

**Figure 1.** Positive personality dimension analysis

**Conclusions:** Whether college students' psychological personality is improved and developed in the process of physical and mental growth plays a vital role in their future life process. This study combines the neural network algorithm with the psychological intervention experiment, and carries out the psychological intervention experiment in the form of trying to set up the Chinese dance teaching community in colleges and universities. While recording the students' psychological changes, according to the students' psychological state in the community activities, the neural network algorithm is used for type classification and impact analysis. The results show that the influence degree of the three psychological positive personality dimensions of college students' positive emotion, positive behavior habit and positive attitude reaches a quantitative level of 4, which means that it has reached a significant impact. It can be seen that the flexible spirit in Chinese dance teaching can mainly affect the three dimensions of students' positive personality: positive emotion, positive behavior habit and positive attitude.

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## ANALYSIS OF THE IMPACT OF INTANGIBLE CULTURAL HERITAGE PROTECTION AND INHERITANCE ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY UNDER RURAL REVITALIZATION

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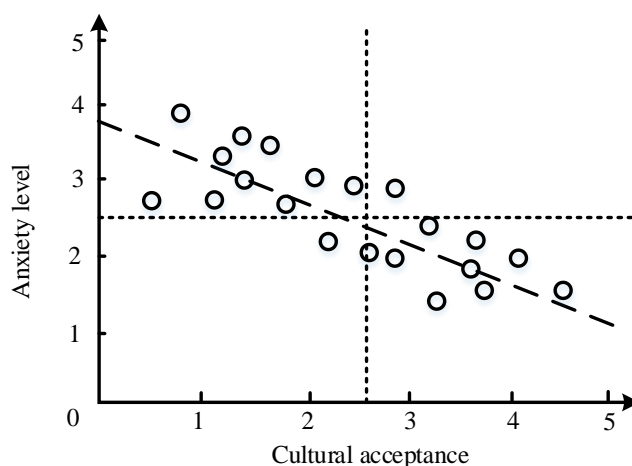
**Background:** Anxiety is the negative anxious emotion caused by an individual's inability to solve the threatening factors when the external environment threatens the individual's stability. This emotion is one of the more common normal emotional reactions in human individuals. Appropriate anxiety can effectively improve individual environmental vigilance, and then enhance individual competitiveness and help individuals achieve better growth. However, excessive anxiety will lead to pathological anxiety symptoms under long-term psychological pressure. This pathological anxiety symptom is divorced from the scope of individual's own normal emotional control, making the individual in a kind of extensive and object-free anxiety psychology. In addition, most excessive anxiety psychology is essentially the anxiety psychology generated by the stimulation of external threatening events. This anxiety psychology is excessive emotional feedback, that is, when threatening events occur, individuals show an excessive anxiety state inconsistent with the degree of threatening events. This anxiety will promote individuals to show an extreme state in behavior, or choose blind action. The result of action is often not conducive to the benign development of threatening events, or an experience chooses to give up all actions, showing an anxiety state that lacks action power and fantasy events can be solved out of thin air. For people with realistic excessive anxiety, the main intervention methods are psychological counseling intervention and psychological concept intervention. Through the concept of external intervention, individual psychological counseling methods and old psychological concepts, it can help them reduce the generation of anxiety. In the protection and inheritance of intangible cultural heritage, intangible cultural heritage can use the unity of its traditional

culture to change the concept of social and cultural audience, and on this basis, provide a new psychological relief path for social and cultural audience, alleviate audience psychological anxiety and improve audience mental health level.

**Objective:** By analyzing the impact of intangible cultural heritage protection and inheritance on alleviating the psychological anxiety of the audience under the revitalization of rural areas, this study provides a cultural way to ease the anxiety of anxiety groups in modern society, and changes the psychological concept of anxiety groups through the traditional culture with unified cognition to reduce the anxiety of relevant groups.

**Subjects and methods:** This study is mainly conducted in the form of selecting research objects through the Internet. The research objects will participate in the experiment in the form of online registration, and the researchers will review whether the personnel meet the experimental access conditions. The research mainly adopts the methods of experiment, interview and Bayesian classification algorithm. Before and after the experiment, the researchers will interview and record the psychological state of the experimenters. The research mainly adopts the way of intervention experiment, and the experimental process is in the form of rural intangible cultural heritage experience travel.

**Results:** The relationship between the audience's psychological anxiety level and the cultural acceptance of intangible cultural heritage is shown in Figure 1.



**Figure 1.** Psychological anxiety analysis

As can be seen from Figure 1, with the improvement of the audience's cultural acceptance of intangible cultural heritage, the overall anxiety level of the audience shows an inverse proportional trend of gradual decline, from level 4 anxiety to level 2 anxiety. It can be seen that the higher the audience's acceptance of intangible cultural heritage culture and the higher the recognition of intangible cultural heritage culture, the more vulnerable the audience is to the positive impact of intangible cultural heritage culture, and then promote the reduction of their own anxiety level. This anxiety psychological intervention method of social group intervention through social culture can not only reduce the anxiety psychological level of social groups, but also improve the social inheritance of intangible cultural heritage.

**Conclusions:** To solve the general anxiety psychological problems of the social masses. This study combines the experimental method, interview method and Bayesian classification algorithm to conduct experimental intervention in the form of rural intangible cultural heritage experience travel. In the process of the experiment, the interview method is used to collect the data of the research object, and on this basis, the Bayesian classification algorithm is used to classify and analyze the psychological anxiety types of different audiences. The results show that with the improvement of the audience's cultural acceptance of intangible cultural heritage, the overall anxiety level of the audience decreases from level 4 anxiety to level 2 anxiety, showing an inverse proportional trend of gradual decline. It can be seen that in the cultural intervention methods, the recognition degree of the audience for the cultural type is very important. The higher the recognition degree of the audience for the intangible cultural heritage culture, the more vulnerable the audience is to the positive impact of the intangible cultural heritage culture, so as to reduce their anxiety level and improve their mental health level.

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## RESEARCH ON URBAN LAND INTENSIVE USE AND ITS COUNTERMEASURES OF GUANZHONG URBAN AGGLOMERATION WITH ECOLOGICAL AND ECONOMIC COUPLING UNDER THE BACKGROUND OF HUMANISTIC PSYCHOLOGY

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**Background:** Humanistic psychology is also known as humanistic psychology. Compared with ordinary psychological theory, it emphasizes people’s value, people’s rationality and needs, and people’s internal development potential. The emergence of humanistic psychology is an opposition to behaviorism psychology, which only pays attention to people’s external behavior. Behaviorism psychology ignores the inner world of human individuals, only pays attention to the psychological significance represented by individual behavior, and regards human psychology and behavior as a more mechanical related operation mechanism. However, from the perspective of humanistic psychology, this psychological behavior analysis method that ignores the psychological value and psychological determination of human individuals has great defects. Humanistic psychology believes that human individuals are individuals with subjective initiative and active response ability, and human behavior is formed centered on their own value and feelings. Therefore, when studying human psychology, we should not ignore the behavior motivation brought by psychological value and feelings, and should face up to the internal development potential of human individuals. The famous Combes theory in humanistic psychology holds that everyone actively expands himself while actively preserving himself, and tries to strive for his own perfection in such a way of behavior. The realization of this perfection is reflected in the individual’s ability to accept and manage his own personality and ideas with a positive attitude, produce effective interpersonal relationships with others, and cultivate his own creativity while experiencing his own sense of security. Starting from the perspective of psychology and ecology, we can reconstruct the relationship between individual and community from the perspective of psychology and ecology.

**Objective:** This study explores the impact of ecological and economic coupling on the willingness of urban residents to use land intensively in Guanzhong urban agglomeration under the background of humanistic psychology, provides an operation scheme more in line with the actual psychological situation of urban residents for modern urban land use strategy, and improves the living psychological experience of urban residents.

**Subjects and methods:** This study combines the correlation analysis method with the factor analysis method, and collects the data of urban residents’ land use intention by establishing the website of urban use simulation scheme. The researchers will form urban agglomeration land use schemes with different levels of humanistic and psychological care according to the different fitting conditions of urban ecological effect and economic effect, and judge the preference of the research objects browsing the website. The data obtained can be used for research and analysis only after the research objects are unified. In addition, the study will use the factor analysis method to analyze the influence path and degree between the coupling factors of urban ecology and economy and the psychological will of urban residents for land use.

**Results:** The relationship between the degree of humanistic care shown by the region and the willingness of urban residents to use land intensively is shown in Figure 1.

As can be seen from Figure 1, with the gradual increase of humanistic care shown in the region, the willingness of urban residents to use land intensively also shows a positive correlation trend of gradual increase. The trend of integrating residents’ psychological preference for urban land use is better related to urban residents’ psychological preference for urban land use. Therefore, the good coupling relationship between urban regional economy and ecology in urban development and the humanistic care atmosphere further formed on the basis of the coupling relationship are very conducive to the development of the city itself. This development is mainly reflected in the land use wishes of urban residents and new foreign residents. This use of hospitals can become a new driving force for urban development.