

Conclusions: College students' innovation and entrepreneurship development education is an important work of colleges and universities. At the same time, how to alleviate students' cognitive impairment on this basis is of great significance. The research takes students with cognitive impairment as the research object, puts forward the transformation strategy of "mass entrepreneurship and innovation" education concept based on strategic management, and analyzes the changes of students' cognitive impairment under the influence of the strategy. The results show that the transformation strategy of "mass entrepreneurship and innovation" education concept of strategic management can significantly affect students' cognitive impairment and promote students' growth.

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RESEARCH ON THE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FOR REBELLIOUS PSYCHOLOGICAL COUNSELING OF COLLEGE STUDENTS UNDER THE NEW SITUATION

Zhipeng Yu¹, Siying Zhu², Yunsheng Lu¹ & Zhiwu Chen¹

¹Hunan First Normal University, Changsha 410000, China

²Hunan Normal University, Changsha 410000, China

Background: The meaning of rebellious psychology is that the considerable external environment in which the individual lives is contrary to its subjective concepts and ideas, and it is a psychological activity that occurs. Mental states of routine and external environmental constraints. Rebellious psychology generally appears in the growth process of young people, and college students, as a group with immature mental and social experience, will also encounter rebellious psychology more in their study and life.

Ideological and political education is an important part of the educational concept of the comprehensive development of colleges and universities. It is a teaching of cultivating socialist successors according to the needs of the country for talents and the needs of students themselves. The teaching content is mainly ideal and belief education, patriotism education, ethics education and all-round development education. The current ideological and political education of college students is facing a new situation, mainly including the new situation of social development, the new situation of educational reform and the new characteristics of contemporary college students. The ideological and political education of many schools' lacks understanding and learning of these new situations. At the same time, college students themselves have been impacted by the current social multiple values and some unhealthy ideological trends. These factors lead to the rebellious psychology of college students for the ideological and political education that is deviated from their actual situation. The manifestations of this kind of rebellious psychology mainly include blind resistance to ideological and political education, psychological planning of teachers of ideological and political education, and rejection of the content of ideological and political education. For this kind of rebellious psychology, it is necessary to improve the ideological and political education in colleges and universities according to the characteristics of the current new situation and the renewal of contemporary college students, so as to improve the teaching effect of ideological and political education and guide the rebellious psychology of college students.

Objective: Exploring the improvement methods of ideological and political education in colleges and universities under the new situation, and experimenting with the improved ideological and political education methods can better ease the rebellious psychology of college students to ideological and political education.

Subjects and methods: A total of 260 college students with similar psychological conditions and other baseline data were selected, and they were randomly divided into two groups of equal numbers. One group used the traditional ideological and political education model as the control group, and the other group was used as the experimental group. An improved ideological and political education model. After a period of ideological and political education, the two groups of students were evaluated for their rebellious psychological conditions.

Research design: The duration of the ideological and political education experiment is 2 months, and the research subjects are tested on the reverse psychological condition before the start of the teaching, after the end and during the teaching process. The reverse psychological test scale used in the research is a self-written reverse psychological evaluation scale. The significance of the scale Ballte sphere test is less than 0.01, and its reliability and validity also reach the applicable level. It can be used for the measurement and analysis of college students' reverse psychology.

Methods: Relevant data were calculated and counted using Excel software and SPSS20.0 software.

Results: The reverse psychological test scores of the experimental group and the control group before and after the ideological and political teaching experiment are shown in Table 1. It is not difficult to see that there is not much difference in the rebellious psychology of the two groups of students before the teaching, but after the teaching, the students in the experimental group are greatly relieved compared with before the teaching, while the control group is not much different from before the experiment. The comparison between groups showed that the students' reversal psychological score in the experimental group was significantly lower than that in the control group after the teaching ($P < 0.05$).

Table 1. Reverse psychological scores of the two groups of students

Group	Before teaching	After teaching
Experience group	3.24	2.68
Control group	3.32	3.208
<i>t</i>	0.395	2.863
<i>P</i>	0.807	0.021

Conclusions: The emergence of rebellious psychology in students' growth and study life is unavoidable. Excessive rebellious psychology may have a negative impact on college students' study, life and life development. Therefore, schools should pay attention to the rebellious psychology of college students in ideological and political education in colleges and universities. And carry out reasonable intervention and dredging. The study found that the ideological and political education model considering the rebellious psychological counseling path of college students can effectively guide the rebellious psychology of college students, and the teaching model has the potential to be practical and popularized.

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THE EFFECT OF UNIVERSITY LIBRARY MANAGEMENT INNOVATION ON READERS' BEHAVIOR OBSTACLES UNDER BEHAVIORAL PSYCHOLOGY

Cuiyun Li

Qufu Normal University, Rizhao 276800, China

Background: Behavioral psychology is an important part of psychological research. Behavioral psychology analyzes individual behavior and emphasizes that researchers can only observe individual behavior objectively. Behavioral psychology believes that the basis of individual behavior is individual response, and multiple individual responses can constitute behavior. It is also believed that the psychological changes of human behavior and behavior will also occur under the influence of psychological activities. Psychologists divide the views of behavioral psychology into four categories. First, behavioral psychology believes that in the psychological research of individuals and groups, the spiritual consciousness is not accurate, and the expression of behavior is people's real psychology. The second point is that the significance of psychology is to predict and control individual behavior through psychological intervention. The third point is that in the research of psychology, we should not examine the individual's heart subjectively, but judge the individual's behavior psychology from an objective point of view. Fourth, behavioral psychology believes that people's psychological state can be divided into congenital and acquired. Congenital is the inevitable factor brought by heredity, acquired is the operable psychology caused by environmental changes, and human behavior is influenced by acquired. Behavior disorder refers to the obvious abnormality of individual behavior and activity, which is the result of various psychological process disorders. There are many reasons for individual behavior disorders. According to the performance of patients, they are generally divided into psychomotor inhibition and psychomotor excitement. Psychomotor excitement also refers to behavioral excitement. Patients generally show an increase in behavior and action. Psychomotor inhibition refers to a significant reduction in patients' actions and behaviors. If this situation affects daily life and work, it is morbid.

University library management is an important part of university management, which is of great significance to the psychological intervention of college students and the construction of spiritual civilization. Humanism takes people as the core of management and emphasizes the important position of people in management. To carry out the management reform of university library Based on humanistic thought, the library should first strengthen the attention to the readers' psychological emotion, provide