as a traditional industrial country, China lacks a large number of applied skilled talents. The development of vocational education is to make up for the lack of technical talents. Therefore, China's vocational education actively promotes the integration of industry and education in schools, which not only improves students' cultural quality, but also the joint school running mode of schools and enterprises can transform theory into practice, enhance students' mastery of knowledge and skills, and promote the development of comprehensive quality talents. In particular, at present, students in vocational education generally have psychological problems, which stem from students' concern about their own discovery prospects and their lack of recognition of their personal competitive strength. Therefore, in the current vocational education, actively respond to the national production and education integration model and carry out targeted production and teaching training projects, which can not only alleviate students' employment pressure, but also improve students' social competitive strength, it has important research significance to solve the psychological problems of vocational schools.

Subjects and methods: This paper studies the psychological problems of students in current vocational education, analyzes the main factors of students' psychological problems under current vocational education, and discusses the construction of a scientific production education integration model in vocational education to improve students' comprehensive quality and competitive strength, alleviate students' psychological anxiety and ensure students' healthy and scientific development.

According to the psychological problems of students in the current vocational education, select 100 students to teach psychological problems according to the psychological problems of vocational design students. The psychological changes and performance changes of the research object after the integration of industry and education are counted. As an evaluation index to solve students' psychological problems, the test time is one year.

Results: The psychological changes and learning changes of vocational education students under the mode of integration of industry and education are shown in Table 1. They are scored according to the 0-4 score system. After the integration training of industry and education, all aspects of students' indicators have been improved.

Table 1. Psychological changes and learning results under the mode of integration of industry and education

Project content	Before teaching	After teaching
Self-confidence	2	3
Learning quality	2	3
Decrease of psychological anxiety	1	3

Conclusions: In modern vocational education, students generally have various psychological problems. Schools and teachers should attach great importance to and pay attention to them, and give correct guidance and care, so as to adjust students' mentality, help students solve psychological problems and return to the best state of learning. Vocational education, as applied skills education, plays a very important role in the development of China's industrialization. Therefore, schools should actively promote the school running mode of integration of industry and education, adhere to people-oriented teaching, put students' concerns first, and take improving students' overall quality and improving students' social competitive advantage as an important goal of educational development, so as to help students solve the problems of employment pressure and career planning anxiety. Only in this way can students grow up more scientifically and healthily and promote the scientific development of vocational education in China.

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THE POSITIVE IMPACT OF THE APPLICATION OF COMPUTER SOFTWARE TECHNOLOGY ON USERS' ANXIETY IN THE BIG DATA ENVIRONMENT

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Background: With the acceleration of social development, more and more people have anxiety psychological problems. Anxiety symptoms are typical psychological diseases, and their clinical manifestations include mental tension, insomnia and dreaminess, panic, restlessness and so on. At present, many people in society have anxiety psychology, and there are many reasons for anxiety symptoms. The mental tension formed by the accumulation of various mental pressures has changed into anxiety psychology,

including employment pressure, learning pressure, life burden and so on. At the same time, people with weak physical and mental health are vulnerable to the intervention of environmental factors and anxiety symptoms. At present, the main coping strategies for psychological anxiety are psychological counseling and drug treatment plus physical fitness training. It is a good strategy to alleviate users' anxiety and tension through reasonable physical and mental adjustment. In addition, there are psychological counseling and drug treatment. However, this kind of method has a long-time cycle and is not suitable for all people, especially the problems of insomnia and dreaminess and lack of concentration in drug treatment of anxiety patients, it is easy to bring physical injury to patients. The psychological counseling cycle is over, which requires more attention and care. At the same time, with a good diet, it can have a good alleviating effect on the body and mind of patients. In addition, with the advent of the information age, the information data analysis of anxiety patients through big data technology can also adjust users' anxiety psychological problems and obtain good improvement results.

With the advent of the information age, big data technology, as a popular computer technology, can be well applied in many fields. For people with anxiety, in addition to common drug therapy and psychological adjuvant therapy, we can also use computer big data technology to collect all kinds of clinical performance data of anxiety patients, analyze the main performance of anxiety patients through big data technology, and put forward important reference opinions for anxiety treatment according to different types of anxiety symptoms. In particular, computer software technology is used to input the anxiety psychological performance of patients with anxiety disorder, and big data technology is used to provide the best quality opinions for patients. For example, for mental anxiety patients, with the support of big data technology, multi-stage quality schemes are provided according to the degree of anxiety of patients. For example, in addition to increasing drug treatment, serious anxiety disorder also increases mental health counseling, physical fitness training and other contents. For the public mild anxiety disorder problems, through the reasonable matching of big data technology, rehabilitation treatment schemes such as psychological counseling and physical fitness training are provided, which can more accurately solve the problems of anxiety patients. Therefore, from the perspective of big data, the research puts forward the strategy of treating users' anxiety based on big data software technology.

Objective: To study the widespread anxiety psychological problems in society, analyze the factors causing anxiety psychology of patients, study some schemes to improve anxiety patients, propose to analyze the behavior of anxiety patients through computer big data technology, and discuss the impact of big data technology on users' anxiety psychology.

Subjects and methods: In the society, find 150 people with anxiety psychological performance, input the anxiety data into the computer according to the anxiety performance of different people, match the best treatment scheme for patients through big data analysis technology, and evaluate whether the scheme has a positive impact on anxiety psychological patients through the anxiety performance of the research object in the later stage of half a year's treatment.

Results: Table 1 shows the performance results of 150 subjects after providing treatment schemes through big data technology. It can be seen from the table that after reasonable data screening with big data technology, targeted and accurate treatment schemes can be provided for patients. After 6 months of treatment, it can be seen that the number of patients with anxiety has increased significantly, which has a positive effect on patients.

Table 1. Performance results of 150 subjects after providing treatment scheme through big data technology

Positive psychology	Before teaching	After teaching	P
Persistent	42	101	<0.05
Firm	61	107	<0.05
Self-confidence	59	111	<0.05

Conclusions: Anxiety is a psychological disease. With the acceleration of social rhythm, more and more people suffer from anxiety. Anxiety patients not only affect their own health, but also have an adverse impact on life and work, which has been highly concerned by the society. The traditional methods of anxiety psychotherapy are mainly drug therapy, psychological adjuvant therapy and physical and mental fitness training. However, different patients have different anxiety factors and different severity of anxiety symptoms. Search the anxiety data of patients through computer big data technology to provide more accurate anxiety psychotherapy for patients, which can well improve the psychological problems of anxiety disorders, and has important research significance for the research of psychological diseases.

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RESEARCH ON THE RELATIONSHIP BETWEEN COMMUNITY SCENE MARKETING AND CONSUMERS' PSYCHOLOGICAL PURCHASE INTENTION

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Background: The research on consumer psychology can tap consumers' purchase intention. By capturing consumers' psychological activities and emotional demands, launching products that meet consumers' wishes and balancing them in price, product performance and other indicators, we can improve sales performance and meet consumers' purchase psychology at the same time. In the research on the psychological characteristics of consumers, the psychology of consumers has the characteristics of purpose, consciousness, development and change. The change of any factor will affect the sales effect. Therefore, in modern marketing strategy, it is necessary to reasonably excavate various characteristics of consumers and explore the purchase relationship between consumers and products, so as to further improve the quantity of sales and sales performance. With the continuous development of e-commerce industry, e-commerce shopping based on the Internet has become the main platform for consumers to buy goods. E-commerce shopping eliminates various expenses such as store fees and labor costs. By providing purchase relations through the network platform, consumers can buy the same products at a lower price, which is deeply loved by young groups. In addition, with the intensification of market competition, there is also a new consumption mode, community scenario marketing, which is different from traditional sales. Community marketing needs to grasp the psychological relationship of consumers' purchase and obtain the maximum benefit of sales through consumers' purchase psychology.

As a huge economic market in China, there are a large number of communities in various cities. Relying on community relations, a huge consumption network can be built through marketing strategies. Community scene marketing is rising rapidly in various cities in China. Different from the traditional distribution channel strategy, community scene marketing has higher participation, stronger adhesion and clearer theme eigenvalues. In community scenario marketing, we can build a community sales brand through the cohesion of the community, and customize products that meet the needs of community consumers through the research on the consumption psychology of community people. In the construction of community scene sales network, to improve the effect of community marketing, we should deeply explore the relationship between consumers' purchase intention, such as optimizing the product types and product prices concerned by consumers, and improving the marketing effect through the strategy of low price and high sales volume. At the same time, with the formation of community brand, in order to increase the viscosity of consumers and community marketing, marketing strategies such as member discounts and special point commodity discounts will be added in marketing, so as to improve the sales effect of the whole marketing community. Therefore, from the perspective of community scenario marketing, this paper discusses the relationship between consumer psychology and consumer purchase intention, so as to discuss the relationship between consumer psychology and community influence on consumption.

Objective: To study the psychology of consumers, analyze the relevant factors affecting consumers' purchase intention, and analyze the psychological relationship of consumers in community scene marketing, so as to improve the effect of community scene sales.

Subjects and methods: Taking a community scene network in a city as an example, randomly select 50 community consumers in the community scene to investigate the psychological purchase factors of consumers, optimize the marketing strategy of community scene through mastering the psychological data of consumers, and discuss the purchase intention of community consumers for their own products in a month.

Results: The change of purchase psychology of community consumers after one month is shown in Table 1. Through the research on the psychology of community consumers, the community scene marketing strategy is improved. After one month of sales, the sales performance and consumers' purchase intention of community marketing have been greatly improved. 1 to 4 are the index parameters. The higher the value, the better.

Table 1. The changes of purchase psychology of community consumers after one month are shown in the Table below

Project	Consumption intention	Satisfaction	Community sales	Commodity viscosity
Before	2	3	2	1
After	4	4	3	3
P	<0.05	<0.05	<0.05	<0.05