

Conclusions: Nowadays, consumers not only pay attention to the value of the commodity, but also pay more attention to the satisfaction of the internal psychological needs of the goods. Considering that users' consumption psychology is the key decision-making factor to determine their purchase behavior, it is a severe test for today's e-commerce enterprises to combine the consumption behavior and psychological characteristics of the target users, so as to make personalized and targeted marketing plans. From the perspective of consumer psychology, this paper studies the recommendation methods of users' online consumption psychology. The empirical analysis results show that the personalized recommendation given in this paper can provide a new reference for e-commerce marketing mode, and provide a certain reference for the sustainable development of e-commerce system.

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OPTIMIZATION ANALYSIS OF INDIVIDUALIZED EDUCATION MANAGEMENT MODE IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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Background: The basic idea of social psychology is put forward by psychologist Irwood. The basis of research is group life. The main starting point of research is human habits, reaction, communication, instinct and other behaviors. At present, with the increasing enrollment of colleges and universities, personalized education management is facing a new form. The conventional education management mode pays attention to the mastery of students' textbook knowledge and ignores the role of personalized education in mental health education, which also leads to the poor overall effect of university education management. In order to adapt to the basic requirements of the new situation for the personalized management of colleges and universities, we need to improve the quality of education the relevant personnel actively adjust the management methods, adopt the relevant factors of social psychology on the basis of the conventional management mode, strengthen the communication with students, and improve the quality of management.

Objective: From the perspective of personalized psychology teaching in Colleges and universities, it can play an important role in the analysis and application of psychological teaching.

Subjects and methods: Through the interview survey of five comprehensive colleges and universities in a certain area and the distribution of network questionnaire, 200 questionnaires were distributed and 200 questionnaires were recovered in this survey. The recovery rate of the questionnaire is 100%, of which 180 are effective, and the effective rate of the questionnaire is 90%. The content of the questionnaire includes students' evaluation of their own personality, their preference for subjects and the reasons for their preference, specific learning methods, whether to make a plan for learning, whether to support the school to adopt personalized education programs and other 13 questions. Specific options are given, and the results of the questionnaire are summarized for statistical analysis.

Results: Take three questions as examples, which are "your learning attitude towards various subjects", "do you think the school's teaching methods can adopt personalized teaching" and "why don't you like learning", and give the statistical results. The specific results are shown in Table 1-3.

Table 1. Statistical results of learning attitude of each subject.

Learning attitude	Like it very much	Like	Don't like it or hate it	Hate
Proportion of people /%	13.6	47.9	36.4	2.1

Table 2. Views on whether the school can adopt personalized teaching.

View	Can	Not always	No	Can try
Proportion of people /%	20.8	26.7	5.8	46.7

Table 3. Reasons of dislike learning.

Reason	No interest	The course is difficult	The teacher didn't teach well	The classroom is boring
Proportion of people /%	0.5	43.7	29.3	26.5

From the experimental results in Table 1-3 above, it can be seen that most students don't like learning

because they are not interested in learning, but think that the course is difficult, and the teaching form of teachers is boring and the teaching method is boring. Combining with Table 1, it can be seen that students hardly hate learning itself, and even most like to study. Only the current teaching methods of colleges and universities cannot attract learning Students' attention, therefore, most students think that they can try personalized teaching scheme to improve their learning interests and improve the current learning situation.

Based on this, this paper puts forward the optimization strategies of personalized teaching in Colleges and universities, mainly including: (1) We should respect students' principal position and implement humanized teaching mode. The so-called humanized teaching mode is to teach students in accordance with their aptitude on the basis of knowing well the students' psychological thinking mode. Teachers should respect the differences of students and use diversified teaching methods to guide students' learning behavior; In addition, although the teaching content needs rigorous rational thinking, the teaching method can be emotional and humorous. On the basis of fully observing the psychological characteristics of students, teachers should teach the teaching content with the teaching method of directly hitting the deep heart of students. (2) Pay attention to students' psychological barriers and solve the psychological problems of students. Due to the multiple influences of society, family, teachers and students, many college students will have all kinds of psychological obstacles and problems, which will seriously affect their study and life. Therefore, teachers should always pay attention to the students' psychological trend, timely observe the students' psychological problems, and strive to eliminate the students' psychological obstacles. For example, many students in the learning process will have serious fear of difficulties, rejection, which leads them to treat learning in a negative way, and often produce procrastination, conflict behavior. Therefore, teachers should conduct timely psychological counseling for such students, and dispel students' psychological concerns in a step-by-step way. (3) In daily teaching activities, the correct use of positive psychology. Traditional education methods often adopt strict and high-pressure means: Serious classroom, strict assessment, harsh face, always criticize, punish, punish, even get rid of, in order to maintain the dignity of teachers, the result is counterproductive. The application of positive psychology will play an important role in the teaching process of colleges and universities. If teachers can use positive psychology scientifically and reasonably, the teaching effect will be optimized to a certain extent. In teaching activities, teachers should stimulate each student's inherent potential and quality with a positive vision, so that they can improve their sense of happiness, identity and belonging under the guidance of positive forces and the bath of kindness and virtue.

Conclusions: Colleges and universities should combine their own teaching advantages, make full use of psychological principles, guide students to establish self-confidence, stimulate students' enthusiasm and enthusiasm for learning, and try to help them overcome psychological barriers, solve psychological problems, form a good psychological state, so that they can feel more happiness and existence value in their daily study and life. This is not only conducive to the future development of students, but also conducive to the comprehensive quality of talents and the overall improvement of the level of economic development.

Acknowledgements: The research is supported by Jiangsu university philosophy social science research project, "Distribution of higher education resources in the Huaihai economic zone-to education geography perspective", NO.2018SJA1010; The research is supported by Xuzhou University of Technology research project, "Study on the space distribution and influencing factors of newly-built universities", NO.XKY201935.

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APPLICATION OF MENTAL HEALTH EDUCATION IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

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Background: Healthy psychology is the psychological basis and power for college students to grow up. College students face pressure in study, life, economy, employment and emotion. Mental health education has brought infinite vitality and vigor to the ideological and political education of college students. Ideological and political educators should master the psychological characteristics of college students, use psychological counseling technology in Ideological and political education, and guide students' thoughts in