RESEARCH ON INCENTIVE MECHANISM IN HUMAN RESOURCE MANAGEMENT TO ALLEVIATE EMPLOYEES' PSYCHOLOGICAL ANXIETY

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Background: At present, the incentive mechanism of enterprises pays more attention to material rewards and pays little attention to the psychological factors affecting employees. The incentive mechanism of enterprises does not play the expected incentive effect. However, on the basis of material satisfaction, people often pursue spiritual satisfaction. Therefore, the incentive mechanism of enterprises should combine material incentive and spiritual incentive, so as to cultivate employees' sense of responsibility and mission to the enterprise. In addition, the enterprise's incentive mechanism lacks certain transparency and pertinence, and there is no appropriate reward and punishment system, which will increase the pressure of employees and even make employees anxious, which cannot play the role of incentive mechanism.

Emotion management can understand the emotion of individuals and groups, and cultivate the emotional intelligence quotient and emotional control ability of individuals and groups under the measures of guidance, interaction and control. At present, emotional management has become a part of enterprise management. Through the identification and analysis of employees' emotional changes, we can strengthen employees' emotional management. The exertion of employees' potential has a great relationship with employees' emotions. Through the stimulation of employees' positive emotions and the mitigation of negative emotions, we can tap employees' potential and increase more interests for the enterprise. Employees' emotions are closely related to the physical environment, psychological environment and the characteristics of work and industry. Employees in a comfortable working environment can stimulate them to produce positive emotions, and then their work efficiency will be greatly improved. If the working environment is poor, employees will feel slack and feel that everything is not going well, which will attack employees' enthusiasm. The interpersonal environment can also have an impact on employees' emotions. If employees have a poor relationship with leaders and surrounding colleagues, the psychological anxiety brought by interpersonal relationships will have an impact on employees' enthusiasm. In addition, the limitations of their own work attributes and industry attributes will also have an impact on employees' emotions.

Objective: To build a harmonious corporate culture by creating a good organizational emotional atmosphere and promote the formation of positive emotions in enterprises. Pay attention to employees' opinions, so that employees can work relatively independently, reduce employees' pressure, alleviate employees' negative emotions such as anxiety, depression and irritability, improve employees' ability to regulate emotions, and enhance the adaptability of enterprises and employees. Through timely control and guidance of employees' emotions, promote the cultivation of employees' high EQ, and further guide employees' emotions under the condition of timely reward.

Research objects and methods: The research object is enterprise employees. 340 employees of different ages, positions and educational backgrounds were randomly selected from 8 enterprises through stratified cluster random sampling. A total of 340 questionnaires were distributed. The effective questionnaires and effective rates were 306 and 90.00% respectively. SCL-90 symptom Checklist-90 was used. The scoring method was grade 1-5. 1-5 points indicated no, very light, medium, heavy and serious respectively. The data collected from the questionnaire were statistically processed by SPSS software to analyze the alleviating effect of incentive mechanism on employees' anxiety under emotion management.

Results: The relevant data were statistically analyzed by SPSS software. The scores of anxiety symptoms of employees with different educational backgrounds are shown in Table 1.

Table 1 Anxiety symptom scores of employees with different educational backgrounds

Education	Worry	Sorrow	Panic	Uneasy
Vocational school	3	3	1	2
Undergraduate	2	2	1	1
Graduate student	1	2	1	1

In Table 1, on the whole, the anxiety symptoms of employees with higher vocational education, undergraduate education and graduate education are not serious. Among the four anxiety symptoms, employees with different education have the highest score of sadness and the lowest score of panic. Among them, the anxiety symptoms of employees with higher vocational education are more obvious than those with the other two degrees. The anxiety symptoms of employees with graduate education are not obvious. The scores of anxieties, sadness, anxiety and panic are 1, 2, 1 and 1 respectively.

Conclusions: The application of emotion management in the incentive mechanism can alleviate employees' anxiety, improve employees' work enthusiasm and work efficiency, drive the positive atmosphere of the enterprise and cultivate employees' high Eq.

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IMPORTANCE ANALYSIS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN RELIEVING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY BASED ON BIG DATA

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Background: With the progress of the times, big data technology is used more and more, involving political, economic, cultural and other fields. At present, there are some deficiencies in the cognitive function of college transformation. College students do not have great learning enthusiasm and interest in the teaching mode of traditional ideological and political education, and the qualitative evaluation method of traditional ideological and political education does not show the importance to students' development. The reform of Ideological and Political Education mode is imperative. With the gradual accumulation of students' information data, big data technology can be used as a technical means for the reform of Ideological and political education in colleges and universities. Ideological and political education in colleges and universities can analyze, process and screen the data through big data technology. Teachers can adjust teaching contents and teaching methods through the results of these screening, so as to promote the improvement of students' ideological and moral quality. In addition, in the ideological and political education in colleges and universities, by combining the characteristics of students with Internet technology, we can timely and comprehensively control the ideological changes of college students, and then guide the students' Outlook on life and values and promote the development of ideological education.

In the fast-paced era, due to the high pressure of learning and the complexity of interpersonal communication, the anxiety of college students is becoming more and more serious. If the anxiety of college students is not dredged in time, it will have a serious impact on college students' physical and mental health, study and life. Therefore, colleges and universities must pay attention to the anxiety of college students. ideological and political education is an important way to alleviate college students' anxiety. College ideological and political education under big data can timely dredge college students' anxiety and improve students' mental health level.

Objective: To correctly guide students' outlook on life, world outlook and values through ideological and Political Education under big data. According to the actual situation of students, help students face up to the problems they face, analyze the problems, guide students to properly vent their negative emotions and improve their psychological quality. Through the people-oriented concept, college students can open their hearts and explore their own growth, and overcome and repair their own anxiety psychological problems while stimulating their personal potential.

Research objects and methods: The research objects were college students. 760 college students of different grades and majors were randomly selected from 12 colleges and universities through stratified cluster random sampling. A total of 760 questionnaires were distributed. The effective questionnaires and effective rates were 735 and 96.72% respectively. The self-rating Anxiety Scale (SAS) compiled by Zung is used. The scale contains 20 items. The number of positive and negative scores are 20 and 5 respectively. The standard score is the sum of the scores of each item multiplied by 1.25. 50 points is the boundary value. Scores above 50-59, 60-69 and 70 indicate mild anxiety, moderate anxiety and severe anxiety respectively. Through the statistical analysis of the data collected from the questionnaire by SPSS software, we get the alleviating effect of college ideological and political education on college students' anxiety under big data.

Results: The relevant data were statistically analyzed by SPSS software. After big data, the anxiety of students majoring in Ideological and political education in colleges and universities is shown in Table 1.

In Table 1, on the whole, except that mathematics and English majors show mild Employment anxiety, the scores of the other two kinds of anxiety are less than 50. In the academic anxiety, the score of mathematics major is the lowest, and the score of computer major is the highest, which are 40 and 47 respectively. In social anxiety, the highest score of English majors is 46, and the lowest score of computer major is 41. From the anxiety score results, it can be seen that the students of the three majors have slight