

psychometric tools involved in the experiment included the Generalized Anxiety Disorder Scale (GAD-7) and the Patient Health Questionnaire (PHQ-9).

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The results of the psychological state test of the two groups of subjects after the experiment are shown in Table 1. It can be seen that the psychological state of the experimental group is significantly better than the control group in terms of anxiety ($P < 0.05$), while the two groups before the start of the experiment. It did not show this difference.

Table 1. Comparison of depression and anxiety among study subjects

Item	GAD-7			PHQ-9		
	Control group	Experimental group	<i>p</i>	Control group	Experimental group	<i>p</i>
After the experiment	7.28±1.64	5.76±1.93	0.047	7.28±1.41	5.76±1.10	0.114

Conclusions: Residents' anxiety psychological anxiety is an issue that has to be considered in regional governance. When regional residents show a high level of psychological anxiety, on the one hand, residents with psychological anxiety problems will have a negative impact on their daily life, work and study, and on the other hand, personal psychological anxiety can also negatively affect others through their social relationships. The development of rural areas of Guizhou and its agricultural e-commerce and related agricultural economy has always been affected by the logistics mechanism. The establishment of a scientific agricultural e-commerce logistics financial operation mechanism can help the development of the agricultural economy, and at the same time improve the psychological condition of its audience by increasing the convenience of their lives. After a comparative study of residents in this area, it is found that the anxiety level of residents in areas with agricultural e-commerce logistics financial operation mechanism is significantly lower than that in areas without such mechanism.

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RESEARCH ON THE CHALLENGES FACED BY HIGHER EDUCATION IN THE ERA OF BIG DATA AND THE CORRELATION BETWEEN STUDENTS' MENTAL HEALTH

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Background: Mental health problems have become a problem that needs high attention in the current social development. With the acceleration of the pace of modern people's life and the increase of work pressure, learning pressure and survival pressure, more and more people have mental health problems. Mental health problems not only affect people's overall development, but also induce various potential diseases. At present, in the development of colleges and universities, more and more students suffer from mental diseases. Mental health problems have become a great challenge affecting the development of college education. At present, most college students suffer from mental health problems, such as mental anxiety, emotional tension, depression, cognitive impairment and so on. There are many factors for students' mental health problems, such as academic pressure, employment pressure, decline in physical and mental quality, emotional pressure, frustration in interpersonal communication and so on. Mental health problems cannot be ignored in college education, which will not only affect the development of college teaching, but also affect students' character, personality and ideological attitude. In the current college education, colleges and universities actively carry out mental health education, ideological and political education, physical education, social practice education and other ways to actively improve students' mental health problems, ensure that college students have good body, mind and character, and constantly standardize their behavior habits and thoughts, so as to establish a good image of contemporary college students and better adapt to the development of the current society.

The problem of college students' mental health is a major challenge facing the development of college education. With the emergence of more and more students' psychology and emotion, college education should pay more attention to the guidance of students' mental health while constantly innovating courses. In the era of big data, more and more colleges and universities have applied big data technology. Big data technology not only facilitates the scientific research and education of colleges and universities, but also provides a reference for colleges and universities to deal with the mental health problems of college students. For example, the big data technology builds a psychological counseling platform, the school sets up a public account for psychological counseling, and with the help of the network platform, effectively supervises the psychological status of college students, and strengthens the attention and intervention to students' psychological problems, so as to avoid students' mental health problems. Mental health has become one of the main challenges facing the development of colleges and universities. With the advent of the era of big data, the rational construction of mental health consulting platform with the help of big data technology to provide important psychological counseling for students has a positive impact on promoting the development of college education. Therefore, this paper analyzes the mental health problems and challenges faced by college students, analyzes the impact of mental health problems on college education, and analyzes the correlation between the challenges faced by colleges and universities in the era of big data and mental health under the background of big data.

Objective: To explore the current situation of college students' mental health problems, analyze the common mental health problems and their impact on the development of colleges and universities, analyze the impact of big data on mental health education, and then discuss the correlation between the challenges faced by college education and mental health.

Subjects and methods: The research take 200 students of different majors in a university as the research object, constructs a psychological counseling platform with the help of big data technology, and counts the mental health and professional scores of students for half a year, so as to evaluate the correlation between mental health and the challenges faced by the university.

Results: Table 1 shows students' mental health scores and professional scores after counseling on big data consulting platform, with a full score of 10. It can be seen that after half a year of psychological counseling, students' mental health scores have significantly improved, and students' professional scores have also improved, indicating that students' mental health affects students' professional scores, and students' mental health is related to the challenges faced by the school.

Table 1. After counseling on big data consulting platform, students' mental health scores and professional scores

Project	Mental health score	Professional score
Before	5	6
After	7	9

Conclusions: Mental health has become one of the most important challenges affecting the development of colleges and universities, which needs high attention of college education. Mental health problems not only affect the formation of students' ideological character, but also affect students' physical and mental quality, and then affect the development of education. Therefore, this paper analyzes the impact of mental health problems on college education, analyzes the correlation between the challenges faced by colleges and universities and mental health, and proposes to build a psychological counseling platform through big data technology. The results show that through the construction of big data psychological counseling platform and the addition of information-based psychological counseling content, the mental health status of students has been significantly improved, the learning quality of students has also been improved, and the scientific development of higher education has been promoted.

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THE INFLUENCE OF THE IMPLEMENTATION PATH OF THREE EDUCATION REFORM IN COLLEGES AND UNIVERSITIES BASED ON 1 + X CERTIFICATE SYSTEM ON ALLEVIATING STUDENTS' LEARNING ANXIETY

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