

experiment. The relevant data are processed and analyzed by statistical software, and the mental health level of college students is evaluated by 0-4 score. 0-4 score means no, slight, general, obvious and complete respectively.

**Results:** Many college students have hedonism, weak will and no enterprising spirit. Through the reform of mental health education, students' wrong ideas have been corrected and students have established correct three views. After the experiment, the mental health level of college students in different grades in the experimental group was improved. The score of freshmen on the correctness of self-evaluation was 4.25, the same as that of sophomores. The specific results are shown in Table 1.

**Table 1.** Mental health level of college students in different grades

Grade	Correct self-evaluation	Personality perfection	Harmonious interpersonal relationship	Normal social adaptation
Freshman	4.25	4.31	4.05	4.36
Sophomore	4.25	4.46	4.17	4.45
Junior	4.46	4.54	4.45	4.67

**Conclusions:** The knowledge of educational psychology is the inevitable requirement of quality education. The goal of quality education is to improve students' all-round quality and make students' ability training and mental health education develop in an all-round way. At present, college students are in a special stage of physical and mental development. Their minds are not yet fully developed and mature, their ability to control emotions is poor, and their psychological tolerance is weak in the face of difficulties. Some college students do not establish correct three outlooks. Combine mental health education with the cultivation of socialist core values, correct students' values, let college students establish correct three views, guide students to think actively, cultivate their sense of responsibility, and improve students' mental health level.

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## RESEARCH ON THE RELIEVING EFFECT OF HUMAN RESOURCE MANAGEMENT ON EMPLOYEES' EMOTION BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology belongs to psychology, which studies the changes of individuals or groups in psychological behavior under the action of society and the laws of these changes. Social psychology is generally studied from the perspective of individuals and social groups. From the perspective of social groups, social psychology studies the structure of group communication and its norms. The research field of social psychology mainly includes three aspects: individual, interpersonal and group. Individual process is to study individual perception, self-consciousness and other contents, interpersonal process is to study the interaction between people, and group process is to study human psychological behavior in group and other environments, such as group process and organizational behavior. The enterprise belongs to a special group, and the important means of employee management is human resource management. Human resource management plays an important role in enterprise management and is an important prerequisite for the orderly and healthy development of enterprises. Enterprise human resource management means that in order to achieve development goals, enterprises scientifically formulate human resource plans and carry out relevant layout management activities. Human resource management has three characteristics: strategic, systematic and oriented. In the process of enterprise development, enterprises need to have core talents as support. These talents belong to strategic human resources. In the process of personnel management, human resource management needs to formulate scientific and reasonable talent selection and management plans to prevent the waste of enterprise resources caused by personnel loss and talent redundancy, and make full use of enterprise human resources as far as possible to maximize benefits. Human resource management must be oriented and clear objectives need to be determined. Under the long-term development goal of the enterprise, carry out talent management and training plan, retain core talents, and prevent the leakage of core technology and the loss of important employees.

At present, there are many problems in the human resource management of small and medium-sized enterprises. There is no effective reward mechanism, the relevant incentive measures are not created according to the different needs of employees, and the cultivation of a good enterprise organizational environment is ignored. Various problems lead to bad emotions, low enthusiasm for work and depressed working atmosphere, which makes employees lose their expectations for work. Bad emotions will also have a negative impact on the working state of employees, reduce work efficiency and work quality. In some special work links, work accidents are easy to occur, threaten the lives of employees and damage the interests of the company.

**Objective:** Understand the current problems of human resource management in small and medium-sized enterprises and the emotional status of employees, analyze the reasons for employees' bad emotions, and study the importance of emotional management in human resource management of human resource enterprises. On this basis, this paper puts forward relevant countermeasures of enterprise human resource management combined with emotion management, which can alleviate employees' negative emotions by improving employees' working environment, such as choosing lights close to natural sunlight, which is conducive to alleviating visual fatigue. Improve the reward mechanism and improve the work enthusiasm of employees with good work attitude by formulating the reward and punishment system; Punish those employees who lack a sense of responsibility, make human resources management fair, just and open, and promote the elimination of employees' bad emotions, so as to improve the efficiency of the enterprise.

**Subjects and method:** The research object are the employees of small and medium-sized enterprises. One medium-sized enterprise is randomly selected, and 30 employees are selected. These employees come from different positions, age, gender, family environment and income. There are differences in the personality of these employees. Understand their specific situation at work, analyze the causes of employees' bad emotions, reform and manage their human resources, and record relevant data. The fuzzy evaluation method is used to evaluate the impact of enterprise human resource management combined with emotion management on employees' bad emotions. The quantitative score of relevant influencing factors adopts grade 1-5 score. The higher the score, the greater the impact. The data processing and analysis software adopts SAS software.

**Results:** Human resource management plays an important role in enterprise management and is an important prerequisite for the orderly and healthy development of enterprises. However, at present, there are many problems in human resource management of small and medium-sized enterprises, which leads to bad emotions of employees. By combining emotion management with human resource management, the bad emotions of employees can be alleviated under the measures of improving employees' working environment and perfecting reward mechanism. In the human resources reform management, improving the working environment of employees has the greatest impact on the adverse emotions of young employees, with a score of 5 points. The results are shown in Table 1.

**Table 1.** Effects of different human resources reform and management measures on employees' bad emotions

Age group	Improve the working environment of employees	Improve the reward mechanism	Enrich outdoor activities
Youth	5	4	5
Young and middle-aged	4	5	4
Middle age	5	5	4

**Conclusions:** Social psychology belongs to psychology, which studies the changes of individuals or groups in psychological behavior under the action of society and the laws of these changes. The enterprise belongs to a special group, and the important means of employee management is human resource management. At present, there are still many problems in the human resource management of small and medium-sized enterprises, such as imperfect reward and punishment system, poor working environment and poor working atmosphere, which affect the working mood of employees, low work enthusiasm and poor work efficiency. After paying attention to the importance of emotion management in human resource management, through improving the reward mechanism, improving the working environment of employees, enriching outdoor activities and other relevant measures, the enthusiasm of employees is greatly improved, the efficiency of employees is significantly increased, and bad emotions are alleviated and eliminated.

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## PRACTICE AND RESEARCH ON THE CONSTRUCTION OF ZONGZI INDUSTRIAL COLLEGE OF VOCATIONAL EDUCATION IN THE FIELD OF NEW MEDIA FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** As a branch of psychology, educational psychology closely connects education and psychology. The research content of this psychology is the basic psychological law of learning and teaching in the educational situation, and its core content is the research on the learning process. In the teaching process, it not only reflects the strict seriousness of imparting knowledge and skills, but also shows the flexibility of students in improving their ability to obtain knowledge. This teaching process is a bilateral activity jointly completed by teachers and students. In the process of communication, teachers and students carry out information exchange under the transmission of knowledge and emotional exchange of psychological resonance. In recent years, with the development of zongzi, people's taste of zongzi has been continuously improved in the social life. With the continuous development of network technology, net red with goods made Hechi zongzi popular on the network, attracted users all over the country to buy zongzi, promoted the development of Hechi zongzi industry, and promoted the rapid development of chestnut, glutinous rice, pig breeding and other related industries. With the gradual improvement of the industry, Hechi zongzi industry has formed a complete industrial chain from raw materials to processing, packaging, offline sales and other processes, which has promoted the development of local and economy, and let small zongzi stimulate and revitalize the big industry. In order to enable the sustainable development of zongzi industry, Hechi vocational education center and Guangxi modern vocational and technical college jointly established the country's first zongzi industry college, and established the corresponding industrial base and innovation and entrepreneurship training base to provide jobs for poor households in mountainous areas and work study students, so as to reduce their family burden, improve students' professional practice level and promote the sustainable development of industrial transformation. As an emerging college, students will have doubts about the major in the learning process, and they will have anxiety about their studies and employment. They are worried that their professional academic achievements cannot meet their own requirements, whether they can get employed smoothly and whether they have good employment prospects. Therefore, in the teaching process, the teachers of zongzi industry college should use the knowledge related to educational psychology to dredge the anxiety and skepticism of students, communicate with students with a cordial attitude, let students learn the knowledge related to zongzi industry in a relaxed atmosphere, and practice the learned knowledge in the innovation and entrepreneurship training base to improve their professional practical operation ability.

**Objective:** Understand the background of the construction of zongzi industrial college of vocational education in the field of new media, and analyze students' views on emerging colleges and the causes of anxiety. On this basis, this paper puts forward relevant measures for the construction of zongzi industrial college. While teaching professional knowledge, teachers should pay attention to students' mental health, and use educational psychology to intervene students' mental health problems to alleviate students' anxiety. Establish zongzi industry base and innovation and entrepreneurship training base to provide students with work study opportunities, let them have a further in-depth understanding of their major through practical operation, increase students' confidence in their major and alleviate students' anxiety. In addition, it cooperates with a number of powerful zongzi production enterprises to provide more employment opportunities and improve students' professional level, so as to alleviate students' employment anxiety.

**Subjects and methods:** The research object are the students of zongzi industrial college. 286 students are randomly selected from zongzi industrial college. These students come from different majors and grades, and their family backgrounds are different. Understand students' personal information and anxiety, and analyze the causes of these students' anxiety. Through the processing and analysis of relevant data by statistical software, this paper studies the impact of different construction measures of zongzi industrial college on students' anxiety. It adopts grade 1-5 score, and 1-5 score indicates no, slight, general, obvious and complete respectively.

**Results:** As an emerging college, students of zongzi industrial college are curious about the college, but also feel a little worried about the content of their major, and have a certain degree of anxiety about future employment. Through the implementation of school enterprise cooperation, the establishment of innovation and entrepreneurship training base and other relevant measures, students' anxiety has been significantly alleviated, and the employment anxiety score of students majoring in marketing has been significantly reduced, with a score of 2.13. The results are shown in Table 1.