



**Figure 1.** Pressure score change curve

In Figure 1, the psychological pressure of the masses gradually decreased from a peak state in the middle and early stage, and was in the state of self-processing the crisis information and continuously releasing their sense of pressure with the deepening of Du Yu's understanding of the crisis. However, with the deepening of the understanding of the crisis information, the pressure will further rise and will fluctuate with the emergence of new news in the later stage.

**Conclusions:** With the increase of the speed of social-psychological simulation, it is difficult to transfer a large amount of information between individuals and groups through the traditional psychological simulation. Through computer simulation, we can simulate the relationship between individual psychological state and interaction in the specific social environment, so as to achieve the effect of prediction. Using the computer system to simulate the social psychological phenomenon of the masses can lay the foundation for the individualized psychological consultation system of an intelligent city. At the same time, in the social crisis environment, the computer psychological simulation system can also make a macro prediction for the crisis psychology of the masses, so as to make a plan before the crisis and effectively control the crisis psychology of the masses in the process of crisis.

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## STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

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**Background:** At the moment of drastic changes in the employment environment and social concepts, college students, as a group whose psychology is not yet mature and whose world outlook is not fully formed, their lack of social practice experience and correct understanding of external concepts will have a strong impact on their psychological balance. If they are not handled in time, they are likely to evolve into symptoms such as depression anxiety symptoms and other serious psychological problems. The efficient ideological and political education of students based on psychology can provide a way to alleviate the learning pressure, living environment pressure, emotional pressure and external employment situation pressure of college students through psychological counseling and concept guidance, so as to reduce the source and breeding environment of depressive symptoms and anxiety symptoms. College students are in an important period when they are about to enter the society, and in a highly information-based social environment with anxiety in the overall social mood, there is an urgent psychological demand for ideological, political and mental health guidance, while the traditional ideological, political and mental health education methods cannot effectively connect ideological and political education with the actual psychological state and living state of college students. There is a sharp contradiction between its urgent psychological needs and the backward and efficient psychological intervention means. Therefore, it is necessary to formulate an efficient ideological and political education method based on psychology and

accurately fit the actual psychological state and living state of college students. Psychological ideological and political education can help contemporary college students establish a correct outlook on life, values and world outlook through ideological guidance, concept establishment and psychological counseling, and provide methodological guidance for students' daily study and life. At the same time, psychological ideological and political education can also help sort out students' psychological state and provide students with understanding of their own psychological state. Understand the ways of self-psychological needs, and then provide students with a better self-psychological defense mechanism when they feel depressed or anxious. This study will analyze students' acceptance and psychological state in Ideological and political teaching in the process of summarizing data, and form a relatively clear psychological ideological and political education strategy according to the data direction, so as to provide guidance for the reform of Ideological and political education in the future.

**Objective:** Through the research on the ideological and political education strategies of college students in the field of psychology, this study helps contemporary college students get rid of the psychological pressure brought by the external environment and information, and establish a correct world outlook, outlook on life and methodology in their daily study and life.

**Subjects and methods:** This study investigates the psychological state and psychological acceptance of contemporary college students in Ideological and political education by means of interview and on-site investigation, establishes relevant index system, and analyzes the benign impact of psychological ideological and political education on college students by means of index comparison.

**Study design:** Provide a platform for college students to participate in psychological ideological and political education by setting up psychological ideological and political elective courses and conducting trial teaching. The course is maintained for one semester, and students' psychological changes are recorded through interviews during the semester.

**Methods:** SPSS18.0 was used in this study. Structural Equation Model with Amos21.0 and other social statistical software for data statistical analysis.

**Results:** The impact of the ideological and political course based on psychology on the content cognition and emotional cognition of college students in the trial elective course is analyzed, as shown in Table 1.

**Table 1.** Content cognition and affective cognition analysis

Gender	Scoring type	Content cognition	Emotional cognition
Male	M	26.407	19.485
	SD	5.379	3.795
Female	M	26.842	19.617
	SD	4.882	3.542
Whole	<i>t</i>	-2.143*	-0.128

Note: \* indicates  $P < 0.05$ , \*\* indicates  $P < 0.01$ , \*\*\* indicates  $P < 0.001$ .

It can be seen from Table 1 that the ideological and political teaching based on psychology has a significant impact on college students participating in elective courses in terms of content cognition,  $P < 0.05$ .

**Conclusions:** College students are in a special period in their life. During this period, students are full of longing for the external social environment and eager to receive external social information. At the same time, they are also extremely vulnerable to the influence of external information and bad values, resulting in bad psychological state and even bad behavior, which seriously affects their study and life with others. This study analyzes the positive impact of Ideological and political education on students from the aspects of students' content identity and emotional identity in the process of psychological ideological education, and based on the ideological and political education based on psychology, helps students establish a correct outlook on life and values and dredge psychological pressure through psychological counseling, ideological guidance and methodological guidance.

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## COORDINATED DEVELOPMENT OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is limited to the scope of teaching situation. It takes the psychological phenomena and laws of the interaction between teachers and students in the teaching process as the main research object, and reveals the close relationship between teachers and students in teaching behavior. The application of educational psychology in ideological and political education in colleges and universities helps to provide more paths for teaching. The traditional ideological and political education tends to provide students with the correct value orientation and ideas that should be observed. In the teaching relationship, middle school students have always been on the side of passive acceptance rather than active learning, which has a certain degree of resistance at the psychological level. In the causal relationship of educational psychology, the psychological factors between teachers and students are interrelated and interactive. At the teacher level, teachers' personal charm, teachers' teaching prestige, teachers' teaching efficiency and other factors will have a great impact on students' learning psychological guidance and learning psychological pressure. Students' self-awareness and personality preferences are also psychological factors that have a great impact on the learning effect. Ideological and political education based on educational psychology pays more attention to the growth personality and psychological needs of college students, takes the initiative in the psychological interaction between teachers and students, guides students by mastering students' psychological characteristics, and reduces students' psychological pressure in the process of learning. This process is a process of two-way psychological communication between teachers and students, rather than the traditional teaching style one-way street, so the ideological and political education using educational psychology is easier to be accepted by students and more suitable for students' psychological needs. On the one hand, the ideological and political education of collaborative educational psychology takes the role of teachers as educational guides. Teachers need to pay attention to students' psychological effects and psychological counseling. On the other hand, it promotes students to give full play to their subjective initiative and give full play to students' ability of self-study, self-reliance and positive communication. At the same time, a psychological environment of harmonious communication should be formed between teachers and students, provide a healthy atmosphere of leisure and pleasure for ideological and political learning.

**Objective:** By applying educational psychology to ideological and political education in colleges and universities, this study provides teachers and students with a new teaching method different from the traditional way of ideological education, which makes the ideological and political education more humanized, more effective and more targeted.

**Subjects and methods:** This study takes the teaching method of educational psychology as the methodology to guide the ideological and political education of college students, and uses the fuzzy evaluation method to transform the qualitative indicators of ideological and political courses into calculable quantitative elements in the statistical process. Through the realization of the method of educational psychology in the teaching process, this paper analyzes its positive impact from two aspects of students and teachers.

**Study design:** This study randomly selected the students of ideological and political compulsory courses in the second academic year of a university as the research object, conducted experimental research by adding educational psychology and educational methods to the ideological and political compulsory courses in colleges and universities, and interviewed and collected the students' psychological state data before and after the semester. Combined with the elements of ideological and political education quantified by fuzzy evaluation method, it is used for statistics and impact analysis.

**Methods:** When sorting out the survey results, this study uses Excel as an analysis tool to analyze the impact and degree of educational psychology and educational methods.

**Results:** The students' achievements in the ideological and political elective course of educational psychology are shown in the Table 1.

The data in Table 1 shows that the most influential part of psychological ideological and political elective courses for students is to improve moral cultivation and knowledge reserve, reaching 132 and 104 respectively, with the proportion of 28.95% and 22.81% respectively, followed by the part of establishing correct outlook on life and values, with the number reaching 81, with the proportion of 17.76%.

**Table1.** Student harvest statistics