

students' excessive anxiety, and sets the options of four dimensions: lack of practical ability, low mastery of theoretical knowledge, pessimistic employment cognition and other pressures to explore the root causes of college students' excessive anxiety. In this project, 220 questionnaires were distributed, and 206 valid questionnaires were recovered, with a recovery rate of 93.64%.

Methods: The main causes of college students' excessive anxiety in business administration teaching were counted and analyzed by using Excel software.

Results: The results of the questionnaire show that the main reasons for college students' excessive anxiety in business administration teaching are mainly divided into four aspects: lack of practical ability, low mastery of theoretical knowledge, pessimistic employment cognition and other pressures. In the questionnaire, the impact values of specific quantitative factors are 0 - 4 levels, 0 means no impact, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means comprehensive impact. See Table 1 for the results.

Table 1. Survey results of causes of college students' excessive anxiety in business administration teaching

Causes of anxiety	Lack of practical ability	Low mastery of theoretical knowledge	Pessimistic employment cognition	Other pressure
Impact on College Students	5	4	5	3

Conclusions: The main purpose of business administration course teaching is to cultivate business administration professionals with both theoretical knowledge and practical ability. In order to achieve this purpose, it is very important to eliminate college students' anxiety in course teaching. The reasons for college students' excessive anxiety in the teaching of business administration course have a certain diversity. Therefore, corresponding measures should be taken according to different anxiety reasons, such as carrying out rich practical teaching courses and adding business administration employment training, in order to improve college students' Anxiety Psychology and cultivate them into professional business administration talents.

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RESEARCH ON ANXIETY OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

Fangfang Zhang¹ & Kunfan Wang²

¹*Academy of Fine Arts, Weifang University, Weifang 261061, China*

²*School of Humanities and Law, Northeast Forestry University, Harbin 150040, China*

Background: The sustainable development of society has promoted the improvement of people's economic level, but followed by the gradual intensification of social competition and increasing life pressure. As one of the participants in social development, college students have played a certain role in promoting the sustainable development of society. Social development reacts on college students and puts forward higher requirements for the development and maturity of their ability and mind. The accelerating pace of life in colleges and universities makes college students' professional learning tasks more and more arduous. In the face of fierce academic competition and employment competition, college students' psychology will produce great pressure and burden, and even anxiety in varying degrees. The original meaning of college students' psychological anxiety has a certain diversity, including external factors and internal factors. The former mainly refers to the complexity of interpersonal communication, the sense of urgency and oppression of learning tasks, the accelerating pace of life and learning, etc., while the latter refers to college students' inner fear of employment, self-doubt and negation confusion about the future, etc. College students with psychological anxiety often have a one-sided understanding of their own psychological problems, and it is difficult to get timely and effective psychological counseling, which leads to a great negative impact on their physical health and daily study and life. As the core content of China's spiritual civilization construction, ideological and political education can effectively dredge people's psychological problems from the aspects of personal values, outlook on life and psychological quality, so as to improve their ideological and cognitive level. From the perspective of Ideological and political education, exploring the anxiety problems of college students can fundamentally explore the causes of their psychological anxiety, and then carry out effective psychological counseling, alleviate their anxiety, and significantly improve the mental health level of college students.

Objective: Anxiety accounts for a large proportion of college students' mental health. Under the

interference of different factors such as academic competition, employment pressure and interpersonal communication, college students' anxiety will become more and more serious, which will have a huge negative impact on their own emotional state and daily life. This topic will make an in-depth analysis of college students' anxiety and its causes from the perspective of Ideological and political education, in order to effectively alleviate and eliminate college students' anxiety and problems through highly targeted psychological counseling, and finally achieve the purpose of promoting their mental health development.

Research objects and methods: In this project, students from five universities will be selected by stratified cluster random sampling, and 60 students will be randomly selected from each university for analysis, a total of 300. Through the form of questionnaire survey, this paper explores the improvement of anxiety of selected college students before and after the experiment.

Research design: According to the random number table method, college students were divided into control group and experimental group, with 150 students in each group. For the former, there is no ideological and political education, only general education. The latter will receive ideological and political education for three months. In this project, 300 questionnaires were distributed, and 296 valid questionnaires were recovered, with a recovery rate of 98.67%.

Methods: The core content of the questionnaire is self-rating Anxiety Scale (SAS), which is used to score and compare the anxiety state of the two groups of college students before and after participating in the subject experiment. The higher the SAS score, the more serious the anxiety state of the college students. Using Excel software and SPSS 22.0 software, the anxiety problems and their improvement of college students from the perspective of ideological and political education are counted and analyzed. The measurement data were $x \pm s$, and the comparison between groups was t-test. The difference between the two groups was expressed in percentage (%), $P < 0.05$ showed that the difference was statistically significant.

Results: There was no significant difference in SAS scores between the experimental group and the control group before the experiment ($P > 0.05$); After the experiment, the SAS score of college students in the control group decreased slightly, while the SAS score of college students in the experimental group decreased significantly, which was significantly lower than that in the control group. The difference between the two groups was statistically significant ($P < 0.05$). The results are shown in Table 1.

Table 1. Statistical results of SAS scores of two groups of college students before and after the experiment

Group	Before the experiment	After the experiment
Experience group	52.61±8.91	23.47±7.36
Control group	51.49±7.25	43.85±6.54
<i>t</i>	1.993	1.992
<i>P</i>	0.539	0.000

Conclusions: Ideological and political education can enable college students to adopt certain ideological and political theories, effectively improve their ideological level, and facilitate their formation of independent and perfect personality. Exploring the anxiety of college students from the perspective of Ideological and political education, we can find that ideological and political education can effectively alleviate the anxiety of college students. After a three-month experiment, the anxiety of college students receiving ideological and political education has been significantly improved, and their stress resistance and mental health have been improved to varying degrees.

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DILEMMA AND OUTLET CHOICE OF BIG DATA TELECOM NETWORK FRAUD INVESTIGATION FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

Wei Cai

School of Criminal Investigation, People's Public Security University of China, Beijing 100038, China

Background: With the continuous development of information technology, the types of fraud crimes lurking under the network emerge one after another, and the number of fraud cases is gradually increasing. With the continuous improvement of fraud technology, it is imperative to use big data for investigation cooperation and investigation and evidence collection. In areas where telecommunications fraud is frequent, the Public Security Bureau has established an anti-fraud center to crack down on telecommunications fraud through big data technology, and achieved good results. Nevertheless, the investigation of big data telecom