

emotions and consumer psychological problems, and improve their mental health. Table 1 shows the changes of consumption psychology of the subjects before and after the experiment. The score indicates the degree of influence from heavy to light, and 5 points is the maximum value.

Table 1 shows that before the experiment, the consumption anxiety of rural consumers was basically above 4 points, and the consumption tendency was basically about 2 points. There was no significant difference between the experimental data of the two groups. After the intervention, the consumption anxiety score of the intervention group decreased to 1.69, significantly lower than the 3.25 of the reference group. The anxiety score of the two groups decreased significantly before and after the experiment. In addition, the consumption preference of the intervention group increased significantly, from 2.43 to 4.05, which had a significant effect on the psychological intervention of consumers and effectively improved the consumption mental health level of rural consumers.

Table 1. Changes of consumption psychology of the subjects before and after the experiment

Experimental grouping	Time	Consumption anxiety	Propensity to consume
Intervention group	Before experiment	4.82	2.43
	After experiment	1.69	4.05
Reference group	Before experiment	4.74	2.47
	After experiment	3.25	3.18

Conclusions: By analyzing the impact mechanism of rural e-commerce development on rural consumers' consumption psychology with the help of consumption psychology, we can effectively grasp the change of their consumption psychology, actively promote the transformation and boosting effect of e-commerce shopping situation on rural economy, and improve consumers' acceptance, psychological preference and mental health of emerging shopping methods. Therefore, when recommending products, e-commerce merchants should actively pay attention to the consumer demand and consumer acceptance of the audience, and try their best to do a good job in consumer shopping orientation to meet the psychological needs of consumers.

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ANALYSIS ON THE INFLUENCE OF IMPROVING THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' SPIRITUAL EMOTION UNDER THE BACKGROUND OF THE INTEGRATION OF INDUSTRY AND EDUCATION

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Background: Emotion is the attitude, experience and corresponding behavioral response to objective things. When objective things or situations meet the needs and wishes of the subject, positive emotional experience will be generated. On the contrary, when objective things or situations do not meet the needs and wishes of the subject, negative and negative emotional experiences will occur, that is, when people are stimulated by the situation and judge whether they meet their own needs, they will have behavioral changes, physiological changes and subjective experiences of attitudes towards things. Emotion consists of subjective experience, external performance and physiological arousal. In the field of psychological research, emotion has been regarded as an important factor affecting human behavior, and plays an important role in interpersonal communication, attitude change, work performance and even learning and memory. The emotion is controllable within a certain range, which can be expressed as a short-term state feedback or a long-term mental state. In addition to being affected by the internal cognitive structure and psychological acceptance level, individual emotions are also disturbed by the external objective

environment and other people's evaluation, with individual differences, diversity and timeliness. Emotion is a short-term mental state performance, while spirit is a relatively stable and long-term emotional performance. Individuals show different mental emotions due to age structure, knowledge reserve level, family status and personality characteristics. Because the physical and mental development of students is not yet fully mature, they are more likely to be affected by external objective environmental factors such as learning pressure, employment examination, teacher criticism and so on, resulting in different emotional experiences and mental states. Good mental emotions can effectively enable individuals to face life and learning with a high and positive attitude, but negative emotions will cause individuals to have self doubt, confusion and non-objective evaluation of themselves. In serious cases, it will also cause mental illness and safety accidents. The current ideological and political education in colleges and universities makes it difficult for students to show good mental state and emotional feedback because of the old educational concept and the boring teaching classroom, and it is not conducive to give full play to the guiding mechanism of Ideological and political education on students' psychological status. Therefore, it is necessary to study the integration of production and education to improve the ideological and political teaching ability of colleges and universities, strengthen its intervention effect on students' psychological state and emotion, and improve their enthusiasm to participate in the classroom, mental adjustment mechanism and mental health level.

Subjects and methods: In order to strengthen the guiding mechanism of college students' spiritual emotions and improve their mental health, 800 college students of different grades in a university were selected as the research objects. First, the basic information of the research objects' learning situation, ideological and political classroom performance and views, mental state, emotional stability and other data were collected. Then the subjects were divided into two groups: the teaching improvement group and the teaching routine group. The teaching routine group conducted teaching according to the conventional ideological and political teaching mode, while the teaching improvement group added the production education integration mode to the ideological and political teaching, combined classroom teaching with field practice teaching, and promoted the innovation of the teaching mode. The mental health status and mental emotion level of college students before and after the implementation of the teaching plan were evaluated with the help of mental emotion related evaluation scale tools, such as Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS). Statistical analysis tools are used to sort out the experimental data and analyze the differences, so as to get the experimental results.

Results: The ideological and political education classroom in colleges and universities under the integration of industry and education can effectively improve students' enthusiasm and initiative in participating in the classroom, give play to the positive intervention and guidance of ideological and political education on students' psychological status, and students' mental status and negative emotions have been greatly improved. There is a significant difference in the scores of the anxiety scale between the two groups ($P < 0.05$). The SAS scores of the two groups of students before and after the implementation of the ideological and political innovation teaching mode are shown in Figure 1.

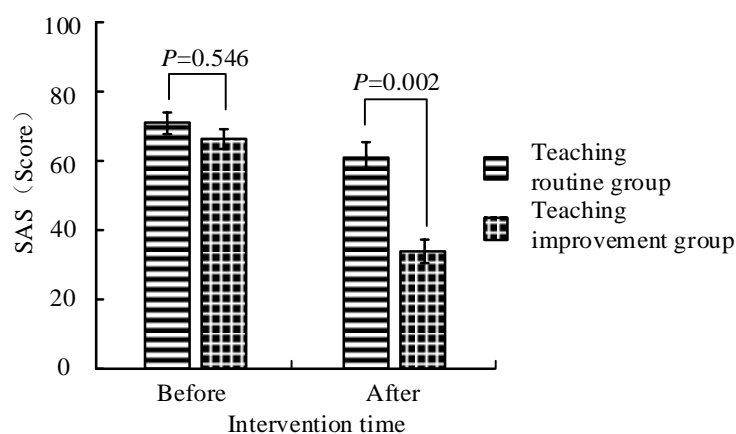


Figure 1. SAS scores of two groups of students before and after the implementation of ideological and political innovation teaching mode

Figure 1 shows that before the experimental intervention, there was no significant difference between the two groups in the scores of the SAS scale in the ideological and political teaching class ($P = 0.546 > 0.05$). However, after the intervention, there was a significant statistical difference between the two groups in the SAS scale ($P = 0.002 < 0.05$), with a score difference of more than 20 points.

Conclusions: Ideological and political education is an important part of the construction of spiritual

civilization. The relationship between students' ideological and political quality and their mental health is closely related to their own development and social progress. Under the influence of a variety of internal and external factors, college students show unstable spiritual emotions, which seriously affects their life and daily learning activities. Research on the integration of production and education of ideological and political education in colleges and universities can effectively give play to the ideological and guiding nature of ideological and political education, improve college students' negative emotions and negative psychological states, and improve their mental health level and emotional regulation ability. In the future ideological and political education classroom, college teachers should actively explore various forms of classroom teaching, and pay attention to the changes of students' individual psychological activities in time.

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RESEARCH ON THE EMPLOYMENT PRESSURE OF COLLEGE GRADUATES IN THE NEW ERA AND ITS COUNTERMEASURES

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Background: The reform of the education system and the development of the socialist market economy have accelerated the change of China's employment market. With the increase of the number of college graduates, the phenomenon of oversupply in the employment market, the over saturation of the labor market and the high recruitment standards of employers have virtually increased the employment competition pressure of students, and caused them to have negative employment emotions such as anxiety, worry and depression. Stress is a reflection of a psychological state within people, which is mainly caused by physical and mental stimulation. Employment pressure is a kind of psychological feeling generated by the stimulation of employment environment, employment policy and employment situation under the employment situation based on individual evaluation and understanding. There are many factors causing employment pressure, including social environmental factors, employer factors, school factors and individual cognitive psychological factors. Social factors are the increase in the number of college graduates due to the expansion of university enrollment, and some jobs have greater restrictions on the gender and age of graduates. The unbalanced employment level and regional structural contradictions make it difficult for graduates to find suitable jobs. In addition, the improvement of recruitment standards of employers and the lack of employment guidance in schools make it difficult for students to correctly evaluate their employability and employment value when choosing jobs. The individual differences of students make them have different employment mentality when facing employment problems. High self-evaluation and low self-evaluation will make it difficult for college graduates to find suitable and satisfying employment opportunities. As a source of stress in special situations, employment pressure will cause great damage to individual career planning, employment problems and physical and mental health if it is not timely intervened. However, excessive employment pressure will affect students' employability, including employment psychology, professional ability improvement and so on. Employment anxiety is a comprehensive reaction of students' negative emotions caused by cognitive deviation between internal cognition and objective reality in the process of employment. Excessive employment anxiety will affect their objective assessment of job demand and their recognition of their own value, and make employment choices blindly or choose to avoid employment. In the long run, negative emotions will produce certain behavioral barriers for students, making them miss the best period of employment and career selection, and then urge students to continuously reduce employment standards, which is not conducive to students' long-term employment planning. Under the development background of the new era, the society has a large demand for talents, and the employment pressure of college graduates is not conducive to the improvement of their own comprehensive quality. Therefore, it is an urgent task for colleges and universities to strengthen the exploration of the causes of the employment pressure of college graduates and put forward effective mitigation and intervention measures. Therefore, based on this background, the research is committed to exploring the employment stressors of college graduates and helping them actively guide their employment problems and employment psychological problems, so as to help them actively obtain employment and improve their mental health level.

Subjects and methods: The study randomly selected two colleges and universities. First, the information about the anxiety and self work ability of the graduating students was collected with the help of the anxiety scale and the vocational ability evaluation scale, and the students with employment pressure