

pressure, this paper studies the integration of Chinese traditional culture into the ideological and political education curriculum, uses the curriculum to alleviate college students' psychological pressure, and tests the effect of the curriculum. The results showed that before the intervention experiment of ideological and political education curriculum, there was no significant difference in the stress level scores of the three groups of college students. Three months after the intervention experiment, there was a significant difference in the stress level scores among the three groups. Among them, the scores of the two groups of students who participated in ideological and political education were higher than those of the students who did not participate in ideological and political education, and among the two groups of students who participated in ideological and political education, the scores of the students who participated in the combination of Chinese traditional culture and ideological and political education were significantly higher than those who participated in the traditional ideological and political education. The results show that the ideological and political education after integrating into Chinese traditional culture has more positive emotions, which can bring more positive energy to college students and neutralize their negative emotions, so as to reduce their own negative psychology and relieve their stress emotions.

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RESEARCH ON THE POSITIVE EFFECT OF HIGHER VOCATIONAL EDUCATION REFORM ON THE DEVELOPMENT OF STUDENTS' PERSONALITY PSYCHOLOGY

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Background: The shaping of psychological personality is to promote the positive and healthy development of psychological personality through external help and self practice. Some studies have divided the main problems of personality into two categories. One is the problem of personality development, which is a common problem encountered by individuals in the process of personality development, and the other is the personality disorder, which needs to be treated by professional therapists. The main influencing factors on the development of higher vocational students' psychological personality are biological genetic factors, family environment factors, school education factors, social and cultural factors and self-regulation factors. These factors will have a greater impact on the shaping of higher vocational students' personality. From the perspective of higher vocational schools, we can only optimize and improve the school education, so as to have a positive impact on the cultivation of higher vocational students' personality psychology. In the traditional sense, school education is based on exam-oriented education. It only pays attention to the development of specialty and intelligence, and ignores the cultivation of students' good personality. Therefore, the research will reform higher vocational education, focus on the all-round development of students, pay more attention to the mental health problems of each student, relax the requirements for students' grades, reduce the pressure on students from the school level, and pay attention to the correct shaping of students' psychological personality. By exploring a new mode of higher vocational education, it will have a positive impact on the cultivation of Higher Vocational Students' correct personality psychology.

Objective: By analyzing the impact of the reformed higher vocational college education on the cultivation of students' personality psychology, this study provides an effective and correct education method for the cultivation of students' personality psychology for higher vocational colleges, and helps improve the psychological health level of higher vocational students.

Subjects and methods: The research adopt the combination of K-means clustering algorithm and experimental method to explore the positive effect of higher vocational education reform on the cultivation of higher vocational students' personality. The research object is the higher vocational students who participate in the reformed higher vocational education courses. The main data source of the research is the data obtained by the experimental method, while the K-means clustering algorithm is to classify the elements in the data obtained by the experimental method. Analyze the influence path of elements by classification. The experimental method used in the study is an intervention experiment. The research team records the experimental process according to the changes of students' psychological state, and uses K-means clustering algorithm to classify the types of students' personality psychological changes. And two classification methods are used to study the personality psychology of higher vocational students. The two classification methods are horizontal experimental classification for different application types, and the other is to use k-means clustering algorithm to classify students' psychology, and conduct factor impact analysis in the form of double classification. SPSS software was used to analyze the data recorded in the

experiment.

Results: The impact of higher vocational education reform on students' different personality psychological dimensions is shown in Figure 1.

From Figure 1, it can be concluded that the influence level of higher vocational college education reform on the two dimensions of personality quality and adaptability of students' personality psychology is level 4, which indicates that the education reform has had a significant impact on the two dimensions; It can also be found that the impact of higher vocational education reform on the cognitive quality dimension of students' personality psychology is level 3, and the impact level is level 3, indicating that education reform has had a significant impact on cognitive quality. From the above results, it can be concluded that the educational reform of higher vocational colleges can indeed have a positive impact on the cultivation of higher vocational students' personality psychology, mainly from the perspective of personality quality and adaptability.

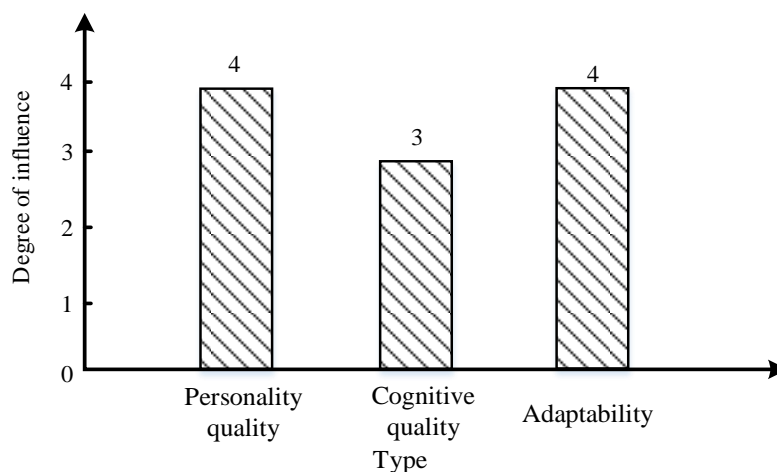


Figure 1. Dimension analysis of psychological quality

Conclusions: Students in higher vocational colleges are the key period of shaping psychological personality. This period is very important for the correct shaping and training of students' psychological personality, but the traditional higher vocational education does not pay attention to it. Therefore, the research starts from the reform of higher vocational education, focuses on the all-round development of higher vocational students, pays more attention to the problems of students' mental health, and helps higher vocational students correctly shape their own personality psychology through the reformed education. The results show that the educational mode after the reform of higher vocational colleges has a very positive effect on the overall shaping of students' psychological personality, especially on the two dimensions of personality straightness and adaptability. The results show that the education mode after the reform of higher vocational education can have a positive impact on the personality psychology of higher vocational students, help them shape the correct personality psychology, improve the overall mental health level of higher vocational students, and promote the all-round physical and mental development of higher vocational students.

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RESEARCH ON THE INFLUENCE OF DIGITAL TECHNOLOGY CREATIVE PRODUCT DESIGN ON AUDIENCE'S AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology refers to the free mood in which people perceive objects with aesthetic attitude in the face of aesthetic objects in aesthetic practice, so as to obtain emotional pleasure and spiritual pleasure in aesthetic experience. Aesthetic psychology includes human aesthetic perception,