

“entrepreneurial enthusiasm”, “entrepreneurial social cognition” and “entrepreneurial anxiety” of their own entrepreneurial psychological risk factors, and the number of research subjects who choose the above factors as the “great impact” is 19, 8 and 25 respectively.

**Table 1.** Statistical results of impact level data

Affected psychological elements of entrepreneurial risk	No impact	Minor impact	Moderate impact	Substantial impact	Tremendous influence
Entrepreneurial enthusiasm	0	5	17	45	19
Entrepreneurial social cognition	5	18	31	24	8
Entrepreneurial anxiety	1	7	21	32	25

**Conclusions:** In order to reduce the probability of entrepreneurial failure of college students and improve their psychological anti risk ability, this study integrates the positive psychology theory into the reform of vocational education, and explores the impact of this new vocational education model on college students’ entrepreneurial psychological anti risk ability. The results show that the entrepreneurial college students believe that the vocational education reform based on positive psychology has the most significant positive impact on their entrepreneurial psychological risk factors, such as “entrepreneurial enthusiasm”, “entrepreneurial social cognition” and “entrepreneurial anxiety”. The number of subjects who choose the above factors as the “great impact” is 19, 8 and 25 respectively. The results show that integrating positive psychological methods and ideas into vocational education can indeed improve the psychological stress resistance of college students’ entrepreneurs.

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## THE INFLUENCE OF RESEARCH AND PRACTICE OF VOCATIONAL EDUCATION SERVICE ON RURAL REVITALIZATION STRATEGY ON RELIEVING AUDIENCE’S PSYCHOLOGICAL ANXIETY

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**Background:** Psychological anxiety is one of the components of anxiety. Individuals in the state of psychological anxiety feel fear, worry, nervousness, worry, even panic or death. The behavior of the patients is restless, face tight, frowning, tossing and turning, sleepless at night and other phenomena. The intersection between the adverse emotional experience and cognitive impairment may lead to a vicious circle. In the rural revitalization strategy, some strategies will make farmers who live on agricultural farming lose the land they depend on for survival. In the environment where the land acquisition compensation and resettlement policies are still imperfect, farmers who lose their land have been born with anxiety due to lack of means to make a living, and the living costs of farmers who lose their land have increased, causing farmers to have economic anxiety, which is not conducive to the development of rural revitalization, and even contrary to the original intention of rural revitalization.

Education is the foundation of rural revitalization and an important means to solve the problems of rural development and transformation. From the analysis of educational attribute, the essence of education is to educate people. It can help people shape their ideas, transfer knowledge to people, improve their quality and ability and other ways to ensure the revitalization of rural human resources. From the analysis of educational function, we can build a channel between people, education and culture to alleviate the anxiety of rural education. Rural vocational education strengthens the orientation of educational objects. Its goal is to cultivate new vocational farmers. Through the construction of rural vocational schools and curriculum training system, farmers’ creative vitality can be released and their enthusiasm for construction can be stimulated. The training content of rural vocational education is gradually broad, the service field is gradually diversified, and the development mode is gradually diversified, so as to continuously cultivate technical and skilled talents and fresh blood for targeted poverty alleviation. Rural education should not only give play to the service function of basic education, but also expand and enhance the service function of higher education. For example, by narrowing the gap between rural and urban workers in receiving higher education, stimulating rural workers’ desire to acquire knowledge and skills, helping rural human capital reach a higher level of development platform, and eliminating rural farmers’ economic anxiety, educational anxiety and survival anxiety, promote rapid rural development.

**Objective:** By analyzing the practical significance of vocational education service in the rural revitalization strategy, this paper explores its impact on the psychological anxiety of rural farmers.

**Subjects and methods:** The study randomly selected 50 rural farmers from the villages of the two places as the research objects, and made 100 farmers participate in the experiment on the impact of the research and practice of the rural revitalization strategy of vocational education services on alleviating the psychological anxiety of the audience. The experiment was divided into the control group and the experimental group, with 50 people in each group. The control group was the rural revitalization strategy without vocational education services, and the experimental group was the rural revitalization strategy with vocational education services. The duration of the experiment was 4 months. The Hamilton Anxiety Scale (HAMA) was used for evaluation. The two groups of subjects were evaluated by the HAMA scale during and after the experiment. The measurement results were statistically analyzed by Excel, SPSS23.0 and other software to compare the changes of psychological anxiety of the two groups of subjects.

**Results:** The impact of the research and practice of the strategy of vocational education serving rural revitalization on alleviating the psychological anxiety of the audience is shown in Table 1. From Table 1, it can be concluded that the number of negative psychologies in the control group is positively correlated with the experimental time, and the number of people evaluated as “very negative” has increased from 15 before the experiment to 38, accounting for 76% of the total number. The number of people in the experimental group who were evaluated as “very positive” increased from 11 before the experiment to 37. After the experiment, none of the subjects in the experimental group had negative psychology.

**Table 1.** Research and practice on the strategy of vocational education serving rural revitalization

Experimental grouping	Evaluation grade	Number of persons (PCS.)				
		Before experiment	The first month	The second month	The third month	The fourth month
Control group	Very negative	15	20	22	31	38
	More negative	17	20	25	19	12
	More active	12	8	3	0	0
	Very positive	6	2	0	0	0
Experience group	Very negative	13	12	8	2	0
	More negative	22	20	11	3	0
	More active	14	15	16	22	13
	Very positive	11	13	15	23	37

**Conclusions:** The rural revitalization strategy of vocational education services plays an important role in promoting rural revitalization, helping rural farmers acquire knowledge and skills, increasing the diversity of rural farmers’ income, eliminating farmers’ survival anxiety, economic anxiety and educational anxiety, helping farmers cultivate healthy psychology and promoting the rapid development of rural revitalization.

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## ANALYSIS OF THE INFLUENCE OF HIGHER EDUCATION MANAGEMENT ON THE MENTAL HEALTH OF ANXIETY STUDENTS

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**Background:** Anxiety disorder is one of the most common diseases in neurosis, which is characterized by anxious emotional experience. Anxiety disorder can be divided into chronic anxiety and acute anxiety. The clinical manifestations of chronic anxiety are mainly reflected in three aspects. The first is emotional symptoms. Patients often have extreme emotions without obvious inducing factors, which makes them feel