

## THE PENETRATION OF PERSONALITY PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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**Background:** College students are facing academic pressure and employment pressure at the same time, with great psychological pressure. However, college students' mind is not yet fully mature, and they cannot well control and face negative emotions under pressure, which will produce anxiety symptoms. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Therefore, long-term excessive anxiety will not only affect students' mental health, but also damage students' physical health, affect students' daily life and learning, and have a negative impact on students' academic and long-term development.

Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Ideological and political education is the main way to improve students' psychological quality and alleviate students' anxiety. However, the traditional ideological and political education in colleges and universities ignores the uniqueness and differences of students. Students have little interest in ideological and political education courses, so it is difficult to play its role in improving students' psychological quality. The research integrates personality psychology into ideological and political education, analyzes the relationship between students' behavior patterns, psychological changes and personality characteristics in ideological and political education, so as to innovate and improve the teaching mode of ideological and political education, so as to better alleviate students' anxiety and improve students' psychological quality.

**Objective:** College students are faced with academic pressure and employment pressure at the same time, which is easy to produce anxiety symptoms. Based on personality psychology, the research improves and innovates the traditional teaching mode of ideological and political education in colleges and universities, so as to alleviate students' anxiety and improve students' psychological quality.

**Research objects and methods:** Two classes were randomly selected in a university as the research objects, and the anxiety degree of the research objects was evaluated by the Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90).

**Research design:** One class was selected as the research group (68 people), and the improved teaching mode of ideological and political education in colleges and universities based on personality psychology was adopted for teaching. The other class is the control group (71 people), which adopts the traditional teaching mode of ideological and political education in colleges and universities. After teaching for a period of time, compare the SAS score and SCL-90 score of students in the two classes.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** Before teaching, there was no significant difference in SAS score and SCL-90 score between the two groups ( $P > 0.05$ ). After a period of teaching, the SAS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ( $P > 0.05$ ). Among them, the changes of SAS scores of the two groups of students before and after teaching are shown in Table 1.

**Table 1.** Changes of SAS scores of two groups of students before and after teaching

Timing	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	68.7±3.8	68.6±2.9	0.246	0.752
After teaching	42.1±1.3	57.4±3.8	6.537	0.013
<i>t</i>	8.462	4.453	-	-
<i>P</i>	0.000	0.012	-	-

**Conclusions:** College students are facing academic pressure and employment pressure at the same time, and their psychological pressure is large. However, college students' mind is not yet fully mature, and they

cannot well control and face the negative emotions under pressure, which will produce anxiety symptoms. Ideological and political education is not only an important way to strengthen the ideological construction of educational objects, but also the main method to guide educational objects to cultivate correct outlook on life and values. It plays an important role in establishing the self-confidence of educational objects, cultivating good moral concepts and strengthening the ideals and beliefs of educational objects. It is of great significance to the moral quality level, mental health construction and future development of educational objects. Based on personality psychology, the research improves and innovates the traditional teaching mode of ideological and political education in colleges and universities. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before teaching ( $P > 0.05$ ). After a period of teaching, the SAS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ( $P > 0.05$ ). Therefore, improving the teaching mode of ideological and political education in colleges and universities based on personality psychology can effectively alleviate students' anxiety and improve students' psychological quality.

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## THE IMPACT OF “RURAL REVITALIZATION +” SPORTS CULTURE TOURISM INDUSTRY DEVELOPMENT ON TOURISTS’ PSYCHOLOGICAL BARRIERS BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group norms, attitudes, racial prejudice, aggressive behavior, customs and culture, etc. Psychoanalytic theory was founded by Austrian psychiatrist Freud at the end of 19th century and the beginning of 20th century. Early theories believed that all human behavior motives were related to sexual instinct and impulse; Behind sex is a sexual potential called “Libido”, which often drives people to pursue pleasure. The later theory holds that people have sexual instinct and self-instinct pointing to the growth and promotion of life, that is, survival instinct, but also death instinct expressed as the desire to kill. Over the past decade, the mortality rate of middle-aged people aged about 50 has increased the fastest, of which 70% is directly due to mental fatigue, work pressure, mental tension, psychological burden, emotional instability, too fast pace of life, too fierce competition and so on. The reasons for this situation are: First, the awareness of physical fitness is relatively weak; Second, it is easy to ignore the combination of work and rest, resulting in long-term mental fatigue; Third, lack of sleep. Therefore, mental fatigue, mental stress and continuous tension will seriously endanger physical and mental health. This kind of harm is multi-link and multi-level, which is difficult to be antagonized by general drugs.

In recent years, China has accelerated the revitalization of rural areas. The pace of development, especially the development of sports and cultural tourism industry, attaches great importance to the development of rural tourism, and has formulated many corresponding measures in terms of policies to promote the development of rural sports and cultural tourism industry. Under this background, many rural villages and mountainous areas with tourism resources have begun to vigorously develop sports and cultural tourism, but due to lack of experience in the development process and insufficient supporting infrastructure and funds, there are many problems in the process of tourism development, such as blind development in pursuit of economic benefits, which has an impact on the development level, competitiveness and environment, which is very unfavorable to the sustainable development of China's tourism development. From the demand level theory, balance theory and conformity theory of social psychology, we can analyze the internal deep-seated reasons for the development of “rural revitalization” sports culture tourism industry. Its essence is to take sports culture as the core connotation, express this culture through tourism forms, and realize the in-depth understanding and specific practice of sports culture in the process of tourism.

**Objective:** In modern civilized society, people's pace of life is faster and faster, and the pressure of work is also greater and greater. It is very easy to have all kinds of psychological obstacles in life and work. This