

and entrepreneurship education on the basis of the control group. The study used the Attention Deficit Hyperactivity Disorder Diagnostic Scale (ADHD) to diagnose treatment effectiveness.

**Results.** There was no significant difference in ADHD scores between the control group and the experimental group before the experiment ( $P>0.05$ ), but there was a significant difference in ADHD scores after the experiment ( $P<0.05$ ), there was a significant difference in ADHD scores between the control group before and after the experiment ( $P<0.05$ ), there was a significant difference in ADHD scores between the experimental group before and after the experiment ( $P<0.01$ ).

**Conclusions.** For college students with attention deficit, conventional medication and psychotherapy have a certain therapeutic effect, while ideological and political education and innovation and entrepreneurship education can further enhance the clinical efficacy.

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## Packaging design of cultural-creative products on consumers' OCD based on cognitive psychology

Yan Huang

Huizhou Economics and Polytechnic College, Huizhou 516057, China

**Background.** In response to the large number of obsessive compulsive disorder problems among consumers, many cultural and creative products have used psychological knowledge to improve the packaging design.

**Subjects and Methods.** The study recruited 100 volunteers as research objects and randomly divided them into a control group and an experimental group. The control group was oriented to the initial packaging of a certain cultural and creative product, while the experimental group was oriented to the packaging of a certain cultural and creative product combined with the concept of cognitive psychology, including the principle of easy understanding and acceptance and the principle of participation. The Yale-Brown OCD severity Scale was used to evaluate the study, and Eviews 11 was used for statistical analysis.

**Results.** Over the course of the study, the compulsion rating scale score changed from 14 to 13 in the control group, while the compulsion rating scale score changed from 13 to 8 in the experimental group. In the experimental group, the symptoms of OCD patients were significantly relieved ( $P<0.05$ ). The experimental results show that the application of cognitive psychology to the packaging design of cultural and creative products has a significant impact on consumers' compulsive psychology.

**Conclusions.** Introducing the concept of cognitive psychology into the packaging of cultural and creative products can effectively affect the compulsive psychological symptoms of consumers, and provide a potential therapeutic method with research value.

## Ideological and political education integrated into educational psychology on schizophrenia of college students

Ying Yang

Henan Medical College, Zhengzhou 451191, China

**Background.** The development of educational psychology provides new ideas for ideological and political education in colleges and universities.

**Subjects and Methods.** The study selected students with schizophrenia in a university as the research objects and randomly divided them into an experimental group and a control group. The experimental group adopted the ideological and political education in colleges and universities integrated with the idea of educational psychology, while the control group adopted the traditional ideological and political education in colleges and universities. The Minnesota Multiple Personality Inventory (MMPI) was used to calculate schizophrenia symptom scores, and statistical software SAS was used for data analysis and comparison.

**Results.** Over the course of six months, the schizophrenia score scale in the control group changed from 65 to 63, while the schizophrenia score scale in the experimental group changed from 67 to 58. In the experimental group, the symptoms of patients with schizophrenia were significantly relieved ( $P<0.05$ ). The experimental results show that the application of educational psychology to ideological and political education in colleges and universities has a significant impact on college students with schizophrenia.

**Conclusions.** The application of educational psychology in ideological and political teaching in colleges and universities has obvious positive effects on college students with schizophrenia, and provides a potential treatment method. The results of this study provide a reference for ideological and political teaching in colleges and universities and the alleviation of schizophrenia symptoms.

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