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RESEARCH ON THE CURRENT SITUATION OF EMPLOYMENT ANXIETY AND PSYCHOLOGICAL EDUCATION STRATEGIES OF POOR COLLEGE STUDENTS

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Background: With the development of society, the number of individuals with anxiety disorder is increasing in China. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety Symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. At present, the employment pressure of college students has increased significantly due to the COVID-19, the Sino US trade war and other factors, resulting in some college students suffering from varying degrees of employment anxiety, especially for poor college students with poor family economic conditions, because their families can provide less employment resources, this problem is particularly serious.

Objective: To understand the current situation and causes of employment anxiety of poor college students in China through communication with experts and offline conversation with poor college students. Then, based on the information sorted out by the survey, a group social experiment is designed and carried out to explore psychological education strategies that can help alleviate college students' employment anxiety.

Subjects and methods: Select an ordinary undergraduate college from provinces and cities with poor domestic economic development level, and then select 300 poor college students with employment anxiety symptoms as the research object. The poverty judgment standard of college students is whether they have applied for student loans. The subjects were divided into experimental group 1, experimental group 2 and control group. First, the basic information of the two groups of students such as gender, age, grade and anxiety level shall be counted and the difference significance analysis shall be carried out. After confirming that there is no significant difference between all the basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or re select the research object. Then carry out psychological education for experimental group 1 and experimental group 2, and establish a team of psychological guidance teachers to provide psychological guidance to the students in experimental group 1 twice a week. The students in experimental group 2 are required to enjoy slow-paced music twice a week and carry out leisure sports twice a week. The students in the control group do not receive any psychological treatment and intervention. The intervention lasted for 2 months. Before and after the experiment, SAS (Self-rating Anxiety Scale) was used to investigate the three groups of students to understand their psychological changes of anxiety. According to the practice in the industry, when the SAS score of the subjects is between, less than 50, 50-59, 60-69 and more than 69, they should be judged as no anxiety, mild anxiety, moderate anxiety and severe anxiety respectively. In addition, during statistical analysis, the measurement type features are displayed in the form of mean ± standard deviation for t-test, and the counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05.

Results: after the intervention measures and questionnaire survey, the statistical effective questionnaire was obtained in Table 1.

Table 1. Statistical results of SAS scores of three groups of students before and after the experiment

Statistical time	Control group	Experimental group 1	Experimental group 2	P_{01}	P_{02}	P_{12}
Before experiment	57.3±4.2	57.1±4.8	57.6±4.0	1.128	1.214	1.278
After experiment	57.2±3.9	42.6±4.4	48.4±4.3	0.002	0.004	0.012

In Table 1, P_{01} and P_{02} respectively represent the difference significance test *P* values of SAS score data of students in control group, experimental group 1 and experimental group 2. It can be seen from Table 1 that before the psychological intervention experiment, there was no significant difference in SAS score data among samples in each group. However, after the completion of the psychological intervention experiment,

there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4

Conclusions: Due to the influence of COVID-19 and Sino US trade war, the employment pressure of Chinese college students has increased significantly, resulting in some poor college students suffering from different degrees of employment anxiety. In order to explore the effect of different psychological education strategies on alleviating the employment anxiety of poor college students, this study designed a comparative experiment based on different psychotherapy methods. The experimental results show that after the completion of the psychological intervention experiment, there are significant differences in the SAS score data of any two groups in the three groups, and the average score of the members of the experimental group 1 receiving psychological counseling is the lowest, which is 42.6, which is in the level of no anxiety, followed by the experimental group 2, which is also in the level of no anxiety, with the average SAS score of 48.4. That is, psychological counseling or music combined with exercise therapy can alleviate the employment anxiety of poor college students, but the treatment effect of the former is more significant.

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THE INFLUENCE OF MARKETING PERFORMANCE MANAGEMENT ON BUSINESS STAFF'S ANXIETY

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Background: Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis. It is mainly characterized by anxiety emotional experience. It refers to the negative and complex emotional states such as tension, anxiety, worry and worry caused by possible dangers, losses and threats in the future. The main clinical manifestations of anxiety disorder include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. At present, due to the dual impact of the COVID-19 and the Sino US trade war, the growth of the consumer end in most industries in China has become slow, or even has a significant decline, which has a more significant negative effect on the marketing business personnel. If the performance management model is not adjusted, the marketing business personnel will have great work pressure, and some people will even suffer from anxiety.

Objective: To analyze the correlation between the severity of performance management and the anxiety symptoms of marketing professionals by carrying out group social experiment. So as to put forward some marketing management countermeasures that have positive benefits for marketing business personnel and enterprise managers under the current economic background.

Subjects and methods: A famous domestic retail enterprise was selected to cooperate with it, and relevant departments of the company were required to cooperate with the research team to carry out social experiments. Specifically, the arrangement is as follows. 80 front-line marketing business personnel with varying degrees of anxiety symptoms are selected from the marketing department of the enterprise, and the selected objects are divided into four groups, each group containing 20 people. Firstly, the basic information of each group was counted and the significance of difference was tested. After confirming that there is no significant difference between all basic information of the two groups of students, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or re select the research object from the cooperative enterprise. Then let the members of each group perform the same marketing tasks, but the marketing performance management methods of each group are different. One group has no performance management, and the other three groups design the performance management mode according to the difficulty of simple, normal and difficult. According to the performance management mode, the above four groups are named nonperformance management group, simple group, normal group and difficult group respectively. The experiment lasted for 40 working days. Before and after the experiment, SAS questionnaire survey should be carried out to understand the changes of their anxiety. In addition, all the measurement data in the study are displayed in the form of mean ± standard deviation for *t*-test. The