

in the construction of Hainan free trade zone (Port)” (No.2019RC197). 3. Key Project of Education and Teaching Reform research in Hainan Province-Research on curriculum setting and application of “four-and-a-half classroom” in Hainan Province Junior high and high schools, one school, one product, one specialty and one multi-functional intangible cultural heritage (No. Hnjg2020ZD-22).

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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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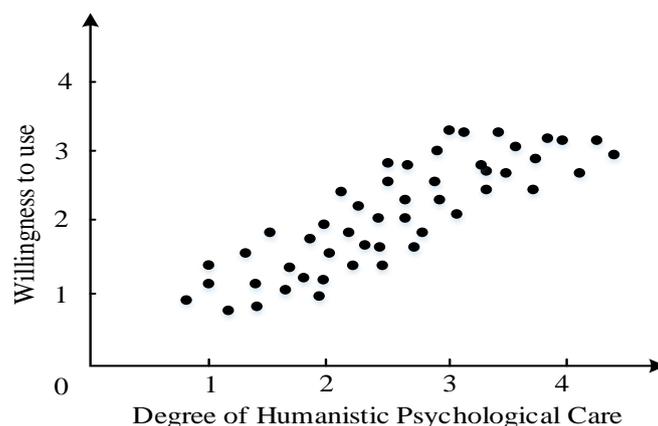
**Background:** Humanistic psychology is also known as humanistic psychology. Compared with ordinary psychological theory, it emphasizes people’s value, people’s rationality and needs, and people’s internal development potential. The emergence of humanistic psychology is an opposition to behaviorism 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.



**Figure 1.** Correlation analysis

**Conclusions:** In the modern urban agglomeration environment, the matching of economic effect and ecological effect is a new topic for the new development and utilization of urban land, and the humanistic care social atmosphere formed with the coordinated development of ecological effect and economic effect is one of the important preference conditions for urban residents' land use choice. In this study, the correlation analysis method and factor analysis method are combined to obtain the sexual ability preference data of urban residents by running the website of simulated urban agglomeration land use plan. On this basis, the factor analysis method is used to analyze the influence degree and influence mode between different dimensional elements. The results show that with the gradual increase of humanistic care, the willingness of urban residents to use land intensively also shows a positive correlation trend. This upward trend reflects the psychological preference of urban residents for urban land use with good humanistic care atmosphere and good coupling between ecological effect and economic effect. By studying the relevant principles, we can better provide a path for the centralized land use and benign development of modern urban agglomeration.

**Acknowledgement:** The research is supported by: Scientific research project of Shaanxi Provincial Department of Education (No.18JK0835). Study on the coupling coordination and space-time differentiation of new urbanization and land intensive use in Guanzhong Urban Agglomeration; Shaanxi Provincial Social Science Fund Project (No. 2017D044). Study on urban land intensive use and countermeasures of Guanzhong urban agglomeration based on ecological and economic coupling; Innovation and Entrepreneurship Training Program for College Students (No.S202010722068); Teaching Reform Project of Xianyang Normal University (No .2017Z010); Shaanxi Educational Science Planning Project: Research on engineering practice ability training system of surveying and mapping engineering talents based on "excellent engineer training plan" (No. SGH17H163).

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## RESEARCH ON THE COORDINATED DEVELOPMENT OF THE GUIDING FUNCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES AND THE PATH OF COLLEGE STUDENTS' MENTAL HEALTH

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**Background:** With the development of the times, the social environment of modern society is no longer the traditional single concept environment guided by the mainstream environment, but gradually developed into a social environment with diversified ideas and thoughts. In such a social environment. Different groups are also affected by different external ideas. As a growing group, college students are still in an important stage of their own physical and mental development and their psychological development is not perfect. They often cannot distinguish the correctness of various ideas brought by the external environment, and are more vulnerable to the influence of external ideas. Due to the strong psychological plasticity of contemporary college students, this external adverse psychological influence is very unfavorable to the mental health development of college students. Therefore, colleges and universities should give positive planning for the mental health development of college students. Ideological and political education in