENCLUE). The HAMA scale is divided into two factors, mental and physical, with a total of 14 items. Each item is measured by grade 5 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. Anxiety rate refers to the ratio of the number of people with obvious anxiety and serious anxiety to the total number of people. In order to ensure the accuracy of the results, all research objects participated in the whole experimental process, and the data results obtained in the study were reviewed by the same psychological expert. The final result is the average value of each group of research objects.

**Methods:** Through the new version of NOSA statistical analysis software, this paper analyzes the positive role of rural characteristic town construction in alleviating villagers' psychological anxiety.

**Results:** Table 1 refers to the anxiety of six rural areas after the construction of rural characteristic towns. Before and after the construction of rural characteristic towns in six regions, the villagers' psychological anxiety symptoms have been significantly improved. With the increase of the construction time of rural characteristic towns, the villagers' anxiety has been significantly improved, which shows that the construction of rural characteristic towns can alleviate the villagers' anxiety.

**Table 1.** The anxiety rate of the two groups in this experimental cycle

Area	After 1 month	After 3 months	After 6 months
Area 1	74.0	60.0	48.0
Area 2	76.0	58.0	52.0
Area 3	70.0	56.0	48.0
Area 4	72.0	60.0	46.0
Area 5	68.0	58.0	44.0
Area 6	69.0	61.0	59.0

**Conclusions:** The construction of rural characteristic towns plays a positive role in alleviating the psychological anxiety of villagers. The subsequent rural areas can improve the mental health level of villagers by building rural characteristic towns.

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## RESEARCH ON THE EFFECTIVE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM TO IMPROVE COLLEGE STUDENTS' MENTAL HEALTH

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**Background:** Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. University stage is an important stage for individuals to form and improve their values, world outlook and outlook on life. Therefore, it is of positive significance to help and guide students in a healthy physical and mental state. With the deepening of national quality education theory, the Ministry of education and schools pay more and more attention to students' physical and mental health. At present, the main physical and mental problems

of college students are as follows: weak adaptability, career planning and employment psychological problems, learning problems, emotional problems and interpersonal problems. After entering the university campus, students do not have the ability to live independently. They often do not have clear self-awareness, interpersonal communication and other abilities. If they do not intervene in time, it will lead to bad emotions such as inferiority complex and anxiety. It is worth mentioning that the proportion of psychological problems among college students in higher vocational colleges is also gradually increasing, which seriously affects their study and life. This phenomenon requires schools, teachers and parents to take relevant measures to intervene. Most students will have the psychology of blindly following the crowd, showing the lack of cognitive preparation for employment, which will make them escape from the possible situation in the future.

A large number of studies have demonstrated that ideological and political education plays an irreplaceable role in students' mental health. The reform measures of ideological and political education are as follows: First, change the main body of ideological and political work, strengthen the important role of ideological and political education, and guide students to form their own correct outlook on life, world outlook and values. From the perspective of students' psychological needs, the ideological and political education dominated by teachers should be transformed into students. Second, strengthen the construction of safe campus culture and enhance their ability to bear setbacks and difficulties. The specific performance is as follows: first, pay attention to the educational function of campus culture to alleviate and defend students' psychological problems. Colleges and universities need to seriously implement the concept of quality education and carry out college teaching activities on the premise of analyzing the psychology of college students, so as to promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' bad emotions in a timely and targeted manner. In addition, we also need to build a harmonious interpersonal relationship, form a complete and unified personality and establish an accurate understanding of ourselves, which can provide a good platform for the cultivation of talents with a positive attitude.

**Objective:** This paper analyzes the impact of ideological and political reform combined with mental health on college students' mental health, in order to provide a new research direction for cultivating high-quality talents.

**Subjects and methods:** 500 college students from five regions were selected as the research object. Through ID3 improved algorithm analysis, combined with the impact of ideological and political reform on college students' mental health, the whole experimental cycle lasted for 3 months. The mental health of higher vocational college students is evaluated by four indicators: obsessive-compulsive disorder, interpersonal sensitivity, depression and anxiety. Each index adopts grade 1-4 score. The higher the score, the more serious the symptoms are. The standard of moderate or above is that college students' self-evaluation of each item is equal to or greater than 3 points. In order to avoid the influence of subjective factors on the research results, the average value of all objects is taken as the final result.

**Methods:** Through SPLM data statistical analysis software, this paper analyzes the impact of ideological and political reform combined with mental health on college students' mental health.

**Results:** Table 1 refers to the impact of ideological and political reform combined with mental health on the mental health of college students. It can be seen from Table 1 that after the application of the ideological and political reform plan to improve mental health, the mental health problems of college students have been significantly improved, which are embodied in four aspects: obsessive-compulsive disorder, interpersonal sensitivity, depression and anxiety.

**Table 1.** The influence of ideological and political reform combined with mental health on college students' mental health

Mental health indicators	After 1 month	After 2 months	After 3 months
Obsession	3	3	2
Interpersonal sensitivity	3	2	1
Depressed	3	2	2
Anxious	3	2	2

**Conclusions:** The ideological and political reform scheme combined with mental health proposed by the Institute can improve the mental health level of higher vocational college students, which is embodied in four aspects: somatization, obsessive-compulsive disorder and interpersonal sensitivity. The scheme can be applied to the improvement of college students' psychological problems.

**Acknowledgement:** The research is supported by: 2022 Research Basic Ability Improvement Project of Young and Middle-aged College Teachers in Guangxi "Research on the Way of Integrating Lijiang River Valley

Culture into the Campus Culture Construction of Local Private Colleges and Universities (2022KY1559)”; 2021 Guangxi University Students Ideological and Political Education Theory and Practice Research Project Class A project, 2021 Class B Project of Ideological and Political Education Reform of Guilin University.

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## RESEARCH ON COMPUTER TEACHING STRATEGIES OF COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of internal psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing. In a broad sense, cognitive psychology includes information processing psychology, psychologist school and structuralism psychology. Cognitive psychology theory attaches importance to the role of knowledge and points out that the main influencing factor of human behavior is knowledge. There is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable. At present, under the background of increasing social communication pressure, employment pressure and learning burden, college students will have bad emotions such as anxiety, anxiety and tension. At present, the main causes of college students' psychological anxiety are social factors, school factors, family factors and personal factors. College students in adolescence, they are more mature in physiology, but not perfect in psychology. At the same time, the vast majority of college students grow up under the protection of their parents. Due to their lack of life experience, their psychological quality will be more sensitive and do not adapt to the changes of the outside world.

In view of the analysis of cognitive psychology theory and the current situation and causes of college students' anxiety, a new computer teaching strategy is proposed. Specifically, they are situational teaching, associative teaching, understanding teaching and fragment teaching. The results of fragment teaching method have been confirmed by most mathematicians. Although the efficient memory effect in the short term is ideal, the forgetting speed is also very fast. In understanding teaching, psychological theory holds that the human brain has a deeper memory of the knowledge after understanding. No matter how long the interval is, people can remember it with a little memory. In view of the abstractness and complexity of computer professional knowledge, teachers need to help students have an in-depth understanding of professional knowledge points, especially remote technologies and knowledge points. Teachers also need to promote students' proficiency in professional knowledge through continuous practice. Use a lot of practice to deepen and consolidate the grasp of technology. Teachers need to teach students to understand professional knowledge. Such repeated practice can continuously deepen the brain's memory of memory coding, and then form long-term memory.

**Objective:** Based on the analysis of cognitive psychology theory and college students' anxiety, this paper puts forward a new computer teaching strategy, and analyzes the impact of this strategy on college students' cognitive ability and anxiety.

**Subjects and methods:** This paper selects 1000 colleges and universities in a certain area as the research object, and analyzes the effect of the new computer teaching strategy on college students' psychological anxiety through the improved ID3 decision tree algorithm. The assessment contents include cognition, emotion, will, belief, anxiety, fear and depression. Cognition refers to the patient's cognition of self. Emotion refers to the patient's own emotional situation. Willingness refers to the patient's attitude towards something. Belief refers to the patient's identification with something. Anxiety refers to the irritability caused by excessive worry about fate and future. Fear refers to the strong emotional reflection of depression in the face of dangerous situations. Depression refers to long-term depression. The evaluation result is the improvement value, and the range of setting the improvement value is 1-5. 1, 2, 3, 4 and 5 respectively mean no improvement, little improvement, improvement, comparative improvement and obvious improvement. In order to ensure the reliability of the research results, the average value of the evaluation results of all research objects is taken as the final result.

**Methods:** This paper analyzes the effect of computer teaching strategy combined with college students'