

other hand, it can speed up China's development towards an innovative country and promote the improvement of national innovation strength. In order to ensure the promotion of innovation and entrepreneurship, college students should adjust their psychological state in time to avoid psychological anxiety and other problems hindering the realization of entrepreneurship success.

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ANALYSIS ON THE LEVEL OF PSYCHOLOGICAL STRESS AND INDIVIDUAL DIFFERENCES OF ADMINISTRATIVE PERSONNEL IN COLLEGES AND UNIVERSITIES

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Background: The progress of national social economy puts forward higher requirements for the education of high-quality talents, and colleges and universities, as the training base of high-quality professional and skilled talents, have played an unparalleled role in the development of national economy and science and technology. The administrative personnel in colleges and universities are an important factor in the development of colleges and universities. The level of administrative management in colleges and universities is directly related to the smooth development of administrative management and teaching arrangements in colleges and universities. In recent years, due to the needs of social development and the change of policy direction, colleges and universities continue to expand enrollment, the number of college students continues to increase, and the workload of college administrators has increased significantly, which increases the work pressure of college administrators. Under the high requirements and high volume of university administration, university administrators have high psychological pressure and are prone to psychological imbalance, which has a negative impact on the smooth implementation of university administration.

Workplace environment is one of the main life scenes of people. About one-third of people's time and energy are invested in workplace work every day. Therefore, the working environment and state are directly related to people's daily psychological quality and affect people's psychological and physiological level. The university administrators need to invest a lot of emotion in the work process, and the continuity of university management is strong. Under the long-time and high-intensity work tasks, some university administrators may have lost or bored emotions. The administrative work of colleges and universities also has the characteristics of detail and tediousness. The work content is relatively monotonous. Some college administrators have a low sense of self-identity in their work and think it is difficult to give full play to their self-worth in their work, so they fall into negative emotions, resulting in a sharp rise in the psychological pressure of college administrators. Under the accelerating social rhythm, college administrators are affected by the dual effects of life pressure and work pressure, which may lead to physiological and psychological fatigue and tension, so as to reduce the mental health level and quality of life of college administrators.

Objective: To study and analyze the psychological stress level of university administrators, hoping to truly and objectively reflect the psychological status of university administrators through data extraction, mining and analysis, and explore the individual differences of psychological quality of university administrators. Through the analysis of the level and difference of psychological pressure of university administrators, this paper deeply excavates the reasons behind the psychological pressure of university administrators, and puts forward corresponding countermeasures on this basis, so as to provide help for improving the mental health level of university administrators.

Research design: The research extracted and sorted out the psychological state-related information of university administrators from the physical examination database of university employees, collected the basic information of career development, family environment, personal characteristics and other aspects of university administrators, and deeply analyzed the psychological state level of university administrators. To provide reference for exploring the influencing factors of psychological stress and burnout of university administrators. The research uses the analytic hierarchy process to analyze the influencing factors of the psychological state of university administrators, combined with the information of university administrators, constructs the psychological impact index system of university administrators, and uses the analytic hierarchy process to solve the characteristic vector and priority weight of the impact index, so as to lay the foundation for putting forward the coping strategies of psychological pressure of university administrators.

Results: The statistical results of psychological stress and burnout of college administrators are shown in Table 1. College administrators of different ages have the phenomenon of job burnout. They have great

psychological pressure in their daily work, among which the level of psychological stress and job burnout of college administrators aged 35-45 is the highest.

Table 1. Statistical results of psychological stress and burnout of administrative personnel in colleges and universities

Age of respondents	25-35	35-45	45-55
Depersonalization	3	4	4
Emotional exhaustion	3	4	3
Low sense of achievement	2	1	1

Conclusions: In recent years, with the development of social economy, the requirements for the working ability of university administrators are higher and higher. University administrators are prone to psychological imbalance and have low awareness of their roles in work, which makes university administrators under psychological pressure for a long time, it is not conducive to the development and efficient long-term development of administrative affairs in colleges and universities. This paper analyzes the psychological pressure of university administrators. There are individual differences in age and gender. Compared with male administrators, female university administrators have greater psychological pressure and higher degree of job burnout than men. With the growth of age, the degree of the psychological pressure of college administrators is also gradually increasing, and the work enthusiasm of young administrators is higher.

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ON THE STRATEGIES OF IMPROVING COLLEGE TEACHERS' TEACHING ABILITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes teaching activities as the research object and analyzes and studies the learning and intervention psychology in the process of education from the perspective of psychology, which has the characteristics of paying equal attention to theory and practice. As an auxiliary means for teachers to carry out teaching activities, educational psychology explains, describes and predicts the psychological factors in the process of education. Educational psychology can effectively provide systematic guidance for teachers' actual teaching activities from a scientific perspective, help teachers intervene in students' psychological status in teaching activities, and has important guiding significance for improving the quality and level of education. Educational psychology focuses on the main body of teachers and students in teaching activities, and analyzes the changes of psychological characteristics in teaching activities from the perspective of educational content, educational environment and educational media.

With the gradual change of the concept of higher education in China, the focus of higher education is no longer the traditional teaching of simple knowledge, but pays more attention to the cultivation of students' comprehensive quality and ability. Under the new higher education concept with quality education and professional skill training as the core, the education quality of colleges and universities has become the focus of all sectors of society, and college teachers, as the key factor, have also improved their teaching ability standards. The transformation of higher education concept has brought greater challenges to the teaching ability of college teachers, which requires college teachers to actively improve their professional teaching ability and cultivate more high-quality talents with innovative ability and professional quality under the guidance of educational psychology.

Objective: Under the new situation of college enrollment expansion, the decline of college education quality has aroused doubts from all walks of life, requiring college teachers to improve their teaching ability and level and promote the development of higher education. Based on the theory of educational psychology, the research provides strategic reference for the improvement of college teachers' teaching ability, organically integrates educational activities with psychology, examines the education and teaching process from the unique perspective of psychology, and expects to put forward practical suggestions for the improvement of college teaching quality and the promotion of teaching reform.

Research design: Based on the public information of teaching quality evaluation of three colleges and universities in a city in 2021, the research extracts the data of teachers' teaching quality evaluation results