

## RESEARCH ON THE INFLUENCE OF YOUNG FARMERS' PSYCHOLOGICAL ANXIETY ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND LOCAL CULTURE UNDER THE BACKGROUND OF RURAL REVITALIZATION STRATEGY

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**Background:** At present, psychological anxiety is common among young farmers in my country. This anxiety can be explained as the specific experience and perception of individuals in an environment with great uncertainty or negative factors. The greater the uncertainty and negative factors, the more anxiety possibly more serious. If the majority of people in a community are anxious because of the same or similar factors, this is social anxiety, and this anxiety is holistic. The collective psychological anxiety of young farmers is related to the drastic changes in culture, economy and other aspects that China's rural society is experiencing. The real problems that give rise to this anxiety mainly include the polarization of rich and poor, survival anxiety, lack of traditional values and morals, social Blockage of flow mechanisms, etc. The anxiety of young people under the influence of these factors has a negative impact on the stable economic and cultural development of rural areas. From the perspective of young farmers, anxiety may lead to extreme personal behavior; from the social level, it may lead to social relations. Deterioration, so the anxiety of young farmers needs attention.

The rural revitalization strategy was given high importance in the report of the 19th National Congress of the Communist Party of China. To achieve rural revitalization, the cooperation of rural ideological and political education is necessary. An important research aspect of rural ideological and political education is to integrate it with local culture. From a social perspective, this can increase the cultural self-confidence, ethnic and national identity of young farmers, and help maintain rural social stability and development; from an individual level in other words, the identity, personal values and cultural literacy of young farmers can also be cultivated. However, the psychological anxiety in the young farmers has a negative impact on the ideological and political education combined with local culture. Therefore, the relationship between the anxiety of the young farmers and the ideological and political education is studied, and the methods to improve their psychological anxiety are explored. It is necessary to increase the effect of ideological and political education.

**Objective:** The study analyzes the correlation between the anxiety level of young farmers and the effect of ideological and political education combined with local culture. The purpose is to explore whether the influence of ideological and political education on young farmers is affected by their psychological anxiety, and whether it is necessary to take intervention measures for the psychological anxiety of young farmers.

**Subjects and methods:** Select 200 young farmers with similar conditions except for psychological anxiety level from the same area, and divide them into a higher group and a lower group according to their different levels of psychological anxiety, and give them ideological and political education combined with local culture. Differences in the effect of ideological and political education and its correlation with anxiety levels.

**Research design:** Using the General Anxiety Disorder-7 (GAD-7) and the farmer youth anxiety test form designed according to the anxiety causes of farmers' youth, the two groups of subjects were tested before and after receiving 7-day ideological and political education to observe the changes in their anxiety. At the same time, an assessment questionnaire for the content of ideological and political education was designed, the educational results were assessed by means of dialogue and written test, the differences in the scores of the two groups were observed, and the correlation with anxiety levels was analyzed.

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

**Results:** According to the difference in the assessment scores between the higher group and the lower group after ideological and political education, it can be seen that the average score of the lower group is higher than that of the higher group, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of the scores of the two groups

Higher anxiety group	Lower anxiety group	<i>P</i>
33.4	41.8	0.039

**Conclusions:** The anxiety of the peasant youth group has a significant negative impact on the educational results of the integration of ideological and political education and local culture. It can be seen from statistics that the group with a lower anxiety level has received the same ideological and political education. The effects were significantly higher than those in the group with higher anxiety levels. At the

same time, ideological and political education combined with local culture can also counteract the anxiety level of peasant youth groups. Both the lower group and the higher group showed different degrees of anxiety level decline after education. The self-assessment of their identity and cultural self-confidence also showed increased. The above results show that if the anxiety of young farmers is effectively intervened, it will have positive significance for the integration of ideological and political education and local culture.

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## INFLUENCE OF THE COORDINATED DEVELOPMENT MECHANISM OF TOURISM AND DIGITAL CULTURAL INDUSTRY ON ALLEVIATING TOURISTS' PSYCHOLOGICAL ANXIETY

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**Background:** Anxiety is the psychological state that people generate when they face uncertain factors and negative emotions that cause their own anxiety. Excessive levels of anxiety can cause a series of adverse physiological and psychological reactions, which need to be alleviated by appropriate interventions. Tourism is closely related to tourists' mental health and anxiety. On the one hand, as an entertainment activity, tourism can relieve tourists' tension in daily life, eliminate social and psychological pressure, and have negative effects on tourists, including anxiety. Psychological state has a very good relief effect, and many studies have pointed out that travel has become a therapy for preventing and alleviating psychological problems. On the other hand, the tourism activity itself may be a stimulating factor that triggers the anxiety of tourists. For some tourists, uncertain factors and negative events during the journey will have a negative impact on their psychological state, but increase their anxiety level.

At present, a transformation and upgrading direction of the tourism industry is the coordinated development of the tourism industry and the digital cultural industry. The digital cultural industry is a knowledge-intensive and high-tech service-oriented industry, which can penetrate, deepen and expand the tourism industry, and can further guide the tourism industry development. One of the main manifestations of this collaborative development in practice is the creativity and digitization of the tourism industry. Its specific forms include the attraction of digital cultural industrial parks, the digitization of traditional scenic spots, and the digitization of travel methods. The coordinated development mechanism of the tourism industry and the digital cultural industry has brought new vitality to both the tourism industry and the digital cultural industry. Does the tourism industry that develops in concert with the digital cultural industry have new characteristics on the psychological anxiety of tourists? Appropriate synergies, through digital cultural elements, make tourism activities have a higher positive impact on tourists' psychological anxiety, and reduce its possible negative impact, these are issues to be explored.

**Objective:** By comparing the differences in the degree of relief of tourists' anxiety levels between ordinary tourist routes and tourist routes that cooperate with digital cultural industries, it is explored whether the tourism that cooperates with digital cultural industries can better relieve tourists' psychological anxiety than traditional tourism.

**Subjects and methods:** 100 tourists with similar anxiety levels were recruited as research subjects and divided into two groups equally. Two groups of tourists went on an eight-day tour, one of which was an experimental group and participated in a collaborative digital cultural industry tourism route, and the other group was a control group who participated in a traditional tourism route. The anxiety of the two groups of tourists was measured and compared before and after the tour.

**Research design:** The study used the Hamilton Anxiety Inventory (HAMA) and the anxiety, depression, fear and Symptom Checklist 90 (SCL-90) to evaluate the subjects' anxiety and other psychological states. After the measurement is completed, the psychological anxiety relief degree of the two groups of tourists before and after the trip and the anxiety between the two groups are compared and statistically tested to confirm whether the tourism route in coordination with the digital cultural industry has a good effect on the relief of tourists' psychological anxiety, and the comparison whether there are obvious advantages from traditional tourist routes.

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

**Results:** The HAMA scores of the experimental group and the control group after traveling showed that the anxiety level of the tourists in the control group was lower, and the advantages in mental anxiety, physical anxiety and total score were statistically significant ( $P < 0.05$ ).