

The total evaluation score of the scale is 100 points. The final score is obtained by summing the scores of all items. The evaluation level is divided into three levels according to the scores, of which the range of 25 to 60 points is “negative psychology”, the range of 60 to 80 points is “more positive psychology”, and the range of 80 to 100 points is “positive psychology”. The experimental results were analyzed by SPSS25.0 statistical software.

**Results:** The results of the psychological impact of ideological and political education on college students under the intervention of positive psychology are shown in Table 1. It can be seen from Table 1 that in the control group, after the traditional ideological and political teaching mode, the number of people evaluated as “negative psychology” increased with the progress of the experiment, and the number of people in the positive items showed a decreasing trend. After positive psychological intervention, the proportion of the three experimental groups evaluated as positive psychology showed an increasing trend.

**Conclusions:** The ideological and political education from the perspective of positive psychology can overcome the problems existing in the traditional ideological and political education, promote the innovation of ideological and political education, speed up the development of ideological and political education, effectively help college students cultivate a positive psychological state and improve their psychological quality.

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## THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON THE POSITIVE PSYCHOLOGY OF COLLEGE STUDENTS UNDER THE NEW MEDIA ENVIRONMENT

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**Background:** Educational psychology is one of the branches of psychology. Human learning, teaching psychology and the effect of educational intervention under educational circumstances are the research contents of educational psychology. Educational psychology can be used in curriculum design, improving teaching methods, promoting students’ learning motivation and helping students overcome the difficulties they face in the process of learning and growth. Educational psychology is closely related to the basic theories of general psychology and has its own characteristics. It helps students develop morally, intellectually, physically and aesthetically. With the help of the guidance of educational psychology, it deeply finds out and understands the changes and development laws of students’ physiology and psychology, and provides a scientific psychological basis for the training objectives at a certain stage. Through educational psychology, the new media and ideological and political education in colleges and universities are deeply integrated to realize the sharing of high-quality educational resources, realize personalized teaching for different types of students, and meet the students’ independent choice.

Ideological and political education mainly cultivates students’ correct ideas and noble moral qualities, and plays an important role in cultivating students’ healthy psychology. At present, there are many problems in the classroom teaching of ideological and political education. For example, the teaching mode in the classroom of ideological and political education is too single and the classroom is boring, which cannot improve students’ learning interest and motivation. Therefore, it can make new media intervene in ideological and political education, stimulate students’ interest in ideological and political education, strengthen the reform of ideological and political education system in colleges and universities, and give full play to the value of ideological and political courses. Provide rich teaching models through new media means, and continuously explore the unlimited possibilities of new media in ideological and political education. Collect high-quality ideological and political education resources provided by the society and institutions, integrate them with new media as a link, and build a personalized ideological and political education system. As an innovative element, the new media industry is not perfect in the construction of ideological and political education, and it has not given full play to the social value of ideological education. At the same time, the intervention of new media is also the direction of the development of ideological and political education.

**Objective:** Under the influence of western culture, the ideology and values of most college students in China have changed to a certain extent, and the ideological and political education has been the focus of the society. However, there are many problems in the ideological and political education in colleges and universities, and its value has not been brought into play. The research aims to design a curriculum integrating new media and ideological and political education through the theoretical basis of educational

psychology, in order to improve the current situation of ideological and political education, and to explore the impact of the innovative development of ideological and political education in colleges and universities on the positive psychology of college students under the new media environment.

**Subjects and methods:** The study randomly selected 80 people from 5 universities as the research objects. All the research objects selected college students with certain negative psychology through the University Personality Inventory (UPI), and made 400 of them participate in the experiment of the psychological impact of ideological, political and educational innovation on college students in the new media environment. The experiment was divided into two groups, one group was the control group of traditional ideological and political education teaching, and the other group was the experimental group of ideological and political education teaching combined with new media. The number of people in each group was 200, and the duration of the experiment was 5 months. During the experiment, the subjects were also psychologically evaluated through UPI. UPI included a total of 60 symptom items, including 4 items of false test. If each symptom item was satisfied, 1 point would be obtained. if it was not satisfied, no point would be obtained. The total evaluation score was 56 points, and the lowest score was 0. The higher the score, the healthier the psychological condition. Before and after the experiment, the psychological impact of the experiment on college students was interpreted through the scores.

**Results:** Table 1 shows the change results of the number of test scores in the control group and the experimental group. It can be seen from Table 1 that the number of people in the control group with low scores is positively correlated with the experimental time. The number of people in the [14,27] range accounts for the highest proportion. In the fifth month, the number of people in this range accounts for 64%. The number of people with high scores in the experimental group showed an increasing trend, of which the number of people in the [28,41] range accounted for 55.5%.

**Table 1.** Change results of test scores in control group and experimental group

Experimental grouping	Score	Proportion of people per month (%)				
		The first month	The second month	The third month	The fourth month	The fifth month
Control group	[0,13]	13	32	44	48	52
	[14,27]	87	92	96	110	128
	[28,41]	92	71	58	42	20
	[42,56]	8	5	2	0	0
Experience group	[0,13]	15	11	9	5	2
	[14,27]	93	74	50	31	8
	[28,41]	87	90	95	103	111
	[42,56]	5	25	46	61	79

**Conclusions:** The innovation of ideological and political education under the new media environment has overcome the problems of single teaching method and boring teaching content of traditional ideological and political education. The ideological and political education under this mode has stimulated students' interest in learning ideological and political education, established students' positive and optimistic learning attitude, and helped students' psychology develop positively.

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## RESEARCH ON THE INFLUENCE OF THE INNOVATION OF CONTINUING EDUCATION MANAGEMENT MODE IN COLLEGES AND UNIVERSITIES ON ALLEVIATING THE EMPLOYMENT ANXIETY OF COLLEGE STUDENTS

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**Background:** In the environment of continuous development of science and technology and social progress, society has put forward higher requirements for talents. As the main base for cultivating