

reduce the frequency of sports injury in sports, the research starts with the analysis of athletes' psychological factors, discusses the psychological causes of sports injury, and finally puts forward improvement measures.

**Objective:** To understand the current situation of sports training in colleges and universities, count the current situation of sports injury in sports training, analyze the changes of athletes' psychological emotion in sports, and put forward the influence of athletes' psychological emotion on sports injury.

**Subjects and methods:** Taking a university as an example, 200 students participating in sports were randomly selected to count the sports injuries of all students in sports. At the same time, the self-made psychological emotion survey scale was used to understand the changes of students' psychological mood in sports. This paper puts forward the sports training scheme based on students' psychological factors, applies the new sports scheme to students' sports training, and analyzes the students' sports injury and their psychological and emotional changes under the scheme. SPSS23.0 to statistically analyze the students' Sports loss change data and psychological and emotional scores, and the difference is statistically significant ( $P < 0.05$ ).

**Results:** The differences in the frequency of sports injuries and the changes of timidity, inferiority, self cognition and social psychology of all students before and after the implementation of the new sports program are shown in Table 1. The evaluation of psychological emotion adopts 0-10 points to indicate poor (serious) to very good (slight).

**Table 1.** Sports injury and psychological changes of students before and after intervention

Index	Frequency of sports injury	Timidity	Inferiority complex	Self-cognitive psychology	Social psychology
Before intervention	17.5 person / day	2.7	2.6	2.8	3.0
After intervention	7.2 person / day	7.2	7.5	7.8	7.1
<i>P</i>	< 0.05	<0.05	<0.05	<0.05	<0.05

**Conclusions:** College sports is the basic teaching content to improve students' physical and mental quality, but students' sports injury in sports does great harm to students. It is of great significance to analyze the influencing factors of students' sports injury and put forward solutions. This paper analyzes the psychological causes of sports injury in sports, and puts forward a new sports plan to reduce the frequency of sports injury from the relief of students' psychological emotion. The results show that the frequency of sports injuries of students under the new scheme has been significantly reduced, and students' psychological mood has also been significantly improved. Therefore, in order to improve the quality of sports training in colleges and universities and reduce the incidence of sports injuries, it is necessary to adjust students' psychological emotions, improve students' own negative emotions and enhance students' enthusiasm to participate in sports.

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## THE COLLECTIVE CONSCIOUSNESS GUIDANCE AND BEHAVIOR DEVIATION IMPROVEMENT MECHANISM OF THE NEW RURAL TOURISM DEVELOPMENT MODEL FOR THE MAIN BODY OF AGRICULTURAL MATERIALS MANAGEMENT

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**Background:** Social development is a collective behavior. In social development, there are two important psychological factors: collective consciousness and behavior deviation. In psychological research, it is considered that collective consciousness is the unified consciousness produced by the interaction and

synthesis of multiple consciousness in a group. Generally speaking, there is herd mentality in individual psychology. In collective activities, individual psychology is easy to be induced by external consciousness, and then produce consciousness that does not conform to their own basic beliefs. Therefore, it is very important to guide the collective to produce correct consciousness guidance. At the same time, in the social development, individual behavior deviation is an important performance that affects the result of consciousness, and the occurrence of behavior deviation is caused by individual behavior disorder. Because individuals cannot grasp the essence of change, they are easy to deny the external world and themselves, resulting in a series of psychological problems and behavioral barriers. In the process of individual development, due to the influence and interference of internal and external factors, its psychological regulation function is often hindered, which shows great psychological pressure, behavior deviation, social norms or collective norms, interpersonal imbalance and so on. However, after the behavior deviation occurs, the individual psychological quality will also decline accordingly. The reason is that the long-term behavior deviation will increase the psychological burden of patients, which will lead to more serious mental disorders. In order to promote social development, collective consciousness guidance and behavior deviation improvement are the basic conditions to improve the ability of social development.

The main object of rural tourism is not only the promotion of rural tourism, but also the promotion of rural tourism. In the development of rural tourism, the collective consciousness and behavior deviation of the main body of agricultural materials management are important factors affecting the management of agricultural materials. How to guide the collective consciousness and improve the behavior deviation of the main body of agricultural materials management is very important. The development of new rural tourism is not only an important content of China's governance modernization, but also an important measure to promote rural revitalization in the new era. At the same time, rural tourism is the main driving force to promote the high-quality development of rural economy. In the development of rural tourism, combined with the new opportunities under the trend of the times, the fundamental innovation of the concept of rural tourism development can more effectively promote the rural economy. The innovation of development concept has brought a new development model for the development of rural tourism. From some current studies, we can know that the new model of rural tourism development generally uses urbanization to stimulate the interaction of rural industries, improve the interaction frequency between villages and cities, and build a new development environment with rich material, cultural, institutional and human resources. On this basis, the study analyzes the impact of the new rural tourism development model on the main body of agricultural materials management, and evaluates the improvement of the collective consciousness and behavior deviation of the main body of agricultural materials management under the development of new rural tourism.

**Objective:** This paper discusses the current situation of collective consciousness and behavior deviation of agricultural materials management subjects in rural development, evaluates the advantages and disadvantages of their collective consciousness and behavior deviation, and discusses the impact of the new rural tourism development model on the collective consciousness and behavior deviation of agricultural materials management subjects.

**Subjects and methods:** Take a rural tourist attraction as the research object, understand the types of local agricultural materials management subjects, and select 50 participants as the specific experimental object. The changes of individual consciousness and collective consciousness of 50 subjects under the new rural tourism development model were counted, and the behavior deviation of the subjects before and after the intervention of the new rural tourism development model was evaluated. 0-5 points indicate no behavior deviation to serious behavior deviation. 0-3 points indicate the effect of consciousness guidance, of which 0-1 points indicate correct guidance, 1-2 points indicate slight deviation, and 2-3 points indicate serious deviation.

**Results:** The differences of individual consciousness, collective consciousness and behavior deviation of all experimental personnel are shown in Table 1, which shows that after the intervention of the new model. Collective consciousness has changed from slight deviation to correct guidance, and the evaluation of behavior deviation has also been significantly reduced.

**Table 1.** Change of collective consciousness and behavior deviation

Index	Personal consciousness	Collective consciousness	Behavior deviation
Before intervention	1.7	1.5	4.2±0.3
After intervention	0.8	0.7	2.1±0.1
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** The development of rural tourism is an important way of rural economic development. Therefore, improving the development efficiency of rural tourism is the main work in China's Rural

Revitalization. In the research, the main body of agricultural materials management is taken as the research object, the new rural tourism development model is used to improve the rural economic development rate, and the effectiveness of the new rural tourism development model is evaluated by analyzing the change of collective consciousness and the improvement of behavior deviation. The results showed that all the participants' personal consciousness and collective consciousness were in a reasonable direction, and the score of personal behavior deviation was significantly lower than that before the intervention of the new model. Therefore, in the development of rural tourism, we can correctly guide the collective consciousness of the main body of agricultural materials management through the new rural tourism development model, and improve the behavior deviation of participants, so as to promote the development of rural economy.

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## STUDY ON THE INFLUENCE OF COSMETIC PRACTICAL TEACHING REFORM ON STUDENTS' ANXIETY IN COLLEGES AND UNIVERSITIES

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**Background:** At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness caused by excessive worry about the life, safety and future of yourself or the people you care about. At the same time, anxiety is also an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. In colleges and universities, with the promotion of grades, students face more and more things, greater and greater pressure, and more and more serious psychological anxiety. Students are prone to some negative emotions when they encounter difficulties, setbacks or blows, including tension, anxiety, fear and anxiety caused by impaired self-esteem, loss of self-confidence, frustration and guilt, which leads to anxiety. There are eight main reasons for college students' psychological anxiety, including changes in learning environment, self-cognitive imbalance, excessive academic burden, difficult adjustment of interpersonal relations, psychological confusion in making friends, insufficient psychological quality, difficult to bear setbacks, excessive social competition and employment pressure, and economic pressure caused by students' family poverty. A survey shows that more than 75% of college students feel pressure and anxiety about their study. Therefore, learning anxiety is the main anxiety type of college students.

Cosmetics practice is a major in some colleges and universities in China. It mainly studies the basic knowledge and skills in cosmetics raw materials, essence and fragrance application technology, organic chemistry, inorganic and analytical chemistry, and carries out cosmetics production, inspection, product development, product sales, etc. in the field of cosmetics technology. There are many problems in the current teaching mode of cosmetic technology, such as insufficient informatization and less practice, which leads to low teaching quality and unsatisfactory students' performance. Some students have anxiety under the great pressure of study and employment. Mild anxiety helps to stimulate students' learning enthusiasm and stimulate students' learning motivation. However, excessive anxiety will affect students' physical and mental health, and then affect students' daily life and normal learning. Therefore, it is necessary to reform the practical teaching mode of cosmetics in colleges and universities in order to improve the teaching quality, improve students' performance and alleviate students' anxiety. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then reforms the practical teaching mode of cosmetics in colleges and universities, so as to improve the teaching quality, improve students' performance, alleviate students' anxiety and output more high-quality professionals for the society.

**Object:** There are many problems in the current teaching mode of cosmetics technology course, resulting in low teaching quality and poor students' performance. Some students have anxiety under the great pressure of study and employment. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then reforms the practical teaching mode of cosmetics in colleges and universities, so as to improve the teaching quality, improve students' performance, alleviate students' anxiety and output more high-quality professionals for the society.