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## COMPUTER SIMULATION OF SOCIAL PSYCHOLOGICAL PHENOMENA AND ITS METHODOLOGICAL SIGNIFICANCE

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**Background:** With the improvement of social material living standards, the public's demand for psychological counseling is also increasing year by year. The research of modern psychology is divorced from the traditional experimental research method, because the psychological phenomena and psychological laws of social people in the complex social environment often have clustering and particularity, which is difficult to restore through simple experiments. Computer simulation provides sufficient methods for the study of this part of social psychological phenomena. This part of the social-psychological phenomena that need computer simulation is mainly divided into two categories: one is the abnormal individual psychological phenomenon caused by the psychological influence of social environment or social group under the special social environment, and the other is the cluster psychological phenomenon caused by external or internal factors of the social group itself. In social psychology, individual psychological phenomena and group psychological phenomena are often described as the relationship of interaction and mutual influence, and this psychological relationship and psychological law are the functional relationships within small and medium-sized groups, such as the group psychological relationship in the company, which often has a certain degree of group rules, which are both material and psychological, through the external forms of obedience relationship, incentive relationship and assistance relationship. In other words, the psychological relationship in such groups is based on rules, so the peripheral conditions are sufficient in the process of speculation and experiment. However, the research on large-scale social psychological phenomena cannot adopt this method, because the speed of contemporary information transmission has accelerated rapidly, the communication frequency between social individuals has accelerated, and the psychological influence between each other has been improved. Even if there is no physical aggregation between individuals, it is still possible to produce large-scale cluster psychological phenomena. For the description of this part of psychological phenomena, computer simulation is an effective means. Computer simulation can fully simulate the functional relationship between different individual psychological elements through powerful computing power, and then simulate and predict large-scale cluster social psychological phenomena.

**Objective:** Starting from the social-psychological characteristics of large-scale clusters, this study takes computer simulation as research means to reveal and analyze the psychological phenomena and psychological change laws of modern people. This research can lay a foundation for individual psychological counseling of intelligent urban residents and the simulation of group psychological phenomena in crisis situations at the same time.

**Subjects and methods:** This study takes computer statistical simulation as the main research method. The information of individual social and psychological factors is collected in the form of a network questionnaire, and the collected data is used as the social and psychological sample of the public. Finally, the relationship between social and psychological variables is simulated and predicted by establishing a simulation model of social and psychological phenomena.

**Study design:** In this study, a Complex Adaptive System (CAS) and swarm platform were used to establish the simulation model of computer social psychological phenomena. The complex adaptive system is most in line with the phenomenon operation principle of social psychology phenomenon, that is, the complex social system in which the aggregation of micro individual factors affects the macro-overall factors. The swarm platform mainly provides tools for model building.

**Methods:** Establish different types of computer social psychological phenomenon simulation models through swarm platforms, and make quantitative statistics on the data according to different psychological elements.

**Results:** Under the sudden pressure environment, the curve of people's psychological stress score changing with time is shown in Figure 1.

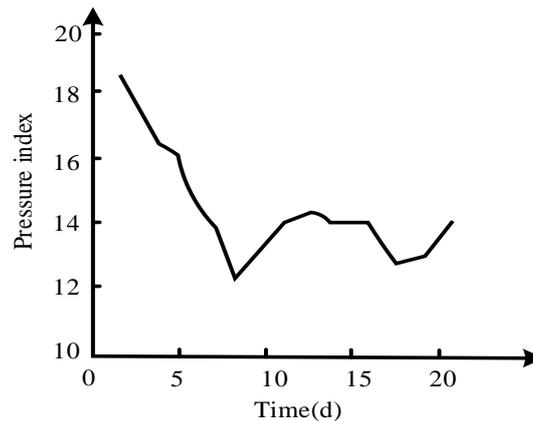


Figure 1. Pressure score change curve

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