

cognitive behavioral group counseling in addressing social anxiety disorders is crucial for developing appropriate intervention measures.

**Subjects and Methods.** The study comprised a sample of 120 marketing major students aged 20 to 25 from a university. Participants were randomly assigned to either the experimental group (n=60) or the control group (n=60). The experimental group received cognitive-behavioral group counseling sessions, focusing on cognitive restructuring and social skills training, while the control group did not receive any specific intervention. Standardized psychological measures were used to assess anxiety levels in both groups. The intervention period lasted for three months, with weekly group counseling sessions designed for the experimental group.

**Results.** The data analysis indicated that the experimental group, which received cognitive-behavioral group counseling, showed a significant reduction in social anxiety levels compared to the control group ( $P<0.001$ ). This finding suggests that cognitive-behavioral group counseling has a positive impact on reducing social anxiety disorders among marketing major students.

**Conclusions.** Cognitive behavior group counseling is an effective intervention measure to address social anxiety disorders among marketing students. Combining cognitive restructuring and social skills training in counseling courses to provide students with skills to manage and overcome social anxiety symptoms. Implementing cognitive behavior group counseling as a positive measure can enhance the psychological health of marketing students and enhance their ability to handle social interactions.

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## Amalgamation of university education management and health education for students with bipolar disorder

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**Background.** Bipolar disorder is an emotional disorder with complex clinical manifestations. Patients may experience irregular and repetitive emotions, as well as various symptoms of disorder and mental illness. In addition, bidirectional affective disorder has been a common psychological disorder among students in recent years. With the development of society, higher education management and health education are gradually being valued, and some universities are already exploring innovative models of higher education management and health education.

**Subjects and Methods.** To analyze the impact of university education management integrated with health education on students with bidirectional disabilities, this study selected 60 students with bidirectional disabilities from a certain university and divided them into two groups: an observation group and a control group, with 30 cases in each group. The control group only

received olanzapine medication treatment, while the observation group received university education and health education based on medication treatment. The treatment period for both groups was 6 weeks. The analysis tools selected for the study include the Self Rating Depression Scale, Yang's Mania Scale, Quality of Life Scale, and SPSS23.0.

**Results.** The research results showed that after treatment, there was a significant decrease in depression and manic scores in both groups of patients, and the observation group showed the highest decrease ( $P<0.05$ ). In addition, after treatment, the quality-of-life scale scores of both groups of patients showed a significant increase, and the observation group showed the highest increase ( $P<0.05$ ).

**Conclusions.** From this, the combination of higher education management and health education is beneficial for the recovery of students with bidirectional disabilities.

## Long-term labor on borderline personality disorder of building workers

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**Background.** A borderline personality disorder is a common personality disorder characterized by unstable emotions, interpersonal relationships, and behavior. In addition, there are many causes of borderline personality disorder, including genetic factors, biochemical factors, and psychosocial factors. At the same time, prolonged work is also one of the causes of borderline personality disorder.

**Subjects and Methods.** 100 building workers with BPD in a certain area were selected as participants in this study and divided into two groups, the observation group, and the control group, with 50 cases in each group, to analyze the impact of prolonged work on borderline personality disorder (BPD) among construction workers. Both groups received medication for basic treatment. In addition, patients in the control group only need to work for a fixed time, 8 hours a day, and weekends are off. The observation group's patient needs to work for a long time, 15 hours a day and has a weekend off. The treatment period for both groups of patients is one month. The analysis tools used in the study include the Hamilton Depression Scale, Hamilton Anxiety Scale, Personality Diagnosis Questionnaire Edge Scale, and SPSS23.0.

**Results.** The results showed that after treatment, the marginal symptom score of the treatment group was significantly higher than that of the control group, and there was a significant difference between the two ( $P<0.05$ ). After treatment, the depression and anxiety scores of the treatment group were significantly higher than those of the control group, and the difference between the two was significant ( $P<0.05$ ).

**Conclusions.** prolonged labor is not conducive to the rehabilitation of borderline personality disorders among construction workers.